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Henry Ford and Thomas Edison

The Birthing of Giants

Inc. Young Entrepreneurs' Organization MIT Enterprise Forum



THE MAGAZINE FOR GROWING COMPANIES

375 Lexington Ave., 8th flr

New York, NY 10017

Dear Entrepreneur:

We are currently accepting applications and nominations for the Birthing of Giants[®] program. This exceptional event brings together 60 young entrepreneurs—each under the age of 40, each a founder who leads a company that grosses more than \$1 million—for four days on a suburban campus of MIT.

Every year we receive numerous inquiries and applications from interested candidates. From these qualified applicants, we choose the best and brightest growth-minded young entrepreneurs. If you qualify or know someone who does, please read this letter and apply for acceptance, or nominate a candidate to join this select group of entrepreneurial peers at an executive-retreat estate just outside of Boston.

Jointly hosted by the world-renowned MIT Enterprise Forum, *Inc.*, and the Young Entrepreneurs' Organization (YEO), this unique executive educational program has been designed for three specific reasons:

- To identify and bring together the next generation of entrepreneurial giants—the next Bill Gates or Richard Branson.
- To provide the kind of intense blending of practice and theory that is absolutely necessary to excel in this decade, and to do so in a format that fits your busy schedule.
- To offer this high-quality program at a price that is less than half the cost of comparable programs (all our effort goes into quality programming and facilities, not fancy promotion).

The focus will be on leadership. The sessions will be rigorous and competitive. In short, we will bring you the best, at a time when you need it, in a way that fits both your schedule and your budget.

Don't delay filling out this application.

Thank you for your interest. Best of luck and we look forward to meeting those selected to be a part of the Birthing of Giants Class of 2007.

Sincerely,

A handwritten signature in black ink, appearing to read "John Koten".

John Koten
Editor-in-Chief
Inc. magazine

A handwritten signature in black ink, appearing to read "Ashley Postlewaite".

Ashley Postlewaite
2004 - 2005 YEO International President

THE PROGRAM

Your commitment is for three years.* The program will begin each year on a Wednesday evening and end on Saturday after dinner:

Class of 2007, Year 1: 18-22 May 2005

Class of 2007, Year 2: 17-21 May 2006

Class of 2007, Year 3: 16-20 May 2007

Four days per year, 12 days in all, scheduled to minimize the disruption of your business activities, the program covers the six fundamental areas of business: Management, Finance, Human Resources, Marketing & Sales, Operations, and Research & Development.

**If you are unable to attend the second or third year, you will be charged the full program cost, less \$800, provided your cancellation is received at least 30 days prior to the program.*

THE FORMAT

You arrive Wednesday evening for check-in, buffet dinner (for those who arrive by 6:30 pm), and a chance to meet your classmates. As you can see, we plan to work you hard.

Sample Agenda for Thursday, Friday, Saturday:

7:00 am	Breakfast
7:45 am	Case Discussions
9:00 am	Lecture – Professor
10:30 am	Break
10:45 am	Lecture Resumes
12:00 pm	Lunch
1:00 pm	Lecture Resumes
2:30 pm	Guest Entrepreneur
6:30 pm	Dinner
8:00 pm	Group Case Work/Saturday Night Social

Sunday morning flights out of Boston allow you to return to your office Monday morning.

THE FACULTY

The faculty consists of the best in entrepreneurial professors from Boston's leading universities, including MIT, Harvard, and Babson, combined with the best in entrepreneurial talent from the pages of *Inc.* magazine. Plus, you will learn from each other.

Past faculty members have included:

Dr. Edward Roberts, David Sarnoff Professor of Management of Technology at MIT's Sloan School of Management—a thought-provoking lecturer.

George Naddaff, founder and former chairman and CEO of Boston Chicken [now called Boston Market], and currently director of Business Expansion Capital Corp (BECC). Naddaff describes himself as the “guru of franchising.”

Jack Stack, CEO of Springfield ReManufacturing Corp., inventor of The Great Game of Business (a highly successful management technique), and best-selling author of products about how The Game is played.

John Van Maanen, Erwin H. Schell Professor of Organization Studies Behavioral Policy Science (BPS) at MIT's Sloan School of Management.

Geoffrey Smart, chairman and CEO of ghSMART, a consulting firm Geoff founded in 1995. He co-authored the original article on “topgrading,” which was published in *Directors & Boards* magazine in 1997.

Randy Fields, CEO and president of Park City Group, a software development company based in Park City, Utah who also co-founded Mrs. Fields Cookies with Debbi Fields, and served as its chairman from 1978 to 1990.

Pat Lencioni, founder and president of The Table Group, Inc., a specialized management-consulting firm focused on executive team development and organizational health. Pat is also the author of three books, *The Five Dysfunctions of a Team*, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*.

Alan Trefler, Chairman and CEO of Pegasystems, which achieved a ranking as the eleventh most dynamic software company in the 1998 *Forbes* ASAP 100 Most Dynamic Companies list.

Dr. Neil Churchill, professor of entrepreneurship at the renowned INSEAD, in France, and former Paul T. Babson Professor of Entrepreneurial Studies at Babson College—a spellbinding teacher.

Dr. Aubrey Daniels, widely recognized for his application of the principles of behavioral psychology to the workplace, and author of *Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement*.

THE SITE

All activities during the four days will be held at the MIT Endicott House, an elegant off-campus executive educational retreat owned and operated by MIT. From its secluded setting on 25 acres of magnificently landscaped grounds to its fine food, expert service, and dedicated staff, MIT Endicott House provides the best in every detail. It was specifically chosen as the ideal place for learning, reflecting, and the pursuit of personal excellence.

The main house has 13 spacious rooms (double occupancy), a living room with majestic fireplace, and two dining rooms. The adjacent Brooks Center offers 24 single guest rooms, an expansive deck, and a 60-seat, amphitheater-style classroom. Tennis, swimming, and a workout room round out this exceptional facility. Additional lodging is provided at the nearby Hilton Boston/Dedham.

THE COST

The fees for each yearly session include tuition plus all meals and lodging for four nights at the MIT Endicott House, Brooks Center or the Hilton Boston/Dedham.

	YEO Member	Non-Member*
Tuition	\$ 2,245	\$ 2,445
Meals and Lodging	<u>900</u>	<u>900</u>
Total Fees	\$ 3,145	\$ 3,345

*YEO membership is ordinarily \$849. Those selected for the Giants program will be able to join YEO for only \$649. If you elect to join YEO, you will be billed the discounted fee for the Giants program in the second year.

The deposit check (payable to YEO) and supporting materials should be received by **Friday, 4 March 2005**. Please send to:

Elizabeth Luchsinger
MIT/*Inc.*/YEO Birthing of Giants[®]
c/o Young Entrepreneurs' Organization
1199 North Fairfax St., Suite 200
Alexandria, VA 22314

Questions can be directed to Elizabeth Luchsinger at **703-519-6700 ext. 142**, Fax 703-519-1864

THE NEXT STEP

We have to narrow the field to 60. The competition will be tough. It starts with you. The items needed to complete your application will depend on your YEO membership status.

Complete applications are due by Friday, 4 March 2005.

If you are a current YEO member, please submit the following 3 items for review:

1. A completed application form (attached).
2. A short description of your firm (include office and fax numbers), your growth plans for your business and why you want to further your entrepreneurial education. Include a concise history of your company and a statement about your vision.
3. A deposit of \$800, which will be returned to you immediately if you are not selected for the program. The deposit is nonrefundable to those who are selected and choose not to attend. The deposit will be applied to the third year tuition cost. Failure to complete the program waives your right to a deposit or refund.

If you are not a current YEO member, please submit the following 4 items for review:

1. A completed application form (attached).
2. Documentation verifying your age (you must be under 40)—acceptable forms are a copy of your birth certificate, driver's license, or passport.
3. A short description of your firm (include office and fax numbers), your growth plans for your business and why you want to further your entrepreneurial education. Include a concise history of your company and a statement about your vision.
4. A deposit of \$800, which will be returned to you immediately if you are not selected for the program. The deposit is nonrefundable to those who are selected and choose not to attend. The deposit will be applied to the third year tuition cost. Failure to complete the program waives your right to a deposit or refund.

Selection of the 60 most-qualified candidates—those who will matriculate at MIT House in 2005—will be made the week of 14 March 2005. At that time, additional information will be provided concerning the program and arrangements.

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PROGRAM TESTIMONIALS

Here's a sample of what alumni from the past five years have said about the Birthing of Giants[®] :

"BOG was an opportunity to spend substantial time with other high-growth entrepreneurs learning together from some of the best minds in business. I grew Telluride 40% over the 3 years and just sold the company. Thanks BOG and Verne!"

— Jeff Behrens, mindSHIFT Technologies, Inc., YEO Boston chapter

"BOG opened my mind to the people, books and ideas that changed my paradigm for business growth and management for the rest of my life."

— Dan Gould, Synergy, YEO Boston chapter

"BOG was one of the greatest experiences of my life.....beside the incredible friendships that I made, many of which continue today...I have never learned so much in such short period of time...Verne has not only a great mind, but a real talent for conveying complex concepts and teaching. Having world class leaders from a variety of fields as educators was also invaluable for the learning process and richness of this unique experience."

— Erick Slabaugh, ABSCO Alarms, YEO Seattle chapter

MIT/Inc./YEO Birthing of Giants® Application Form

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____ Country: _____

Telephone: _____ Fax: _____

E-mail: _____

Date of Birth: ____/____/____

Have you applied to BOG before? If yes, what year? _____

Are you a member of YEO? _____

Previous and current international and local YEO board positions: _____

Company's 2004 gross revenue (in USD): _____ 2003 gross revenue (in USD): _____

Are you sole or cofounder of your company? _____ Sole _____ Cofounder

If cofounder, the number of partners: _____ Date founded: _____

Type of industry: _____

Number of full-time employees: _____

Has your company ever appeared on the Inc. 500? _____ Yes _____ No

If Yes, what year(s)? _____

Marital Status: _____ Single _____ Married

Highest level of education completed: _____

Name of college or university (if applicable): _____

A three- to five-word description of your business or product: _____

All information is strictly confidential and is used solely for the purpose of determining qualified candidates for the Birthing of Giants® program.

Mail this form to: Elizabeth Luchsinger, Young Entrepreneurs' Organization, 1199 North Fairfax St., Suite 200, Alexandria, VA 22314

Or fax to: 703-519-1864