



BUSINESS LESSONS/ BEST PRACTICES

- Hire the best local advocate who is well connected.
- Be in tune with changes in the market.
- Be ready to make the inevitable adjustments and be okay with it.
- Have regular team meetings. Avoid mis and lack of communication.
- Be knowledgeable of non-tradition methods of financing as they can be potentially very powerful.
- Go to seminars. Keep Learning!
- Refine pro-forma often. Drill down on every line item ASAP. Assume as little as possible.
- Up front analysis has a direct impact on your quality of life during the development/execution process. Anticipate issues.
- Minimize or eliminate personal guarantees.
- Plan for future beyond completion date.
- There are no dumb questions only, dumbfounded expressions when questions weren't asked up front and problems later present themselves.
- Stick with what you know.
- If something hasn't sold, there is a reason.
- Deals come around. A non-seller today may be a seller next month.
- The best opportunities may be right under your nose.
- Filling up glasses with facts. What can I create? What do others create? What is outside my control?
- Make sure your team has experience in the type of project being considered. "Helping a friend" is really no help at all.
- Disclose/Disclose/Disclose. If something goes wrong you can hold your head high. Business compromises not character compromises

WHAT WILL MATTER

By Michael Josephson

- Ready or not, some day it will all come to an end.
- There will be no more sunrises, no minutes, hours or days.
- All the things you collected, whether treasured or forgotten, will pass to someone else.
- Your wealth, fame and temporal power will shrivel to irrelevance.
- It will not matter what you owned or what you were owed.
- Your grudges, resentments, frustrations and jealousies will finally disappear.
- So too, your hopes, ambitions, plans and to-do lists will expire.
- The wins and losses that once seemed so important will fade away.
- It won't matter where you came from or what side of the tracks you lived on at the end.
- It won't matter whether you were beautiful or brilliant.
- Even your gender and skin color will be irrelevant.
- So what will matter? How will the value of your days be measured?
- What will matter is not what you bought but what you built, not what you got but what you gave.
- What will matter is not your success but your significance.
- What will matter is not what you learned but what you taught.
- What will matter is every act of integrity, compassion, courage or sacrifice that enriched, empowered or encouraged others to emulate your example.
- What will matter is not your competence but your character.
- What will matter is not how many people you knew, but how many will feel a lasting loss when you're gone.
- What will matter is not your memories but the memories of those who loved you.
- What will matter is how long you will be remembered, by whom and for what.
- Living a life that matters doesn't happen by accident.
- It's not a matter of circumstance but of choice.
- Choose to live a life that matters.

"MOMENT BY MOMENT", Jay Wentz