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SUCCESS

What Achievers Read

BLAKE SHELTON

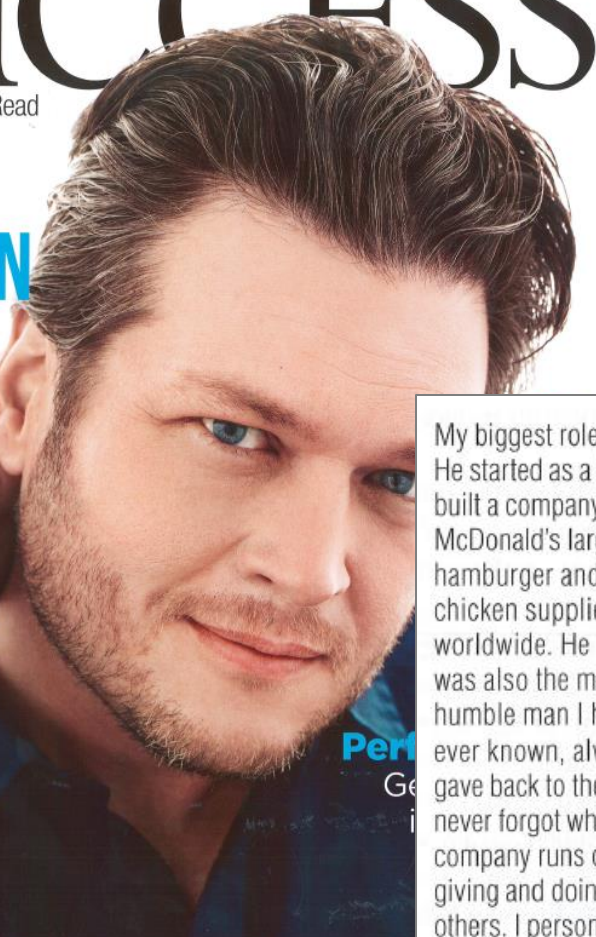
"I'm Firing On All Cylinders"

Leadership Lessons from VC Icon Ben Horowitz

Pump Up Your Business 2 Proven Ways



SUCCESS.com
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STARTup

SUCCESS Story

Redefining Entrepreneurship

A Dallas businessman launches an audacious plan.

Rick Sapio is on a mission. Besides being the founder and CEO of the investment holding company Mutual Capital Alliance, he recently launched A Billion Entrepreneurs, a nonprofit organization aimed at inspiring a new kind of entrepreneurship around the world.

The first step involves creating an inspiring documentary that features entrepreneurs sharing their challenges and triumphs.



Learn more about A Billion Entrepreneur Pledge @ success.com/abe.

"We have a 20-year vision that's driven by the catalyzing statement, 'An entrepreneur in every home.' My definition of entrepreneurship is to take responsibility for outcomes. It's not just [about] business," Sapio explains. "What would the world look like if people took responsibility for their lives?"

It sounds like an ambitious task, but Sapio has faced before. "My father passed leaving my mom with no nervous breakdown and of us kids, and all of us from the age of 13, when I I have never looked back," yes, says Sapio, a member entrepreneurs' Organization, my social life, my business commitment to learning and which reoriented me around

—Jennifer Chung



TOP of Mind

Johnny Cash was a great role model; he was an icon. He also said it was a good idea to buy expensive things when you could afford them, so that you would be able to sell them when you couldn't.

—John Schneider, actor, founder of John Schneider Studios



My maternal grandmother, whom my family called GooGoo, had a huge impact on me. She grew up poor but surrounded by affluence in my hometown of Larchmont, N.Y. She taught me that money doesn't determine a person's value as a human being and that I am as good as anyone else. Ultimately she built my courage and confidence. I don't think it's a coincidence that I run a courage-building company today. GooGoo is in my DNA!

—Bill Treasurer, president and CEO of Giant Leap Consulting



See Them Prosper

children's education with parents' lifespan.

when their children achieve higher education, according to a *Journal of Demography*.

an and Robert D. Mare examined a survey started in 1992 of them over the age of 50, and cross-checked it with the federal death Index. Controlling for family income, they found that the with college degrees died, on average, at age 71. The parents of finish high school lived until only 69, on average.

told time and financial resources into raising their children. write that having highly educated, successful offspring may provide fun and Dad to take better care of their health as they age.

—J.E.

My biggest role model was my father. He started as a truck driver but he built a company that became one of McDonald's largest hamburger and chicken suppliers worldwide. He was also the most humble man I have ever known, always gave back to the community and never forgot where he came from. My company runs on the foundation of giving and doing the best we can for others. I personally try to honor his legacy by being the best person I can be, and hopefully in my own way make the world I touch a better place.

—Shelly Fisher, CEO of Hope Paige Designs



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BRUNO PEREIRA