



# REACHING OUT *globally*

2003-2004 YEO/WEO  
Annual Review



Young  
Entrepreneurs'  
Organization



World  
Entrepreneurs'  
Organization

*"The premier, peer-to-peer, global community,  
network and resource for entrepreneurs."*



# REACHING OUT globally

After the landmark crossing of the 5,000-member mark in the final days of the last fiscal year, YEO and WEO took a moment to breathe and look inward during the 2003-2004 year. True, the organization continued to grow, with new chapters emerging in cities everywhere and steady membership increases worldwide; but more than ever before, this year was focused on quality over quantity. The two organizations recommitted themselves to boosting the quality of the YEO/WEO experience in all 160 cities where the organization has members and to reinforcing its place as the world's premier resource and peer network for entrepreneurs.

The recommitment to quality began on day one of the fiscal year, when the formerly separate International Boards of Directors for both YEO and WEO merged under a single "EO" umbrella. The new, streamlined International Board was designed to be more efficient, reducing unnecessary duplication, and allowing both organizations to grow symbiotically.

From Universities and Conferences to new networking resources and peer-to-peer

learning, YEO and WEO reached out to members worldwide and helped them reach out to one another. Universities in Vancouver and

Switzerland took learning to a new level this year, with the Vancouver event's learning program garnering the highest ratings ever at any YEO University and the Swiss event becoming the first University held in Europe as well as the first to embrace a multi-city format. The historic European Conference in Moscow won high praise from its more than 100 attendees, and the WEO Conference in Maui reengineered the traditional University/Conference format so that the balance of the learning program took place outdoors during experiential offsites.

Forum remained the number one benefit, with more than 4,500 YEO and WEO members now participating in Forum activities. Enhancements to the Forum training program will make the program even stronger in coming years.

More and more members are reaping the benefits of the "O" network. Whether it's seeking medical advice through the Inventory

of Skills, using Member Exchange for help with a business issue or meeting with peers at an Industry Roundtable, the "O" network has proven a powerful tool that connects the more than 20,000 members of YEO, WEO, YPO, CEO and WPO.

Throughout the year, YEO and WEO continued to reach out to its members worldwide through high-quality printed and electronic communications designed to keep members informed. Marketplace, a new addition to YEOnet, provided members with a safe arena to conduct member-to-member business; and

the electronic newsletter, *eXtra*, debuted as a low-cost, high-impact utility for communicating YEO and WEO news to the membership.

Now in its 17th year, YEO and WEO have never been stronger or more relevant. As more and more business

leaders worldwide discover the benefits of membership, the organizations remain focused on quality at every level — one organization, 160 cities, one place to find the premier, peer-to-peer, global community, network and resource for entrepreneurs.



**Vijay K. Tirathrai**  
**2003-2004 YEO President**  
**Chairman, International Board of Directors**

Dear YEO/WEO Members and Shareholders,

*It is with the utmost honor and excitement that I share with you what has been a remarkable 12 months for our membership. I'll sum it up in two words: Global Value.*

*We began the year by making history with merging and transformation of the entity that now serves both the YEO and WEO brand. This is only the beginning, as we now have a foundation in place to grow and serve different entrepreneurial communities. Preparations are already underway for a launch of another new brand: EEO, Emerging Entrepreneurs' Organization. This new structure creates seamless migration for members through various stages of their professional lives and provides a dynamic business model that leverages on strengths of its parts for the greater value of a collective membership.*

*We have spent considerable time researching and attempting to articulate our core values for the organization. These are the words and phrases that most captured the spirit of YEO/WEO: "**Boldly Go, Thirst for Learning, Make a Mark, Sexy-Cool and Honor.**" These themes will be used at all levels of the organization — International, chapter, Forum and membership — to ensure that all members receive a consistent and unique brand experience.*

*This year we **made a mark** by attracting an impressive 1,200 new members and reaching 5,500 total members, including 1,280 WEO members. We launched four new YEO chapters, making our presence felt in 160 cities worldwide.*

*We experienced a particularly high rate of growth in the Middle East. Each additional location further enhances our global position. We have also nearly met our 90-90-90 key performance indicators, with 90 percent of our members in Forums, near 90 percent membership renewals and most chapters having 90 percent of their members using at least one International benefit.*

*Since May 2003, we have been **Reaching Out Globally** by hosting International events throughout the world, including Vancouver, Moscow, Miami, Maui, Zurich, Bali, Kuala Lumpur, Washington, DC, Boston and Aspen, providing unique peer-to-peer exchange opportunities and satisfying the **thirst for learning** on a global scale. We have launched new experiences: the YEO-Stanford Executive Program and the Family Conference. In addition, we have embraced participation in the "O" Network which leverages the resources and memberships of YPO, WPO and CEO with programs such as Global Youth Exchange and Meetings-in-Meetings.*

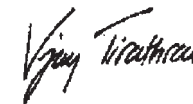
*To ensure that the organization is consistently delivering value locally, we have conducted more than 1,500 one-on-one interviews with members in our Pulse Check telephone surveys. We have also held quarterly conference calls with all chapter presidents. Through these efforts, we have learned a tremendous amount about our membership. We have eliminated the word "product" from our vocabulary; have put more focus on our most valued benefits and scrapped those that did not make the desired impact; and have improved member services that **make a mark**. We have also expanded our array of International benefits to include services such as M2M Exchange, MediaSource, Speakers Database, Peerspectives and the brand-new Marketplace.*

*We all realize that this organization runs on the energy, creativity and passion of our member leaders. As such, we have made considerable effort in revamping leadership development programs, especially at the Global Leadership Conference, which had the highest attendance of any event this year.*

*The International Board has spent considerable time developing a three-year strategic roadmap with defined future priorities and goals. I feel extremely confident that with these plans in the hands of the able leadership of our incoming Presidents Ashley Postlewaite for YEO and Brian Hansell for WEO, the organization will **boldly go** to greater heights. I am pleased to report that the organization remains in sound financial shape and that we have also enhanced our corporate governance to reflect our maturity and stature as a world-class organization.*

*Together with my fellow Board members and the management team for this great organization, we strive to provide outstanding value and a uniquely YEO/WEO experience for our members. We are, without a doubt, the world's premier entrepreneurial organization today. Leading YEO has been a challenge, an honor and a privilege. It is, however, an even greater privilege simply being a member.*

*Wishing you every success in your business and personal endeavors,*



Vijay Kishu Tirathrai



**Thomas F. Skelly, Jr.**  
**2003-2004 WEO President**

Dear YEO/WEO Members and Stakeholders,

Over the course of the past 12 months, I have had the honor of leading WEO as its President. It has been a true privilege to serve as your leader and be able to give back to this organization some of what it has provided me. WEO has never been stronger, a fact that was re-enforced throughout the year. More than ever, it is apparent that WEO and YEO are making a true difference in the personal and professional lives of their members, as well as in their communities and in the entrepreneurial community as a whole.

During the 2003-2004 year, WEO continued its pattern of solid growth and strengthened its brand identity. Now in its seventh year and boasting a membership of more than 1,280 members worldwide, WEO has established itself as a powerful entity, alongside YEO, in the global entrepreneurial community. Over the years, we have been able to work out the organizational kinks of becoming an "E" network; so that we can now focus most of our attention on you, the member, and the things that will make your membership more valuable.

Eleven independent WEO chapters were launched this past year. Of these, eight are already financially independent, and the others will soon follow suit. Another

group of new chapters is waiting in the wings with plans for inaugurations during the 2004-2005 fiscal year.

The creation of these autonomous WEO chapters does not mean that our members will in any way be less connected to our peers in YEO; to the contrary, we think it will strengthen these bonds while allowing both groups more power to shape their individual destinies. In the end, members will get a richer, more focused experience while reaping the benefits of membership in an ever-expanding network of entrepreneurs.

This year, we listened to our members' suggestions and created a new type of learning environment at the WEO Conference in Hawaii. More intimate than many of the other YEO/WEO International events, the family-friendly conference, held in Maui, split its days into one-third education, one-third experiential learning activities and one-third social opportunities. More relaxed and less hectic than a University, the Conference allowed WEOers to maximize their time together. An undisputed success, the Conference set a new benchmark for future WEO events.

In a joint effort with YEO, WEO worked throughout the year to boost Forum to even greater heights. Independent WEO Forums are now commonplace throughout the world, with an estimated 90 percent of our membership participating in Forum activities. This year, WEO sponsored the first-ever Forum Retreat Gathering, with 80 members from 10 WEO Forums converging in Kansas City for a joint meeting.

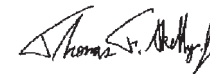
Hugely successful, the event has already spawned several more gatherings for the 2004-2005 year.

This year marked the first time the two organizations shared a single International Board of Directors, led by two presidents: Vijay Tirathrai for YEO and myself for WEO. The new structure allows for smoother, more efficient operations, and has only made the "EO" brand stronger.

My personal thanks to Vijay for his leadership and friendship. It has been a true pleasure working so closely with him throughout this past year. Thanks also to Brien Biondi and the entire YEO/WEO International staff for their tireless support, enthusiasm and priceless institutional knowledge. To my successor, Brian Hansell, I wish the very best of luck. In his more-than-capable hands, I know WEO will continue to thrive.

Again, I extend a heartfelt thank you for this incredible opportunity to serve. I hope to see you at an International event in the near future.

Sincerely,



Thomas F. Skelly, Jr.



# THE YEAR *in review*

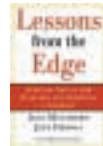
**July '03:** A streamlined, fully integrated YEO/ WEO International Board of Directors takes office. Vijay Tirathrai becomes president of YEO, while Thomas F. Skelly,

Jr. assumes the role of WEO president. New chapter officers worldwide begin their terms as leaders among leaders.



**August '03:** *Lessons From the Edge: Survival*

*Skills for Starting and Growing a Company* hits the bookstores. Penned by YEO/WEO advisor and entrepreneurial expert Jana Matthews and WEO Toronto



member Jeff Dennis, the book features real-life stories from successful entrepreneurs, many of whom are YEOers or WEOers.

More than 350 YEO and WEO members join 30 resources for the YEO Vancouver University. The event's learning program earns the highest ratings in YEO history.



**September '03:** YEO/WEO members receive their first issue of *eXtra*, the new monthly electronic publication providing news about activities, programs and opportunities available to all members related to their membership.



Eighty members from 10 WEO Forums meet in Kansas City, Missouri, for the first-ever Forum Retreat Gathering.



**October '03:** More than 100 YEO and WEO members from 13 countries journey to Moscow for the annual European Conference. The highly-rated Conference is the first YEO/WEO International event to be held in Russia.

More than 50 YEO/WEO members spend six days of intense learning on the campus of Stanford University Graduate School of Business.

**November '03:** Eight countries are represented at the Latin American Gathering in Miami, Florida.





Fifty-eight YEO/WEO members are named on the prestigious Inc. 500 list. The 2003 total represents the highest ever for YEO/WEO.

**January '04:** WEO members converge in Hawaii for the organization's annual conference. With the beautiful landscapes of Maui as inspiration, the high-rated event mixed traditional classroom education with experiential learning that took advantage of the island's tropical scenery.



Split between Zurich and St. Moritz, the ambitious event combined excellent classroom learning opportunities with exclusive offsite excursions and extraordinary social events.



**April '04:** Incoming Asia Pacific chapter leaders meet in Bali for the Asia Pacific Regional Leadership Conference.



**March '04:** Focusing on the theme, "The Power of Quality," the Switzerland University attracts more than 250 members from around the world.

**May '04:** More than 450 incoming chapter officers from Europe, Latin America and North America meet in Washington, DC for the 10th annual Global Leadership Conference — the biggest attended event in YEO history.



**June '04:** Answering the demand for more family-oriented programs, YEO/WEO holds its first-ever Family Conference in Aspen, Colorado, while WEO International holds its first-ever BOG-type event on the MIT Campus — the WEO/MIT Advanced Business Program.



# GOVERNANCE

## restructure



### *YEO and WEO Boards Merge*

The 2003-2004 fiscal year began with a history-making move that combined the formerly separate YEO and WEO International Boards of Directors. Under the newly formed “EO” umbrella, the leadership’s focus has shifted from being service providers to being custodians of the vision of the two organizations. The new structure is more efficient, eliminating unnecessary duplication at the leadership level and allowing both organizations to grow symbiotically, while leaving room for new entrepreneurial groups to emerge in the future.

The new Board consists of nine individuals, a fraction of the previous 26-member YEO International Board and nine-member WEO Board. The new Board consists of the current YEO President, President-elect and Immediate Past President; the current WEO President, President-elect and Immediate Past President; two at-large independent members; and the sitting YEO/WEO Chief Executive Officer.

The restructuring also created 10 new strategic committees, a move designed to expand the participation of member-leaders throughout both organizations. These committees and leaders will be more responsive to the membership’s needs, addressing the challenges and seizing the opportunities faced by the organization over time.

The new Board’s roles and responsibilities are to:

- Be the keeper of the organizations’ visions and values
- Provide strategic direction to the “E” entity
- Run Board meetings and operation oversight
- Assign portfolio direction to the 10 Board Committees
- Help manage key alliances and strategic partners
- Provide CEO oversight and compensation approval
- Plan and give approval to all leadership positions

Under the new structure, the new “EO” Board meets in person four times a year, conducts bi-weekly calls and has an annual strategic planning retreat. The 10 committees meet in person annually, with conference calls as required.



# MEMBERSHIP & *chapter development*

YEO and WEO ended the 2003-2004 fiscal year with an impressive combined membership of nearly 5,500. Following the landmark crossing of the 5,000-member mark in the final days of the last fiscal year, the two organizations made a renewed commitment to enhancing the quality of YEO/WEO membership at every level and to solidifying their place as the world's premier educational resource and peer network for entrepreneurs.

Despite on-going economic turmoil in many parts of the world, YEO and WEO continued their cycles of growth, attracting more than 1,200 new entrepreneurs over the course of the fiscal year. In perhaps an even greater show of strength, an impressive 84 percent of the YEO and WEO members renewed their memberships this year.



Keeping with the year's mission statement, "Reaching Out Globally," the most significant increase in membership came in the Asia Pacific Region, which grew by 270 members — a remarkable 25 percent increase. Four new YEO chapters were inaugurated in 2003-2004, while 11 WEO chapters established their independence during the year.

## ***WEO Chapters Gain Independence in 11 Cities***

This was a banner year for WEO growth, with 11 independent chapters launched. Eight of these have their own bank accounts, six hold separate Board meetings and five host at least two WEO-driven events per year. The move towards independent WEO chapters doesn't mean there will be less interaction between WEO and YEO members; on the contrary, it is designed to help WEO members better define their future

experiences and take the same financial responsibility as their YEO peers.



### Membership Snapshot

Total Members:	5,500
YEO Members:	4,220
WEO Members:	1,280
Total Chapters:	120
Number of Countries:	40
Number of Cities:	160
Average Age:	35
Total Number of Employees:	more than 700,000
Total Gross Sales:	US\$81 billion more than
Average Gross Sales:	US\$11 million

### MEMBERS REACHING OUT...

To demonstrate the many ways in which YEO/WEO entrepreneurs have significantly "Reached Out Globally" to their local communities and beyond, we have featured four distinct member "Profiles" throughout this book. Beginning, to the right, we're happy to share these compelling profiles, which encapsulate how YEO and WEO members are making their mark while making a difference in the world at-large.

# PROFILE



### Chris Rosica & Dmitry Vechanhov: Cross-Cultural Learning

When YEO asked incoming New York Chapter president Chris Rosica if he would be interested in hosting Dmitry Vechanhov, a member of the emerging Moscow Chapter for a week, he jumped at the chance. Rosica was intrigued by the opportunity to share entrepreneurial strategies with a peer from halfway around the

world and knew that the experience could be priceless in terms of one-on-one learning.

The pairing was part of the first-ever U.S.-Russia Entrepreneur Exchange sponsored by the Foundation for Enterprise Development and YEO. Designed to give Russian entrepreneurs an immersion experience in the U.S. business world and to expose U.S. entrepreneurs to the Russian business culture, the program matched six Russians with YEO members in similar industries.

For a full week, Vechanhov, who runs a marketing company in Moscow, shadowed his host at Rosica Mulhern, Inc., a strategic public relations agency based in New Jersey. The two discussed challenges and opportunities particular to their own business experiences, and found they had a lot in common.

"Dmitry told me about how he survived the collapse of the Russian economy in 1998," Rosica said. "He shared the things that he did to survive, like diversifying and not relying on one client."

Towards the end of the week, Rosica and Vechanhov were star panelists for the U.S. Russia Marketing Summit, which drew the attention of local media and two Russian TV stations. "It was very interesting to learn about the challenges and opportunities that entrepreneurs have in Russia," Rosica said. "Where there is change, there is opportunity."

Both of these entrepreneurs believe that cross-cultural learning experiences like this are especially important in today's business climate. "This is a global economy," Rosica said. "There is no denying that — and when we embrace that, we all benefit."



### Breakdown by Region

North America:	3,925
Asia Pacific:	1,090
Latin America/Caribbean:	320
Europe:	165

### New YEO Chapters for 2003-2004

Bahrain  
Jeddah  
Nepal  
Pakistan

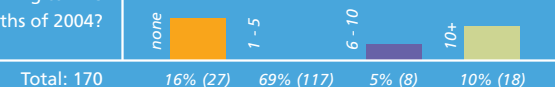
### Independent WEO Chapters for 2003-2004

WEO Arizona	WEO Houston	WEO St. Louis
WEO Boston	WEO Malaysia	WEO Tokyo
WEO Dallas	WEO New York	WEO Toronto
WEO DC	WEO Seattle	

### POLLING RESULTS

The following are results from some of the 42-survey questions asked at the 2004 GLC, where more than 150 member leaders were polled on entrepreneurial issues.

How many additional full-time employees are you planning to hire in the remaining months of 2004?



# LEARNING programs

## YEO Vancouver University

Achieving the highest ratings ever for a YEO/WEO University learning program, the Vancouver University attracted more than 350 YEO/WEO members and their spouses/guests as well as more than 30 high-caliber education resources. Participants traveled to Vancouver from 12 countries, and a total of 63 chapters were represented at the four-day event held in August. Chaired by Vancouver member Kevin Wice, the University revolved around the theme, "For the Performance of Your Life," expertly blending powerful education sessions during the day and unbridled fun at night.



Keynote speakers included **Tim Sanders**, chief solutions officer of Yahoo!; **Paul Orfalea**, Kinko's founder and chairman emeritus; **Marshal Myles**, president and CEO of ROOTS Canada, a successful sports clothing company; **Jack Daly**, a renowned professional sales coach; and **Anthony Von Mandl**, CEO of Mark Anthony Group, a \$35-million private Canadian diversified beverage business that includes the Mission Hills Winery and Mike's Hard Lemonade® brand.

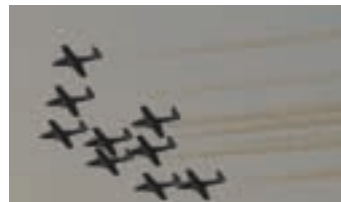
Learning breakout sessions focused on five key areas:  
*Building an Awesome Organization; Financing Growth;*

*Sales and Marketing; Out of the Box; and Managing Self/Personal Growth.* Members could choose from a variety of unique learning offerings, including a chance to view a live open-heart surgery televised via satellite from the Cleveland Clinic, and behind-the-scenes learn-arounds at Seattle's Best Coffee, Garabaldi Glass Industries and Grouse Mountain Resorts.

Evening social activities offered participants a glimpse into life in Vancouver. The opening night festivities featured



dinner along the banks of English Bay and front-row seats for the Celebration of Light Festival, an international fireworks competition. On Thursday night, participants traveled by gondola to the top of Grouse Mountain for a night of great food and Native Canadian culture. The University culminated with a black-tie optional gala at the Fairmont that included a sensational performance by Cirque du Soleil acrobats and a lavish dinner.



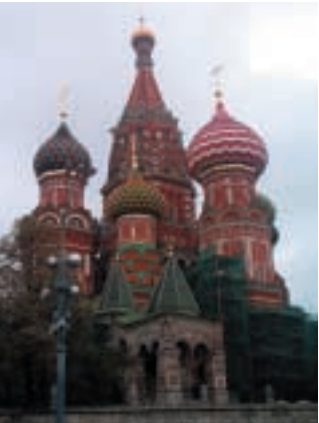
## **WEO Forum Retreat Gathering**

In September, more than 80 members from 10 WEO Forums met in Kansas City, Missouri, for the first WEO Forum Retreat



Gathering. Forum members from New York, Boston, Winnipeg, Calgary, Columbus, St. Louis, Hartford, Detroit and Chicago attended the inaugural event, which was held at the Kauffman Foundation headquarters.

The program blended Forum work and “playtime,” with an agenda that included private facilitated problem-solving, a best practices session, inter-Forum competitions and social events.



Post-event feedback was so positive that future programs are already being planned next year for YEO and WEO Forums in Munich, Panama City and Dubai, U.A.E.

## **European Conference in Moscow**

October's history-making European Conference in Moscow marked YEO/WEO's first International event within Russia. Hailed as “one of the best non-University programs we've ever had,” the Conference welcomed 100 YEO and WEO members from 13 countries, including Russia, Switzerland, France, Germany, Australia, New Zealand, Malaysia, China, Korea, Singapore, India, Canada and the United States.

Since a majority of the attendees were first-time visitors to Russia, an emphasis was placed on cultural learning opportunities and region-specific education. The Conference

began with family-hosted Dine-Arounds, in which members and guests had dinner with local families in their homes. Planned exclusively for YEO/WEO, the eye-opening event provided participants with a rare glimpse into Russian home life.

Other highlights of the Conference included VIP tours of the Kremlin and KGB Museum; a ballet performance at the world-famous Bolshoi Theater; a panel discussion on Russian entrepreneurial opportunities; and a closing night gala and private tour of the Armoury inside the Kremlin walls.

Chaired by YEO Moscow Chapter President Mikhail Kupriyanov, the Conference was co-sponsored by the U.S. Russia Center for Entrepreneurship.



## YEO-Stanford Executive Program

Fifty YEO and WEO members went back to school in October during the first-ever YEO-Stanford Executive Program. Held on the campus of Stanford University Graduate School of Business in Palo Alto, California, the program took a case-study approach to determining what was on the horizon for tomorrow's business world. With members of Stanford's world-class faculty at the helm, the rigorous program had the feel of an accelerated MBA program.

Beginning each day with morning seminars and ending with late-night group discussions, members explored leading-edge trends in management, tested ideas against their peers and the business faculty, and challenged their own assumptions. Throughout the seminar,



participants were pushed to think about how they could take their business to the next level.

Using examples learned from companies such as Intel, Starbucks, E-Bay and Jet Blue, members gained a better understanding of the critical issues that can make a difference to the future of a business.

## Latin American Gathering in Miami

YEO and WEO members from eight countries came together in November for the 2003 Latin American Gathering. Held in Miami, Florida, and chaired by Andres Mendez of the Colombia Chapter, the event attracted more than 60 members and guests and focused on business, cultural and personal-growth issues.

Keynote speakers included **Randolph Pohlman**, dean of the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University; **Verne Harnish**, YEO

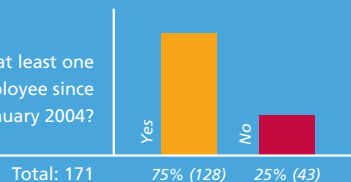
founder, creator of the Master of Business Dynamics program and author of *Mastering the Rockefeller Habits*; **Pedro Medina**, the man responsible for bringing McDonald's to Colombia; **Jerry Teplitz, MD**, a stress management expert and author of *Managing Your Stress: How to Relax and Enjoy*; and **Gian M. Navaro, MD** of the Cleveland Clinic, Florida, who discussed some of the most important medical issues facing the Latin America/Caribbean region.



## WEO Conference in Hawaii

Finding the perfect combination of focused learning and no-holds-barred fun, WEO members and their guests met in Maui in January for the hugely successful WEO Hawaii Conference. The island paradise provided the perfect backdrop for three incredible days of learning and leisure with WEO peers and their families.

Have you hired at least one full-time employee since 1 January 2004?





Morning education sessions covered a wide range of topics, including how to nurture your relationships, negotiation strategies, stress management and goal-setting in an ever-changing business climate. **Dr. Paul Pearsall**, one of the United States' most requested speakers, challenged WEO members to ask themselves if they were guilty of succumbing to "toxic success syndrome." Inter-Tel, Inc. founder **Steven G. Mihaylo** recounted how he started the company 34 years earlier and shared his philosophy for customer-focused growth. *Harvard Business Review* Editor **Tom Stewart** joined the University via videoconference, discussing the new landscape of business; and Good Guys Chairman and CEO **Ken Weller** shared his experiences in leading a retail turnaround.

But most of the learning came in experiential form, with plenty of time for soaking in the natural beauty of Maui and for reveling in the bonds created through WEO. A full lineup of

afternoon experiential learning offsites and evening social activities lived up to the WEO credo: "Wisdom. Experience. Opportunities."

Prior to the Conference, participants could take part in a LifePilot program, a four-hour session focused on reflection and self-discovery. Taught by YEO Past President and Forum Trainer **Gordon Mawhinney**, the program used a variety of activities to help participants fine-tune their values, visions, goals and inspirations.

### **YEO Switzerland University**

In March, more than 250 YEO and WEO members from 18 countries experienced "the Power of Quality" and the pristine beauty of Switzerland during a five-day adventure divided between Zurich, one of Europe's most important economic centers, and St. Moritz, the world-famous alpine village. The Swiss event made double YEO/WEO history as the first University to be held in Europe and the first with a multi-city format.



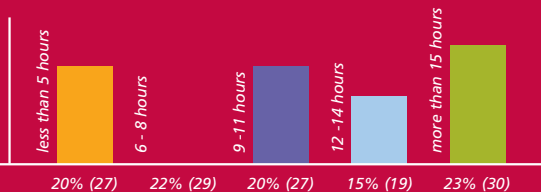
Hosted by the Switzerland Chapter, the University reinforced the strength of the Swiss national brand, known globally for its top-of-the-line products from watches to chocolates.

Beginning in Zurich, the first-half of the University gave participants VIP access to several important Swiss businesses and provided them with valuable insight into the changing European economy and the issues shaping the lives of entrepreneurs worldwide. Offsite excursions and social activities gave members an opportunity to see the many sides of this fascinating city.

Keynote speaker **Klaus W. Wellershoff, PhD**, chief economist for UBS, one of the world's leading financial firms, began the week with an insightful discussion on balancing growth in an unbalanced world. The following morning, members were treated to powerful back-to-back



If you are married, or in a relationship, how many hours a week do you spend with your partner alone (besides sleeping)?



keynotes: **China Keitetsi** told her moving story of being a child soldier in Uganda; and **Joachim Schoss**, a mega-successful business leader and one of the leading proponents of entrepreneur practices in Switzerland, discussed the importance of willpower in all areas of life. The final Zurich-based keynote came from legendary music producer **Dieter Meier**, who founded the group Yello. Meier discussed his own struggles for perfection and how he relies on the principles of Zen to answer the nagging questions of life.

Sunday afternoon, the entire University traveled by private train into the Alps to the glamorous ski resort St. Moritz, where an equally exciting program (and some terrific skiing) awaited.

After an enjoyable Dine-Around night in St. Moritz's top restaurants, participants began Monday with keynotes from **Alan Nicod**, founder of several firms in the medical instrumentation, IT, distribution and investment industries and **Robert D'Alimonte**, a professor

at New York University in Florence, who shared thoughts on the future of the European Union.

The group boarded gondolas and headed even further up into the mountains Monday evening for an unforgettable final night dinner. An extraordinary night of food and friends came to a dramatic close when dozens of torch-carrying skiers sailed down the mountain, dramatically lighting up the dark night exclusively for YEO.

Tuesday morning, the University came to a close with a special keynote from **Daniel Snyder**, owner of the Washington Redskins professional American football team, who recounted how he went from being a college dropout to becoming the owner of the Redskins, which he bought for a record US\$800 million.

### ***Birthing of Giants***

In May, another class completed the prestigious Birthing of Giants three-year program sponsored by MIT Enterprise Forum, *Inc.* and YEO.

Now 13 years running, the highly selective program focuses on the six fundamental areas of entrepreneurial business: leadership; management; finance; human resources; marketing; and sales and operations.

Limited to 64 participants per class, the program takes place over 12 days spanning three years and utilizes MIT's best business minds as its resources. In the weeks after the class of 2004 celebrated its graduation, a new group of members was beginning its three-year journey, and another class passed the midway point.



### ***MIT/WEO Advanced Business Program***

YEO/WEO International joined forces with the MIT Enterprise Forum again this year to introduce the MIT/WEO Advanced Business Program, our newest specialized learning program that took place 20-23 June. This all-new, two-year program, facilitated by DC WEOer Verne Harnish, was specially designed for WEO members. The inaugural program



brought together 50 entrepreneurs — each a company founder, over the age of 40, whose business grosses at least US\$1 million — for four days of superior education at the suburban campus of world-renowned MIT.

**Global Leadership Conference**

In May, more than 450 YEO and WEO members from around the world gathered in Washington, DC for the 10th annual Global Leadership Conference (GLC), an intensive three-day training and networking event for incoming chapter officers. Boasting a record turnout, the powerful meeting offered unmatched opportunities for members to share ideas and best practices with fellow leaders from around the world.

Incoming officer teams met with their counterparts from virtually every YEO and WEO chapter from the North America, Latin America and Europe regions to begin developing strategies for the coming year. The centerpiece of the GLC was a series of tracks designed to help incoming chapter leaders learn how to help their chapters grow, improve learning events, attract



high-caliber resources, ensure the chapter’s financial security and gain local sponsorships. Specific tracks were offered for presidents, membership chairs, Forum chairs, learning chairs, WEO chairs and chapter administrators; and for the first time a new WPO-YEO Mentor Program track was also included in this year’s program. Additional breakout sessions focused on chapter finance, chapter sponsorship and communications for members.

Strategic planning sessions for the local boards served as bookends to the workshops, allowing chapter teams time for goal-setting and in-depth discussion on the issues most important to their respective members. This year, a new session, entitled, “Leadership Excellence,” was added to the program, as a special treat and thank you for a select number of YEO/WEO leaders. In addition, real-time polling was included during the session

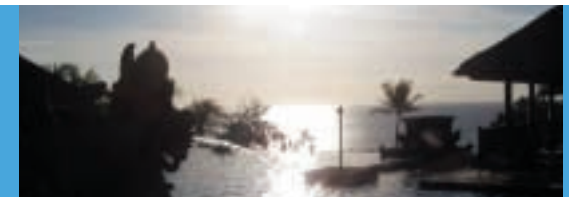


to set data from a series of questions asked of the member leaders in attendance.

**Regional Leadership Conference and Bali Retreat**

Following the same general structure as the GLC, the Regional Leadership Conference (RLC) in Bali offered in-depth training for incoming chapter officers in the Asia Pacific Region. Topics covered during the two-day Conference included how to manage expectations and maintain a high level of motivation in your chapter; the cycles of growth and retention; delivering extraordinary learning experiences; Forum placement strategies; and setting long-term chapter goals.

Participants in the RLC were encouraged to extend their stay and attend the Bali Retreat, a day-and-a-half learning event focused on the theme “Body and Soul.” Combining keynote sessions, breakout learning opportunities, fitness and leisure excursions and two social events, the retreat offered members an idyllic atmosphere for unwinding after the intensive days of learning during the RLC.



# BENEFITS & programs

## Forum

Forum continues to be the number one ranked benefit of YEO/WEO membership. At the end of the fiscal year, some 4,600 entrepreneurs — an astounding 84 percent of the membership — will be reaping the benefits of Forum activities. Epitomizing the organizations' belief in the power of peer networks, a Forum provides its members with a secure environment for frank and confidential discussion about the important personal and professional issues. There are now a reported 533 active Forums, including 101 WEO-exclusive Forums and 48 Spouse Forums.



A dynamic Forum training program has long been an important part of the institution's success. More than 200 Forum Training and Moderator Training programs were conducted during the 2003-2004 year, and training efforts were given an added boost with the introduction of several new programs designed to enhance the Forum experience.

Four Forum Moderator Conference Series events were offered over the course of the year. These 45-minute interactive webcasts provided targeted learning content designed to re-enforce moderator skills and enrich the overall Forum experience. Topics included *retreat planning, Forum*



*presentations, understanding and using Gestalt language protocol, and handling new members/departing members with finesse.* Though targeted to moderators,

any Forum members could join the webcast. Recordings of the events are posted on YEOnet.

Two Forum-PLUS programs debuted this year to tremendous success. Forum Boost gave existing groups a four-hour refresher course on Forum protocol, conflict resolution and communications best practices. Participants were encouraged to identify points for potential group change and to develop an action plan.

Offered in two-hour and four-hour options, *Turbo Charge* was designed to help re-energize existing Forums and increase the take-away value for its members. Participants shared best practices, discussed what makes a presentation or update powerful, and brainstormed about ways to take the Forum to the next level.

This past year also saw the first Forum Retreat Gathering in Kansas City, Missouri, in which 10 WEO Forums met at the Kauffman Foundation for a shared multi-day experience that included ample time for discussions on best practices and other Forum issues. The event was an undisputed success, and at least three more YEO/WEO Forum Retreat Gatherings are being planned for 2004-2005.



### WPO-YEO Mentor Program

The WPO-YEO Mentor Program continued to gain momentum in 2003-2004 with 700 YEO members paired with WPO counterparts since the program's inception three years ago.



The program matches YEOers with WPO members who act as short-term, goal-oriented mentors, offering advice and counsel on business-related issues. Managed by a full-time staff member who works closely with WPO International, the program uses local chapter support and leadership systems to facilitate this process.

To further formalize the program and communicate best practices, a Mentor Program track was added to this year's GLC, and a new Mentorship Skills Training program was introduced. Both were created to help the mentor pairings reach their greatest potential.

### Social Innovators Program

Epitomizing the "Reaching Out Globally" theme, the Social



Innovators Program continues to help members who are seeking a way to give back to their communities. Now in its third year, the program matches YEO/WEO members with nonprofit partners in a symbiotic relationship based on interests, geography or demographics.

Through the assistance of a program manager, members receive support, resources and guidance in fulfilling their personal and/or corporate philanthropic goals. Members can participate in the program as individuals, in conjunction with their company, as part of a chapter initiative or with their Forum group. Involvement ranges from volunteer service, providing pro bono work, in-kind donations and board involvement.

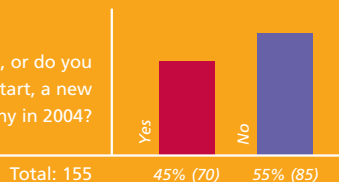
To facilitate the connections, strategic alliances have been formed under the auspices of the Social Innovators Program. YEO/WEO has continued to enjoy its alliances with *Junior Achievement* and *Exchange Cities*, and has recently formed a new alliance with *Social Venture Partners International*, which specializes in venture philanthropy.

This year the program was given a higher profile in YEO and WEO. A bi-monthly educational *FLASH* was created to highlight special volunteer opportunities for members and ways that chapters can give back to their communities; and the Kauffman Foundation created the Kauffman Community Award, given annually to a YEO and WEO member and a chapter, all who demonstrate that giving back is an integral part of entrepreneurial culture. Through their involvement in the Social Innovators Program, YEO and WEO members are reaching out to their communities and helping to make the world a better place.

### The "O" Network

This year, YEO and WEO members had more opportunities than ever to network with their fellow members within the two organizations as well as with peers in Young Presidents' Organization, World Presidents' Organization and Chief Executives Organization. With combined numbers exceeding 20,000, the "O" Network offers members unprecedented access to business leaders worldwide.

Have you started, or do you plan to start, a new company in 2004?



### **Member Exchange**

Member Exchange (or M2Mx) is a powerful networking service that provides members confidential access to the expertise of YEO, WEO, YPO, CEO and WPO peers worldwide, and to the Inventory of Skills Foundation’s alliance of premier hospitals. Members regularly turn to the Member Exchange program when faced with personal, professional, business and medical challenges. At fiscal year end, approximately 2,630 YEO/WEO members had completed their Member Exchange profile.

### **Member Exchange (M2Mx)**

Member Exchange makes it easy for participants to make a request or share their expertise with peers. Its online presence also means it is simple for members to update their skills profile whenever convenient. Each user has an electronic file of requests and responses. As the interactions increase, this shared wisdom becomes available to all members the next time someone seeks assistance.

### **Inventory of Skills (IOS)**

Now in its 12th year, the Inventory of Skills (IOS) continues to be an extraordinary, often life-saving tool for YEO and WEO members and their families seeking help with medical-related issues. Boasting formal alliances with 26 of the world’s leading hospitals, IOS provides members with unheard of access to the greatest minds in medicine. Whether dealing with a sports-related injury or a rare form of cancer, IOS puts members in touch with the leading specialists in any given field. It is undeniably one of the most powerful benefits of the “O” Network.

### **Meeting-in-Meetings**

These meetings help members connect with their peers in YEO, WEO, YPO, CEO and WPO at some of the largest trade shows, conventions and conferences around the world. A dozen Meeting-in-Meetings (MiMs) were held this past year, with more scheduled for the coming year.

### **Industry Roundtables**

These small-group meetings bring together peers within a specific industry for focused



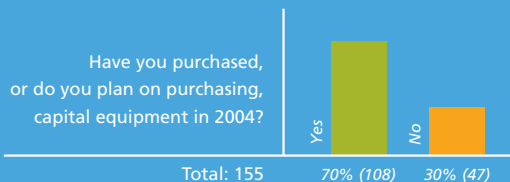
discussion and networking. Past roundtable meetings have been devoted to financial services, real estate, construction, publishing, information technology, hotel industry and the biotech industry.

### **Action Networks**

The Action Networks are groups of members who meet regularly via conference calls on a topic of common interest. These groups, which follow Forum protocol and rules of confidentiality, typically focus on personal or family issues. Topics have included world peace, career transitions, learning differences and specific medical issues.

### **Global Conference Calls**

These joint YEO-YPO calls provide members with unmatched access to unique, highly



sought-after resources ranging from key decision-makers on public policy to leading medical experts.

### **Global Youth X-change**

This new program offers members the opportunity to share their culture and business with the children of other “O” members from around the world. Four different tracks give participants ages 15 to 30 the opportunity to participate in educational, community service, internship and language-study programs while providing member families around the world the opportunity to open up their homes and hearts.



# PROFILE



## **James Stevens: Reaching Out to Help Others**

*Three years ago, James Stevens of YEO's Sydney Chapter found himself in Brisbane at the same time that his friend and fellow YEOer's mother was planning a benefit for the Leukemia Foundation. Stevens decided to attend the Friday-night function and the rest, cliché though it may be, is history. Today, he is one of the Foundation's most active board members, currently serving a term as its vice president and using his skills as a businessman to make the Leukemia Foundation an even more powerful entity for those who need its help.*

*"I saw this as a very real opportunity to make a difference," Stevens says. "As entrepreneurs, we're given opportunities to strengthen our bottom line almost every day, but it's not that often that we have a chance to do something that could possibly save lives."*

*Sitting on a board comprised of physicians, researchers, nurses and others, Stevens lends a valued business expertise to the non-profit entity and has been actively involved in its budgeting, marketing and fundraising efforts.*

*He's also gotten his business, Roses Only, a wholesale flower enterprise, and several other businesses he works with involved. Each Valentine's Day, the company uses volunteers to make flower deliveries, with all courier charges going directly to the Leukemia Foundation. "It's a win-win for everyone," he says. "We need help dealing with the incredible demand for deliveries on Valentine's Day anyway and the Leukemia Foundation gets an innovative fundraising opportunity that doesn't involve any real overhead expense. It works out perfectly."*

*While it's easy to become consumed with the issues and challenges of running a business, Stevens firmly believes there is always time to "give a little back."*

*"At the end of the day, you can either spend all of your time trying to make another million or you can do something with that time that could possibly save a life or at least make someone's life a little easier. The answer is obvious."*

# TECHNOLOGY & *communications*

## YEOnet

As part of the on-going efforts to increase the value of YEO/WEO membership, YEOnet continues to evolve, providing members with even more ways to connect with their fellow members. Built on the leading-edge Microsoft®.Net platform, the dynamic site has become an essential communications tool for members.



Notable additions and enhancements for 2003-2004 included:

- **Improved member profile:** A new, read-only version of the member profile was created, providing a cleaner look. The page is broken down into individual directory pages covering contact information, business details, personal statistics, press profile, membership history and benefits and services. Members can easily edit their profiles, and they can email other chapter members with a single click.
- **Marketplace:** This new addition to YEOnet provides members with an avenue for conducting



member-to-member business in a trusted environment. Currently, Marketplace is structured in two basic areas: (1) where members can offer their firms' business services and products to their YEO/WEO peers for discounted prices; or (2) where members can post classified-type opportunities for other YEOers/WEOers to take advantage. Whether it is purchasing concert/sports tickets to leasing vacation homes or timeshares, these opportunities will serve to expand the YEO/WEO global community and provide further additional value from membership.

- **Peerspectives:** The concept first introduced to YEO/WEO by the Edward Lowe Foundation, this new online database highlights numerous best practices from YEO/WEO members. Content is divided into five categories: (1) defining and serving a market; (2) building and inspiring an organization; (3) acquiring and managing finances; (4) human resource management; and (5) operations and technology. To learn more information, YEOnet users simply query the database to read up on a successful



approach to business. Contact information is also provided, to give the member user a chance to follow-up or ask further questions about his/her peer's approach.

- **Reporting:** This new service allows staff and member leaders to create reports using member data. These include chapter and International event attendance, member benefits usage, Forum growth and more.
- **Directory Search:** Quick search and advanced search functions were added to the site.
- **Welcome Message:** All new YEO & WEO members now receive an expanded welcome message that allows them to create their own password and grants them easy access to their profile. The message also includes links to sponsors and alliances and the Member Exchange section.

## Communications & Marketing

Providing YEO/WEO members and potential

members with clear and concise, high-quality communications remains a top priority. In 2003-2004, existing communications pieces were revamped so that they remained fresh and relevant, while new initiatives utilized technology to keep members well informed about news related to their YEO/WEO membership.

Still the organization's premier communication vehicle, *AXIS* strived to become even more



relevant to members this year. In addition to specific YEO/WEO news, *AXIS* added regular business-focused content to its pages. Articles such as "Ask The Strategic Coach" and "Member and Expert Advice" features proved especially popular additions.

In September, members received their first issue of *eXtra*, a monthly



online newsletter that highlights exclusive YEO and WEO opportunities. Separate editions are created for YEO and WEO members, ensuring members receive content most relevant to their membership.

With electronic communications becoming more and more important to the organization, the ability to easily create and deliver HTML-based messages became a top priority. The new ExactTarget® email system creates attractive, easy-to-read messages and allows members to opt-out of receiving further contact on a particular campaign. HTML templates were also created for use by chapters.



In other cyber news, an online *Chapter Leaders Training e-Guide* was developed this year. Content that was formerly included on the Global Leadership Conference CD-Rom was completely updated and posted in a more user-friendly and interactive format on YEOnet. The new format is much easier to navigate, providing YEO/WEO leaders with quick answers to their leadership questions.



To mark the new year, members received a special video message from YEO/WEO leadership. A first for the organization, the short message elaborated on the vision of YEO/WEO and wished everyone a successful start to 2004.

Over the course of the year, YEO/WEO launched nine individual event-specific websites, including sites for the Global Leadership Conference, WEO's Hawaii Conference and YEO's Vancouver and Switzerland Universities.

### **Media Relations**

YEO and WEO continued to be featured in global media in 2003-2004, with individual members profiled in magazines such as *Inc.*, *Entrepreneur*, *PROFIT*, *BusinessWeek* and *Fortune Small Business*. YEOers and WEOers once again dominated entrepreneur ranking lists: This year, YEO/WEO placed 58 members on the Inc. 500 list, eight members on Inc.'s Inner City 100 list, and several members on the Profit 100 and Next 100 lists. Many members also received local and national recognition through Ernst & Young's Entrepreneur Of The Year Awards as well as

**Inc.**



honors through local business journals and business magazines worldwide, including a 10-page spread for Australia-based *Wealth Creator Magazine*, which covered in details YEO's Sydney University.

Chapters stepped up their local media efforts to great success this year. Many chapters saw articles about their members and their chapters published in business journals and local newspapers.



MediaSource, an online tool on YEOnet that connects members to reputable journalists, experienced a big increase in usage this year. Through MediaSource, members can create “press profiles” that become part of an online YEO/WEO press book for journalists to browse. Reporters placed dozens of requests for interviews with members using the system. Through this service, members are able to serve as sources for reputable media outlets and gain free exposure for their businesses, products and themselves.



# PROFILE



**Ellie Byrd:**

## ***Reaching Out With Forum***

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*A passionate entrepreneur and pianist, Atlanta WEOer Ellie Byrd has instilled that same ardor in her position as chair of the International Forum Development Committee. With Byrd at its helm, the Committee set an aggressive 32 goals for Forum-building during the 2003-2004 year, and almost all of these have been met or are on target for completion.*

*Byrd herself led the ambitious Forum campaign, visiting dozens of chapters over the year, including YEO/WEO groups in Vancouver, Switzerland, Indonesia, the UK, México, Colombia, Panama, El Salvador, Costa Rica and Guatemala. Additional trips to Europe, the Middle East and Central America are already slated for 2004-2005.*

*A member of the Atlanta Chapter and president and CEO of MachPoint International, Byrd joined YEO in 1995 and quickly found Forum to be one of the organization’s most powerful programs. “Before I started my business, I worked for a very successful entrepreneur who told me that if I wanted to be successful, I should surround myself with successful people,” she says. “Forum has helped me do that — it continually helps me raise the bar on my own expectations for myself.”*

*And now, her Forum leadership position has provided her an avenue for giving back. “Forum has helped me tremendously in my professional and personal life,” she says. “This is a wonderful opportunity to return the favor.”*

*In the past, language and culture barriers have sometimes prevented Forum from reaching its true potential in some non-North American chapters; but Byrd is working tirelessly to change that. “Forum is the #1-rated value of YEO/WEO, so it’s imperative that we do what we can to support healthy Forums worldwide,” she says. “All our initiatives reflect our commitment to doing just that — strengthening the Forum experience so that every member has an opportunity to reap its benefits like I have.”*

# INTERNATIONAL *sponsors*

## **Administaff**

Founded in 1986, Administaff is one of the United States' leading personnel management companies and has been listed among *Fortune* magazine's "America's Most Admired Companies" for four years. Administaff provides outsourced human resources services to small- and medium-sized businesses so business owners can focus on growing their businesses and spend less time on personnel issues and administrative details.



Administaff helps business owners maximize the investment they've made in their staff, so they can be more strategic and systematic about the role each associate plays in the success of the company. Services offered include: recruiting and selection; performance management; training and development; employment administration; benefits management; employer liability management; government compliance; and more. YEO/WEO members receive a 20% discount off Administaff's enrollment fee.

## **BetterWorld Telecom**

BetterWorld Telecom offers YEO/WEO members in the United States a reduced state-to-state long distance calling rate of just 3.9¢ per minute — 24 hours a day, 7 days a week — plus discounts on other services such as calling cards, toll-free services, conference calling and dial-up Internet access. This offer is good at both work and home, and can be extended to members' employees and friends.



In addition, BetterWorld Telecom donates 3 percent of its annual revenue to organizations that benefit the environment, children and education.

*"I have reduced my monthly phone bill by over 35% while still maintaining good quality service. The transition was quick and easy taking only a few days to convert my service. I recommend BetterWorld to all YEO/WEO members."*

— Charlie Hall, President, Batteries Inc. (WEO DC)



## Custom House Global Foreign Exchange

In the last decade, Custom House Global Foreign Exchange has grown from a local retail business to a global player in the foreign exchange market. Guided by two principles — superior customer service combined with better-than-bank exchange rates — Custom House has had its stellar business practices acknowledged by being designated as one of Canada's 50 best-managed companies for four consecutive years.



YEO/WEO members can access a worldwide network of trading offices to facilitate foreign exchange transactions. Custom House is committed to assisting members in their efforts to improve management of foreign denominated payables and/or receivables. Their services include: wire transfers, foreign drafts, wire transfers, foreign check settlements, forward contracts, electronic multi-currency accounts payable solutions, overnight or daylight bids, online trading service and more.

*Every month, we were losing more and more money. Using Custom House's "forward*

*contracts" saved us a substantial amount while providing us peace of mind. Now, I know exactly what my U.S. dollars will be worth. — Peter Anadranistakes, CEO, Sales Oxygen (YEO Winnipeg)*

## Hertz

The world's most successful entrepreneurs receive special discounts and premium benefits from Hertz, the world's largest car rental company. YEO and WEO members and their employees are eligible for fee-waived enrollment in Hertz #1 Club Gold®, plus special rates and discounts when they travel. In addition, members in North America, Latin America and the Caribbean can earn free rental day certificates; and YEO/WEO members worldwide receive discounts on all business daily rates, plus special promotions and upgrades.



Company enrollment in the YEO/Hertz Business Account Program is required for YEO/WEO members in the U.S., Canada, Latin America and the Caribbean to receive discounts and benefits. YEO/WEO members elsewhere can use a discount number available from the International offices.

## The Strategic Coach

The Strategic Coach offers highly regarded focusing programs exclusively for successful entrepreneurs. The Strategic Coach continues to work with YEO/WEO to help create unique learning opportunities for members to provide them with ideas and strategies they can use immediately in all areas of life. Tools, concepts and strategies from Strategic Coach programs will be shared at learning events at the chapter level and at International events. Members also receive significant discounts on a range of products that are designed to help them transform their thinking and obtain better results.



*The Strategic Coach program completely altered my definition of what being an entrepreneur was really about....work less; delegate all of what I am not good at; rejuvenate mind, body and purpose on a regular basis; and have fun. If you are serious about increasing your net worth and having the time to enjoy it, this program is for you! — Sean Magennis, President, Magennis Smith (YEO Dallas)*



# STRATEGIC alliances

## **Ewing Marion Kauffman Foundation**

In its eighth year in partnership with YEO/WEO, the Ewing Marion Kauffman Foundation continued to be a strong supporter during the 2003-2004 fiscal year.



Kauffman's financial support helped grow WEO's infrastructure and fund the expansion of the WPO-YEO Mentor Program. The Foundation continued to help sponsor YEO's learning initiative with cash support for chapters to use its "Signature Series" learning programs. YEO/WEO and Kauffman cross-trained member facilitators to deliver three different learning programs: "Leading at the Speed of Growth;" "Listening to Your Business;" and "Values-Based Decision-Making."

The Kauffman Foundation also provided direct support to WEO's new Forum Retreat Gathering, held in October 2003 at the Foundation's headquarters in Kansas City, Missouri.

In partnership with YEO and WEO, Kauffman presented the first-annual Kauffman Community Award in August at the Vancouver University to honor outstanding efforts on individual members and chapters that have made a significant contribution in giving back to their communities.

During the Vancouver University, Kauffman sponsored Richard Tavener's "Entrepreneurs Tour of North America" radio program, which featured segments with YEO/WEO members on the theme of social entrepreneurship. The second-annual Kauffman Community Awards will be presented in August 2004 at the Los Angeles University.

## **Inc.**

*Inc.* magazine's relationship with YEO and WEO was strengthened even further by a new written two-year partnership agreement for 2004-2005.



*Inc.* provides members with discounts to its Conferences for Growing Companies and a complimentary two-year subscription to *Inc.* magazine for all new members. YEO also works with *Inc.* on the Birthing of Giants program.

This year a record number of YEO and WEO members were named to the prestigious Inc. 500 list. With an impressive 58 members making the cut, YEO/WEO accounted for more than 10 percent of the list. At the Inc. 500 Conference & Award Ceremonies, held in late March in Miami, 35 members were present to pick up their awards. *Inc.* also helped YEO/WEO to host a Meeting-in-Meeting, where all YEO, WEO, YPO and WPO members in attendance had the chance to come together for a networking reception on the opening evening of the conference.



## **Edward Lowe Foundation**

The Edward Lowe Foundation, headquartered at Cassopolis, Michigan, was established in 1985 by Edward and Darlene Lowe. Mr. Lowe was a visionary entrepreneur, who after 40 years of success from his kitty litter business, continued with his desire to help others succeed with their business dreams. He and Darlene made the Edward Lowe Foundation the embodiment of that wish.



The Foundation, which was originally established with the mission to “research entrepreneurial programs,” has been working with YEO/WEO for four years. In 2003-2004, the Lowe Foundation worked with YEO/WEO on several “engaged funding” projects, including a real-time polling session offered at the Global Leadership Conference and some additional funds to publish some of YEO/WEO’s primary communications materials. Chiefly, the Lowe Foundation, granted us permission this year to

use its Peerspectives concept. In May 2004, YEOnet added a new database of key best practices, where members can query to learn new business methods and techniques from their expert peers.

In addition, and as part of this ongoing relationship, Lowe has dedicated program staff at its retreat center in Michigan to plan unique group learning and social activities. Numerous chapters took advantage of Lowe’s facilities for chapter outings and Forum retreats that were available to YEO/WEO free of charge.

## **Young Presidents’ Organization and World Presidents’ Organization**

YEO/WEO continued its strategic relationship with YPO and WPO during the 2003-2004 fiscal year. The Member Exchange program and Inventory of Skills continued to offer members priceless access to more than 20,000 peers around the world.



The introduction of a full lineup of “O” Networking Programs further demonstrated the potential of the alliance. These include Meeting-in-Meetings at some of the largest trade shows and conferences around the world; Industry Roundtables; Action Networks focused on specific topics; Global Conference Calls with high-powered resources; and the Global Youth X-change, a program that matches “O” children with members for business or academic exchanges.

The WPO-YEO Mentor Program continues to gain momentum, with 700 pairings made since the program’s inception.

The Board of Directors for both YEO and YPO continue to work under a well-mapped agreement that ensures cooperation, open communications and a continual exchange of ideas and resources.



# FINANCIAL review

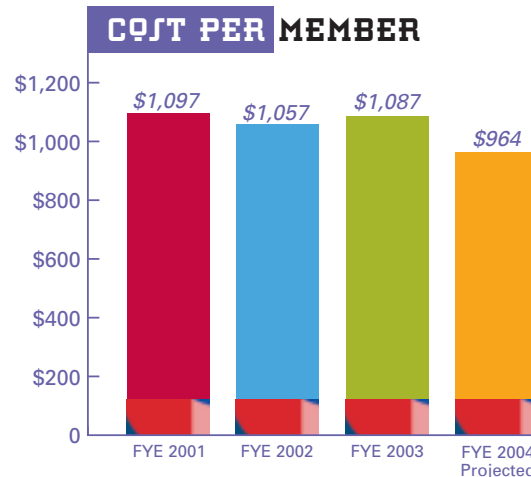
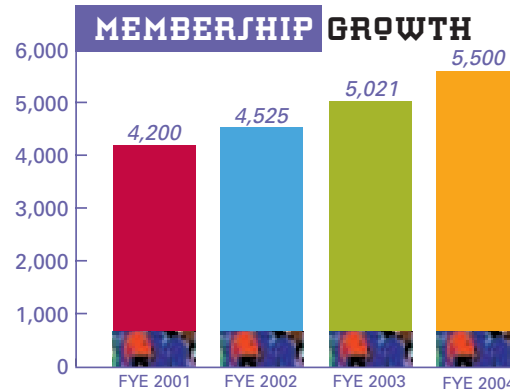
Continuing a sound financial record, YEO/WEO ended the 2003-2004 fiscal year on target relative to its projected budget. The majority of the organizations' expenses continue to be covered by membership dues, though they are supplemented by grants and contributions. A steady membership increase and a high member-retention rate enabled the organization to expand services without raising dues.

Generous support from Strategic Alliances and International Sponsors helped the organizations grow.

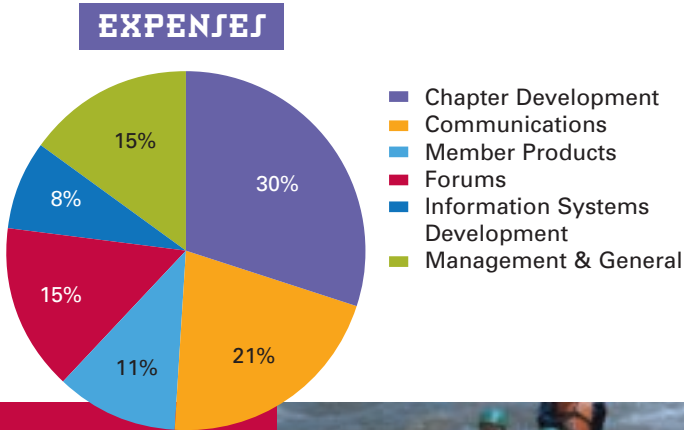
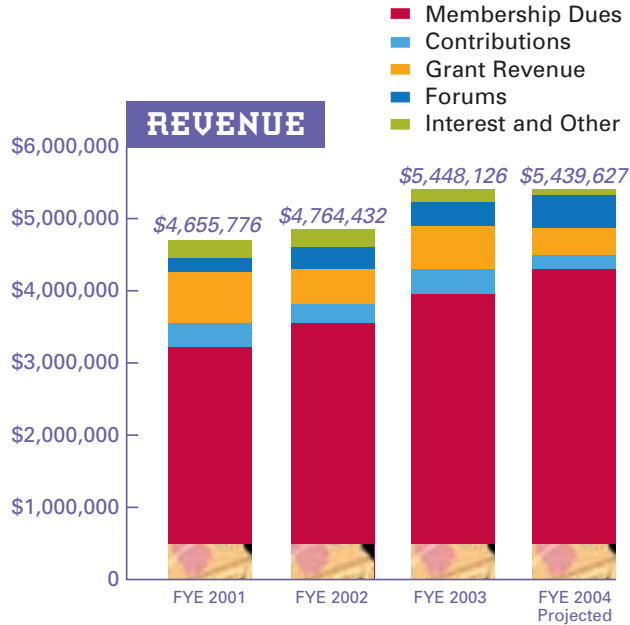
Major expenditures during the year included retainment of a professional branding consultant; enhancements to the Forum training program; increased support for the WPO-YEO Mentor Program; start-up costs for the new YEO-Stanford Executive Program; and continued improvements to YEOnet.

Note: YEO/WEO International membership dues for each member are US\$849.

\* All figures charted in U.S. dollars.



# PROFILE



Hwang



Fensury

## Joseph Hwang and Herb Fensury: Reaching Out to the YEO/WEO Network

When Indonesia WEOer Joseph Hwang and Calgary WEOer Herb Fensury started talking at the YEO Vancouver University in August 2003, the potential of the YEO/WEO network must have been almost tangible.

They were discussing difficulties Hwang was having with his Indonesia-based power plant, engineering and manufacturing company. He was trying to find a suitable software package that could integrate its customer-relations management, production, finance and other administrative requirements. "There was not one vendor offering a good product at a reasonable price, even after two years of international search," Hwang said.

Enter: Fensury, owner of a Calgary-based software development company. Together, along with Hwang's brother, William Ko, they came up with an idea of developing and marketing a factory management system that would improve administrative efficiency in a manufacturing environment. The package would encompass all of the administrative and documentation requirements for the factory, leaving managers and operating staff free to concentrate on design and manufacturing activities.

And so was born eFactory, a company based on the needs of small- to medium-sized manufacturers in Indonesia. With software trials in Jakarta already underway, the system is being heavily praised by Indonesian YEO/WEO members, who hope to use eFactory in a wide range of manufacturing businesses, including those dealing with cosmetics, garments, textiles and travel goods. Both members express their deepest gratitude to the fellow YEO/WEO members in Indonesia and Calgary for their support throughout the development of eFactory.



# ANNUAL awards

## *And the winners are...*

Each year, YEO/WEO International presents a variety of awards to both members and chapters for outstanding achievements in membership growth, Chapter health and learning programs. This year, two brand new YEO/WEO awards were added: (1) the 200-Member Mark Award, given to chapters that reach 200 members for the first time in their history; and (2) the WEO Growth Award, that honors the chapter that adds the most WEO Direct-in Recruits to their membership roster. Additionally, a special award is bestowed upon one specific YEO/WEO member for his/her superior contributions and assistance that he or she offered the organization. Congratulations go out to all these dedicated YEO/WEO winners:

## **Membership Awards**

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**Chapter 50 Award:** Presented to chapters that hit the 50-member mark for the first time.

Gary Moon, Membership Chair, and Todd Sinelli,  
Membership Services Chair, **YEO Silicon  
Valley-Bay Area — 62**

Mark Nilson, Membership Chair, **YEO Utah — 53**  
Kelsey August, Membership Chair, **YEO Austin — 51**  
Angela Willis-Karzes, Membership Chair, and

John Brooke, Membership Services Chair,  
**YEO Portland — 50**

**Century Award:** Presented to the chapters that reach the 100-member mark for the first time.

Greg Giles, Membership Chair, **YEO Houston — 107**

**NEW 200-Member Mark Award:** This new award is given to the chapters that reach 200 members for the first time.

Adam Eiseman, Membership Chair,  
**YEO New York — 200**

### **Bill Trimble Award for Growth:**

Bill Trimble, a WEO Vancouver member and 1993-1994

YEO president, recognized the importance of membership growth. This award honors Trimble's commitment by

recognizing those chapters which have added the most members during the last fiscal year.

**First Place:** Michael Beirne, Membership Chair,  
**YEO DC — 49 new**

**Second Place:** Michael Maddock, Membership Chair,  
**YEO Chicago — 37 new**

**Third Place:** Russ Reeder, Membership Chair,  
and Kelly Kasper, Membership Services Chair,  
**YEO Los Angeles — 35 new**



**Top Ten:**

- YEO New York** — 31 new
- YEO Colorado** — 27 new
- YEO Silicon Valley-Bay Area** — 24 new
- YEO Calgary** — 23 new
- YEO Toronto** — 23 new
- YEO San Antonio** — 22 new
- YEO Arizona** — 21 new

**NEW** **WEO Growth Award:** This new award is presented to the chapter that brought in the highest number of direct-in WEO members for the year.

**WEO Seattle** — 12 new

**Randi Carroll Award:** The late-Randi Carroll was the founding chairman of the Seattle YEO Chapter, and died in a helicopter accident in the midst of chapter startup season during the 1991-1992 year. In his honor, this award recognizes the top start-up or emerging chapters by region, which have exceeded expectations in all general categories.

North America – Russell Powell, President,  
**YEO Greenville**

Asia Pacific – Ajay Jatia, President, **YEO Nepal**

**Chapter Health Award:** Awarded to the chapter that has the best percentage score in the International Chapter Health Matrix in each of the

four life stages of a chapter's growth cycle. International Health Matrices score each chapter in a dozen categories that indicate that chapter's well-being and viability.

Start-up – Patrick Whittaker, President,  
**YEO Ottawa**

Emerging – Sanjith Shetly, President,  
**YEO Bangalore**

Growth – Jeffrey Behrens, President, **YEO Boston**  
Mature – Colin Collard, President, **YEO Calgary**

**Learning Awards**

The 2003 International Learning Awards went to four chapters.

**Best Collaborative Event Between "O"**

**Organizations:** Mike Lofton, Learning Chair,  
**YEO Arizona**

**Best Business Development Event:** Lai Voon Hon, Day Chair, and Shih-Lene Kee, Learning Chair, **YEO Malaysia**

**Best Personal Development Event:** David Marinac, Day Chair and Jim Ryerson, Learning Chair, **YEO Cleveland**

**Best Overall Calendar:** Kevin Daum, Learning Chair, **YEO Silicon Valley-Bay Area**

**Best WEO Learning Event:** Mike Lofton, Learning Chair, **YEO Arizona**

**2003 Volunteer of the Year Award**

Given to a YEO or WEO member each year for his/her tireless work and dedication in helping the organization.

**Rosemary Tan**, YEO Malaysia

**Presidents' Award**

Given annually to one YEO/WEO International staff member who exemplifies the work ethic through attitude and accomplishments.

**Katy Beauregard**, Vice President, Global Membership Services



**NEW** **Kauffman Community Awards**

For the first time in 2003, The Kauffman Community Awards were presented by the Ewing Marion Kauffman Foundation exclusively to YEO and WEO members and chapters to recognize the important role that entrepreneurs play in "giving back" to their communities around the world.

YEO Member – **Jeff Schwartz**, YEO Toronto  
WEO Member – **Greg Garrett**, Hampton Roads  
YEO/WEO Chapter – **Raleigh/Durham Chapter**



# BOARD *of directors*

*A new Board of Directors structure for YEO and WEO took effect 1 July 2003. The new Board “EO” structure does away with two separate Boards for both organizations; and instead, replaces it with one streamlined governing body of nine individuals, who represent a cross section of members by age, gender and geographic location. The new “EO” Board of Directors oversees a structure of 10 International Committees poised to lead the strategic direction of YEO and WEO and its wide range of programs and services.*



## ***2003-2004 YEO/WEO Board of Directors - OUTGOING***

*YEO President (& Chair\*)*  
*YEO President-elect*  
*YEO Past President*  
*WEO President*  
*WEO President-elect*  
*WEO Past President*  
*Chief Executive Officer*  
*At-large Director*  
*At-large Director*

**Vijay K. Tirathrai** (YEO Malaysia) Globe Silk Store  
**Ashley Postlewaite** (YEO Los Angeles) Renegade Animation, Inc.  
**Sean Magennis** (YEO Dallas) Magennis Smith, Inc.  
**Thomas F. Skelly, Jr.** (WEO Boston) Skelly Insurance Agency  
**Brian J. Hansell** (WEO Toronto) Ball Harrison Hansell  
**Ken A. Priestman** (WEO Toronto) Auto Claimco Corporation  
**Brien Biondi**, YEO/WEO International  
**Jayesh Patel** (WEO Los Angeles) Parker, Mills & Patel, LLP  
**Howard M. Getson** (YEO Dallas) Capitalogix Corporation

**Front Row (seated from left):** *Vijay Tirathrai, Sean Magennis, Ken Priestman and Tom Skelly.*

**Back Row (from left):** *Brien Biondi, Jayesh Patel, Ashley Postlewaite and Brian Hansell.*



**Front Row (seated from left):** *Brien Biondi, Vijay Tirathrai, Tom Skelly and Brian Hansell.*

**Back Row (from left):** *Mick Mullins, Scott Offerdahl and Myles Sherman.*

***2004-2005 YEO/WEO Board of Directors - INCOMING***

<i>YEO President (&amp; Chair*)</i>	<b>Ashley Postlewaite</b> (Los Angeles) Renegade Animation, Inc.
<i>YEO President-elect</i>	<b>Michael “Mick” Mullins</b> (Brisbane), Mullins Lawyers
<i>YEO Past President</i>	<b>Vijay K. Tirathrai</b> (YEO Malaysia) Globe Silk Store
<i>WEO President</i>	<b>Brian J. Hansell</b> (WEO Toronto) Ball Harrison Hansell
<i>WEO President-elect</i>	<b>Myles Sherman</b> (WEO Houston) M. Sherman & Associates Land Development
<i>WEO Past President</i>	<b>Thomas F. Skelly, Jr.</b> (WEO Boston) Skelly Insurance Agency
<i>Chief Executive Officer</i>	<b>Brien Biondi</b> YEO/WEO International
<i>At-large Director</i>	<b>Scott Offerdahl</b> (Silicon Valley-Bay Area) Zesty Learning
<i>At-large Director</i>	<b>VACANT</b>

*\*The Chairman’s position on the YEO/WEO International Board of Directors will be filled by either the current YEO or WEO president based on the largest number of member constituents within his/her respective organization. Because YEO’s membership is 4,220 members and WEO has 1,280, the chairman for this year will be YEO’s president.*

# LEADERSHIP *honor roll*

*Though too numerous to list in its entirety, the International offices would like to extend its sincerest appreciation to every YEO and WEO member, who have "reached out globally" to contribute to the success of the organizations over the past fiscal year. Thank you for all your hard work, your dedication, commitment, energy and time for ensuring that YEO/WEO is indeed, the premier, peer-to-peer, global community, network and resource for entrepreneurs. Special recognition also goes to these following individuals, who took on significant leadership roles in 2003-2004:*

## **2003-2004 INTERNATIONAL COMMITTEE CHAIRS**

### *Business Development Committee*

**Jeffrey S. Behrens** (YEO Boston)

### *Chapter Development Committee*

**Scott Offerdahl** (Silicon Valley-Bay Area)

### *Communications Committee*

**Michael "Mick" Mullins** (Brisbane)

### *Forum Development Committee*

**Ellie Byrd** (Atlanta)

### *Learning & Events Committee*

**Marsha Ralls** (WEO DC)

### *Membership Services Committee*

**Jan Ketelaar** (Netherlands)

### *Product Development Committee*

**Erick W. Slabaugh** (YEO Seattle)

### *Strategic Alliances Committee*

**Matthew Stewart** (Orange County)

### *Vision/Values Committee*

**Pamela Rhodes** (YEO Seattle)

### *WEO Committee*

**Caesar Loong** (WEO Malaysia)

## **CHAPTER PRESIDENTS**

Adelaide **Chris Doudle**

Albany **Frank Grant**

Arizona **Michael Lofton**

WEO Arizona **Bill Abbott**

Atlanta **Ronald Hollis**

Auckland **Fletcher McKenzie**

Austin **Mark Turner**

Bahrain **Rawwaf Alhasan**

Bangalore **Vivek Agarwal**

Birmingham **John Sciarabba**

Bluegrass **Byron Burge**

Boston **Morris Housen**

WEO Boston **Joel Myerson**

Brisbane **Simon Kalinowski**

Buffalo **Brian Brault**

Calgary **Scott Sanderson**

Central Florida **Curtis Yoder**

Charleston **Mark Richards**

Charlotte **Charles Knox**

Chennai **Karti Chidambaram**

Chicago **Michael Maddock**

Cincinnati **Jeff Samuelson**

Cleveland **Daniel Richards**

Colombia **Pedro Velez Gomez**

Colorado **KieAnn Brownell**

Columbus **Randall Gerber**

Costa Rica **Amin Majchel**

Dallas **Andrew Clancy**

WEO Dallas **Bob Lilly**

DC **Daniel Turner**

Des Moines **Brad Baumler**

Detroit **David Galbenski**

Edmonton **Stephen MacMillan**

El Salvador **Julio Gonzalez**

Fairfield/Westchester **Miles Spencer**

France **Emmanuel Mongon**

Germany **Daniel Wild**

Grand Rapids **Matt Jung**

Greenville **Russell Powell**

Guatemala **Jorge Toruno**

Hampton Roads **Stan Kidd**

Hartford **Frank LaTeano**

Hawaii **Tao Miller**

Hong Kong **Hamilton Tang**

Houston **Andrew Schwartz**

WEO Houston **Myles Sherman**

Hyderabad **Sanjay Patwari**

Indiana **Adam Mears**

Indonesia **Anthony Chui**

Jeddah **Makarem Batterjee**

Kansas City **Charles Tetric**

Kerala **Shaffi Mather**

Knoxville **Greg Damico**

Kolkata **Ravi Todi**

Korea Tom **Joo-Hyeong Park**

Las Vegas **Dennis Sponer**

Los Angeles **Cliff Michaels**

Malaysia **Boon Yong Chan**

WEO Malaysia **Chin Tong Lim**

Melbourne **David Bayliss**

Memphis **Wei Chen**

México City **Patricia Mestre**

Minneapolis **Tom Trutna**

Monterrey Miguel **Garza Martinez**

Montreal **Philippe Boisclair**

Moscow **Mikhail Kupriyanov**

Mumbai **Sasha Mirchandani**

Nashville **Robert Stevens**

Nebraska **Phil Lieber**

Nepal **Ajay Jatia**

Netherlands **Hans van der Wind**

**& Yolanda Eijgenstein**

New Delhi **Amit Burman**

New Jersey **Scott Peloquin**

New Orleans **Brian Fitzpatrick**

New York **Damon Gersh**

WEO New York **Tony Coretto**

Orange County **Charles Suh**

Ottawa **Patrick Whittaker**

Panama **Fernando Duque**

Perth **Simon Bairstow**

Peru **Gonzalo Vidal**

Philadelphia **Barrett Ersek**

Philippines **Jeremy Sy**

Pittsburgh **Mark Joseph**

Portland **Brad Parker**

Queretaro **Raul Araiza**

Raleigh/Durham **James Spangler**

Reno/Tahoe **Carla Williams**

Rochester **David Mammano**

Sacramento **Michael Alizadeh**

San Antonio **Barclay Anthony**

San Diego **Derrick Baggerly**

San Francisco Bay Area **Gary Bauer**

Saskatoon **Thomas McClocklin**

Seattle **Erick Slabaugh**





WEO Seattle **Steve Porter**  
Shanghai **Walter Burt**  
Silicon Valley-Bay Area **Mark Comiso**  
Singapore **Tze Boon Ong**  
South Florida **Randall Bast**  
Spain **Christopher Pommerening**  
St. Louis **Dennis Barnes**  
WEO St. Louis **Bryan Carey**  
Switzerland **Thomas Sterchi**  
Sydney **Vincent Nicita**  
Taipei **Allen Sung**  
Thailand **Ugrit Asdathorn**  
Tokyo **Noboru Hachimine**  
WEO Tokyo **Shinji Isshiki**  
Toronto **Robert French**  
WEO Toronto **Michael Aron**  
U.A.E. **Nailesh Khimji**  
UK **Ann Zitterkopf**  
Utah **Todd Shepherd**  
Vancouver **Kevin Wice**  
Victoria **Lloyd Ferguson**  
Winnipeg **John Wiebe**

## **2003/2004 REGIONAL DIRECTORS & AREA DIRECTORS**

### **Asia Pacific**

**Sunjay Kapur** (New Delhi)  
*Regional Director*

**Seung Taik “Charlie” Baik** (Korea)  
*Area Director, Northeast Asia*  
(Hong Kong, Korea, Shanghai,  
Taipei, Tokyo)

**Yong Yoon Li** (Malaysia)  
*Area Director, Southeast Asia*  
(Indonesia, Malaysia, WEO  
Malaysia, Philippines,  
Singapore, Thailand)

**Manoj Menda** (Bangalore)  
*Area Director, India/Middle East*  
(Bangalore, Chennai, Hyderabad,  
Kerala, Kolkata, Mumbai, Nepal,  
New Delhi, U.A.E)

**David Bayliss** (Melbourne)  
*Area Director, South Pacific*  
(Adelaide, Auckland, Brisbane,  
Melbourne, Perth, Sydney)

### **Europe**

**Thomas Sterchi** (Switzerland)  
*Regional Director, Europe*

**Daniel Wild** (Germany)  
*Area Director, Europe*  
(France, Germany, Moscow,  
Netherlands, Spain,  
Switzerland, UK)

### **Latin America/Caribbean**

**Andrés Méndez** (Colombia)  
*Regional Director, Latin  
America/Caribbean and  
Area Director, South America*  
(Colombia)

**Luis Paiz** (Guatemala)  
*Area Director, Central America*  
(Costa Rica, El Salvador,  
Guatemala, Panama)

**Jesus de la Garza** (Monterrey)  
*Area Director, México*  
(México City, Monterrey,  
Queretaro)

### **North America**

**Rand Stagen** (YEO Dallas)  
*Regional Director, North America*

**Roger Scheumann** (YEO DC)  
*Area Director, Northeastern U.S.*  
(Albany, Boston, WEO Boston,  
Buffalo, DC, WEO DC, Fairfield/  
Westchester, Hartford, New  
Jersey, New York, WEO New  
York, Philadelphia, Pittsburgh  
& Rochester)

**Tom Bojarski** (Charlotte)  
*Area Director, Southern U.S.*  
(Central Florida, Charleston,  
Charlotte, Greenville, Raleigh/  
Durham, South Florida)

**Rob Alley** (Nashville)  
*Area Director, Southern U.S.*  
(Atlanta, Birmingham, Hampton  
Roads, Knoxville, Nashville,  
New Orleans)

**Eric Boyko** (Montreal)  
*Area Director, East Canada*  
(Montreal, Ottawa, Toronto,  
WEO Toronto)

**Scott Henderson** (Vancouver)  
*Area Director, West Canada*  
(Calgary, Edmonton, Saskatoon,  
Vancouver, Victoria, Winnipeg)

**Todd Mendenhall** (Des Moines)  
*Area Director, Central U.S.*  
(Des Moines, Kansas City,  
Minneapolis, Omaha, St. Louis,  
WEO St. Louis, Wisconsin)

**Darton Case** (Detroit)  
*Area Director, East Central U.S.*  
(Bluegrass, Chicago, Cincinnati,  
Cleveland, Columbus, Detroit,  
Indiana)

**Patrick Condon** (Colorado)  
*Area Director, Western U.S.*  
(Arizona, WEO Arizona,  
Colorado, Utah)

**Michael Caito** (Orange County)  
*Area Director, Southwestern U.S.*  
(Austin, Dallas, WEO Dallas,  
Houston, WEO Houston,  
San Antonio)

**Roger Reynolds** (WEO Seattle)  
*Area Director, Pacific U.S.*  
(Hawaii, Las Vegas, Portland,  
Reno/Tahoe, Seattle, WEO Seattle)

**Chris Kramer** (Los Angeles)  
*Area Director, Pacific U.S.*  
(Los Angeles, Orange County,  
Riverside, Sacramento, San  
Diego, San Francisco,  
Silicon Valley-Bay Area)

## **UNIVERSITY & CONFERENCE CHAIRS**

**Kevin Wice** (WEO Vancouver)  
*Vancouver University*  
6-10 August 2004  
Vancouver, British Columbia,  
Canada

**Ellie Byrd** (Atlanta)  
*WEO Forum Retreat*  
18-20 September 2004  
Kansas City, Missouri, USA

**Mikhail Kupriyanov** (Moscow)  
*European Conference  
in Moscow*  
9-12 October 2004  
Moscow, Russia

**Andres Mendez** (Colombia)  
*Latin American Gathering  
in Miami*  
6-8 November 2004  
Miami, Florida, USA

**Thomas F. Skelly, Jr.** (WEO Boston)  
*WEO Annual Conference in Maui*  
15-18 January 2004  
Maui, Hawaii, USA

**Sacha Menz** (Switzerland)  
*YEO Switzerland University*  
19-23 March 2004  
Zurich & St. Moritz, Switzerland

**Jody Dharmawan** (Indonesia)  
*Bali Retreat*  
16-18 April 2004  
Bali, Indonesia

**Mark Comiso**  
(Silicon Valley-Bay Area)  
*Global Leadership Conference*  
13-15 May 2004  
Washington, DC, USA

## **YEO/WEO EDISON ADVISORY COMMITTEE**

**Calvin Carter**, *Global Chair*  
(YEO Dallas)

**Jim Ryerson**  
(WEO Cleveland)

**Stacey Dorfman**  
(WEO Dallas)

**Jim Weldon**  
(Silicon Valley-Bay Area)

**Brien Biondi**  
**Chief Executive Officer**

Dear YEO/WEO Members and Stakeholders,

*As the 2003-2004 year comes to a close, we can look back at the year with great pride. It was a year in which YEO/WEO reconfirmed its status as the world's premier educational resource and peer network for entrepreneurs; and one in which both organizations matured, taking steps to become more streamlined at the governance level and establishing a long-term strategy for continued success. Today, YEO and WEO are strong, respected brands, attracting the highest caliber resources available and drawing more prospective members than ever before.*

*This year, the YEO/WEO leadership and staff made a concentrated effort to step back and examine where we are and what we want the organizations to become. Throughout the year, both YEO and WEO focused their efforts on "Reaching Out Globally," to becoming one organization, thriving in 160 cities around the world, and to boosting the quality of the YEO/WEO experience at every level.*

*Early in the year, we committed ourselves to more actively seeking input from a wide range of members; and by year's*

*end we will have conducted more than 1,500 one-on-one "Pulse Checks." These calls have offered a convenient forum for members to voice their views and concerns related to the organization, and they have provided the leadership with priceless information that we will use to further develop YEO and WEO.*

*The core benefits of our organization keep growing stronger. Forum remains the nucleus of the YEO/WEO experience, attracting an astounding 90 percent of our members. A driving force in our organizational culture, Forum epitomizes our belief in the power of peer networks and the limitless potential of YEO/WEO membership. We made a special effort to take Forum to a new level this year, enhancing the already strong training program and introducing a new Forum Retreat Gathering.*

*Similarly, our learning programs continue to gain momentum. This year's Vancouver University scored a record-high rating for its far-reaching education program; the first YEO-Stanford Executive Program earned unanimous praise; the WEO Conference in Maui retooled the traditional educational format to put more emphasis on experiential learning; and the Switzerland University won high marks as YEO's first multi-city University. The 2003-2004 year will end with another YEO/WEO first: a Family Conference in Aspen, Colorado.*

*This past year's success can easily be traced to our dedicated and passionate member leaders. In addition, I can't say enough about the incredible YEO/WEO International staff, who come to work everyday committed to making a difference and working to serve all of our members' needs better. I challenge anyone to find a more service-oriented, high-energy, quality-focused group. I consider it a privilege to be able to work with them each day. Most of our staff have been with us for a considerable length of time, and their historic knowledge is priceless. They possess a unique understanding of the heart and head of an entrepreneur and are able to use this knowledge to provide support that consistently exceeds expectations.*

*YEO/WEO will begin the 2004-2005 year financially sound and with a clear vision for the future. Together we will grow, reaching out to one another and to other entrepreneurs around the world, and sharing collectively in the benefits of this powerful network.*



Brien Biondi



# INTERNATIONAL *staff*



## ***Executive Offices***

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**Brien Biondi**, Chief Executive Officer  
**Courtney Shafer**, Vice President, Business Planning  
**Linda Surles**, Executive Assistant

## ***Communications***

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**Karen Seidman**, Vice President, Communications & Marketing  
**L'Tanya Andrews**, Receptionist/Office Manager  
**Leah Cosumano**, Social Entrepreneur Programs Manager  
**Kristina Heaton**, Communications/PR Assistant  
**Matt Mladenka**, Senior Manager, Communications & Marketing

## ***Event Planning***

---

**Kate Pickworth**, Vice President, Event Planning & Operations  
**Elizabeth Luchsinger**, Events Learning Associate  
**Patty Lyman**, Events Manager  
**Lindsay White**, Events Manager

## ***Finance & Administration***

---

**Jason Tate**, Vice President, Finance & Administration  
**Russell Garvey**, Staff Accountant  
**Jennifer Reyes**, Network Administrator  
**Adam Tucker**, IT Manager

## ***Global Membership Services***

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**Katy Beauregard**, Vice President, Global Membership Services

## ***Chapter Development***

**Megan Crowe**, Regional Manager, Latin America/Caribbean  
**Melissa Depanian**, Chapter Development Manager, Asia Pacific  
**Emily Egan**, Chapter Development Manager, North America  
**Alex Hermosillo**, Chapter Development Coordinator, North America  
**Dean Lindal**, Senior Manager, Global Membership  
**Matt Luchsinger**, Chapter Development Manager, North America  
**Erik MacKinnon**, Chapter Development Manager, North America  
**Renee McLaughlin**, Chapter Development Coordinator, North America  
**Penny Parker**, Senior Manager, WEO  
**Nirmala Raj**, Senior Regional Manager, Asia Pacific  
**Adam Wachter**, Senior Manager, Global Membership  
**Will Yong**, Chapter Development Manager, Asia Pacific

## ***Chapter Learning***

**Melissa Murphy**, Senior Manager, Chapter Learning

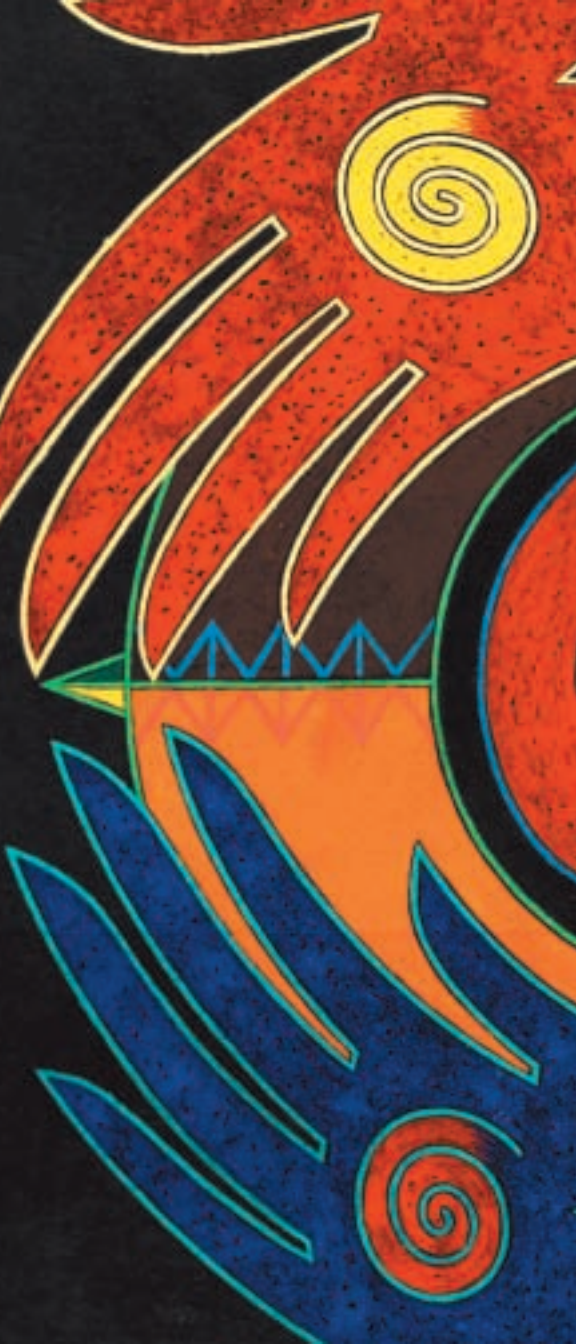
## ***Forum/Mentoring/O-Networking***

**Erika Nicholson**, Senior Manager, Forum & Programs  
**Barbara Buzzell**, Forum Programs Manager  
**Michael Smith**, Networking Coordinator

## ***Sponsorship***

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**Peter Monroe**, Vice President, Business Development  
**Megan Burns**, Manager, Business Development



*Our credo is...*

## **"REACHING OUT GLOBALLY"**

*...in efforts to lead leaders*

*and deliver the most profound member experience, so today's entrepreneurs are better equipped to grow and expand themselves and their businesses – making their mark, whenever possible.*



**World  
Entrepreneurs'  
Organization**

***YEO/WEO International Headquarters***

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