



The INDUSTRY Makers

Entrepreneurs are a special breed of businessman. Their decisions, direction, leadership and calculated risk taking set them apart. It takes insight to see opportunities that the competition hasn't, confidence in themselves and their abilities to take the risks, and industry know-how to exploit a business potential and reap the benefits. These industry makers are well and truly worthy members of the Entrepreneurs' Organisation.

The Entrepreneurs' Organisation (EO) is a dynamic, global network of more than 8,000 business owners in 40 countries. This year the EO celebrates its 25th anniversary and aims to build the world's most influential community of entrepreneurs, to enable them to learn from each other and leading them to greater business success.

Membership is by invitation only, and candidates must be the founder, co-founder, owner, or controlling shareholder of a company with an annual gross revenue of at least US\$1 million. The EO organises some of the coolest business networking events around – recently, members enjoyed exclusive access to events including a reception at the Kim Dotcom mansion, and a workshop on work-life balance from an ex-Hindu monk from New York.

In New Zealand there are more than 57 EO members from around the country. We are joined by 10 of New Zealand's brightest entrepreneurs, who take some time out to talk about their businesses and being part of global network of like-minded people.

“You don’t have to do it alone or make the same mistakes as those who have gone before you.”

Robb Huskinson HTC Specialised Tooling

About my business: I’ve got a few things on the go at the moment. I’m involved in four companies, two of which I own myself and two where I’m a partner. I’m also the President of EO so it’s fair to say life is fairly busy right now. HTC Specialised Tooling Ltd is my main business, and it sells, rents, repairs and calibrates a large range of specialised tools and equipment to contractors all over New Zealand. Industrial Agents is the second business I own, which distributes Mitutoyo measurement equipment here. The Australian JV I’m involved in supplies hydraulic equipment to mines all over Australasia, and my newest venture which launches in December is called Rentaholic. Rentaholic is an online platform where people can list their things: boats, bikes, cars - pretty much anything they own - and rent them out to each other and make some extra cash. Like a Trade Me where you rent stuff rather than sell it.

On EO: EO challenges me personally and professionally to step outside my comfort zone and try new things - it inspires me to do greater things. It’s really changed how I approach my life - I make more money, have more holidays and have lots more fun since joining EO six years ago.



>> What I’ve Learnt

Business is mainly about people – get good people and look after them – move the bad ones on fast.

Seek out good support networks and good mentors – you don’t have to do it alone or make the same mistakes as those who have gone before you – listen and be open to change if you need to.

Most importantly, enjoy the journey.

Suit: Hugo Fashions
Prop: a Durapac Hydraulic Torque Wrench

“The bigger the problem, the bigger the reward.”

Dietmar Petutschnig Co-founder of Minerva Reef Fund, & Director of ISD

About my business: ISD is a Whangarei-based natural resource recovery company focusing on effluent separation and clean water in the agricultural and industrial markets. I was born in Austria and prior to joining EO New Zealand, I was a member of EO Las Vegas. After successfully exiting as a co-founder and US CEO of Nunet AG in ‘08 (a global mobile video content management company), I pursued my childhood dream of blue water sailing. Me, my wife Suzanne and our long-haired dachshund ‘Vienna’ sailed across the Pacific from San Diego to New Zealand.

On EO: I thought I was alone waking up at 3am solving business issues. As it turns out, there are more than 8,000 insomniac entrepreneurs out here - all solving similar issues. It is the ability to tap into that global brain with shared experiences that makes EO so powerful.

Suit: Paul Alan
Prop: Part from an ISD RotoSieve (TM)



>> What I’ve Learnt

Don’t ask for advice from friends or family. While they have the best intentions, their advice is often useless or worse, slanted towards their fears, needs or experiences - Unless they are entrepreneurs themselves.

Keeping your friends and family away from your business allows you to operate freely and make unbiased decisions.

Figure out what motivates YOU – what’s your leadership DNA? Your company will be defined by that!

The bigger the problem, the bigger the reward.

All business partnerships will eventually end.

“Be ready for change
and embrace it.”

Matthew Darby Arneg New Zealand Ltd

About my business: Arneg is a proud 100% Kiwi-owned and operated business, supporting users of commercial and industrial refrigeration around the country. Dedicated to refrigeration, we have a strong focus on Natural Refrigeration Technology and power saving solutions, which has led us to be responsible for several firsts in this field. I have developed Arneg's reputation as being excellent at building customised refrigeration solutions that future-proof clients against rises in electricity prices and costs associated with carbon emissions. My client base includes some of the largest supermarket and foods suppliers in the country, and has recently begun exporting some of its New Zealand-based technology.

I joined the refrigeration industry as an apprentice in 1989 and has worked as an engineer both here and overseas before starting Arneg in 2000. Having an engineering background before moving into a business leadership role has allowed me to understand both the needs of the clients as well as the technical aspects of what is required from his business's perspective. I value the team approach very highly, understanding that success comes from a team of great people all focused on a common goal.

Why I love EO: I enjoy the non-judgemental support that EO offers – the ability to share ideas and concepts with other business owners from here and around the world and know that you will be getting true support, encouragement and often insight into what their experiences have been.



What I've Learnt

Understand your customers and what they need, then build your business to be the best at delivering on that need. But be adaptable – your customers' needs evolve, just like anything else, so be ready for change, and embrace it.



Suit: Crane Brothers
Prop: Mini Refrigerator

SUCCESS

“You need less than you
think. Build half, not
half-ass.”

Stephen Green VectorStock.com

About my business: VectorStock.com is a web-based business launched almost five years ago. I started it off as an online image agency that specializes in vector images. We initially launched with a few hundred images and 0 users to a current user base in the millions, with half a million vector images now available for purchase. Currently 95% of my business comes from North America and Europe. VectorStock has grown to become a well known brand in the global stock image industry.

Why I love EO: Being surrounded by ultra talented and energetic business minds.



What I've Learnt

The 10,000 hour formula
+ serendipity = success.
You need less than you
think. Build half, not half-ass.



Suit: Gucci
Prop: 15" Apple MacBook Pro

“‘Hope’ is not a strategy.”

Fletcher McKenzie Aglo & Co

About my business: After finishing a Diploma in Marketing, I started my first advertising business at 22 and carried on to complete a Marketing Degree and Graduate Diploma. I sold the advertising agency six years ago and followed my dream to fly, and completed my private pilot's license. Then, with Malcolm Clement, I moved on to producing a high-definition television series: FlightPathTV, which is now in more than 60 countries and on Discovery Channel hosted by Richie McCaw. During this time my brother Lincoln and I purchased the family's lighting manufacturing and wholesale business, Lightmakers, and worked on energy-efficient lighting. A chance meeting in Canada led us to Australia, selling Tiger Dams for flood-ravaged towns. The dams are now available in New Zealand. My latest adventure is partnering with local furniture designer Glenn Hogg, and artist Paula Coulthard in creating a new design space, Aglo & Co (aglo.co.nz) selling art, new technology and cool interior design products and furniture. But when the sun shines, I always follow my dream of reaching for the sky.

On EO: Over the last 11 years I have donated endless hours towards growing EO. Starting as President of the Auckland Chapter Board then graduating on to Area Director, then to Regional Director of the Asia Pacific, I have just completed a three-year term on the Global Board in a governance role. Not just in that role but as a member as well, EO has really shaped myself and my business opportunities. Over the last 11 years I have met countless business owners around the world, visiting cities throughout Asia, North America, Mexico and the Middle East, including Saudi Arabia, Costa Rica, Cuba, Bahrain, Kuwait, Lebanon, Egypt, Oman, Israel and India, amongst a host of other countries. Learning from like minded people around the world helps shape my businesses, my future and my family.



What I've Learnt

‘Hope’ is not a strategy, so write down your vision and create action steps to achieve it.

Challenge anyone who says you can't, and surround yourself with like-minded people.

Listen to music every day and keep a journal of your experiences and learning. Review every week and annually.

Smile regardless: it is your choice to be happy.

Suit: Jacket, Armand Basi, bought in New York during a snow storm. Jeans, Mavi, Route 66
Prop: Remote control LED Outdoor Cool Stool & Riverstone by Mantra, Spain.

“Life doesn't come to you, you have to go out and get it.”

Dean Young BRAVEday LTD

About my business: BRAVEday is New Zealand's provider of insurance management for professionals.

I've shaped BRAVEday to be passionate about insurance, so clients don't have to be. My staff know the ins and outs of policies, which products suit which clients best, and I can guarantee that BRAVEday offers clients the best terms possible.

I'm an insurance specialist, as are the people at BRAVEday. But the real reason our clients choose us is because we believe in what we do: giving our clients the opportunity to 'just spend time' when the unexpected happens, and allowing them to keep making choices when the worst happens. Insurance is simply the tool we use to help.

We specialise in dealing with professionals, business owners and the self-employed. We protect them, their families and their businesses, helping them to survive when the unexpected happens, just as I'd like to be if I encounter the unexpected.

On EO: Cool people, great learning, lifetime experiences, global connections... oh, and it's a lot of fun.



What I've Learnt

Never stop asking questions- you can get the best advice and knowledge from the most unlikely people.

Stick to what you are good at and delegate.

Take regular holidays so you are always fresh and on your game.

Surround yourself with only people who are going to lift you higher.

Life doesn't come to you, you have to go out and get it.

Suit: Working Style
Prop: Leather Compendium

“I believe that our success resides in how we problem-solve.”

Phil Pietersen ClearPoint Ltd

About my business: I started up ClearPoint in 2007 with a buddy, Bain Hollister. I spotted a gap in the market for an IT services company that was easy to deal with, easy to understand and would help companies do business better. We use the smartest technology available and the best brains to solve real business issues.

Five years on and we're working locally and globally with clients in Auckland, Wellington, Melbourne, San Francisco and the UK. We've got ourselves a name for developing custom-built software: architecture, design, integration, construction and support. We run software engineering project teams, supply top-calibre people, deliver IT strategy plans, and architecture reviews. In early 2011, we cracked the Deloitte Fast 50, won in our category of Business Services, and were again listed in 2012. We matched that success with strong rankings in the Deloitte 2011 and 2012 APAC Technology Fast 500.

Our thinking and our people are what make ClearPoint different. I believe that our success resides in how we problem-solve. We don't go in and sell technology to a company. We solve their business issues.

Not a bad inning so far, I like to think, for a lad with a passion for fast cars, born in a mining town in Zambia.

On EO: EO gives me the opportunity to rub shoulders with hugely successful people who have had the courage to go out and make their dreams happen.

Suit: Barkers
Prop: Sony Vaio Z Series laptop



What I've Learnt

You will always be successful if you look after your clients' needs ahead of your own.

Mat Wylie Digital Dynamite

About my business: I started Dynamite in 1995 at the age of 24. It was originally an advertising agency, and by 2008 I started transforming the business after seeing the writings on the wall for traditional communications agencies with the change in the technology landscape. I recently rebranded the company to Digital Dynamite, focusing the company on mobile technology, and specialising in developing programmes to create business efficiency. The Customer Radar programme is one such example. It enables retail customers to provide live feedback in real time. Using the simplicity of text messaging to engage customers to share their experiences, it in turn helps the retailer see what customers like and don't like. With more than 250,000 customers giving feedback to date, Digital Dynamite's Customer Radar is helping retailers identify how they can best set themselves apart from their competition.

On EO: Owning a business can be lonely, particularly when things aren't going to plan. Having a group of people who I know I can trust, respect, and who also own their own business, has helped to see me through the problems and the opportunities both locally and internationally. EO has allowed me to push myself further than I ever could have on my own, and has given me a truly global perspective of what is possible.

Suit: Gibson from Fifth Ave
Prop: Apple iPhone 4



“Business is all about people, relationships and communication.”



What I've Learnt

Business is all about people, relationships and communication.

Create a vision and mission together and you can achieve extraordinary things.

There are few people you can talk to who truly have an understanding of the complexities of running a company.,”

Stephan Goodhue Liquid Automation Ltd, Liquid Electrical Ltd & Living Systems Solar Ltd

About my business: Liquid Automation is a company specializing globally in high end residential, marine and commercial automation systems. We design, supply, install and project manage all your projects' sub systems into one common user interface, including: audio-video, security, access control, electrical and HVAC systems.

The benefit of using Liquid Automation group is that I have set up in-house electrical and solar/alternative energy distribution companies, creating a one stop shop for all your project's automation and green energy solutions. Liquid Automation has also has New Zealand's largest collection of international awards for their work on some of the country's highest-profile projects, cementing their position as one of New Zealand's top automation specialists.

On EO: There are few people you can talk to who truly have an understanding of the complexities of running a company. Sure, your friends will have their own ideas of issues that arise though it's always beneficial if it comes via gestalt (speaking only from experience).



What I've Learnt

Hire the very best staff you can.

Keep flawless documentation.

For every meeting, be it conversation or in person, type out minutes and send it to all parties involved so there is no confusion.

Stuart Deeks Esquires Coffee Houses – International

About my business: In 2002, my brother and I purchased the master franchise for Esquires in New Zealand from the Canadian principles. I was living in London prior to this, and Esquires on Gloucester Road was one of my regular stops for a coffee, and it was where I found out about the concept. Taking a majority shareholding and working full time in the business, the company very quickly became my life. Lewis and I both invested our life savings into three stores, the first of which was in the PWC Tower on the waterfront. I worked full time in the first store focusing everything on sales growth. And after 18 months we had a very successful concept, a good P&L and so we began franchising.

We quickly grew the business by selling one of the first franchises to Carlos Spencer. And in the following eight years, we took the brand Fair Trade Organic, which was new in New Zealand in those days, opened 50 stores nationwide becoming the largest international coffee chain (overtaking Starbucks), became the largest buyer of fairtrade coffee beans in the country, won the Franchise Awards two years running for best food and beverage franchise system, rebranded the system finally selling the NZ franchise to Retail Food Group in 2010 for close to \$12 million. We retained the international rights and now have master franchises in China, Saudi Arabia, Bahrain, and UAE reporting to us and buying New Zealand roasted coffee and New Zealand manufactured powders, syrups and teas, with commitments for more than 350 stores in these markets. It is very exciting at the moment with new stores opening throughout our network whilst we are also looking to open new stores in Iraq, Kuwait and Mongolia.

On EO: EO gives me the opportunity to surround myself with fellow entrepreneurs who know what it is like to risk everything in pursuit of success in business.

Suit: Massimo Dutti
Prop: 20oz Takeaway Coffee Cup



“Never ever-ever give up.”



What I've Learnt

Never ever-ever give up. Unwavering persistence and being willing to pay the price in all respects is the reason we succeeded.