



Owners, Managers, and Entrepreneurs

By Tom Shay:

In the last issue of Main Street Now, this column discussed three individuals—Jeff, Jerry, and David—who had closed businesses that had been in their family for many years. The question I asked was about their entrepreneurial skills.

While speaking at a conference this week, I heard George Whalin, author of the new book *Retail Superstars*, make a comment that helps me elaborate on the observations in my last article.

George said there are differences between business owners who think like a manager, like an owner, and like an entrepreneur. The person who thinks like a manager uses the word, “I”; the person who thinks like an owner uses “my”; and the person who thinks like an entrepreneur uses “it.” This installment of Profitable Solutions will help Main Street staff and volunteers understand and assist all of these business owners..

The Manager: “I Have to Do All the Work”

Our first look is at the person we’ve described as a “manager.” Managers are often engulfed in the day-to-day process of operating the business. We refer to these people as “managers” because they often consider these responsibilities the most important component of their work day.

While not making light of the components of operating a business, these are tasks that should be delegated to employees. As an example, the “manager” often thinks that he or she is the only one—or the best one who can sell merchandise. As a result, the “manager” believes it’s important to be on the sales floor as much as possible. If there is a problem in the store, this person is more likely to resolve the issue personally instead of creating a process that will engage employees and permit them to participate in the resolution.

If the sales floor needs to be swept or vacuumed, the “manager” is more likely to perform this task rather than getting an employee to do it.

The “manager” is likely to be so wrapped up in the day-to-day business work that he or she has little time left to handle other responsibilities. You may see this happening when one of these “managers” misses a Main Street meeting because an employee is absent.

An owner sometimes takes on the roll of “manager” because he or she previously had the actual job title of “manager.” These owners may have been next in line to take over the family business. Unfortunately, the parents did not teach the next generation all the components necessary for success.

Another case occurs when the manager of a business purchases it from the individual who was previously his or her employer. Perhaps this person was never told that the job description would change when financial ownership of the business changed hands. The current owner needs to teach the new owner the financial aspects of the business so that it will continue to be successful and the new owner can make the monthly payments for the business.

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Owners, Managers and Entrepreneurs Continued

Our “managers “ looks at the business with an “I” viewpoint because : “ I have to do so much of the work.”

The Owner: “I Really Like This”

The second person we want to look at is the one that we have given the title of “owner.” One of the leading characteristics of these people and their businesses is that they become the focal point of the business. The business becomes a reflection of the “owner.” It starts with the merchandise the business sells.

If we were to ask the “owner” to give us a tour of the business, we would probably hear how much he or she likes all of the items the store sells. Starting when the merchandise was purchased at a trade show or through a sales representative, we would likely see the “owner” looking at an item and making comments such as, “ I really like this .” Merchandise selection centers on the likes and dislikes of the “owner” instead of concerns about how well an item will sell. The “owner” believes in his or her ability to make the right choices. The main problem with this business format is that the “owner” will need to spend time and effort finding customers with the same taste in merchandise.

The physical appearance of the business also is a reflection of the “owner.” You can see this from several aspects. If the Main Street district has placed planters in front of the businesses, for example, you will quickly know whether the “owner” likes flowers and other greenery just by looking at the condition of the planter.

Visiting several Main Street communities while I was working on this column, I noticed another aspect of an “owner-centric” business. The staff, as well as the merchandise, frequently reflect the “owner.” As an example, we were walking into a Main Street business and I was cautioned that the owner of the business had a very poor attitude.

Two sentences into the introduction, the owner of the business proved my hosts to be on target with their assessment. As we continued to wonder the aisles of the business, other employees mirrored the owner’s attitude. This happens because the “owner” displays a “my” attitude about the business. The same holds true for how the store looks and what the store sells. The appearance and/or inventory selection can be great or poor, but they are a reflection of the “my” aspect of the business “owner.”

The Entrepreneur: Voting with Your Head Not Your Heart

Our third and final type of business owner is the “entrepreneur.” The word we expect the “entrepreneur” to use in describing his or her business is “it.” This description shouldn’t be taken as cold and impersonal; instead it represents the viewpoint of a person who is focused on the profitability of the business. Over the years, this individual may have owned several different types of businesses—perhaps a bookstore at one point and a restaurant at another.

When an “entrepreneur” first visits a Main Street district to look at a potential location for a business, he or she probably doesn’t have a specific type of business in mind. Instead, the “entrepreneur” will be thinking about the type of business with the highest potential for success. This type of business owner is more likely to be drawn to statistics and information about the community than a favorite business concept. “Entrepreneurs” usually vote with their heads and/or their wallets instead of their hearts. If a proposal does not make sense from a business standpoint—in the short or long run—the “entrepreneur” probably won’t support it.

Our “entrepreneur” is likely to be the most profitable of the three types of business owners, as well as the one who spends the fewest hours in the business each week. “Entrepreneurs” are less likely to view a store or business as an extension of themselves, unlike the “owners. “ “Entrepreneurs” are passionate about business first and the businesses they own are vehicles for that passion. Through a Main Street revitalization program, we have an opportunity, and responsibility to help business owners move from “managers” to “owners” to “entrepreneurs” - a transition that will surely improve the quality of businesses within the district.

Tom can be reached at 727-823-7205, email at tomshay@profitplus.org. or by visiting his website, www.profitplus.org.

Community Calendar of Events – June 2010

June 1, 2010

- Moberly Public Library Knitters, crochet-ers, any needlework or craftspeople meet at the Moberly public library from 9:30 – 11:00 a.m.

June 4, 2010

- Stubbin’s Rummage Sale at Coates Street Presbyterian Church. Friday 4-7pm and Saturday 8am-noon.
- Relay for Life of Randolph County 6pm on June 4th-6am on June 5th at Moberly High School. Survivor Lap starts at 6pm, auction at 6:30pm, Luminary Ceremony at 9pm, fireworks at 11pm, Split Decision Band plays at 11:30pm, pizza and subs at mid-night (free), and Breakfast by the Kiwanis at 5am (free). For more information or to participate call 263-5807.

June 5, 2010

- Dog Shows - Making Tracks for APRI. Two dog shows at the American Legion Building starting at 9am.
- 9th Annual Masonic Picnic at Shelter House #1 in Rothwell Park starting at 6pm. Meat and drinks provided, bring a covered dish. All affiliates are invited.
- 24 Raceway -Weekly racing series at 24 Raceway starting at 7pm. Sportsman Mechanic’s Race.

June 9, 2010

- Railroad Days in Downtown Moberly

June 10, 2010

- Railroad Days in Downtown Moberly

June 11, 2010

- Railroad Days in Downtown Moberly

June 12, 2010

- Railroad Days in Downtown Moberly
- Art on the Block - Moberly Area Community College presents Art on the Block from 10am-2pm
- Mini Train and IceCream Social
- Kiss The Pig Contest - The KWIX-KRES-KIRK Relay For Life Team is having a Kiss The Pig Contest at 6pm during Railroad Days. For every \$500 that the team collects, KRES Farm Director, Mike Lear, will kiss a pig. All donations will go to the American Cancer Society, as part of the Relay for Life.

June 19, 2010

- Lions Club Mud Dash at Rothwell Park at 6pm

June 20, 2010

- Fathers Day Blast and Car Show - Family Life Fellowship, 1614 E Hwy 24, in Moberly will be having their 2nd annual Father’s Day Blast & Car Show on Sunday, June 20th at 1:00 pm.

June 30, 2010

- Oakland Cemetery - 200 Flags rise in Oakland Cemetery Honoring Moberly’s Veterans for Independence Day.

June 2010

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 Promotions Meeting 8:00 am	4	5
6	7	8 Design Meeting 8:00 am.	9	10 Railroad Days	11 Railroad Days	12 Railroad Days
13	14	15	16 Economic/Org Meeting 8:00 am	17 Board Meeting 8:00 am	18	19
20	21	22	23	24	25	26
27	28	29	30			

ECONOMIC RESTRUCTURING AND ORGANIZATION COMMITTEE REPORT

Work continues on building our new **website**. A rough draft may be viewed at www.mainstreetmoberly.org. Remember that it is still under construction; be patient. The member profiles are FREE and a great perk of belonging to our organization. There are 20 businesses who have not yet given us their profile information. Please take five minutes for us when we contact you. Everything we need should be information you can give without even thinking!

We had over 110 entries in our downtown **slogan contest** and they came from 31 different people. The Organization Committee narrowed the entries down to five and then the Board of Directors narrowed it down to two. A final vote by the Board of Directors selected the following winner:

Downtown Moberly: Your shopping destination since 1866

Since the submission was made by a board member, that person declined a prize or disclosure of their name. Thanks to all who made suggestions. It was not an easy task to narrow them down.

“Eat Downtown” fund raiser will be held in June. We will promote our two member restaurants, The Brick and Funny Pages. In return for our promotion, they will donate a portion of every sale back to our organization. The date has not yet been decided. It’s possible that Chen Bistro will be open in late June, so we may wait for them to become a member and be included.

“The Fly-In Breakfast” will be held on Saturday, July 24, in conjunction with the Chamber of Commerce and City of Moberly Fly-In activities. This will be similar to last year’s fund raiser. We will need several volunteers to help set up at 6 a.m. and begin serving at 6:30 a.m. Last year we served until 11:00 a.m. Please be generous with your time. It was lots of fun and you really get better acquainted with some of your fellow members. If your business is not open on Saturday, this would be a perfect volunteer opportunity for you!

Now that we no longer have funding from the Neighborhood Assistance Program, **we must have these fund raisers in order to supplement our membership income**. The board decided to keep the membership fees the same as they have been for over five years. We need volunteer help from all members! If you’d rather make a cash donation than work on a project, just specify that when you write your check.

Downtown Trees Update

At the Moberly City Council meeting on May 17th, the council approved the recommended tree replacement plan submitted by the downtown tree committee. It was discussed that the tree committee would meet the following morning to discuss timing of the change out of the trees. The committee would also discuss some options as to how an on-going funding source could be created for the maintenance and future replacement of the trees.

The committee met with the City Staff that completed the initial tree removal and determined that the length of time to remove the remaining trees would be longer than the initial 30 days projected. It was agreed upon by the committee that work should begin as soon as possible removing all trees, other than the corner trees. City Staff will have signs made to notify visitors of the downtown that we are undergoing a tree replacement project.

Ameren UE has provided an initial grant of \$4,500 for the replacement of the trees. Tree Committee members will approach Ameren as to whether or not additional funds might be available for the trimming, maintenance and future replacement of these trees.

Thomas E. Sanders

Director of Community Development/Public Works
City of Moberly, Missouri

Main Street Moberly and Railroad Days

Main Street Moberly will be participating in Railroad days with a Turtle Race on Friday night and Saturday.

We are in desperate need of Turtles and Volunteers! If you can provide either of these, please contact the Main Street office at 660-263-5251.

I will keep the turtles in my office, so if you find them early then just bring them by.



Main Street Moberly –Safe Passage Diaper Drop 133 packages of diaper and \$41.00 collected



PEOPLE YOU SHOULD KNOW

Name: Gary Bowman

Business Affiliation: Smart Wear and other Moberly downtown investments.

Age: 62

Job Description: I am a retired Class A Journeyman Wireman

Years lived in Moberly: 10 years

Original Hometown: Huntsville, MO

Education: I am a graduate of Omaha Benson High School in Omaha, NE. I attended Omaha University (University of Nebraska at Omaha) and transferred to Central Missouri State College in Warrensburg, MO. (Central Missouri State University now). I received an AB and BA in Sociology and English. I also have a four year certificate of completion of apprenticeship from the Department of Labor in the electrical field.

Community Involvement: I serve on the board of Glad Tidings Assembly of God Church. I am a board member and treasurer for Main Street. I volunteer my time and services in refurbishing electrical fixtures for 4th Street Theatre. I also volunteer time and service to the Historical Society and the City of Moberly, by working on getting the grant and doing the electrical refurbishing for the red caboose at the Railroad Museum downtown.

Professional Background: I started out as an assistant manager for F.W. Woolworth after college and then spent two years in the U.S. Army during the Vietnam war. I worked for the International Brotherhood of Electrical workers for 35 years, which my jobs included Electrical Consultant, Electrical Estimator, Superintendent, General Foreman, and a class A Journeyman Wireman. I also served as a substitute teacher for the apprenticeship Electrical school in Jefferson City, MO. I was the owner of Smart Wear and owned and maintained several rental properties.

A local businessperson I admire and why: This was a hard choice because there are three that I have admired in my life. I have always admired Carl Eisenhower at Commerce Bank. His smile and willingness to help a young person really made an impression on me. He helped many your people to get a start in life. He also made me aware of how important it was to budget my finances. I also admire Bill Reid. He is a very quiet man, but when he speaks, you can always tell his thoughts are well organized. Dale Sosniecki is last, but not least. He has an uncanny ability for organization and details.

Why I'm passionate about my job: I was very passionate about the electrical field, because I had a chance to create and do something with my hands that left years of standing accomplishments. One of my passions that I have always adhered to was "If it is worth doing, it is worth doing right and to the best of my ability", and then I can take pride in it.

If I weren't doing this for a living, I would be... a college professor.

Biggest career obstacle I've overcome and how.... I was always on the road traveling from one job to the next. It was really hard being so far from the family. As the years went by and as I spent more time in the trade, time provided me more opportunities to work closer to home.

A favorite recent project.... It has to be working with the firemen putting up the new Christmas lights downtown.

What people should know about this profession: Electricity is hell and damnation wrapped in insulation.

What I do for fun: I really enjoy working at the church, working in the garden, reading, collecting coins, and helping others. .

Family: Karen, my wife of twelve years. We have six children altogether. Tracy Godfrey, Shannon Bowman, Melissa Greiner, Shane Bowman, Melinda Wood, and Marla Pogue. We have seventeen grandchildren which six live in the Moberly area, eight in Alaska, two in New York, and one in Tennessee.

Favorite place in Randolph County: Other than home, it has to be Rothwell Park. I think we have the prettiest park in the United States.

Accomplishment I'm most proud of: I was a big part of constructing the Hearn's building in Columbia, The Nuclear Power plant in Callaway County and at Thomas Hill Unit III and the Wal Mart Distribution Center in Moberly.

Most people don't know that I was raised in the Masonic Boys Home in Omaha, Nebraska, and I played baseball and wrestled in high school and in college.





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Street work in downtown Moberly. Pictured below is the resurfacing of 5th street.

