

JOSEPH R. MANCUSO



Association Founder

The founder of the not-for-profit **Center for Entrepreneurial Management Inc. (CEM)** and the **Chief Executive Officers Club (CEO Club)**, Joe Mancuso is the entrepreneur's entrepreneur. For 22 years, Joe has published the *Chief Executive Officers Newsletter*. He meets with the membership of the 12 CEO Club chapters eight times annually in programs held in private clubs. The mailing list of customers totals about 40,000, reflecting people who purchased something from the CEO Club since it began its operations in Worcester, MA, in 1978.

Speaker

Dr. Mancuso has addressed groups from a dozen to two thousand people in over three hundred American cities and thirty foreign countries. He has addressed trade groups from truckers to dentists and keynoted full day seminars. His talks have been presented to Bankers and Venture Capitalists, both at conventions and for in-house efforts. His economic development efforts have included ten cities for a Louisiana Public Utility, and workshops for over seventy of the *Fortune 500* companies. For larger companies, his presentation on how to install entrepreneurial management is very popular. He is most at home before small business owners or franchisees, talking about growing a business. His Favorite luncheon talk is the title of his first book, *Fun And Guts: The Entrepreneur's Philosophy*, in which he shows how these "Ready-Fire-Aim" types

- a) spot a growth industry
- b) select a first mate
- c) negotiate for money
- d) create resources where none exists
- e) who wrote the best business plan and why
- f) avoid personally guaranteeing bank debt
- g) motivate employees to work harder than humanly possible
- h) inspire investors/shareholders to believe in the vision
- i) deal with family complexities

Mancuso often works the traits of the members who completed the diagnostic test for entrepreneurs into these talks. And his blend of humor puts the audience at ease. His other presentations include the titles of his books, but he always tailors all of his talks to fit the audience. In his overseas appearances, he does a one day session called: "*Encouraging Entrepreneurship*", which has been attended by thousands of people. In all, participants have paid over \$20M to hear the talks and workshops conducted or arranged by Joseph Mancuso.

Author

Mancuso is undoubtedly best known as an author. His books and tapes have been heard or read by more small business people than those of any other management author, according to Simon & Schuster. He has edited or written twenty-four books, and currently ten books are classified as backlist books which sell about the same quantity every year. They are:

1. **How To Start, Finance & Manage Your Own Small Business**
2. **How To Write A Winning Business Plan**
3. **How To Prepare And Present A Business Plan**
4. **Mancuso's Small Business Resource Guide**
5. **How To Get A Business Loan Without Signing Your Life Away - (Fortune Book Club Selection)**
6. **Buying A Business For Very Little Cash (with Doug Germann)**
7. **Mancuso's Small Business Basics**

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8. How To Buy A And Manage A Franchise

(with Donald Boroian)

9. Winning With The Power Of Persuasion (Main Selection Fortune Book Club)

10. The Mid-Career Entrepreneur

The above books are also available on four hour audio and video cassettes. In addition, Joe has authored numerous magazine articles and booklets, in such a diverse magazines as *Playboy*, *Penthouse*, *Success*, *Harvard Business Review*, *The Journal of Marketing* and *The Journal of Small Business*. His materials about business plan preparation has outsold all other authors combined.

Entrepreneur

Joe has founded seven businesses and is a member of a board of advisors for forty diverse US companies. He also was the general partner for a real estate based venture capital partnership. He currently has investments in several small businesses. He's a director of the *Globus Growth Group*, a public venture capital firm and *Mucho.com*, a B to B portal in California. He is also a director of two Dallas private companies, *Hi-Line* and *Tri-Steel Structures*. His two hour consultation, a service unique to him, has been conducted over 1500 times in over 25 years, with the success rate of about 80% of those people claiming it was worth the time and money. In all these encounters, he has never been presented with any easy questions.

Joe holds an Electrical Engineering degree from WPI and an MBA from the Harvard Business School. His Doctorate is from Boston University in Educational Administration. He was the Chairman of the Management Department at Worcester Polytechnic Institute (WPI) in Massachusetts before launching CEM and The CEO Club. He lives in Manhattan, with his wife and

business partner Karla, their two children Max and May. His three married daughters have given him six grandchildren.

