

**The Challenges and Joys of
Entrepreneurship**

or

What I Did When I Grew Up

by

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Challenges and Joys of Entrepreneurship

- **A Little History**
- **Challenges of Small Business**
- **Joys of Manufacturing**
- **Fruits of Labor**

A Little History

- **YITP at Stony Brook** **1980-83**
- **Sperry/Unisys, St. Paul, MN** **1983-89**
- **AF Antronics, Urbana, IL** **1989-present**

Challenges of Small Business

- **Complexity**
 - ❖ **Design**
 - ❖ **Manufacturing**
 - ❖ **Quality Control**
 - ❖ **Marketing**
 - ❖ **Customer Relations**
 - ❖ **Accounting**
 - ❖ **“Nonlinearity”**

Challenges of Small Business

- **Unpredictability**

- ❖ **Ever-changing customer ordering habits**
- ❖ **Constant quality concerns about materials**
- ❖ **Breakdown of machines**
- ❖ **Worker schedules**
- ❖ **Competition**
- ❖ **Complications of material availability/demand**

Challenges of Small Business

- **“Renaissance Man”**

- ❖ **Electrical Engineer**

- ❖ **Machinist**

- ❖ **Accountant**

- ❖ **Salesman**

- ❖ **Computer programmer**

- ❖ **Tech support person**

- ❖ **Customer rep**

- ❖ **Manager**

- ❖ **Architect**

- ❖ **Production planner**

- ❖ **QA Engineer**

- ❖ **Paymaster**

Joys of Manufacturing

- **Physical Benefits**

- ❖ **Active—not sedentary—leads to good health**

- ❖ **Physical tasks improve strength**

- ❖ **Flexible schedule reduces stress**

Joys of Manufacturing

- **Mental Benefits**

- ❖ **Repetitive tasks improve concentration**
- ❖ **Counting parts as you make them improves memory**
- ❖ **Each day is different**
- ❖ **Feeling of competency from mastering new challenges**
- ❖ **Not answering to “boss”**

Joys of Manufacturing

- **Spiritual Benefits**

- ❖ **Opportunities for being present**

- ❖ **“Meditation” while performing repetitive tasks**

- ❖ **Connection with tools—learning their “feel”**

- ❖ **Living moment to moment, responding to conditions**

Fruits of Labor

- **Financial Rewards**

- ❖ **Paycheck**

- ❖ **Distribution and Bonus based on company performance**

- **Satisfaction of Artisananship**

- ❖ **Pleasure of doing work well**

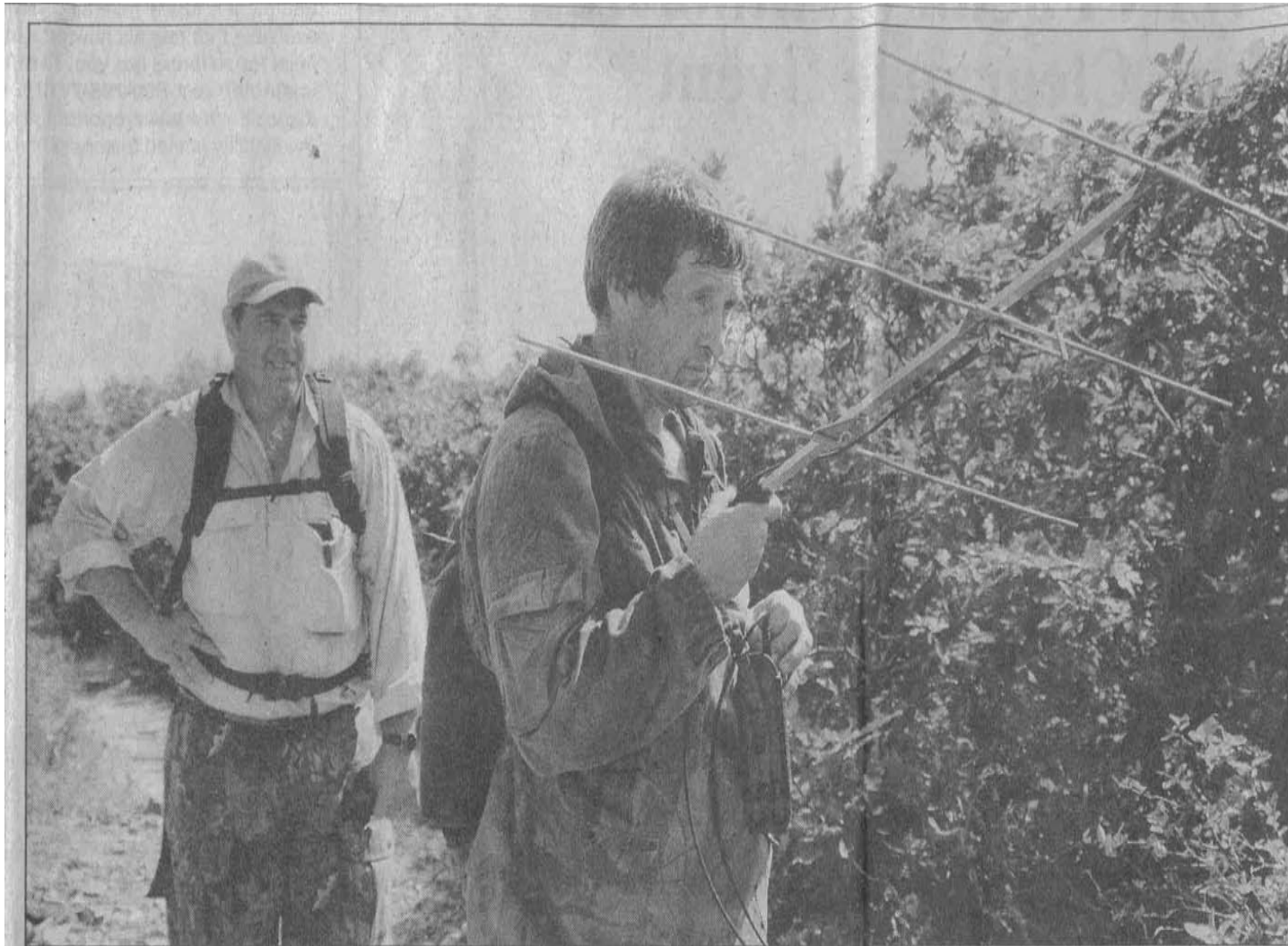
- ❖ **Attractive, functional finished product**

- ❖ **Tangible product**

Fruits of Labor

- **“Saving” planet**
- **Helping people/animals**
 - ❖ **Reintroduction of wolves into Yellowstone**
 - ❖ **Saving Siberian tigers**
 - ❖ **Helping to find kidnapped child**
 - ❖ **Locating Alzheimer’s patients**

Siberian tiger project in Russia



American biologist Dale Miquelle (left) and his Russian assistant, Nikolai Rybin, try to locate a Siberian tiger through its radio collar.

Tribune photo by Alex Rodriguez