

NEWS RELEASE

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Local Publisher and Dayton Author Team Up to Create Handbook for Entrepreneurs

New Tenant of The Entrepreneurs Center Expands Into Business Publishing

Dayton, Ohio, March 11, 2002—Hollandays wasn't the first publisher that Adrienne Heard of Trotwood called with her idea for a book. Hollandays Publishing was the first company that took the time to discuss Heard's concept for the book.

Heard's work, *Quick and Smart Entrepreneur's Handbook*, debuts Wednesday, March 20 at a book signing at The Entrepreneurs Center, 714 East Monument Ave., from 7:30 to 9 a.m.

Following her motto "procedures to prevent problems," Heard focused the book on five key areas that present challenges to entrepreneurs: goals and planning, paperwork, money and time, marketing and people.

"In my consulting practice I find most businesses fail due to lack of planning," Heard said, "Many of my recommendations revolve around planning and preventing problems. As a problem solver, I don't like solving the same problem more than once. So I share in the book advice based on experience from my career."

It was this focus and vision that convinced Hollandays to listen to Heard's book idea. "We turn down people all the time who want to publish," said Beverly Smith, president, Hollandays Publishing, "But it was clear to me on the phone that Adrienne knew what she was talking about."

Unbeknownst to both parties, they had a common tie with The Entrepreneurs Center. Heard, who picked Hollandays out of the phonebook, is a member of the Center's "Know-how Network" of professionals who are available for free or at reduced cost to tenants. "I was much more anxious to work with them once I learned of their location," said Heard.

Hollandays, located at The Entrepreneurs Center since last November, began in Smith's Clayton dining room in 1995. The company's principals, Smith and Wendy DeLong, vice president, are former teachers. Hollandays mainly produces educational materials, such as study-aids for Ohio's proficiency tests.

"Since we're educators, and not yet full-fledged business people, we've learned things from working on this book," said Smith. Heard's *Entrepreneur's Handbook* provides many resources, reference books and activities to put her ideas into practice.

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"When I work with clients, I give them a list of things to do," said Heard, "So in the book, I suggest a number of concrete actions to make progress."

Heard's first book, self-published in 1997, is a non-fiction account of the Underground Railroad based on stories told to her by her Aunt Rosie. "After working with Hollandays, I now know the value of working with a publisher," Heard said. "It was a great experience—they restructured and reformatted the book to make it better."

The *Quick and Smart Entrepreneur's Handbook* is \$11.95 and is available in the Dayton, Ohio area at Books & Co., Kettering; Border's Books and Music in the South Towne Centre, Centerville; Wilkies, downtown Dayton; and via the Web through Amazon.com.

Adrienne Heard and Heard Management

Adrienne Heard holds an MBA in management and finance from the University of Dayton, a bachelor's in personnel management and business administration from Michigan State University and has been successfully growing Heard Management since 1993. Her company offers business management consulting services to small businesses that are ready to change. Using training and experience from a variety of workplace settings, Heard Management develops management tools to help entrepreneurs succeed. The emphasis is on "procedures to prevent problems." For more information fax 937/854-4342 or e-mail heardmgt@aol.com.

Hollandays Publishing Corporation

Hollandays Publishing Corporation provides simple, affordable software, books and ancillary materials to meet the needs of educators and small business owners. Hollandays specializes in Ohio proficiency test preparation software along with companion flashcards and Question of the Day Overheads. The company provides software for construction contractors that combines customer communication with regular business functions. For more information call 937/898-2520, fax 937/898-2519, e-mail info@hollandays.net or visit www.hollandays.net.

The Entrepreneurs Center

The Entrepreneurs Center in Dayton, Ohio, helps to control the conditions that cultivate new companies—and those enterprises, in turn, create jobs in the region. During their three-to-five year stay at the Center, tenants have access to business mentors; education and training; office and administrative services; debt and equity financing; free and/or reduced-rate services such as accounting and legal advice, as well as the benefit of networking with other tenants. The Entrepreneurs Center is among ten business incubators supported by the Thomas Edison program administered by the Ohio Department of Development. For more information, call 937/281-0098, fax 937/281-0099, e-mail info@techincubator.com or visit www.techincubator.org.

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