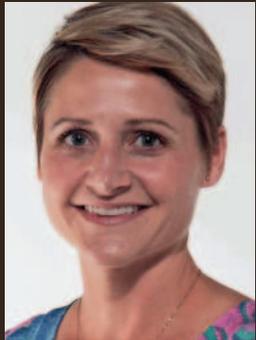


TRI-STATE BUSINESS JOURNAL

COURIER & PRESS | THE GLEANER | SEPTEMBER 2019



20 UNDER 40: MEET THE 2019 RECIPIENTS

One-man companies succeed

Dan Arens

Special to Evansville Courier & Press
USA TODAY NETWORK

Chuck Resor is a sole proprietor, which means he is the only one in his business. Yet, his Jackson, Wyoming company is a runaway success story. Resor invented his product, but rather than hiring people to design, market and manufacture it, he chose to do it all himself by outsourcing or sub-contracting everything about his company. Mr. Resor is the inventor of Flash-Master, an electronic game that assists students in learning arithmetic. He came up with the idea when one of his children was having difficulty with math in elementary school.

According to Wall Street Journal reporter John Bussey, Resor spent several years getting his handheld game designed and produced, but he has sold over 250,000 units around the world with a retail price tag of \$54.95. All by himself. He outsourced

to the lowest cost suppliers and even sub-contracted the software developers. He told Bussey "I wrote 40 pages, single-spaced of specifications... they did the programming." He then contracted the production with a manufacturing company he had visited in China. In turn, that company sourced some of the products it needed from a company in Taiwan. Once his manufacturing was well in hand, he began marketing the product by traveling to education conferences around the country, handing out free samples and the product took off from there. As a result of his approach, he was not only able to sell his product at a price point that was appealing to the consumer, he was able to maintain huge markups resulting in a very nice profit for himself. From all appearances, his approach has been completely successful.

Charlie Emery of Benton, Wisconsin is another one-man success story. He wanted to build his own pinball

machines but could not find anyone to manufacture the electronic circuit boards for them. Instead of outsourcing overseas, Charlie reached out to Macro-Fab a circuit board manufacturer in Houston, Texas. Entrepreneur Magazine reports that Macro-Fab helped Emery build prototypes and then helped him manufacture the products in small runs. While this approach has traditionally been more expensive than production overseas, it does have a tendency to remove a lot of barriers by keeping everything domestic. In the meantime, Charlie Emery was able to get 10 circuit boards from Macro-Fab to help him in the creation of his \$5,995 pinball machines.

Two great stories where the saying "necessity is the mother of invention" rings true. At least it did for these two entrepreneurs.

Dan Arens, a contributing writer, is the retired chairman and co-founder of Keller Schroeder & Associates Inc.



Congratulations to **Rachel Koester, Maureen Barton** and **Kelsey Wright** on being named to the 20 Under 40 Class of 2019! Rachel, Maureen and Kelsey embody what it means to be leaders, both in the EVSC and in our community. They go above and beyond everyday to ensure that our community's children are reaching their maximum potential.

MAUREEN BARTON

Pam Cassidy Special to Evansville Courier & Press | USA TODAY NETWORK

When you see EVSC Foundation Executive Director Maureen Barton out working in the community, you might notice that she often has two very special helpers. They may be young, but Will, 9, and Katherine, 7, are already experienced volunteers. After all, they've been helping their mom out on the job for years.

Barton said having her children involved in her work is just one of the many things she loves about her job. "They've become not only a part of the school community but the community at large."

As executive director of the EVSC Foundation, Barton, along with what she calls "an incredible team," is responsible for fundraising for the Evansville Vanderburgh School Corporation, the third largest school corporation in Indiana.

"We bring awareness of EVSC's 40 schools, high caliber programming and ways to support teachers and students to potential donors," Barton explained.

The EVSC Foundation also runs Hangers, a student clothing bank, and Teacher Locker, a new no-cost school supply resource for EVSC educators. From helping students who live in poverty or endure hardships to planning professional development for educators, the EVSC Foundation is there to help everyone involved in the EVSC.

Education has always been important to Barton, who was an adjunct professor at Ivy Tech Community College before coming to the EVSC Foundation. While at Ivy Tech, Barton focused not only on teaching, but also on helping her students in any way she could and connecting students to the community.

"My first job to now has always been in education or related to education," Barton said. "And I continue to be

amazed by the educators in our community."

Barton is also amazed by the people, businesses and organizations who are willing to help.

"There are so many great partners," Barton said. "And it's great collaborating with other groups."

As Barton and others at the EVSC Foundation do all they can to have a positive impact on local students, Barton said she is happy to be part of an organization focused on helping children.

"I am extremely grateful, and I believe in what we are doing for the kids in this community," Barton said. "There is such a ripple effect when you are able to help kids. You are supporting the whole family. The kids know that there was someone there that was helping them and believing in them. And when they think that somebody helped me, I hope that trickles down and they go out and help others."

And while Barton could easily take her skills to another area, the Newburgh native can't imagine wanting to do anything else or be anywhere else.

"I wholeheartedly believe in our mission of supporting teachers and students," Barton added. "I didn't truly begin to learn about our community until I started my career. Now, as a mother, I am immersed in a community I love. Living and working in a great community has been a blessing to my young children as they already have a sense of purpose, an understanding of challenges faced by some and a giving back mentality. My children are able to learn important life skills beyond job skills from being a part of my work."

"I'm not done," Barton said. "We are just beginning to establish ourselves. There are mountains to move."



MACABE BROWN/
COURIER & PRESS



Congratulations Maureen Barton

COURIER & PRESS 20 UNDER 40

The Barton Automotive Team
COMMITTED TO QUALITY AUTOMOTIVE SERVICES

9019 Hwy 66
Wadesville, IN 47638

(812) 985-3000

BartonAutomotive.com

BARTON
AUTOMOTIVE SERVICES



Family owned and operated.

With over 20 years of industry experience, you can be certain that we have the knowledge and expertise to resolve your problem quickly, efficiently and at minimal cost.

We specialize in small and medium businesses.

Offering break/fix or managed services – let us be your IT department without the cost of a full-time staff.

- Website design and development
- Custom software and apps
- Database design and maintenance
- Server and network administration
- Remote tech support
- Hardware and software sales
- IP PBX phone systems
- Camera systems
- Computer repair and virus removal

Goal: Our mission is to deliver superior information technology support and services.

 www.alcorntech.com
 (812) 461-1515 Call today!



GETTY IMAGES/ISTOCKPHOTO

Cyber attacks

Continued from Page 4J

Train your employees

Make sure your staff understands how important it is to guard company data and walk them through your policy manual regularly: explain the importance of identifying safe web domains when surfing the internet. Look for the https in the URL, where “s” stands for secure. Review your email protocols and avoid clicking on unknown attachments and links that could download malware into your entire system. Encourage everyone to update their antivirus on time.

Create backup copies

If your company processes payments and handles personal information, creating backup copies is a must. There are two ways in which you can do that: You can backup your data off site or on the cloud. Whichever option you choose, remember to check up on your copies regularly to ensure that everything is functioning properly.

If you don't feel confident in your abilities to create a security protocol for your company, ask a specialist in your area. For more information visit bbb.org/Evansville or call 812-473-0202.

Oana Schneider is the Director Of Media Services for the Better Business Bureau.