
A C K N O W L E D G M E N T S

We gratefully acknowledge and express deep appreciation to the many people who have made this book possible.

To Malcolm Fleschner, whose talents, humor, and insight have helped make this book what it is. The late nights and the laughs are what made the experience of writing this book enjoyable. We couldn't have asked for a better, more talented writer to work with. And also to Malcolm's wife, Kristin, for her patience and understanding.

To the team who worked on this book, especially:

- Mary Good and the rest of the Dearborn Trade team: Cynthia Zigmund, Don Hull, Paul Mallon, Leslie Banks, Elizabeth Bacher, Terri Joseph, Sandy Thomas, and Trey Thoelcke
- Jonathon Lazear and Christi Cardenas from the Lazear Agency
- John Roth and Jeff Ringhoffer
- Our virtual book title team

To two key leaders in our business, Scott Anderson and Chip Kudrle, and to our outstanding teammates, who have built this business and delighted our clients, including: Christopher Smith, Pete O'Brien, Mike Webb, Tammy Ubl, Mike Brown, Jeff Vint, Jay Carthaus, Dave Lynn, Jim Ninivaggi, Marilyn Gregory, Carol Arce, Johnna Krantz, Karl Busch, Kathy Bolton, Ira Kasden, Paul Boucherle, Bill Larner, Barry LaValley, Deb Peters, Heidi Armstrong, Gerry Spencer, Todd Hendries, Doug Lyons, Rick Bowlby, and Jeff Barovich.

To our clients, who have trusted us with their most valuable asset, their sales force. In particular: Joe Demharter, John Rowe, John Bruder, Bill Klanderma, Dave Fraser, Gary Jarosz, Martha Richardson, Ed Kilroy, Dan Servos, Bruce Hanley, Greg McCamus, Tim Eichorst, John Cobb, Phil Styrlund, Kevin Hrusovsky, Bill Olin, George Harris IV, Frank Jerd, Dave Knorr, Errol Schoenfish, John Temple, Dick Johnson, Charlie Burnham, Jim Harvin, Jim Ryan, Regan Hutton, Rob Abele, Karen Kracher, Ken Lowden, Bob Briggs,

Cathy Barthel, Bill Siefkin, Greg Demming, Robert Vulpis, Dolores Wilverding, Sarah Brown, Dave Oulighan, Tom Moberly, Gene Duncan, Dave Roy, Tom Mezera, Fred Spero, John Caron, Mike Higgins, Tony Giorgio, Paul Oberhaus, Tom Beddow, John McCarthy, Larry McBride, Jim Nelson, Craig Carson, Jimmy Watts, Terry White, and Rich Blakeman.

To our friends, advisors, and mentors, who helped us prepare for this opportunity, including: David McKane, Narayan Ramachandran, Brian Dietmeyer, Lisa Napolitano, Libby Cannon and the team at SAMA, John Wagner, Jay Zack, Mike Hogan, Charlie Cooper, Tom Thomas, LoAnn Mockler, Jim Miller, Sally Casper, and former IBM colleagues, including Grant Farquhar, Pat Warner, Larry Wood, Woody Shakleton, Phil Soran, John Wright, and John Vanderheyden.

From Mark:

- To Taylor, Brittany, and Derek—my inspiration, purpose, and joy
- To my heroes, Mom and Dad, for your encouragement and faith
- To my family: Chelle, Drew, J. Scott, Geri, John, Sister Marie Madeleine, Ted, Shelly, Mike, Gina, Earl, and Jan

From Dan:

- To my wife and best friend, Therese, thank you for all of your love and support
- To my children, Kristina, Laura, and Jason, you each give me inspiration and perspective
- To my Dad, gone but not forgotten
- To my Mom, for always being there
- To my family, Debbie, Donna, Deann, Farrell, Paal, Scott, Jim, Maureen, Kathy, Trish, Dan, and Mark

To all of our friends and family members, who have always been there to support us.

To God, in thanks for our friendship, partnership, and this opportunity.