

100 + 10

- I created my company to help a 10-year-old make her own stuffed toy.
- Sweet Cuddles, Enchanted Dragon, and Stingray Blue are members of my Furry Friends Hall of Fame.
- Found in many shopping malls across the country, my workshop attracts children who come to name and assemble their one-of-a-kind personal keepsakes.

Build-a-Bear Workshop, Inc.

A successful executive, Maxine Clark left her job to start Build-a-Bear Workshop in 1997. In her stores, children design, stuff, and dress their own teddy bears and other stuffed animals. Children are her inspiration. In her own words: “Kids are worth listening to, and their opinions are very important. You never know how a child’s words might inspire you.” Early success with Build-A-Bear Workshop stores helped attract more than \$11 million in venture capital. Today, there are hundreds of Build-a-Bear Workshop stores worldwide and more than 70 million child-made stuffed toys.



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25 + 10

- My life changed forever when my older brother gave me an old fiberglass banana board to try out. At 14, I turned pro in my sport.
- I became the first in my sport to successfully land a 900 aerial maneuver.
- My company, Birdhouse, is one of the largest companies of its kind. It sells decks, wheels, and its own clothing line.

Tony Hawk

Tony Hawk's family never predicted that he would make a living as a skateboarder, but they knew he had the determination to be the best at whatever field he chose. Hawk retired from competitive skateboarding at age 31, but he still skates every day for his own enjoyment. His company covers all aspects of the sport, from clothes to skate tours to the Tony Hawk Foundation, which builds skate parks in low-income areas.



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50 + 10

- I grew up with grandparents and parents who made great-tasting food. With their help, I learned how to cook.
- On my syndicated cooking show, I whip up delicious 30-minute meals. Everyday “faves” include French toast, pasta, burgers, and stuffed artichokes.
- I sell my own line of cookware, cutlery, and olive oil, too.



Rachael Ray

Rachael Ray turned a family tradition of cooking and restaurant management into a successful business franchise. A variety of jobs in the food service industry and experience with different cooking styles led to local television success. She eventually became the host on the Emmy award-winning program *30-Minute Meals* on Food Network television. Ray's Yum-o! nonprofit organization aims to end child hunger and inspire children and their families to develop healthy relationships with food and cooking.



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75 + 10

- A penniless teenager in 1910, I sold picture postcards from a shoe box I carried under my arm.
- I partnered with my brother to form our company, originally named Hall Brothers.
- As postcard sales declined, we began selling Valentine and Christmas greeting cards in envelopes.

Hallmark Cards

Today, few may know of the entrepreneurship and innovation of founder Joyce Clyde Hall (1891-1982), but the Hallmark brand is widely recognized as a greeting card industry leader. Hallmark's business commitment was first penned in 1944 with the words: "When you care enough to send the very best." Today, with the help of 700 artists, designers, stylists, writers, editors, web designers, and photographers, the company's products are published in 30 languages in more than 100 countries and sold nationwide in more than 3,000 independently owned retail stores. Hallmark celebrated its 100th birthday in 2010.



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- I was 12 years old when I started making amateur adventure movies with my friends.
 - In 1975, my horror movie *Jaws* took a bite out of box-office profits. In 1982, it was an extraterrestrial who entertained moviegoers. In 1993, it was my hungry dinosaurs that prowled the big screen.
- As a movie producer, film director, and screenwriter, I use my skills and imagination to create jobs and profits for the moviemaking industry.

Steven Spielberg

Steven Spielberg is considered Hollywood's best-known and most influential director. Noted for his movie-making skill in taking on social issues (*The Color Purple* and *Schindler's List*), Spielberg also likes to celebrate the everyday person's discovery of wonder and adventure (*Close Encounters of the Third Kind*, *E.T. The Extra-Terrestrial*, *Indiana Jones*, and *Transformers*). DreamWorks Animation SKG, a film company Spielberg helped create, employs skilled animators to make computer-animated fantasy films such as *Shrek*.



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100

- My reality TV show is filmed in my busy, family-owned New Jersey bakery.
- My employees and I make specialty cakes to look like cheeseburgers, buildings, or washing machines. My fans love it!
- Despite my TV celebrity, I greet many of my customers.

The Cake Boss

At an early age, Buddy Valastro, star of the reality show *Cake Boss*, showed a talent for decorating cakes. He learned his skills from his father, an Old World master baker. Today, he operates Carlo's Bakery, a fourth-generation family-owned business in Hoboken, New Jersey. His business employs many bakers, cake decorators, and support staff. Valastro works hard and knows his product and business well, traits of a successful entrepreneur.



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- Nominated for two Academy Awards, I'm a popular male actor.
- I enjoy acting and making music, but my work as a film producer allows me to make entertaining movies like *The Karate Kid*.
- You might say I believe “men in black” are very sharp dressers and that Independence Day is America’s greatest holiday.

Will Smith

Actor, director, songwriter, and film/television producer Will Smith is well-known for his blockbuster movie roles. In the late 1990s, he founded Overbrook Entertainment, a production company that produces Hollywood movies. As a film producer, Smith develops ideas, hires directors, suggests actors to play leading roles, and oversees budgets. In partnership with a nonprofit organization, Smith also uses his fame to fund local well-water projects to provide safe, clean drinking water to people in developing nations.



25

- Born in Mississippi in 1954, I began my broadcasting career while still in high school.
- In 1983, I auditioned to host a Chicago morning show. My award-winning, internationally popular talk show ran for 25 years.
- I am the first African-American billionaire.



Oprah Winfrey

Media mogul Oprah Winfrey began her broadcasting career at age 19, as both the youngest and the first African-American female news anchor in Nashville, Tennessee. She gained Hollywood success in 1985 by appearing in Steven Spielberg's film *The Color Purple*. A charismatic entrepreneur known for her generosity (Angel Network) and mentorship, Winfrey's faith in the power of self and learning from the lessons in life attracts millions of fans who visit her online, watch her TV and cable shows, and purchase *O, The Oprah Magazine*.



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- I saw a business opportunity in the 1990s to help service new computers.
- My idea was to hire computer technicians who would go to customers' homes dressed like 1960s nerds and make in-home repairs.
- I sold the company to the consumer electronic retailer Best Buy in 2002.

Geek Squad

With \$200 in savings, college student Robert Stephens founded Geek Squad in 1994. Today, the company employs highly skilled computing technicians who handle technology fixes in devices worldwide. Even though the company is no longer owned by Stephens, he continues to look for ways to grow the business, increase its marketplace influence, and keep the 20,000 Geek Squad staff trained in computer support and delivery.

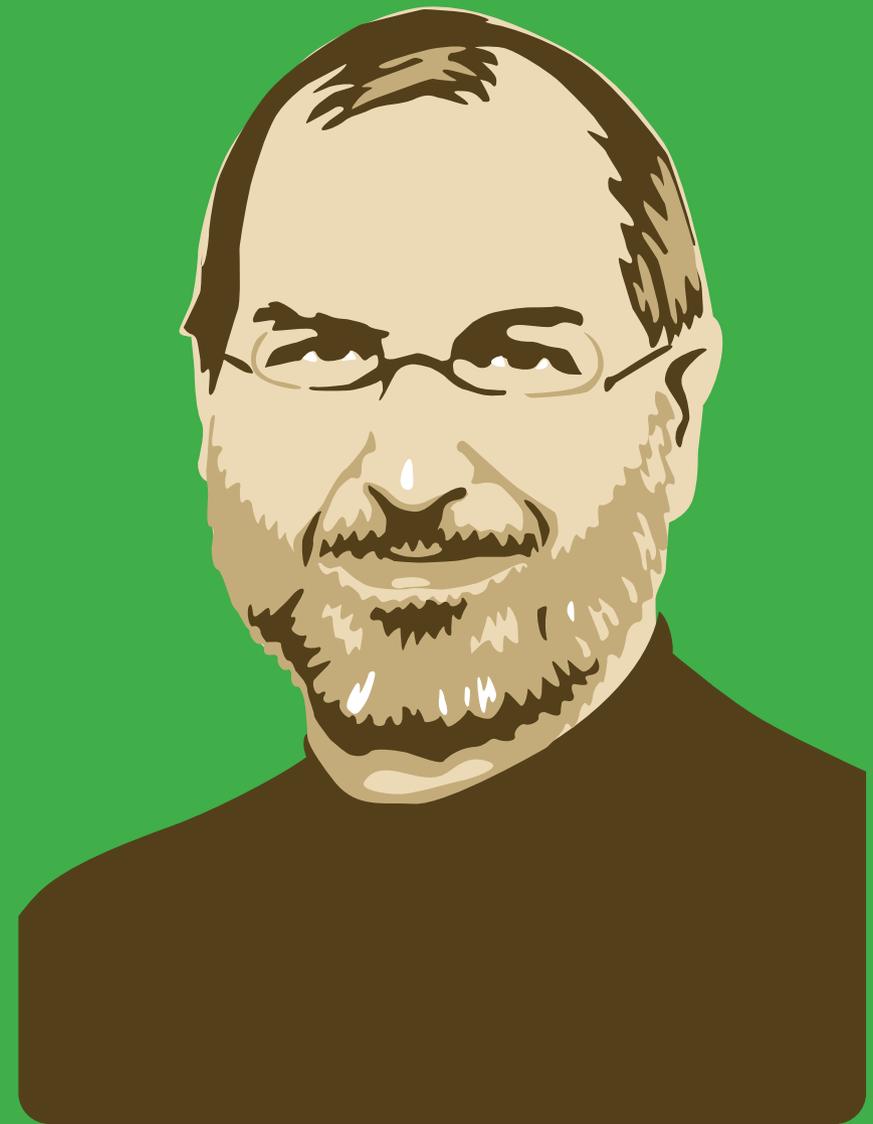


25

- I helped popularize the home computer.
- One of the companies I co-founded produced the movies *Finding Nemo* and *The Incredibles*.
- The name of the first company I co-founded is the same as a popular fruit that keeps the doctor away.

Steve Jobs

Technology pioneer Steve Jobs (1955-2011) was the co-founder, chairman, and CEO of Apple Inc. He also was the co-founder of Pixar Animation Studios. In the 1970s, Jobs and friend Steve Wozniak designed and developed what became Apple Computers from his parents' garage. By age 25, he was a multimillionaire. Today, Apple designs and creates a variety of popular products, including the iPod, iPhone, iPad, and laptop and desktop computers.



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- At 13, I tapped into my love of math and science and developed my first computer program.
- I attended Harvard University but left to pursue my dream of starting a computer business.
- In July 1975, in a letter to my partner Paul Allen, I called our new partnership “Micro-soft.”

Bill Gates

Bill Gates discovered his interest in computer programming in elementary school. Years later, while at Harvard University, Gates developed a version of programming language (BASIC) for the first microcomputer, the MITS Altair. In 1975, he co-founded Microsoft Corp., which became a worldwide leader in innovative software services and new technologies. In 2008, Gates left his primary role at Microsoft to co-chair the Bill & Melinda Gates Foundation, which focuses on global health issues.



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- I helped shape this well-known online marketplace where you “buy what you want and sell what you have.”
 - In 2005, *Fortune* magazine listed me as the most powerful woman in business.
 - In 2010, the total value of goods sold using this e-commerce company was \$62 billion, more than \$2,000 every second!

eBay

Meg Whitman signed on as president and CEO of eBay in 1998 and steered the online marketplace to international prominence. Her expertise in brand building, combined with her consumer technology experience, helped her shape the world of e-commerce. In 2005, *Time* named her one of the world's 100 most influential people. Today, the company claims more than 97 million active users worldwide. Whitman was named president and CEO of Hewlett-Packard in 2011.



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- I began growing corn when I was 12 years old in my hometown of Brazil, Indiana.
- In 1928, I earned my Bachelor of Science in agriculture. I used my new knowledge of science to perfect my product, one of America's favorite snacks.
- New and tasty microwave varieties are sold today. It's fluffier than the rest, or my name isn't _____ !



Orville Redenbacher

Orville Redenbacher (1907-1995) was passionate about popcorn. He dedicated his life to the search for the perfect popping corn, corn varieties that would pop light and fluffy with few unpopped kernels. It took many years, however, to perfect a hybrid corn with superior taste. By 1944, his product could be found in the first supermarkets. Through trial and error, Redenbacher learned that controlling moisture was critically important to keep the product fresh from harvest to packaging. With his trademark bow tie and folksy appearance, Orville Redenbacher became a perfect pitchman for his tasty, farm-grown product.



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- When I was 12, I moved from Florida to New York to live with an aunt who baked chocolate chip cookies for me.
- I was interested in cooking from a young age and enrolled in the Food Trades Vocational High School.
- I started a business selling my famous cookies because they were so popular with my friends and family.



Wally Amos

Wally Amos is the founder of Famous Amos Cookies. He was the first African-American talent agent at the William Morris Agency, and he would send his chocolate chip cookies out to clients, along with an invitation to visit him. So many people loved these cookies (based on his aunt's recipe) that today, Famous Amos Cookies can be found on supermarket shelves across the country.

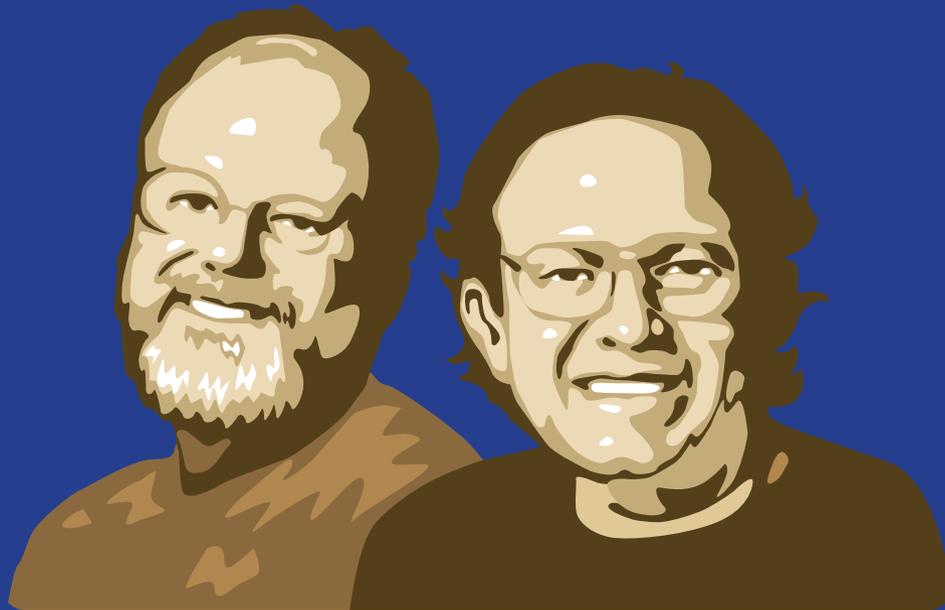


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- One of us drove an ice-cream truck and the other worked at an ice-cream store before we started our business.
- When we opened our first store, we needed to choose between two cities. We selected the city that previously did not have an ice-cream shop.
- We give fun names to our products, like Cherry Garcia and Phish Food.

Ben & Jerry's Ice Cream



The founders of Ben & Jerry's Ice Cream (childhood friends Ben Cohen and Jerry Greenfield) started looking around for a business they could work themselves, doing something they enjoyed. After taking a \$5 correspondence course in ice-cream making from Penn State, they opened their first shop in an old gas station. Today, Ben & Jerry's Ice Cream is sold around the world.



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- I wasn't the first restaurant serving hamburgers, but my founders were the first to use what they called the "Speedee Service System."
- This business is still named after the brothers who started it, but it was an entrepreneur named Ray Kroc who bought the company and built it into an international chain of restaurants.
- You might know me by my logo, the Golden Arches.

McDonald's

In 1955, entrepreneur Ray Kroc opened the first McDonald's franchise, purchasing the entire company from founders Dick and Mac McDonald in 1961 for only \$2.7 million. The brothers didn't invent the hamburger or fast food, but their fast, efficient methods inspired Kroc, then a 52-year-old mixer salesman, with the notion that Americans preferred to eat and run, rather than dine out. Obsessed with "quality, service, cleanliness, and value," he marketed his point of view to the public, which, literally, ate it up. As Kroc said, "The definition of salesmanship is the gentle art of letting the customer have it your way." He served as chairman of McDonald's Corp. from 1968 until his death in 1984.



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