

## **“What it Means to Be an Entrepreneur”**

**Delivered by Sean Brauser – CEO of Romeo’s Pizza on November 7, 2011**

### **Accepting a Medina County Business Award**

#### **Thank You**

Medina County Economic Development Corporation

Kurt Kappa, Westfield Bank

Jackie, Dillon, Matthew, Rick and Lana Brauser

Romeos Team- Rob Gligora, Dale Kovalchik, Tom Fiala

Support Team Mark Mizer RDP Foodservice, Paul & Maria Nagel, Nagel Advertising Agency

#### **Honored**

I am so very truly honored to receive this award. It was an honor to be included in this amazing field of nominees, let alone to win this award. Please join me in giving each of the nominees a round of applause.

This morning as I was thinking about this award, and the question popped into my mind. What does it mean to be an entrepreneur today?

To me, being an entrepreneur is about creating opportunities. Creating Opportunities for him or herself for sure, but also creating opportunities for others. It’s about looking for opportunities, finding them, and acting upon them. It’s about taking chances, calculated risks, and it’s about working harder than anyone else. It’s about having everything on the line...It’s about losing and getting up off of the mat to fight again.

To be a true entrepreneur doesn’t take a lot of money. It doesn’t take a lot of education, although both of those things help...☺ But what it does take is an attitude of, “if it’s meant to be, it’s up to me.” Doing whatever it takes, whenever it takes it, at whatever cost it takes to accomplish the goal. To take full control and responsibility of your own life, business, and future. To do what others won’t. To get paid based on results, not by the hour.

To me, entrepreneurs are the true leaders of this country. We are the innovators and the job creators. We are the fuel that makes this country move forward. And we are the only stimulus plan that will get our economy growing. This country is dying for more entrepreneurs. Because entrepreneurs create opportunities for everyone. More jobs, more tax revenue, better communities.

What do entrepreneurs need? To start, we need more capital, we need smarter tax programs, and we need less government.

Through the last 4 years, Romeo's Pizza has grown from 4 stores to 34. We have opened stores throughout, Medina county and Northeast Ohio, Columbus and Dayton. We have created 700 new jobs. We have created 14 new entrepreneurs through franchising, and we have gone from \$2 million in Sales to over \$20 million in revenue. Plus we have launched a new brand, called Inferno Gourmet Burger Bar right here in Medina.

We have done all of this in some very poor economic conditions. How have we done this you may ask? Simple... I have chosen not to participate in the recession! In every economic downturn or economic disaster, new businesses are created, new millionaires are made, and new opportunities present themselves every day. Our economy is a self fulfilling prophecy. If you believe that your income is at risk, you won't spend as much. You may not reinvest in your business, or hire new people. And in turn, the economy actually does slow down! Jobs stop being created. Businesses go out of business, all because spending is down. It's a vicious cycle, and the only way out of it is to turn off the experts and go look for new opportunities!

This is America, the land of opportunity! Do you think that there are more or less opportunities than there were 50 years ago? 20years? 5years ? There is no limit to the opportunities if we just look around for them! And that's the true makeup of an entrepreneur. They see the glass half full, ask why it's only half full, and set out to fill it up even more!

Each and every one of you are leaders in this community. Many of you are true entrepreneurs. I would challenge all of you to become more entrepreneurial. Look for the opportunities, and once you find them act on them. That will help us grow Medina County, the State of Ohio, and the United States of America.

Again, thank you for the opportunity to speak to you today. Thank you for this award. It's an honor I will cherish forever. Thank You, and Enjoy the rest of your evening!

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