



My Own Business, Inc.

About Us:

My Own Business, Inc., (MOBI) was founded in response to the 1992 Los Angeles Riots. Successful entrepreneur and founder of Yum Yum Donut Shops, Inc., Phil Holland wanted to share his expertise and experience in creating businesses with the people whose neighborhoods most required rebuilding. In 1992 Phil decided to take action and started conducting a free night course in Compton, California to teach people how to start their own businesses. The material presented drew upon Phil's personal experience and from two books he had published, *The Entrepreneurs Guide*, and *How to Start a Business Without Quitting Your Job*. Phil's wife Peggy, a school principal, took the material from these books and organized an instructional eight session business curriculum. Phil then began teaching free night classes at the Compton Job Training Center, a facility the Edison Company contributed to the community.



Phil Holland
Founder

One of the first students was Ezequiel Padilla, who after completing the course said that he would like to conduct the course in the Spanish language, and he did just that. Ezequiel, in collaboration with the Compton Hispanic Chamber of Commerce, conducted the course in Spanish. The Los Angeles Hispanic newspaper *La Opinion* ran a three-line announcement: "Free Course in How to Start a Business: Conducted in the Spanish Language." People came from all over Los Angeles, and even bused in from distant towns. The course received so much attention that the Mexican Counsel-General came into the classroom and presented the completion certificates.

As classrooms filled to capacity, what started out as a one-man crusade turned into a non-profit organization called My Own Business, Inc. A board of directors, carefully selected for their expertise in each session topic, expanded and enhanced Phil's materials and in August of 2000 the My Own Business course went worldwide via the Internet, completely free. The course has expanded to fourteen sessions covering valuable and insightful topics with an emphasis on teaching people how to avoid the most common pitfalls encountered when starting a business.

In March, 2002 the [U.S. Small Business Administration](#) announced it's effort in conjunction with My Own Business, Inc., to provide a free and comprehensive [online entrepreneur course](#) for small business owners and aspiring entrepreneurs. The SBA now links to the Spanish version of the My Own Business course from it's Spanish web site.

On October 4, 2002, [The World Bank](#) launched the English version of the [SME Toolkit](#) which was funded by the government of Japan and IFC's Small and Medium Enterprise Department. My Own Business became a key content partner with the SME Toolkit providing valuable content which has already been translated into several languages including Spanish, French, Mongolian and many more to come.

My Own Business, Inc., is a nonprofit 501(c)(3) providing free educational resources to support small business and foster successful entrepreneurs worldwide.

<http://www.myownbusiness.org>



Over a span of twelve years, MOBI has supported the education of entrepreneurs and development of new businesses. Thousands of start-up and operating entrepreneurs have taken advantage of the free course. By providing free educational coursework to entrepreneurs, My Own Business is nurturing one of the greatest opportunities in the free world: going into business for oneself. MOBI is supported by the contributions of individuals and businesses that value and share its continuing vision that prosperity is the solution to many problems facing our nation and world.

MOBI has been featured in publications such as *The New York Times*, *BusinessWeek Online*, *Entrepreneur Magazine*, *The Whittier Daily News*, *The Orange County Register*, *La Opinión*, *Arizona Daily Star*, *The Beverly Hills Chamber of Commerce & Civic Association*, and many more. (see below)



Founders Bio

Phil Holland has been an entrepreneur throughout his adult life. His businesses have included building "spec" houses, the manufacture of automatic doughnut machinery, designing and building apartment complexes, restaurant franchising, doughnut retailing and the development and management of shopping centers. His thorough understanding of the world of business has been demonstrated through success (and even a failure) at these varied and demanding professions.

In 1970 he founded Yum Yum Donut Shops with just one shop and 5000 dollars which went on to be the largest chain of privately owned donut shops in the United States. He sold his interest in Yum Yum in 1989. Phil currently operates small shopping centers in California and Utah. His interest in shopping centers requires him to stay current on the trends of representative clients that range from small entrepreneurs to national retail chains.

Starting after the Los Angeles riots in 1992, Mr. Holland, on his own, began conducting a free night course in Compton, California to encourage people to start a business. The course was designed to help entrepreneurs avoid the common mistakes many entrepreneurs make when starting out. With this beginning, a 501c(3) non-profit organization was formed. The goal was to help foster successful entrepreneurs worldwide. As the founder and President of My Own Business, Inc. Mr. Holland brought together a board of directors consisting of business and professional experts who collectively developed the My Own Business Internet course. The course is now offered absolutely free on the Internet.

Mr. Holland is the author of two popular guides for entrepreneurs: *Entrepreneur's Guide* (G. P. Putnam's Sons, 1984) and *How To Start A Business Without Quitting Your Job* (Ten Speed Press, 1992). The *Entrepreneur's Guide* was a selection of the Book-of-the-Month Club. Phil has appeared on Larry King Live, lectured at the USC School of Business, and has been profiled in several newspapers feature stories.

Mr. Holland currently is General Partner of Green Isle Development Company which manages various real estate interests in California and Utah. Mr. Holland holds a BS degree in Mechanical Engineering from the University of Southern California. He was licensed as a general contractor in California for 35 years. He is a trustee of the St. Bruno School Foundation. Phil is an avid swimmer. One married daughter, Lisa, is a shopping center manager. Phil and his wife Peggy, a former elementary school principal, have been married since 1977 and live in La Habra Heights, California.



My Own Business Timeline:

1992 Phil Holland, founder of Yum Yum Donut Shops - the largest independently held donut chain in the United States, starts the non-profit 501(c)(3) organization My Own Business, Inc., (MOBI).

The organization is launched in response to the 1992 riots in Los Angeles. Mr. Holland begins sharing his experience in creating successful entrepreneurial businesses with the people whose neighborhoods most required rebuilding.

Flyers announcing the free course are distributed around South Central Los Angeles, and the first free classes are held in Compton, California at the Compton Job Training Center.

1992-97 Classrooms fill to capacity for the eight-session curriculum. Local Hispanic entrepreneurs and the Latino Chamber of Commerce of Compton support the course by teaching classes in Spanish. The Mexican Council General awards completion certificates to Hispanic course graduates.

1996 A Board of Directors comprised of successful entrepreneurs and business people is recruited to further develop, expand and improve each aspect of the curriculum. The course is expanded to ten sessions.

1997 The Weingarten Foundation provides grants for website development and for professional design, production and reformatting of the course.

1998 Rotary International chapters begin teaching the course in their communities.

2000 The course is offered worldwide via the Internet and expanded to include the eleven essential elements of business an aspiring entrepreneur must know: 1) Deciding on a Business; 2) The Business Plan; 3) Basic Computer and Communication Tools; 4) Organization and Insurance; 5) Location and Leasing; 6) Accounting and Cash Flow; 7) How to Borrow Money; 8) E-Commerce; 9) Buying a Business or Franchise; 10) Opening and Marketing; and, 11) Expanding and Handling Problems.

2001 BusinessWeekOnline features an interview with Phil Holland in its October article "A Course Worth Following."

The U.S./Mexico Chamber of Commerce selects MOBI as a partner to provide the coursework for training and education component in the "Wiring the Border" project, which promotes sustainable cross-border economic development.

The L.A. County Office of Small Business highlights MOBI's coursework on its homepage and provides MOBI as an educational resource for entrepreneurs.

My Own Business, Inc., is a nonprofit 501(c)(3) providing free educational resources to support small business and foster successful entrepreneurs worldwide.

<http://www.myownbusiness.org>



2002 The American Society of Mechanical Engineers (ASME) provides MOBI as a resource for professional development and lifelong learning.

The United States Small Business Administration (SBA) collaborates with MOBI to provide the eleven-session interactive course from the SBA's online classroom at www.sba.gov/classroom.

The World Bank launched the English version of the [SME Toolkit](#) which was funded by the government of Japan and IFC's Small and Medium Enterprise Department. My Own Business became a key content partner with the SME Toolkit providing valuable content which has already been translated into several languages including Spanish, French, Mongolian with more to come.

Entrepreneur Magazine features insights from Phil Holland in its March cover story "Think Big! You Can Be The Next Starbucks, Here's How"

The American Association of Retired Persons (AARP) features links to the MOBI course on its website.

The National Association of Female Executives (NAFE) provides website links to MOBI's course.

High profile executives from the Beverly Hills Chamber of Commerce and Civic Association and the Beverly Hills Rotary Club join to provide MOBI's classroom course to students, residents and community members.

2003 The course grows to twelve sessions through the expansion of Session Four, Organization and Insurance, into two separate sessions.

The New York Times features My Own Business, Inc. in a special section on small businesses in article "Big Mistakes! And Some Tips on How to Avoid Them."

The My Own Business web site reaches a historical 2,839,059 page views for the year with 386,168 separate people taking the course.

Through the interpretation furnish by the World Bank, the MOBI becomes multilingual, with versions in English and Spanish.

2004 The MOBI Hall of Wisdom, an advisory board of distinguished business experts, is created. See [Hall of Wisdom](#)

Entrepreneur Magazine features founder Phil Holland's Comments in their feedback section.

The My Own Business Handbook, containing all 12 chapters of the course,

My Own Business, Inc., is a nonprofit 501(c)(3) providing free educational resources to support small business and foster successful entrepreneurs worldwide.

<http://www.myownbusiness.org>



- 2004 is created and offered to members.
- The My Own Business "Entrepreneur's Companion" booklet is created and offered to members.
- New enhancements are made to the website including new navigation, new material, and updated material throughout the entire web site
- The My Own Business Certificate Course is introduced and offered to serious entrepreneurs looking to earn a certificate in our course materials.
- 2005 The Small Business Internet Resource Guide is added to our certificate course.
- Phil Holland speaks at the Small Business Administration Expo in Washington D.C.
- New video clips from business professionals are added to our certificate course.
- My Own Business hits an all-time high of traffic and visitors to the site with 210,000 visitors, viewing over 770,000 times a month.
- A new session on International Trade is added to the course material.
- The My Own Business Newsletter reaches an audience of 16,000 opt in subscribers.
- 2006 Phil Holland contributes an article to the U.S. Department of State e-journal discussing entrepreneurship and small business.
- A new session on Business Licenses and Permits is added to the course material.
- All video clips from business professionals are made available in both the free course and the certificate course.
- My Own Business reaches a milestone of serving more than 5 million visitors to the My Own Business Website!



Press Kit:

One Line:

My Own Business, Inc. is a nonprofit providing free educational coursework on www.myownbusiness.org to foster successful entrepreneurs.

One Paragraph:

My Own Business, Inc. is a nonprofit providing a free, complete and in-depth online course on www.myownbusiness.org. The course focuses on the most important areas of business for start-up and already operating businesses to achieve success. The program stays current by incorporating the experience and expertise of entrepreneurs and business executives.

Longer Version:

My Own Business, Inc. is a nonprofit providing a free, complete and in-depth online course on www.myownbusiness.org. The course focuses on the most important areas of business for start-up and already operating businesses to achieve success. The program stays current by incorporating the experience and expertise of entrepreneurs and business executives.

My Own Business, Inc.'s goal is to sustain and support the important dynamic economic contributions of small businesses by helping entrepreneurs gain valuable knowledge, resulting in the foundation for successful business ventures. The organization seeks to support a continued high level of creation of new and small firms in all sectors of the economy by all segments of society.

Small businesses are a key driver of the economy. They represent more than 99 percent of all U.S. employers, employ 51 center of private-sector workers and 51 percent of workers on public assistance and provide about 75 percent of net new jobs. Small businesses spend about \$1.5 trillion in annual payroll alone.

My Own Business Inc. Founder Phil Holland launched the course in response to the 1992 riots in Los Angeles to share his expertise and experience in creating successful entrepreneurial businesses with the people whose neighborhoods most required rebuilding and local enterprise. Mr. Holland is the founder of YumYum Donut Shops the largest independently held donut chain in the United States - and is the author of "How to Start a Business Without Quitting Your Job," (Ten Speed Press, 1992), And the Book-of-the-Month Club selection, "The Entrepreneur's Guide," (G.P. Putnam's Sons, 1984).



Publication Dates:

Date	Publication
1/2006	- U.S. Department of State - Entrepreneurship and Small Business January 2006 E-Journal. Article by Phil Holland, "So You Want To Start Your Own Small Business".
05/03/2005	- Small Business Advocate with Jim Blasingame - Jim and Phil discuss the various free resources that are available online, especially from U. S. government agencies. (Radio)
04/27/2005	- Small Business Administration Expo 2005 - Phil Holland, speaks on the Growing Your Business in the Global Market panel.
03/28/2005	- Business Week Online - Whoa! Slow Down Before You Start Up.
01/31/2005	- Small Business Advocate with Jim Blasingame - Jim and Phil discuss the views on Donald Trump's new series of "The Apprentice": college graduates vs. street-smarts. (Radio)
01/21/2005	- CNN en Español - Trustee member Ezequiel Padilla, was interviewed by CNN about his experience as an entrepreneur and with My Own Business.
09/01/2004	- Small Business Advocate with Jim Blasingame - Jim and Phil discuss the Top Ten Do's and Top Ten Don'ts on how to finance a business. (Radio)
08/16/2004	- Florida Sun Sentinel - Online Course Gives Free Advice
08/01/2004	- BUSINESS JOURNAL OF TRI-CITIES, TN/VA - "Here are a few worthwhile sites to visits as you rev up your business to finish well this year and plan for future sustainability"
5/20/2004	- The Guardian Jobs UK - Going it alone
03/29/2004	- Small Business Advocate with Jim Blasingame - Phil joins Jim and talks about how he began as an entrepreneur and how he succeeded. (Radio)
3/25/2004	- Los Angeles Daily News - Trump takes TV by storm
3/2004	- Entrepreneur Magazine - Spirit of Giving, Feedback Section
5/6/2003	- New York Times - Big Mistakes! And Some Tips on How to Avoid Them
5/30/2002	- Entrepreneurs Grow Our Economy , an article by Phil Holland - Article generated over 288 Newspaper Articles in 21 different states with a readership of over 28,722,880.
5/2002	- Costco Connection - Free online course for small business
4/15/2002	- The Orange County Register - SBA adopts online start-up course
3/2002	- Entrepreneur Magazine - Think Big You can be the next Starbucks-here's how
3/19/2002	- Small Business Administration - SBA AND MY OWN BUSINESS, INC., TO PROVIDE FREE ONLINE COURSE TO HELP SMALL BUSINESSES:
10/11/2001	- Business Week Online - Small Business -- A Course Worth Following
10/11/2001	- Yahoo Finance - Small Business -- A Course Worth Following
5/16/2001	- Whitter Daily News, Pasadena Star News, San Gabriel Tribune Small business help just a click away
5/7/2001	- Orange County Register - SBA award winners recognized
4/17/2001	- Biz Hour with Bob McCormick (Radio KNX1070 Los Angeles)
12/14/2000	- San Marino Tribune - How To Start Your Own Business Now Available Free On The Internet
11/6/2000	- Arizona Daily Star - Ex-doughnut mogul puts start-up secrets online
2/24/2000	- Bullingbrook Bee
12/29/2000	- Neighborville Sun

My Own Business, Inc., is a nonprofit 501(c)(3) providing free educational resources to support small business and foster successful entrepreneurs worldwide.

<http://www.myownbusiness.org>



- 12/18/2000 - San Gabriel
- 11/10/2000 - Louville
- 11/16/2000 - Tucson Star
- 2/27/1997 - La Habra Journal - [Some Tips From Carl Karcher \(Founder of Carls Junior\)](#)
- 1/30/1997 - La Habra Star - [Free classes are designed to set a course for success](#)
- 1/16/1997 - La Habra Journal - [Avoiding The Dumb Mistakes](#)
- 1/24/1997 - Orange County Register
- 6/25/1995 - La Opinion Newspaper - Se Gradua primera generacion del curso de pequenos negocios en Compton (The first generation of graduates for the small business course in Compton)



MARK's Design Studio, Inc

Name: Mark
Last Name: Tucker
Email: mark@marktucker.net
Business Address: PO Box 5481
Business Phone: 240-391-4226
City: Takoma Park
State: Maryland
Zip Code: 20913
Business Website: www.marksdesignstudio.net

— Business Description —

Business Description: MARK's Design Studio Inc. is a group of professional, dedicated freelance graphic designers, desktop publishers and printing consultants. Together we specialize in helping non-profit and religious organizations as well as small businesses. We provide Graphic Design/DTP Services for business cards, letterhead, brochures, photo enhancement, custom greeting cards, framed gift art, specialty items, and more.

— My Success Story —

There are so many things to consider when you want to start a business. I believe that this course is a must for anyone who is considering or is ready to start a business. It is like a blue print to guide you through starting your own business. With this course you gain the knowledge and understanding of all that you need to know to start a business. The courses range from "Deciding on a Business" to "Expanding or Handling Problems." After you have completed the course you will not be left alone, you will have resources such as "Business Resource Section" (you can get sample business plans) and ("Small Business Tax Center" (For forms, tax info., etc.) just to name a few. To start a business without taking this class is like going to Bible Study without your bible. It has been quite a blessing.



Frescatore Consulting, LLC.

Name: Richard
Last Name: Frescatore
Email: rick@frescatoreconsulting.com
Business Address: 798 Sylvan Road
Business Phone: 717-431-8680
City: Lancaster
State: Pennsylvania
Zip Code: 17601
Business Website: www.frescatoreconsulting.com



— Business Description —

Business Description: Frescatore Consulting is a waste management cost reduction firm, focusing on reducing waste disposal costs for businesses. Our niche is finding ways to reduce waste, through recycling, landfill diversion, and matching service levels to waste capacity. In essence, we do the opposite of what the trend in the industry is. We are providing a valuable service for our clients, and are growing at a nice controlled, yet steady pace. We officially opened for business on May 1, 2005. We currently service approximately twelve very high profile companies locally, and our "ready to sign" list is growing weekly. In our seventh month of doing business we have surpassed our

goals at every corner.

— My Success Story —

The My Own Business course, put the daunting task of starting a business in an organized and effective format, for me to design and implement my business plan, step by step. I faithfully proceeded through the online course, and learned volumes of valuable information. The course was the major factor in my decision to start a business. I knew I had a lot of business knowledge, and contacts, but I was confused as to where to start. I knew what I wanted to do, and the niche I had in mind, but until I started to research, and found this course, it was simply a "back burner" thought. The course made it a reality. to anyone considering starting their own business, this is a "MUST DO".



Pine Needle Card Company

Name: Frank
Last Name: Grima
Email: max@pineneedlecards.com
Business Address: 112 Coal Hill Road
Business Phone: 603-823-5907
City: Franconia
State: New
Zip Code: 03580
Business Website: www.pineneedlecards.com

Business Description

Business Description: Pine Needle Card Company is one of New England's fastest growing suppliers of Wholesale/Retail scenic note cards, posters, and mouse pads. Featuring the Natural beauty found here in New England's White Mountains, Seacoast, and Wildlife.

My Success Story

When I first started my business two years ago, I didn't have a direction or any idea of where I might be able to take my business. I took the Online Course that helps you "THINK" about objectives, goals, pro's and con's etc. After realizing that I had started the business backwards, My Own Business Certificate Course helped me outline my business plan and determine a clear path to success. At www.myownbusiness.org there are many valuable resources that will make you "THINK" about your business idea and where you may want to go. The first good step was developing a working business plan. WOW, after following all the steps and learning the basics, I realized how important this step is in insuring that your business gets off on the right foot! I recommend [myownbusiness.org](http://www.myownbusiness.org) HIGHLY!



Press & Media Inquiries

We provide information to journalists, writers and editors.

Thomas Mix

C/O My Own Business, Inc.

13181 Crossroads Parkway North

Suite 190

City of Industry, CA 91746

Phone - 562-463-1800 Fax - 562-463-1802

media@myownbusiness.org

Visit us on the web @ <http://www.myownbusiness.org>