

PRESS

“With a mother like his, no wonder Richard Branson became an entrepreneurial dynamo... After all, Eve Branson, 80, once talked her way into a glider pilot training program by masquerading as a man. “These are definitely traits which I inherited,” Richard Branson says with a grin in a new documentary, *Lemonade Stories*. The film raises critical questions that experts are debating more than ever: Are entrepreneurs born? Or are they taught to turn good ideas into great companies?”
– Jim Hopkins, *USA Today* (Cover Story)

“Based on what I learned from the mothers in *Lemonade Stories*, it occurs to me that if American parents want to raise children who think entrepreneurially, have initiative and become innovative and truly independent adults, it might serve us all well if we stepped back and let our sweet darlings make mistakes and fall on their faces from time to time.” – Mary Mazzio, *Time Magazine*

“*Lemonade Stories*...suggests that much of what entrepreneurs need to know they learned well before, perhaps from the hand that rocks the cradle. Entrepreneurs taking after-and inheriting from-their go-getting fathers is hardly news: Ted Turner, K. Rupert Murdoch and Donald Trump are just three examples of this phenomenon. But *Lemonade Stories* highlights the fact that sometimes it’s a mother’s touch that fuels the business-building spirit... no one yet has endowed a chair in entrepreneurship at the grade school level. *Lemonade Stories* suggests that doing so might not be such a bad idea...” – Dan Ackman, *Forbes.com* (lead story on *Breaking News*)

“Researchers have long said that someone who grows up with an entrepreneurial parent is much more likely to launch his or her own business. *Lemonade Stories* explores the less tangible influences parents have had. “I loved that all of these women were risk-takers,” says Mary Mazzio, director of the documentary. “Some of them were businesswomen, some of them weren’t, but it didn’t matter — they all had that adventurous spirit.” Mazzio herself left a partner position at a law firm to make documentaries that herald women’s often-hidden contributions. Confessing that her own children are sometimes overscheduled, Mazzio says this project reveals how important it is for kids to daydream, to be left to their own devices...Along with life lessons, the film includes humorous stories... The film brings out what can never really be shown on a business spreadsheet: a mom’s love – and an occasional wad of cash – when a business was struggling to get off the ground; the refusal to let a child be shy or mope around the house or watch too much TV; the living example of how to pick up and start over when a plan fails...” – Stacy Teicher, *Christian Science Monitor* (and front page of *ABCNews.com*’s business section)

“Behind every great entrepreneur is their mom. Or so film maker Mary Mazzio found in her soon to be released documentary *Lemonade Stories*... [The film] strikes a relevant note with its focus on this class of risk-taking business persons. Richard Branson, founder of Virgin Atlantic Airways, learned lessons in risk-taking from his mother, Eve, a pilot and WWII Veteran. Billy Starr, founder of Pan-Mass Challenge, was motivated by his mother’s death from cancer to raise more than \$100 million for cancer research. Arthur Blank, co-founder of The Home Depot, learned from his mother that a widow with a young child can successfully run her own business...” – *T.K. Maloy, The Washington Times*

“This film begins with this wonderful shot of boiling eggs... fascinating... it’s just a lovely film...”
– *Gail Harris, NPR’s On Point*

“This is a great great film...I think the Branson segment is the best 10 minutes I’ve ever seen on television” – *Jim Braude, Anchor of Newsnight (NECN)*

“To create business entrepreneurs, there needs to be entrepreneurial parents ... especially mothers. That’s what Mary Mazzio will speak about when she kicks off the 5th Annual Create West Virginia conference in Charleston. Mazzio is a film maker from Babson Park, Massachusetts just south of Boston.” – *Beth Vorhees, News Director of West Virginia Public Radio*

“What Richard Branson’s Mother Taught Me About Raising Entrepreneurial Kids” – *Mary Mazzio, The Huffington Post*

“an amazing new film about extraordinary entrepreneurs and their mothers. It blew me away with its focus and straightforward story telling. If ever there was an accessible documentary, this was it.”
– *George T. Marshall, Executive Director of the Rhode Island International Film Festival*

“still a handsome blonde at 80, Branson beside her son is electric side by side for her interview... as for the 6 and 7 year old children of Mary Mazzio... [they] pulled in \$27.50 from the entrepreneurial enterprise that launched many a spectacular career in *Lemonade Stories*. A lemonade stand of their own.” – *Margery Egan, The Boston Herald*

“Arthur Blank, a founder of Home Depot, learned from his mother to be fearless. Kay Koplovitz, founder of USA Networks, picked up her stubbornness from mom. For Virgin Atlantic Airways founder Richard Branson, flamboyance was a key trait. Nantucket Nectars’ Tom Scott learned fun can be put to use...” – *Kimberly Blanton, The Boston Globe*

“It was excellent” – Kera Trowbridge, *NPR (WXEL-FM Miami)*

“This is as good as it gets...” – Al Mayers, *General Manager of Bloomberg Radio (after broadcast of “Simply Put” hosted by Tom Moroney and Michael Goldman, with Mary Mazzio, Tom Scott and Jane Scott)*

“I just heard about this new film, *Lemonade Stories*... It’s airing on CNNfn... Now this is what I call ‘must-see TV’” – Scott Allen, *About.com*

“A mother’s love is unconditional, and for many successful entrepreneurs, it is a lifeline as they navigate fledgling businesses through uncertain waters. *Lemonade Stories*...highlights that bond between mother and child. It explores how that relationship influenced executives such as British airline tycoon Richard Branson, rap and hip-hop mogul Russell Simmons, home improvement innovator and pro football owner Arthur Blank and cable television pioneer Kay Koplovitz...”
– Kathleen Yanity, *The Providence Journal*

“Mazzio never does anything halfway. Passionate, visionary, and bent on social change...” – Helen Graves, *Boston Herald Women’s Business*

“In most of these stories, there’s a sensor of humor about mistakes,” said Starr. “I think there’s just an overwhelming sense in our society that finishing second stinks and you’ve got to be the best. But it’s more important to find a path that’s true.” – Chris Helms, *The Wellesley Townsman (Cover Story)*

“The film gets its title from the lemonade stands set up by budding entrepreneurs. And the mother connection? While the children sell the lemonade, it’s more than likely their mothers made it...” – Bob Tremblay, *Metrowest Daily News (Cover Story)*

“The other day, I had the occasion to catch on TV ... a panel discussion being held at Babson College... One of the panel members was Arthur Blank...when asked what he remembered most from his mother while growing up, he quickly responded that it was her daily mantra of ‘It’s the principle of the thing’ that he considered to be her greatest gift.” – John Ridell Jr., *Chattanooga Times Free Press*

“The straight-talking Molly Blank, mother of Home Depot cofounder and former Babson student Arthur Blank, drew laughs from the crowd as she punctured any notion that she set out to turn her sons into titans of business...” – Chris Helms, *The Wellesley Townsman*

“At a time when there is significant discussion about family values, I can think of no better way to celebrate a mother’s impact than *Lemonade Stories*. The stories in the film are riveting and diverse, but the common theme is the same. Family values aren’t defined by Disney movies, Chutes and Ladders, and freshly-baked cookies. Family values can come in the form of a sweating mother who teaches her children to believe in themselves and to strive for self-defined success. That’s a lesson I can live with.” – *Tony, RollingDoughnut.com*

“Mary Mazzio and Richard Klug, her chief cinematographer appear on Spotlight and talk about their partnership and filming of “Lemonade Stories”... the two are lively entertainment... As Mary and Richard worked, she wanted to film her logo, boiling eggs. This was a bone of contention. Klug told Mary, “That’s not possible to film, it can’t be done.” Finally they were able to film furiously boiling eggs. Richard says, “I join a long list of people Mary has proved wrong.” – *Katherine Prins, Spotlight Television*

NOTE: The USA Today, Forbes.com, Christian Science Monitor and UPI articles have been syndicated in websites and newspapers across the US, Europe, and from China, Singapore, and other parts of Asia to India and Pakistan. The film has been covered, in addition to the above, in over 200 dailies across the country. (Kudos to Mike Chmura and his Babson PR team)

Television/Radio: C-SPAN; ESPN2’s Cold Pizza, CNN’s Headline News; CNNfn’s The Flip Side, Channel 5, NPR’s On Point with Tom Ashbrook, 96.6’s Eagan & Braude Show, Bloomberg Radio, NECN’s Newsnight, WBIX radio, and WXEL-FM Radio Miami.

Other print coverage: *Washingtonpost.com; Rockford Register Star (IL); Sun Sentinel (FL); CBS Marketwatch.com; MSN Money; Yahoo Business; Canarsie Courier (Brooklyn); Tribune USA (LA); Southeast Kern Extra (LA); Independent Bulletin (Chicago); Alexandria Times (IN); Silver Creek (NY); Fairfax Chief (OK); Vinita Daily Journal (OK); Weakly County Press (TN); Athol Daisy News (MA); Siouxland Press (IA); West Lyon Herald (IA); O’Brien County Bell (IA); Lyon Country Reporter (IA); Rock Valley Bee (IA); Northwest Iowa Peach (IA); Osceola Country Gazette; Sioux Center News (SD); Valley Morning Star (TX); Jackson Country News (FL); Antwerp Bee (OH); Honalulu Advertiser, Pakistanti Perspective; AllMedia (Russia). This list is a sample list of local print coverage, which was covered in over in 220 articles in 19 different states.*

Official Selection: Rhode Island International Film Festival (a qualifying festival for the Academy Award) – winner First Place Judge’s Commendation for Best Documentary; Palm Beach

International Film Festival; Tiburon International Film Festival; Roving Eye Documentary Film Festival; 35th Annual USA Film Festival Film Competition (Finalist)



By Richard Schultz, 50 Eggs Films and Babson College

Role model: Arthur Blank's mom, Molly, took over the family business after his dad died. Arthur went on to co-found Home Depot. Molly's never-say-die spirit can't be taught, Blank says. But, "It can be nurtured."

Entrepreneurs are born, but can they be taught?

Educators try to sculpt what our economy craves

By Jim Hopkins
USA TODAY

SAN FRANCISCO — With a mother like his, no wonder Richard Branson became an entrepreneurial dynamo.

His Virgin Group straddles dozens of ventures — from music to cars to cellphones to bridal gown sales. Yet it's Branson's Virgin Atlantic Airways that his independent-spirited mom may have influenced most. After all, Eve Branson, 80, once talked her way into a glider pilot training program by masquerading as a man.

"There are definitely traits which I inherited," Richard Branson says with a grin in a new documentary, *Lemonade Stories*, about mothers' influence on entrepreneurial kids.

The film raises critical questions that experts are debating more than ever: Are entrepreneurs born?



By Andrew Howe, 50 Eggs Films and Babson College

Shared spirit: Richard Branson says he definitely inherited traits from his spirited mom, Eve.

Or are they taught to turn good ideas into great companies?

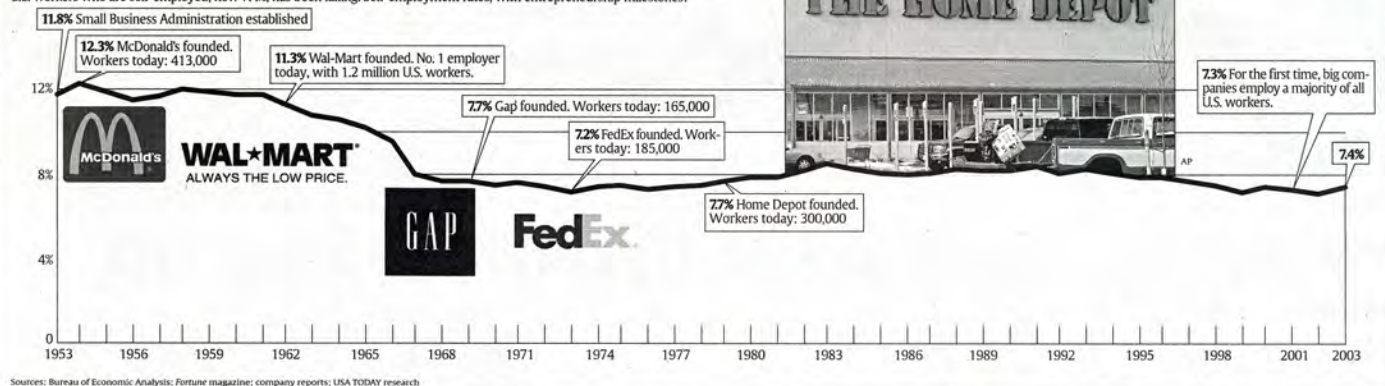
Scouting answers, U.S. universities have poured \$1 billion into the subject in the past 10 years. Along the way, they're upending business schooling — adding hundreds of instructors and thousands of

Cover story

Please see COVER STORY next page ►

Entrepreneurs and the economy

Business start-ups create up to 80% of jobs. Five of the USA's biggest employers were started in the past 50 years. Still, the share of U.S. workers who are self-employed, now 7.4%, has been falling. Self-employment rates, with entrepreneurship milestones:



By Adrienne Lewis, USA TODAY

U.S. economy thrives on entrepreneurs

Continued from 1B

classes on entrepreneurship.

The outcome is crucial to the U.S. economy as it struggles to claw back 2.4 million jobs lost to the recession. Entrepreneurs historically have led the nation out of hard times. Start-ups, often begun by laid-off executives, create as many as 80% of jobs. But amid the slow recovery, there are worrisome signs that entrepreneurship needs a boost.

Cover story

Just 6.8% of discharged managers started companies last year — down from 9.6% in 2002. Challenger Gray & Christmas said last week in a survey of 3,000 workers. That's far below the 15% average in 1991-92 as the nation emerged from recession, the outplacement firm says. Overall, the share of workers who are self-employed, 7.4%, was up fractionally last year from 2002. But that's still below the last peak, 8.5% in 1983, when self-employment rates started sliding.

Educators want to create more entrepreneurs like Earl Graves Sr., the founder of *Black Enterprise* magazine, whose success landed him on DaimlerChrysler's board. Graves, 69, sold Christmas cards when he was 7 — imitating his father, who held three jobs at once.

"I was always thinking of where I was going to make more money — and how," he says. "People who don't have ambition — they get a regular job."

Branson started his British empire at 17 with a high school magazine. More than 30 years later, Virgin Group employs 35,000 and has \$7.9 billion in annual revenue.

Branson, 53, famous for over-the-top antics such as donning a wedding dress to promote his bridal business, inherited his mother's tenacity. "She just never takes no for an answer," he says in *Lemonade Stories*.

Entrepreneurs like Branson are born — though skills can be taught, too, experts say.

From family, they inherit many traits key to entrepreneurship: creativity, drive, a willingness to take risks.

Male entrepreneurs are about twice as likely to be self-employed if their parents were self-employed, says Babson College Dean Patricia Greene, citing research by others. Moreover, 35% of female entrepreneurs had self-employed fathers vs. 24% of wage earners, Greene's research shows.

Arthur Blank, co-founder of Home Depot, recalls the risk his father took starting a pharmaceutical supply business. The elder Blank, father of six, was in his late 30s when he began the venture. He died five years later, when Arthur was about 15. Arthur's mother, Molly, refusing to give up on the family firm, successfully took over. The business was later sold.

That never-say-die spirit can't be taught, Blank, 61, says.

But with education, he says, "if somebody has that potential, that



Evan Branson: During her days as an air hostess. She once talked her way into a glider pilot training program by masquerading as a man.

Learning curve

Universities once focused on Fortune 500 finance and organizational behavior. They snubbed the nuts-and-bolts of small-firm management, such as writing business plans and hiring employees.

Some early entrepreneurship classes date to the late 1940s. Yet big growth didn't arrive until the late 1980s, after research showed most jobs are created by young enterprises. That boosted entrepreneurship's importance and gave it academic legitimacy.

Also fueling growth: successful entrepreneurial graduates who showered schools with money to endow professors' "chairs" and research centers devoted to entrepreneurship.

About 170 research centers have sprung up from as few as 25 in 1997, says the National Consortium of Entrepreneurship Centers, an academic trade group.

As many as 2,000 U.S. colleges, including two-year schools, have launched entrepreneurship classes, up from as few as 1,000 in 1995, says Jerome Katz, a Saint Louis University management professor and expert on entrepreneurship education. The cost of those new professors and centers is at least \$1 billion. "And all of that has come in the last 10 to 15 years," Katz says.

By Jim Hopkins

kernel within ... it can be nurtured."

Book learning

So, what can be taught about entrepreneurship?

► **Skills.** Young ventures, unlike big existing firms, need to be organized from scratch.

That means basics like writing a business plan, deciding whether to incorporate and knowing how to get intellectual property protection. It also means learning to get financing from the most common source — friends, family and credit cards — and the least common, venture capital.

► **Frequency.** Students need to know that starting a company isn't as rare as they might think, so they shouldn't be afraid to try.

About one of every nine U.S. adults was involved in starting a company last year, the Ewing Mar-



Russell Simmons: His mom gave him cash when it looked as if Def Jam was going out of business.

About Lemonade Stories

The documentary traces the impact that moms have on entrepreneurial children.

► **Featured:** Richard Branson of Virgin Group, Russell Simmons of Def Jam, Arthur Blank of Home Depot and Kay Koplovitz of USA Networks.

► **On TV:** May 7 at 9 p.m. ET on CNNfn

► **Directed and produced by** Mary Mazzio with funding from Babson College.



Kay Koplovitz: USA Networks founder hugs her mom, Jane Smith, after their interview for the film.

View film's trailer online

See the trailer for the documentary *Lemonade Stories* at money.usatoday.com

ion Kauffman Foundation said in a survey of 9,195 adults. Ventures might never go further than doodles on a lunch napkin. But that's a start as "common as getting married or having a baby," says Kauffman CEO Carl Schramm.

► **Opportunity.** That means learning to recognize when you have a great idea — and when you don't. Being the 18th person to open a nail care salon in an already crowded market is a crummy idea.

"But inventing a machine to fix broken nails would be a great idea," Schramm says.

Kauffman, trying to supercharge start-ups, is spreading entrepreneurship education across university campuses, and away from their business school homes.

The foundation, created by a health care entrepreneur in Kansas City, Mo., gave a combined \$25 million to eight universities in December. The schools must match the grants with \$50 million more. Over seven years, Kauffman will track graduates against those from other schools to see if they have higher start-up rates.

Howard University will use its \$3.1 million grant for a host of programs, including training education students about entrepreneurship's importance. Then, as teachers, they'll make it part of their everyday class work in elementary and high schools, where they might inspire future entrepreneurs.

"Entrepreneurship is certainly not the exclusive province of business. It can mushroom anywhere," says Barron Harvey, dean of Howard's business school in Washington, D.C.

Another Kauffman beneficiary, the University of Rochester, got \$3.5 million for a variety of programs, including one to train Eastman School of Music students to develop ventures around music.

They'll learn the pitfalls of getting financing, says director Jim

Undercoffer. A Rochester student hatched an idea for a music school aimed at older adult learners.

Raising the ante, music publishers were interested in creating large-print music. To pull it off, the student needed a "crushing" amount of money to buy or lease 20 pianos.

But he couldn't tap venture capital for the idea, so the project died. "There was no question in my mind that it would have worked," Undercoffer says.

Born and raised

That entrepreneurs can be hatched in unlikely academic fields rings true to Joe Phillips. His story underlines the fact that entrepreneurs are often born — and raised.

Phillips, 40, is a third-generation entrepreneur near Phoenix. His Italian immigrant grandfather was a grocer in Phoenix. Phillips' father dropped out of school to launch a produce pushcart business that blossomed into trucking, cold stor-

age and vegetable wholesaling.

Joe Phillips and three siblings learned about business at the dinner table. "You couldn't go to my family's house without it being business," he says.

He graduated from the University of Arizona with degrees in finance and — more important for his entrepreneurial future — psychology. After jobs at Charles Schwab and a Wall Street start-up, he returned to Phoenix to co-found Second Look Financial in 2002. It has 18 employees.

His psychology education is crucial to helping clients at the financial services firm, he says. Money management is fraught with emotion, he says, so, "You really have to ... read them first in how they think about and act toward money."

Still, Phillips says he inherited 70% of his entrepreneurial skills. "There's something there that is innate," he says.

It's the other 30% that educators are focusing on, with help from entrepreneurs such as Howard Lester, chairman of housewares giant Williams-Sonoma in San Francisco.

Lester funded an entrepreneurship research center at the University of California, Berkeley, in 1991. He wants to arm more aspiring entrepreneurs with skills to boost their success rates.

About a third of start-ups fail in four years. "I'm sure we could do much, much better," Lester says.

Graves, the publisher, says the secret for start-up success is a pit-bull-like refusal to give up. "You have to have a junkyard-dog mentality," he says. "I am a junkyard dog!"

TIME

Can Entrepreneurship Be Taught? Richard Branson's Mother Says Yes

By Mary C. Mazzio | May 9, 2012 |



Much has been written about whether entrepreneurs are born or made, with no real consensus. My own opinion, which is anecdotal, is that entrepreneurs can be made — and that parents play a central role in making them.

I had a remarkable epiphany while producing *Lemonade Stories*, a documentary film about extraordinary entrepreneurs and their mothers. The film, which features Richard Branson (of Virgin), Russell Simmons (of Def Jam), Arthur Blank (of the Home Depot and owner of the Atlanta Falcons) and Tom Scott (of Nantucket Nectars), among others, examines the impact that mothers have on sparking creativity and entrepreneurial spirit in their children.

During her interview, Eve Branson talked extensively about her son's shyness as a boy, which she described as "disabling." That evening, as my crew sat down to dinner, our director of photography and our gaffer

started buzzing about Eve's comments. This in itself was unusual. Normally when filming interviews, my team is focused exclusively on their craft (e.g. the operation and movement of the camera, monitoring of sound levels, and positioning of lights) and is not attuned to the actual content of interviews. But I knew we were onto something special when they both described how they might incorporate Eve's advice into how they were raising their own teenage children.

When Richard Branson was a young boy, he refused to talk to adults and would cling to the back of Eve's skirt. When he turned 7 or so, Eve decided that his behavior was no longer tolerable. "Shyness is being introverted and thinking only of yourself," she said. On the way home from a shopping trip to a nearby village, Eve stopped the car about 3 miles from home and let Richard out. "You will now walk home. You will have to talk to people to find your way home," she told him. By the time Richard arrived some 10 hours later, Eve was apoplectic. (She had not accounted for the time he might stop to look at bugs and inspect rocks.) But it worked. Richard started to become more comfortable interacting with adults.

On my flight back to the States from London, I thought about my son, who, too, was shy. When he shrank back from adults, I would often apologize: "I'm sorry, he's so shy." Until my conversation with Eve, it had never occurred to me that being shy was being selfish. When Eve put shyness into that context, I decided that this particular trait would now have a very short shelf life in our household.

I began Project Stick-Out-Your-Hand-and-Look-People-in-the-Eye. And my son, who was 7 years old at the time, very quickly learned that there was a significant upside to interacting with adults and making them feel comfortable — like new sunglasses on his birthday from the couple down the street. Now, at the age of 15, my son operates like a Senator, looking adults in the eye and shaking their hand. It is a lesson that will serve him well as an adult — and one that I wished I had learned early on.

Based on what I learned from the mothers in *Lemonade Stories*, it occurs to me that if American parents want to raise children who think entrepreneurially, have initiative and become innovative and truly independent adults, it might serve us all well if we stepped back and let our sweet darlings make mistakes and fall on their faces from time to time.

I feel personally indebted to the Eve Bransons of this world — women who taught their children to be independent and gave them space to experiment, to fail. Russell Simmons' mother gave him a \$2,000 loan when no one else would; his business of producing parties hosted by rap artists was losing money and he was questioning his ability and line of work. He said in his interview for the film that what was important was not the money his mother gave him, but rather what it represented: the faith that she had in him. After that day, he never had to ask his mother for money again.

Mazzio, an award-winning documentary film director, Olympian and former law-firm partner, is founder and CEO of 50 Eggs, an independent-film-production company. Mazzio wrote, directed and produced the award-winning films TEN9EIGHT, A Hero for Daisy, Lemonade Stories, Apple Pie, We Are BlackRock and the just completed The Apple Pushers, which was narrated by Edward Norton and funded by the Laurie M. Tisch Illumination Fund. #FixYoungAmerica is working with TIME.com to shed light on tried-and-true solutions to the epidemic of youth unemployment. This article is the first in a series of articles adapted from the official #FixYoungAmerica book, which includes solutions by 30+ organizations and leaders.

*'To injure no man,
but to bless all mankind'*

BOSTON · MONDAY
MAY 3, 2004

THE CHRISTIAN SCIENCE MONITOR

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Currents London's new opera is trying to attract folks by slashing prices. Call it a threepenny opera. **Page 12**

Work&Money Mothers are honored for cultivating the entrepreneurial spirit in their children. **Page 14**

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THE CHRISTIAN SCIENCE MONITOR

When guaranteed income is key **16**... Real estate investing: less shine, more stability **17**

Behind every great entrepreneur... is a mom

By **STACY A. TEICHER**
STAFF WRITER

WELLESLEY, MASS.

College sophomore Missy Fine had just won an entrepreneurship award for her custom-jewelry business. Her mother, Ginny, covered her face with her hands and cried.

Any such occasion would make a mother proud. But this was an especially good day to be a mom. Last month on Founder's Day, an annual celebration at Babson College, the Wellesley, Mass., school honored mothers for cultivating

■ RISK-TAKERS

the entrepreneurial spirit in their children. This earlier generation of moms may not have had as much opportunity to become business leaders themselves, but they did have a profound influence — sometimes by simply suppressing their protective instincts so that risk-taking and creativity could flourish.

And this Mother's Day weekend, moms are getting unprecedented attention. "Lemonade Stories," a one-hour documentary sponsored by Babson, presents the stories of a diverse set of entrepreneurs and their mothers. It airs Friday on CNNfn at 9 p.m. EST.

Along with life lessons, the film includes humorous stories of toddlers with sagging diapers or teenagers defying curfews. The moms contributed baby pictures and family movies, and gave moving accounts of their early relationships with the entrepreneurs-to-be. Among the portraits:

- Arthur Blank, cofounder of Home Depot, and his mother, Molly Blank, who was a young woman when she took over her husband's pharmacy business after his death.

- Eve Branson, who once dressed as

Continued on next page



MOTHERS' DAY: Babson College recently honored mothers of entrepreneurs, including (from left) Molly Blank (Arthur Blank), Eve Branson (Richard Branson), and Jane Scott (Tom Scott).

PHOTO ILLUSTRATION BY SCOTT WALLACE — STAFF; PHOTOS BY REBECCA SWILLER, AP, REUTERS

WORK & MONEY

Continued from previous page

a man so her instructors would let her pilot a plane. Her son Richard Branson took to the skies, too, as the founder of Virgin Atlantic Airways and more than 200 other Virgin Group companies.

• Russell Simmons, cofounder of Def Jam Recordings, and his entrepreneurial brothers, who pay tribute to the love, financial support, and artistic impulses that their mother, Evelyn, gave them. After brief run-ins with the law, the brothers were able, with family support, to steer away from the only entrepreneurial model they had known as teens: drug dealers in their New York City neighborhood.

What's in a role model

Researchers have long said that someone who grows up with an entrepreneurial parent is much more likely to launch his or her own business. "Lemonade Stories" explores the less tangible influences parents have had.

"I loved that all of these women were risk-takers," says Mary Mazzio, director of the documentary. "Some of them were businesswomen, some of them weren't, but it didn't matter — they all had that adventurous spirit."

Ms. Mazzio herself left a partner position at a law firm to make documentaries that herald women's often-hidden contributions. Confessing that her own children are sometimes overscheduled, Mazzio says this project reveals how important it is for kids to daydream, to be left to their own devices.

As a child, Tom Scott, cofounder of Nantucket Nectars, sold drinks to people waiting in their cars during the gas crisis in the 1970s. Later, he ran errands and sold items to boaters on Nantucket Island, a business that eventually led him to create the now-famous fruit juices. His mother, Jane Scott, never doubted he'd succeed.

"The drive came out of a sense of fun as opposed to parental expectations or societal expectations," Mazzio says of Mr. Scott and the other entrepreneurs. "Kids do lemonade stands not really to make money. The real purpose is to give yourself a sense of independence."

The film brings out what can never really be shown on a business spreadsheet: a mom's love — and an occasional wad of cash — when a business was struggling to get off the ground; the refusal to let a child be shy or mope around the house or watch too much TV; the living example of how to pick up and start over when a plan fails.

Permission to try

That spirit echoes among mothers of up-and-comers, such as Missy Fine, the entrepreneurship award winner.

"I always let Missy try everything," says Ginny Fine as her daughter displays jewelry at a student-business fair at the college. In high school, Missy was the only girl to play varsity football, but it was her artistic interests that lasted

as she headed off to Babson, a school known for fostering entrepreneurs.

"My parents gave me \$500 to start my business," Missy says. "They might not always agree with everything I do, but I'll learn if I make a mistake."

Kay Koplovitz, cofounder of USA Networks, says her mother's uncondi-

entrepreneurs to realize that they may have to forge ahead on their own. "Most of the how-to books repeat the myth that, without family support, you shouldn't even think about starting your own business," says Yanky Fachler, a British motivational speaker and author of "My Family Doesn't Under-



REBECCA SWILLER

FINE WORK: Missy Fine (l.) received \$500 from her parents to start a jewelry business. Her mother Ginny (r.) says she 'always let Missy try everything.'

tional love carried over into the teamwork she's created as an employer. She saw too much gossip and criticism in television networks where she worked, and vowed never to allow such a waste of human talent if she were in charge. "Good ideas can come from anywhere in the company," she says.

Ms. Koplovitz has also set out to boost venture capital for women-owned

stand Me! Coping Strategies for Entrepreneurs."

Many families actually can't give the kind of support entrepreneurs hunger for, he says, because if they are employees themselves, their sense of security is "threatened by someone wanting to jump off the employment ladder and start something by themselves." In the United States, only about 1 in 10 adults are engaged in entrepreneurial activity, the Kauffman Foundation reports. Mr. Fachler advises that they turn to one another for reminders that they're not crazy.

Even when emotional support is plentiful, it's not always easy for parents to expose children to the concepts and skills of the business world. The National Foundation for Teaching Entrepreneurship tries to fill that gap with programs for low-income youths.

Imaginations fired

With NFTE's help, Pamela Johnson's three children have turned a painted-ceramics hobby into a business at their home in the Bronx in New York. They've won awards and met mentors who offered them grants after seeing their business plan. Now, Ms. Johnson says, "they don't just talk to people — they always see it as a potential contract." She coaches them and arranges opportunities for them to speak to their peers.

Her advice to other parents: "If [your child] wants to be an entrepreneur, give them lots of support, but don't run the business for them. I tell them, if at any point you don't want to keep doing this, it's OK."

“If [your child] wants to be an entrepreneur, give them lots of support, but don't run the business for them.”

— Pamela Johnson, whose three kids run a ceramics business.

businesses. Although women lead nearly a third of businesses, less than 10 percent of venture capital goes to female entrepreneurs, according to a recent study by the Ewing Marion Kauffman Foundation in Kansas City, Mo.

Billy Starr channeled his passion directly into the nonprofit world. In 1980, he launched the Pan-Mass Challenge, a bike race across Massachusetts to raise money for cancer research. He started it to honor his mother, Betty, after her death. Since then, the annual event has raised more than \$100 million. "Ten years ago, nobody was calling it a career," he says, "but it's what I woke up to do every day." Now it's a prime example of what's known as "social entrepreneurship."

Of course, it's important for aspiring

Top Of The News

Billionaires give Mom the Credit *By Dan Ackman, Forbes*

The study of entrepreneurship in business schools is all the rage, but a new film released suggests that business school may be too late. The nursery is where it's at. "Lemonade Stories," a film focusing on how mothers have contributed to the entrepreneurial spirit of their sons and daughters, suggests that much of what entrepreneurs need to know they learned well before, perhaps from the hand that rocks the cradle. Veteran film maker Mary Mazzio is the writer, director and executive producer of the film, which was funded by Babson College.

Entrepreneurs taking after -- and inheriting from -- their go-getting fathers is hardly news: Ted Turner, Rupert Murdoch and Donald Trump are just three examples of this phenomenon. But "Lemonade Stories" highlights the fact that sometimes it's a mother's touch that fuels the business-building spirit. While men have long blamed their mothers for failures in their personal lives, the film gives solace to those who would blame them for their business shortcomings as well.

The film focuses on The Virgin Group's Richard Branson, Def Jam's Russell Simmons, **Home Depot** co-founder Arthur Blank and USA Networks founder Kay Koplovitz, among others.

In the film, Branson says he learned to take risks from his mother, Eve, a pilot during World War II. Blank relates how his mother, a widow with a young child, could successfully run her own business.

"What is fascinating is that many of the mothers featured in the film were raised at a time when women were not expected to work. Yet all of these women were risk-takers and encouraged their children to take risks to achieve their dreams," says Mary Mazzio, film director. "These moms also stood by their children later in life, in moments of failure and times of crisis. Richard Branson and Russell Simmons both claim they would have gone out of business, but for last-minute loans from their mothers, who stepped up when no one else did."

Women drummed out

The number of chairs and professorships in entrepreneurship and related fields grew 71% in the last four years, from 237 in 1999 to 406 in 2003, according to the Ewing Marion Kauffman Foundation, a Kansas City-based organization devoted to the study and promotion of entrepreneurship. Babson College itself is at the forefront of this trend with its Arthur M. Blank Center for Entrepreneurship and recently created Institute for Family Enterprising, which emphasizes second-generation entrepreneurs.

But the nurturing female hand, meanwhile, is being drummed out of the formal side of the business-building business. Women represent less than 10% of high-level venture capitalists, and they have been leaving the industry at twice the rate of men, according to a recent Kauffman study.

The same study says that women led 28% of all U.S. businesses in 2002, employing more than 10 million and generating \$1.5 trillion in sales. Yet female entrepreneurs historically have received a disproportionately low share of available venture capital, as little as 4% to 9%.

"The venture capital industry is among the last bastions of male dominance in the business world," says Carl Schramm, president and chief executive of the Kauffman Foundation, noting that the current picture for female venture capitalists is similar to that for female attorneys in 1985, when women made up only 13% of the legal profession, compared to nearly 30% today.

Other viewpoints

But if still another Kauffman study is to be credited, the absence of women in the venture capital business may not be all that critical. The majority of startups are not started by venture capital, but by friends and family. According to the Global Entrepreneurship Monitor, a study of worldwide entrepreneurship released early this year, informal investors funded 99.96% of all businesses around the world and supplied 90% of the total amount invested. Fewer than 37 out of every 100,000 startups received venture capital money. Only in the United States did venture capital play a major role in new business funding, with U.S. companies attracting 80% of the money venture capital firms invested worldwide.

The global study also suggests that entrepreneurship is affected more by broad societal factors such as attitudes about risk and the prevalence of social safety nets. That the United States has such a disproportionate share of venture capitalists may be more of an effect than a cause of entrepreneurship here.

Of course, the formal venture capital money gets most of the press notice, and no one has yet endowed a chair in entrepreneurship at the grade school level. "Lemonade Stories" suggests that doing so might not be such a bad idea.

FAST COMPANY

MAY 2004

NEXT



CHATTER

THANKS, MOM!

From *Lemonade Stories*, a new documentary film, written and directed by Mary Mazzio, that features entrepreneurs talking about—sniff!—their mothers.

—Cheryl Della Pietra

"I moved to London and didn't have any money. And my parents didn't have any money. And [my mother] found a brooch in the street one day and gave it to the police station, and she got two or three hundred quid from that. I remember her very kindly delivering the monies that she got from the brooch, which most likely saved my bacon at the time. . . . So I've managed to pay for a few holidays since."

—RICHARD BRANSON, FOUNDER, THE VIRGIN GROUP

"All that you get in life is your connection to your heart. The closer you get, the more powerful you become. My mother gave me that."

—RUSSELL SIMMONS, COFOUNDER, DEF JAM

"Let me tell you: If she went to a Home Depot store and the service wasn't right, the first person that heard about it was me."

—ARTHUR BLANK, COFOUNDER, THE HOME DEPOT

"My mother, who took up golf at the age of 65 and became Rookie of the Year, has an adventurous spirit and she always told me to go for it. She allowed me to develop the confidence in making decisions. Most importantly, she gave me the sense that I could do anything I set my mind to."

—KAY KOPLOVITZ, FOUNDER, USA NETWORK

"My mom has always had confidence in me, and always given me the ability to make decisions which are kind of wacky. . . . I think in many ways I was able to realize a lot of my mom's dreams."

—TOM SCOTT, COFOUNDER, NANTUCKET NECTARS

Moms' influence

Six entrepreneurs learned well

Business & Money E1



Reese leads Sox

Pokey hits two HRs, Boston tops KC, 9-1
Sports C1



Summer preview

Hollywood offers plenty of surprises
Movies N9

Lottery, Page A2
VOLUME 265
NUMBER 130
\$2.50

Boston Sunday Globe

MAY 9, 2004

SHOWER MOM WITH LOVE

TODAY: Morning showers, cloudy, highs 60-65
TOMORROW: Cloudy, breezy, cooler, highs 54-59

HIGH TIDE: 3:11 a.m., 4 p.m.
FULL REPORT: PAGE A28

Business & Money ^E

BOSTON SUNDAY GLOBE, MAY 9

Mothers of invention



Arthur Blank

Beginning at age 15, Arthur Blank watched his mother take over the family business after the sudden death of his father. Blank learned not to be afraid.

So when he set out with a partner in 1978 to create Home Depot, "I wasn't really nervous about it," he said. "I had a lot of confidence in myself." Home Depot currently is the world's biggest home improvement chain, with more than 300,000 employees.

After her husband died, Molly Blank, left alone with two sons, abandoned her artistic work and helped her husband's family turn a small pharmacy wholesale business into a company with millions of dollars in sales. "Either you go on welfare or you go out there and try to make it," she said. Her sons "were old enough to appreciate the fact there was mother who suddenly became a business person. That imbued them with self confidence," she said.

Arthur Blank's teenage years in Queens were filled with "stress" and "pressure," according to a book he co-wrote with partner Bernie Marcus, "Built from Scratch: How a Couple of Regular Guys Grew The Home Depot from Nothing to \$30 Billion."

Blank and brother Michael grew up fast, shopping and doing laundry so their mother could work. Arthur also competed vigorously in high school football, earned As at Babson College, and rebounded after being fired from Handy Dan Home Improvement Centers. "You can't give up the first time you're knocked down," Blank said.

MOTHERS, Page E5

Arthur Blank and his mother Molly today and (inset) in front of the family business in 1943.

Hokey but true:
Six entrepreneurs learn life lessons from their moms. Be daring, have fun, stubborn is OK, creativity is good.

By Kimberly Blanton
GLOBE STAFF

When our lives take a wrong turn, we often blame our mother. Not today.

The Boston Globe interviewed six entrepreneurs and their moms about their positive influences on them. Many of the entrepreneurs were featured in a new documentary, "Lemonade Stories: Inspiring Entrepreneurs and the Mothers Who Made Them," by Boston filmmaker Mary Mazzio. There were traits common among the entrepreneurs. All were type-A personalities, including when they were children. When they knew what they wanted, they single-mindedly pursued it, often by enlisting their mother's help.

Although their mothers belong to a generation that did not expect women to have professional lives, "they all had that sense of adventure and really instilled that in their children. You ought to try new things, and if you fail, 'so what,'" said Mazzio, whose movie was commissioned by Babson College.

Arthur Blank, a founder of Home Depot, learned from his mother to be fearless. Kay Koplovitz, founder of USA Networks, picked up her stubbornness from mom. For Virgin Atlantic Airways founder Richard Branson, flamboyance was a key trait. Nantucket Nectars' Tom Scott learned fun can be put to use.

These mothers of invention inspired and motivated



GLOBE PHOTO/JOE PICCOLI

Kay Koplovitz, cable TV pioneer, was told by mother Jane Smith: "Just go for it."

Now 53, Richard Branson recounted a family drive from his boyhood home in the country village of Shamley Green to grandmother's house. Eve dropped the 6-year-old on the roadside and said he should run across the farm fields to their destination.

"I got completely lost and poor mom got in a complete panic. I ended up at a farmhouse hanging on the door," he said. "I decided to teach her a lesson and delayed it as long as I could."

When the precociously hip Branson left high school to start a newspaper, *The Student*, to represent young adults during the formative of the 1960s, Eve wasn't happy. But when he wanted to start the Virgin record label, she pulled together money for him by selling a necklace she had found.

He used the money to produce a brilliant teenage artist: Mike Oldfield's recording became the theme song for "The Exorcist." Branson thrived on the celebrity high life, as Virgin produced *The Sex Pistols*, Phil Collins, Boy George, and other superstars. In 1984, he started Virgin Atlantic Airways and the publicity stunts became fantastic. In 1986, for instance, he smashed the world record for crossing the Atlantic, in a 73-foot powerboat.

Richard said his mother "just wanted me to stand on my own two feet."

Kay Koplovitz

Mother and daughter could not be more different.

But the unconventional Kay Koplovitz, who wore cowgirl outfits and played sports with the boys, never doubted the love of her conventional mother, who was always proud, albeit perplexed at times by her daughter.

"My mom's favorite saying was 'Just go for it' — Nike could've copied her," said Koplovitz, a cable industry pioneer in the 1970s. She founded USA Networks, the first advertiser-supported cable network, reaching 85 million homes today, and Sci-Fi Channel, reaching 70 million homes. The company later sold for \$4.5 billion.

Koplovitz, who is 59, has no children and lives with her husband in a Manhattan penthouse with a view of Central Park.

Her mother, Jane Smith, still lives with her husband, William Smith, in the same Milwaukee home Koplovitz grew up in. Smith was a loving caretaker who made ham sandwiches for lunch when her children walked home from school. On big decisions, she deferred to her husband, an airplane parts salesman.

While she admires her mother, Koplovitz said, "We're very different." With one exception: stubbornness. On that, "She takes after her mother," said Smith, who is 90.

One family story revolves around Koplovitz's fierce independence — in kindergarten. At Christmastime, the family moved to southern Milwaukee from nearby Cudahy, Wis. Koplovitz refused to leave her classmates and persuaded her father to increase her allowance so she could take the bus four miles, back to her old school. "She tried to talk her father into lots of things," Jane Smith said.

Koplovitz was valedictorian of her high school class, which entitled her to give the graduation speech. South Milwaukee High School, departing from tradition, asked one of the boys instead. "I was so angry about it," Koplovitz recalled. Her parents talked to the principal but nothing changed. "That was terrible," her mother said.

About her daughter's success, Smith said, "Kay was always determined to get what she wanted. So I was really happy for her that she was going for better things."



Tom Scott

Have fun, Tom Scott's mother told him. And that's what his first entrepreneurial success, Nantucket Nectars, was all about.

Scott, now 38, never seemed cut out for business, much less co-founder of the wildly successful Nantucket Nectars. The decision by him and a Brown University buddy, Tom Fiest, to start the beverage company

sprouted from their desire to scrape out a living on Nantucket, which they loved and where Scott spent summers as a child. They sold Nantucket Nectars to Ocean Spray in 1997 for a cool \$70 million.

Nantucket Nectars continued Scott's many schemes growing up. He wasn't a bad kid — just mischievous. His mother, Jane Smith, accepted it, and sometimes reveled in it. "Tommy basically raised himself," she said. "He would make decisions, and we were like

consultants."

Scott's grade school baseball team advanced one spring to the championship game. Heading out of the house the afternoon of the big game, the 11-year-old told his mother that when his team wins, he planned to set off firecrackers he'd strung around the outfield perimeter. They did win.

Mom's reaction: "I thought it was hysterical, so what are you going to do?"

"If I wasn't breaking the law or creating a drug problem," Tom Scott said, "she was cool with it."



GLOBE STAFF PHOTO/JOEL GREENE

Tom Scott, Nantucket Nectars founder, with his mother, Jane Scott, who told him to have fun.

18 These moms let go, their children flew

Since it's Mother's Day week in the age of The Hovering Parent, what better time to review what many expect of mothers, 2004.

"Watch them every second from birth to 18." Surely that's right up there. So is, "Never let them walk when you can drive." And "keep the video cam rolling." The jury's still out on suction-cup parenting's long-term effects.

**WOMEN SHARE
SECRETS AT
SIMMONS SUM-
MIT. PAGES 28-29**

But what this approach is not likely to yield is an entrepreneurial sensation who'll take care of The Hovering Parent in her exhausted old age.

Local filmmaker Mary Mazzio's latest effort, "Lemonade Stories," finds just the opposite style among mothers of entrepreneurial superstars such as Richard Branson, founder of Virgin Atlantic Airways; Arthur Blank, co-founder of Home Depot; Russell Simmons of Def Jam Recordings; and, closer to home, Tom Scott, who co-founded Nantucket Nectars.

"These mothers share wonderfully independent, adventurous spirits and they embraced risk," not only for their children but themselves, said Mazzio, who collaborated with Babson College where they study entrepreneurs. Are they born? Are they made? How to make more of them?

Eve Branson, for an adventurous example, pretended to be a man to get into a Royal British Air Force glider pilot training program in World War II. Still a handsome blonde at 80, Branson beside her son is electric side by side for her interview. The younger Branson at one

point kids his mother, we think, about her early years as "a stripper."

Arthur Blank's mother, Molly, was in her late 20s when two men broke into their home early one Sunday and held a gun to her husband's head. Then 10-year-old Arthur remembers how his mother began lecturing the gunman as he held his weapon on his lap. "This isn't going

to get you anywhere, she's telling him. You've got to do something else with your life."



**Margery
EAGAN**

Five years later, when his pharmacist father died leaving Molly and six children, "it was the end of everything," she said. But in this wonderfully heavy New York accent, Molly Blank tells how she soon realized she'd have to make money or go on welfare. So with zero business know-how "I stepped in" to pharmaceutical wholesaling. "I figured, I'll take a crack at it."

Taking "a crack," or a plunge, headfirst, captures the essence of these women, who all passed on a certain fearlessness to their children and an understanding, as Mazzio puts it, "that it's OK to sail."

That's what her own mother, Paula, told her, Mazzio said, before she'd made the 1992 Olympic rowing team despite coaches insisting she was too small or weak or just didn't have what it takes. It's what her mother said too, Mazzio remembers,



AP FILE PHOTO

MUM'S THE WORD: Atlanta Falcons owner Arthur Blank, right, talks with quarterback Michael Vick before a game last year as Blank's mother, Molly, and his son, Joshua, look on.

when, as partner at Brown Rudnick, a hotshot Boston law firm, she gave it all up to ... make movies. "My mother never said, 'Oh, you shouldn't be doing this,'" Mazzio said.

Paula Mazzio had a saying, "I was always there when the bus came." "The bus" meant opportunity. And Paula Mazzio, her daughter says, made plenty of her own. She was a divorced mother of four young girls. She'd just been diagnosed with Parkinson's disease but she went back to school anyway, then to work, then put all four through college, and on to high achievement every one.

"I was just very supportive," Paula

Mazzio demurs. "I made sure they did their homework. Then I let them try things and take chances."

As for the 6- and 7-year-old children of Mary Mazzio, well on Marathon Monday, both were along the route, in Wellesley, pulling in \$27.50 from the entrepreneurial enterprise that launched many a spectacular career in "Lemonade Stories." A lemonade stand of their own.

'Lemonade Stories' debuts nationally Friday at 9 p.m. on CNN-fn. Margery Eagan's radio show airs noon to 1 p.m. Monday through Friday and 9 a.m. to noon Saturdays on 96.9 FM-Talk.

The Washington Times

washingtontimes.com

Entrepreneurs need moms

By T.K. MALOY, UPI Deputy Business Editor

WASHINGTON, March 11 (UPI) -- Behind every great entrepreneur is their mom. Or so film maker Mary Mazzio found in her soon to be released documentary "Lemonade Stories." The award-winning documentarist profiles such great entrepreneurs as Richard Branson (Virgin), Arthur Blank (Home Depot and the Atlanta Falcons) and Russell Simmons (Def Jam), along with looking at smaller entrepreneurs.

With more 11.3 percent of adults in the United States engaged in entrepreneurial activity last year, "Lemonade Stories" strikes a relevant note with its focus on this class of risk-taking business person. Those interviewed share the secrets of their success and talk about one of the key persons who inspired them -- their moms.

Richard Branson, founder of Virgin Atlantic Airways, learned lessons in risk-taking from his mother, Eve, a pilot and WWII veteran. Billy Starr, founder of the Pan-Mass Challenge, was motivated by his mother's death from cancer to raise more than \$100 million for cancer research. Arthur Blank, co-founder of Home Depot, learned from his mother that a widow with a young child can successfully run her own business.

"What is fascinating is that many of the mothers featured in the film were raised at a time when women were not expected to work. Yet all of these women were risk-takers and encouraged their children to take risks to achieve their dreams," Mazzio said. "These moms also stood by their children later in life, in moments of failure and times of crisis. Richard Branson and Russell Simmons both claim they would have gone out of business, but for last minute loans from their mothers, who stepped up when no one else did." In addition to its focus on entrepreneurs and their mothers, Mazzio added that "Lemonade Stories" is "about creativity, risk taking and learning to fail."

Aspiring entrepreneurs may particularly take inspiration from 11-year-old business kid Kelly Reinhart, featured in the film, who invented a thigh pack at the age of 9 which is now selling into the hundreds of thousands of units. After designing the pack one rainy day in a contest with some other kids, Reinhart decided nervously to put all her allowance savings (about \$200) into making 100 packs, which were modeled after the old-fashioned western holsters. She thought a thigh pack would be ideal for cell phones and keys -- and less cumbersome than a fanny pack. At a fair at her middle school, Kelly sold all 100 packs (now known as a T-Pak) which were made from her prototype in China. She then used the sale proceeds to invest in another 500 T-Paks. "My dad and I went to a trade show and those sold out, too. Then someone ordered a container load of 100,000 pieces at a show in Vegas." Kelly said that her mother Lori Reinhart always pushed her not to be shy, which helped the young entrepreneur take the plunge into the world of business.

At the rate Reinhart is going she may soon catch up to multi-billionaire Branson -- also featured in "Lemonade Stories" -- who from his founding of Virgin Records has expanded out to have over 200 brands hold the Virgin name, including Virgin Atlantic Airways, Virgin Cola and Virgin Phones. Like Reinhart's mother, Branson's mother was also anti-shy. "I was desperately keen that they (her children) never be shy," Eve Branson remembers in the documentary, "because shyness to me is being inverted and thinking of themselves. So I tried to make them extroverted. If you think of other people enough, you're never going to be shy."

"Lemonade Stories" is slated for release at Babson College in Wellesley, Mass., in late April, and then on cable for Mother's Day. Babson, which has been ranked No. 1 by U.S. News & World Report as the best college for entrepreneurship for 10 years in a row, funded the film and "co-hatched" it, according to the school's marketing head Scott Timmons. Babson College President Brian Barefoot said of the documentary, "Babson College is a firm believer that the entrepreneurial spirit dwells within everyone. 'Lemonade Stories' wonderfully depicts how that spirit can be nurtured and developed within the family. Just as we are honored to assist our students in shaping their entrepreneurial abilities, so too are we honored to be a part of 'Lemonade Stories.'"

Giving birth to entrepreneurship

By Bob Tremblay
NEWS BUSINESS WRITER

WELLESLEY – Richard Branson, the founder of the Virgin Group, a company with a net worth of about \$5 billion, ran into tax problems as a young entrepreneur. He was facing the possibility of jail time when someone came to his rescue.

That someone was his mother Eve, who mortgaged her house to keep her son out of prison. After that incident, Branson pledged he would never do anything to embarrass his parents again.

The rest is history and her story, too, so it only seems fitting that both their tales are included in "Lemonade Stories," a new movie directed by Wellesley filmmaker Mary Mazzio and pro-

Film focuses on successful businesspeople and their moms

duced in conjunction with Mazzio's 50 Eggs Inc. production company and Babson College.

The 47-minute film focuses on seven successful entrepreneurs and their mothers and how these women contributed to the entrepreneurial spirit of their sons and daughters as well as instilled in their children a sense of responsibility to give back to the community.

The film gets its title from the lemonade stands set up by budding entrepreneurs. And the mother connection? While the children sell the lemonade, it's more than likely their mothers made it.

In addition to Branson and his mother, the film profiles:

► Russell Simmons, co-founder of Def Jam Recordings, Def Comedy Jam, Def Poetry Jam and the Phat Farm clothing empire. Dubbed "the godfather of hip-hop," he sold his share of Def Jam Recordings to Universal Music in 1999 for \$120 million.

Simmons' late mother, Evelyn, is portrayed as an artist who encouraged his entrepreneurial skills and the creativity in all of **LEMONADE**, Page E3



CONTRIBUTED PHOTO

Director Mary Mazzio on the set of "Lemonade Stories."

LEMONADE, *From E1*

her sons. Like Eve Branson, she also loaned her son money at a critical time when the business was failing.

► Arthur Blank, co-founder of Home Depot and owner of the Atlanta Falcons. A Babson College graduate, Blank oversaw the growth of Home Depot from a single store in 1977 to more than 1,500 stores with more than \$50 billion in sales.

His mother Molly, herself an entrepreneur, took over the family business – a mail-order pharmacy – when Arthur's father Max died. She grew that business from a struggling concern to a multimillion-dollar company.

► Billy Starr, founder of the Pan-Mass Challenge, the nation's first fund-raising bike-a-thon. Since 1980, it has raised more than \$102 million for cancer research. A Wellesley resident, Starr started the fund-raiser in honor of his mother, Betty, who died from cancer.

"My goal was to keep my mother's memory alive," Starr says in the film.

► Tom Scott, co-founder of Nantucket Nectars. Nantucket Nectars was sold to Cadbury Schweppes in 2002 for an undisclosed sum. Industry analysts put the price tag in the neighborhood of \$100 million.

Scott's mother, Jane, supported and encouraged her son's early entrepreneurial efforts such as selling newspapers and iced coffee to motorists waiting for fuel during the gas crisis in the 1970s.

► Kay Koplovitz, co-founder of USA Network. The first female network president in television history, she also launched the Sci-Fi and Reality cable channels.

Her mother, Jane Smith, now 90, became Rookie of the Year at her golf club in her 70s.

► Kelly Reinhart, founder of T-Pak International. An 11-year-old entrepreneur from North

Andover, Reinhart invented the thigh pack at 9. After her invention began selling at trade shows, her father quit his job to work for her.

Reinhart's mother, Lori, supported her family when her husband quit his job, showing her daughter that some risks are worth taking. Kelly turned her idea into a million-dollar business while still in elementary school.

"The film is about people who not only do well but do good," said Mazzio. "Nobody is a choir-girl or a choirboy, but everyone in the film is trying to do the right thing. It shows there are people in business who try to do the right thing. ... In this corporate climate, that's something that's really important."

The film is also designed to make national audiences more familiar with Babson's strong reputation in entrepreneurship, according to Scott Timmins, Babson's vice president of marketing. While the Wellesley-based institution may be well-known in MetroWest, that's not necessarily the case on the West Coast, Timmins noted.

For the record, Babson is the No. 1 college in the country for entrepreneurship, according to U.S. News & World Report's rankings of business school specialties. The filmmakers add that more than 11.3 percent of adults in the United States were engaged in entrepreneurial activity last year.

Mazzio and Babson teamed up after Timmins heard the director on National Public Radio talking about her film "Apple Pie," which focused on athletes and their mothers. It debuted on ESPN on Mother's Day two years ago.

"Being at the forefront of entrepreneurial thinking and entrepreneurial leadership, Babson wanted to open up the larger question of what does it mean to be an entrepreneur? What does it mean to be an ad-



STAFF PHOTO BY DAVE RAINS

Mary Mazzio, of Fifty Eggs, Inc., with a poster for her film "Lemonade Stories" in Wellesley.

"The film is about people who not only do well but do good. In this corporate climate, that's something that's really important."

Mary Mazzio, Wellesley filmmaker

venturer? What does it mean to take risks? It doesn't necessarily mean risk just in business but in life in general," Mazzio said.

"The film is meant to inspire

people to look at their lives and say, 'Where can I step outside the box? By doing so, I'll become happier and more productive and maybe do some-

thing great or be great.' "

Mazzio hopes the film doesn't just inspire college students and businesspeople but children, too.

"Today, kids are not brought up to be risk-takers," she said. "You don't see kids with lemonade stands. Kids don't shovel snow anymore. Don't they want to make any money?"

"Part of it is you fall into this trap of a very structured environment for your children. You go from play dates to school and there's no free time. People are afraid to let their kids run in the neighborhood. Plus, with the onslaught of videos, video games and the Internet, kids are increasingly drawn into this passive world. They're not as active as they used to be. The question is how do we get our kids thinking actively and thinking proactively, thinking creatively, being adventurers in their own lives when they're stuck in this terrible structure. ... How do we encourage kids to go for it and do it in a way that says it's OK to fail? You just need to get up and go back to the plate."

Filming of "Lemonade Stories" started in January 2003 and wrapped up a year later. Its cost was not revealed.

For the film, Mazzio contacted nine entrepreneurs. Two declined. She wouldn't say who they are, though they might appear in the book she plans to write about the subject with her sister Carla Mazzio.

The film's message is also going to be translated into a teaching guide with Ernie Parizeau of Wellesley, an adjunct professor at Babson and a venture capitalist, performing the honors.

"Ultimately, we expect this film and this guide to be in business schools, high school business curriculums and corporate settings," said Mazzio. "I'm already getting calls from accounting firms and law firms

that want to use the film with their clients to spark a discussion about thinking outside the box."

During the filming, Mazzio said she was surprised and impressed by the entrepreneurs. "You look at Tommy Scott - he's movie-star handsome, very wealthy, married to the co-founder of J.Crew, he went to Brown. You think, 'What a charmed life?' And yet here's somebody who has these private demons that anybody can relate to - anybody with anxiety or with worries," said Mazzio. "He was so honest about his panic attacks and how crippling that was, and how he was able to get over that, which led directly to starting his own business."

The Branson interview was revelatory, too. "No. 1, I was shocked he said yes," Mazzio said. "No. 2, the way he interacts with his mother - it's like he and his mother are best friends. They tease each other like friends would."

"With all these stories, what you discover is the apple doesn't fall far from the tree. The greatest learning experience for me and what emerged as the theme for the film is that all of these mothers embraced risk. In a way, when you think risk-taker, you think Richard Branson. But when you think of women as risk-takers, you think of nobody, yet all these women were risk-takers. They were independent people and they encouraged their kids to embrace risk, to do their thing and follow their passion."

"Lemonade Stories" screens for the public on April 25 at 4 p.m. in Babson's Sorenson's Center for the Arts. Tickets cost \$10 for adults; admission is free for all students. Ticket reservations are recommended by calling 781-237-3329 or contacting lemonadestories@aol.com. Billy Starr is scheduled to attend the April 25 screening. The film will be aired nationwide on May 7 at 9 p.m. on CNNfn.

METRO WEST DAILY NEWS: 4.18.2004

WELLESLEY LIFE



Boston's first
same-sex
wedding
expo/41

They owe it all to Mom

*Wellesley filmmaker's newest work
looks at the woman behind the entrepreneurs*

By Chris Helms
TOWNSMAN CORRESPONDENT

When local filmmaker Mary Mazzio was vying for a spot on the 1992 Olympic rowing team, she had the chutzpah to ask her mom to buy advance tickets to the Games.

Her mom had the chutzpah to buy them.

That's the kind of "loves me like a rock" spirit showcased in Mazzio's new film about entrepreneurs and their mothers. "Lemonade Stories," produced in partnership with Babson College, debuts later this month as part of Founder's Day celebrations at the school.

The 47-minute feature takes its name from the lemonade stands set up by budding child entrepreneurs. After all, who do you think really makes that lemonade? Mom, of course.

"Lemonade Stories" profiles seven business people whose entrepreneurial spirit stems in good measure from solid relationships with their mothers.

In one segment, Wellesley resident and Pan-Massachusetts Challenge founder Billy Starr testifies to the crucial role played by his mother Betty. Her death from cancer spurred his work raising more than \$100 million for cancer research.

"My mother and my mother's story are at the center of my whole career path," said Starr. "In the one screening I've seen, love and support is the main lesson that comes through. You think about all these simple lessons in life, like challenging yourself and making mistakes. Big deal. Mother comes in, she gives you a hug, says, 'I still love you.' It matters. It really matters."

Other persons profiled include Art Blank, co-founder of Home Depot and owner of the Atlanta Falcons football team; Def Jam record label mogul Russell Simmons; Richard Branson of the Virgin Group; and television executive Kay Koplovitz of USA Network.

One goal of the film is to make national audiences more familiar with Babson's strong reputation in entrepreneurship, said Scott Timmins, vice president of college marketing.

Babson is the number-one college in the country for entrepreneurship, according to U.S. News and World Report's rankings of business school specialties.



STAFF PHOTO BY KEITH E. JACOBSON

Filmmaker Mary Mazzio, left, of Wellesley with her own mother, Paula Mazzio of Needham.

"That's widely known in Wellesley," Mazzio said. "It's not quite so widely known on the West Coast."

"Lemonade Stories" aims to change that. When the film airs on nationwide cable in May, Timmins said it could reach up to 30 million homes. Babson officials would not disclose

how much the school spent on the film. But Timmins said the figure pales beside the cost of producing and buying air time for a commercial that would reach a similar-sized audience.

Mazzio said an educational version of the film will be marketed to high schools and colleges complete with a teaching guide prepared by Ernie Parizeau, who teaches entrepreneurship at Babson.

Local residents will see parts of Wellesley and the Babson campus in the film, but the local connections to the film don't end there. Both Mazzio and cinematographer Richard Klug live in Wellesley.

"I had known Mary from her work for a couple of years," said Klug, himself a well-known director of commercials. "But it's always delightful to find someone with such vitality and creativity and find out that we're neighbors."

The idea for the film was also hatched locally. One day while Timmins was getting ready for a jog, he heard Mazzio interviewed on public radio about her film "Apple Pie," which examined sports stars and their mothers. After seeing "Apple Pie" on ESPN, Timmins said he recalls filing it away in his mind that "it would be a great thing to do this with entrepreneurs."

Mazzio said "Lemonade Stories" might in at least one sense have a broader reach than her first exploration of the mother-child dynamic.

"When we did 'Apple Pie,' you're dealing with athletes where a part of that is God-given. With an entrepreneur, anybody can be an entrepreneur and half of those skills are teachable," she said.

Mazzio particularly hopes "Lemonade Stories" finds an audience among teenagers, so they get the message that it's OK to fail.

"What does it mean to fail and fail and fail?" Mazzio said. "Most of us would give up. And these guys didn't. Their moms said, 'Get back up to the plate.'"

Starr echoed the sentiment.

"In most of these stories there's a sense of humor about mistakes," said Starr. "I think there's just an overwhelming sense in our society that finishing second stinks and you've got to be the best. But it's

more important to find a path that's true."

Babson College will screen "Lemonade Stories" on April 25 at 4 p.m. in the Sorenson Center for the Arts (\$10 adults, free to students).

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The film will air on the cable channel CNNfn May 7 at 9 p.m.



Richard Klug directed the photography for "Lemonade Stories."



Wellesley residents Mary Mazzio and Richard Klug share a smile on the set of "Lemonade Stories."

VIEWER REVIEWS

“I cried at least 5 times” – *Mike Wheeler, former head of Financial Network News*

“I’d watch *Lemonade Stories* over *Survivor* any day...” – *Lora Kolodny, Inc. Magazine*

“Amazing is all I have to say about *Lemonade Stories*. I showed the [Arthur] Blank segment to my entrepreneurship class and they begged me to see the rest...” – *Heidi Neck, Professor of Entrepreneurship, Babson College*

“We just love it...” – *Ken Jautz, CNN and head of CNNfn*

“the screening [here] was wildly successful... it will be passed around to teachers all over the state...” – *Tim McClung, Entrepreneurship Center, University of Charleston*

“Loved the film. What a great concept... what I think I liked most was that none of them took credit for what their children did, they loved them, were present and available to them, led by example not tyranny – in this day of self-help books, shows, tapes – it was nice to see something that talked about the value of just being human... Great work...” – *Kelly Fallon, SVP- Hill Holliday*

“I was blown away...” – *Ralph (Bud) Sorenson, former president, Babson College*

“My favorite part of *Lemonade Stories* is when Russell Simmons tells the story of his mom giving him money when he was down, and Russell says. ‘It wasn’t the money that meant so much to me, it was that she believed in me.’ I gave a copy to my mom for mother’s day... we watched it together and I think her tears made it apparent it was my best mother’s day gift ever...” – *Rob Crawford, Director of Development – The Park School*

“Loved the film. LOVED IT. LOVED IT. LOVED IT.” – *Morgan Zalkin, Good Morning America*

“The teachers loved it. We are formally including this film into our economics curriculum for all 12th graders...” – *Sally Farr, Katy Independent School District (Texas)*

“I called my Mom from the parking lot to thank her... the movie really hammered home for me how much our children watch and learn from simply observing the actions of their parents. The courage

that the mothers in the film showed, especially during times of crisis, really influenced the lives and attitudes of their children. I left the movie extremely moved and committed to being a courageous role model for my kids..." – *Tracy Rude Smith, mom and Olympian*

"I can't begin to tell you what you've done... it was incredible..." – *Jane Scott (mother of Tom Scott, co-founder, Nantucket Nectars)*

"I watched *Lemonade Stories* last night and I have to tell you, I absolutely LOVED it. Kay Koplovitz's mother was priceless and I cried my eyes out during Tom Scott's dialogue about his mother. What GREAT stories." – *Katy Milmoe, Advertising Executive, EURO MVBMS Partners*

"it deeply touched me... beautiful... one of the great films I've ever seen in business..." – *Steve Mariotti, founder of NFTE (National Foundation for Teaching Entrepreneurship)*

"inspiring..." – *Arthur Blank, co-founder, The Home Depot*

"Just brilliant... you are brilliant..." – *Eve Branson, author and mother of Richard Branson*

"It was great... you did a wonderful job... thank you..." – *Danny Simmons, co-founder of Def Poetry Jam*

"My family really enjoyed the film... I got a real kick out of Art Blank's mom and Richard Branson's, too." – *Kay Koplovitz, co-founder of USA Network and first woman to be president of a network*

"Mary, in making this documentary, really opened up my eyes as to how interesting and significant this topic is... it's not a trite thing, it's a powerful thing and very real..." – *Tom Scott, co-founder Nantucket Nectars*

"I would not have missed this day for the world." – *Dorothy Lundberg, Tom Scott's grandmother*

"wonderful..." – *Mark Starr, Newsweek- Boston Bureau Chief*

"Great story. Jane Smith is an absolute hoot!!!" – *John Kelley, EVP – Imagitas*

"Loved it. You rock the house." – *Mark Young, Communications Counsel, partners+Simons*

“Thoroughly enjoyable... fun to watch... great stories. I loved Nantucket Nectars and Branson – his mother was so cute.” – *Ed Harding, Channel 5 News Anchor*

“My parents were born in Cuba and I’m a first generation American. The relationship I have with my folks is profoundly strong and special. Both are my best friends, mentors, and strongest unconditional supporters... so to see others living life and sharing their love for life as Mary does through her movies makes me smile for hours... As my mom always taught me that kindness goes a very long way, I wanted to let her know the special trickle down effect her efforts have had on me alone...” – *Angie Farinas, CPA*

“LOVED it.” – *Brian Sullivan, Bloomberg News*

“I had the privilege of being able to attend the premiere today. As a filmmaker, I kept thinking, ‘Wow, I wish I had thought of this idea.’ As a parent, I kept thinking, ‘Man, I hope I let my kids grow up right and challenge them.’” – *CC Chapman, co-founder Random Foo Pictures*

“It was the most inspiring thing I have seen in a long, long time...” – *Luke O’Neill, founder of Shackleton Schools*

“we are all jammed into a conference room laughing and tearing up over *Lemonade Stories* and *Apple Pie*. thank you! – *Derrick Wood, VP/Creative Director Staples*

“Wonderful” – *Pam Cross, News Anchor, Channel 5*

“*Lemonade Stories* will be the backbone of my children’s education...” – *Jose Cattani, Symposium for Entrepreneurship Educators participant*

“I even cried ... but you can’t print my name because no one will ever go out with me for beers again...” – *unidentified male college student, Anytown, USA*

“Best film I have ever seen... you are a genius.” – *the unbiased view of the film maker’s mother, Paula Mazzio*