

Ryan Schnauffer

Final Part 2

KEN GREENE

Ken Greene is a local Rochesterian who has started, or franchised two well known franchises, Great Northern Pizza Company, and Bruegger's Bagels. Both serve good food. Ken has sold Great Northern and now owns a large portion of the Bruegger's franchises. Ken Greene has many employees throughout his many Bruegger's franchises in Upstate New York. Bruegger's sells bagels and other breakfast baked foods.

Ken Greene started off in life the son and grandson of two successful entrepreneurs until things took a turn for the worse. His father and grandfather both went out of business and his parents got a divorce. The loss of his personal security is what sparked his career. Ken was driven to be able to support his future family in a very comfortable lifestyle, comparable to the one he had before things fell apart during his childhood. Ken began moving throughout the northeast, climbing up ladders. His first mentor was Bill Dennis at Delaware North in Buffalo, NY. After Delaware North, Ken Greene got an interview with the founders of Bruegger's Bagels. Ken took over three stores in Albany. He quickly expanded and is still expanding his line of Bruegger's Bagels.

"There is a principle ...which cannot fail to keep a man in everlasting ignorance – that principle is contempt prior to investigation." - Herbert Spencer. Ken uses this quote as drive, he feels that he may not be the smartest or most savvy person in the industry but is one of the luckiest. His "everlasting ignorance" has helped him investigate the market and learn how to use his luck in a successful manner.

Ken feels that when dealing with money there needs to be a balance between saving, investing, and spending. A balance will allow a comfortable life now and in the future.

TED BOUCHER

Ted Boucher is a wealthy entrepreneur. He is the President and CEO of Caldwell Manufacturing Company. The company is located at 2605 Manitou Road, Rochester, NY 14624-1199. Caldwell Manufacturing makes springs, balances and other steel products. Ted has many employees working at the various sites around the country.

Ted started in his life wanting to be a marine geologist. Computers came out when he was in high school, and luckily for him his school decided to get some. Ted soon became very familiar with computers. This took him far in life. He was soon working for Gulf, and before long was asked to make a very important business trip due to his knowledge of computers. After returning to business school for his MBA, he realized that he should do what he knew well, work with computers. When Ted finished school he worked at Data General. Ted was involved in many high profile assignments such as the Data General One, the industry's first laptop. When Ted's father was approached by a venture capitalist about selling the family company, Ted decided that he wanted to work in the family company and convinced his father not to sell. Ted soon streamlined Caldwell Manufacturing with computers. Ted was able to introduce the 5 Day Standard which allowed for great success. Ted soon became the President and CEO.

"To serve, to strive, and not to yield" – Outward Bound Motto. This quote is really something that Ted followed, he always wanted to get better, that is why he went back to school for his MBA, and that is also why he took over the family business and created the "5 day standard". Ted never took no for an answer and always strived for more.