

Logan Amstey

Final #2

David Cornell got lucky and was not drafted into the army. He was free to do whatever he wanted. After some soul searching and some mishaps along the way, he went off to MCC. There he made the Dean's List. After, he joined the family business. His father was a successful jeweler. He worked his way up through his father's company. Cornell Jewelers was born.

- Cornell Jewelers hires just 20 to 49 people
- It is located at 3100 Monroe Avenue Rochester, NY 14618-4606
- Their products vary from Diamonds, Engagement Rings, and Watches

David was off to discover himself. After not being drafted into the army, we went off and visited 41 out of the 50 states in the USA. He met friends and he began to find himself along the way. He ran out of money in Boulder, Colorado and started doing construction jobs. This taught him hard work. Then he went to college at MCC and did quite well, making it on the Dean's List. He then decided to go into the family business and started from the bottom working his way to the top. Finding himself and having to do hard work to survive when he was traveling was the real turning point in his life.

"A man is literally what he thinks...You are today where your thoughts have brought you. You will be tomorrow where your thoughts take you."

James Allen

When Cornell went to find himself in the country, he was immersed in his thoughts. He pondered aspects of his life and decided to change the way he was living. Instead of being a slacker, he became a motivated person that worked hard. His thoughts and aspirations brought him where he is today.

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Final Part 2

Lauren Dixon was the first in her family to attend college. She had talked to many local businesses to see what their issues were regarding advertising. She found that the companies did not the advertising companies and were ready for a change. After college, she went into broadcasting for any years. She then went through a divorce which led he to stay within Rochester if she wanted to maintain custody of her children. She then met Mike Schwabl, and started their own advertising firm.

- Dixon and Schwable are listed currently as a small business which means they have between 50-250 employees
- Located at 1595 Moseley Road, Victor, NY 14564
- They offer advertising to other businesses
- They were recently ranked 3<sup>rd</sup> best small company to work for in America

The real turning point for Lauren was when she went to 10 small businesses, 10 mediam businesses, and 10 large businesses and asked them their issues around advertising. When she saw that almost all of the businesses had complaints with the advertising agencies, and how the agencies really didn't care about their individual business, she saw what she could do better than her competitors. Once she was forced to stay in Rochester to stay with her children, she needed a new start. Remembering back to her previous research, she knew what she had to do. She married Schwabl, and the company was born.

"Forget conventionalisms; Forget what the world thinks of you stepping out of your place; think your best thoughts, speak your best words, work your best works, looking to your own conscience for approval."

Susan B. Anthony

After lawyers telling her that starting a new business may not be the best idea, Lauren took everything she got and made a real business plan what was reasonable and smart. Even though she knew most businesses fail, she was not ready to be a statistic.