

Vision and a failed experiment made Will rich

In their book, "Entrepreneurs," Joseph and Suzi Fucini introduce us to the men and women behind famous brand names. Many of these entrepreneurial success stories resulted from long hours of arduous research conducted among devoted professionals; others proved that success can happen any time, any place and to anyone.

In the case of Will K. Kellogg, becoming his brother's "flunky," and a botched food experiment led to his becoming one of the nation's richest breakfast cereal moguls.

By all accounts, Will K. Kellogg was a "loser" by the time he reached young adulthood in his hometown of

Battle Creek. Proclaimed a "slow learner," he was removed from school at the age of 13 and sent to work at his father's broom-making shop. After years as an unsuccessful traveling salesman, Will's subsequent pursuits were equally ill-fated.

On the other hand, Will's older brother J.H. Kellogg was a prominent surgeon and superintendent of the Battle Creek Sanitarium, a hub of several books on "biologic living." J.H. was well-recognized for his health and nutrition theory advocating exercise, hydrotherapy and a vegetarian diet to treat illness.

WHEN WILL WAS 20, J.H. offered him a job as the sanitarium's "book-



focus: small business

Mary DiPaolo

keeper, cashier, packing and shipping clerk, errand boy, and general utility man." In their book, the Fucinis wrote that Will wasn't at the sanitarium long before he began to resent the high-handed treatment he received from his older brother. In his more bitter moments, he re-

ferred to himself as "J.H.'s flunky." Will was also bothered by his brother's excessive stinginess. The sanitarium grossed as much as \$4 million a year, while J.H. never paid Will more than \$87 a month. It wasn't until 14 years later that Will had a second chance at achieving

personal and professional success.

"While working with J.H. on an experiment to develop a new kind of easily digestible wheat meal, a batch of boiled dough was accidentally left to sit out overnight. The next day, the dough was run through rollers and instead of forming the expected thin sheet, it broke up into small flakes. J.H. suggested grinding the flakes into small pieces, but Will recommended that they be toasted and served as is to patients.

The idea of flaked cereal was unknown at the time, but it was an immediate success in the sanitarium dining room. It wasn't long before the brothers were forced to set up a

small mail-order business to satisfy the demands of former patients who wanted the flaked cereal at home. After 12 years of trying to convince his brother to distribute the product to grocery retailers, Will finally was able to buy J.H.'s share of their cereal patents. Will's commercial success followed although the brothers were estranged for nearly 40 years afterward.

Mary DiPaolo is the owner of *Market Trends*, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

datebook

• SUCCESS WORKSHOP

Thursday, April 7 — Personal motivation workshop "Singleness of purpose" begins at 7:30 p.m. in Southfield. Information: 355-4769. Sponsor: RAO and Co.

• TRAINING AND DEVELOPMENT

Thursday, April 7 — Technical training special interest group of American Society of Training and Development meets in Southfield. Information: Jack Baum, 642-4767.

• INVESTMENT FAIR

Saturday, April 9 — Monte Korn investment fair held 9 a.m. to 5 p.m. in Southfield. Admission: \$5. Information: 358-1181. Sponsor: Korn, Womack, Stern and Associates.

• STAY IN BUSINESS

Saturday, April 9 — "Better Business Management Through Professional Support Services" half-day seminar offered in Southfield. Fee: \$55. Information: 555-3099. Sponsors: Park Medical Centers, Associates Network Group.

• A WOMAN'S IMAGE

Saturday, April 9 — "Projecting the Image You Want" seminar 9 a.m. to noon in Southfield. Information: Renee S. Lipson, 1 (517) 482-3455. Sponsor: by the Women in Management Institute.

• BEGINNING IBM PC

Saturdays, April 9-30 — Beginning IBM PC offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115. Information: 370-3120. Sponsor: Oakland University division of continuing education.

• DESKTOP PUBLISHING

Saturdays, April 9-30 — Desktop publishing for beginners on the Apple Macintosh with mouse offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115. Information: 370-3120. Sponsor: Oakland University division of continuing education.

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• FRANCHISING

Monday, April 11 — "Pros and Cons of Franchising" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

• BEGINNING COMPUTER

Mondays, April 11 to May 2 — "Beginning Computer... a 'Hands On' Class" offered 7-9 p.m. in Bloomfield Hills. Fee: \$65. Information: 645-3635. Sponsor: Cranbrook Schools.

• VENTURE GROUP

Tuesday, April 12 — Southeastern Michigan Venture Group meets in Troy. Information: Ann Martyn, 779-3982.

• LOTUS 1-2-3

Tuesdays, April 12 to May 3 — "Lotus 1-2-3 Beginning Spreadsheet" offered 7-9 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

• COMMERCIAL INVESTMENT

Wednesday, April 13 — Commercial Investment Division of Detroit Board of Realtors meets in Southfield. Information: 259-0400.

• CHAMBER MIXER

Wednesday, April 13 — Oakland County Chamber of Commerce member mixer 5:30-7:30 p.m. in Troy. Non-member fee: \$10. Information: 644-1229.

• BUSINESS COMMUNICATORS

Wednesday, April 13 — International Association of Business Communicators meets in Southfield. Information: Sue Robach, 855-2288.

• TAX-FREE INVESTMENTS

Wednesday, April 13 — Free seminar, "Tax-Free, Tax-Advantaged and High-Yield Investments," begins at 7 p.m. in Rochester. Information: Diane Sheppard, 659-3868. Sponsor: Shearson Lehman Brothers.

• NEW BUSINESS ENVIRONMENT

Wednesday, April 13 — "New Business Environment" examined by Fortune Magazine's Marshall Loeb at 7 p.m. in Detroit. Fee: \$45. Information: 577-6433. Sponsor: Wayne State University.

• INSURANCE WOMEN

Wednesday, April 13 — Insurance Women of Metropolitan Detroit meets in Farmington. Information: Sharon Rice, 965-8600.

• BUSINESS PLANS

Monday, April 13 — "Introduction to Your Business Plan" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

• LEGAL SEMINAR

Thursday, April 14 — Non-verbal behavior seminar offered 8:30 a.m. to 5:30 p.m. in Troy. Non-member fee: \$85. Information: Leslie Myles-Sanders, 642-4585. Sponsors: Women's Bar Association, Women Lawyers Association of Michigan.

• SUCCESS WORKSHOP

Thursday, April 14 — Personal motivation workshop "Psychoenergetics for Winners" begins at 7:30

p.m. in Southfield. Information: 355-4769. Sponsor: RAO and Co.

• WORD PROCESSING

Thursdays, April 14 to May 5 — "Word Perfect on the IBM-PC" offered 7-9 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.

• PR EXAMINATION

Friday, April 15 — Public Relations Society of American accreditation

examination offered in Detroit. Fee: \$175. Information: 545-6499. Sponsor: Public Relations Society of America.

• EMPLOYEE RELATIONS

Friday, April 15 — Employee relations symposium offered 8:30 a.m. to 4:30 p.m. in Troy. Fee: \$50. Information: David Misner, 289-8417. Sponsor: Healthcare Personnel Administration Association of Southeast Michigan.



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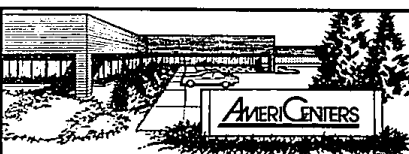
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