

BREATH OF FRESH AIR: Local biotechs feel breeze from opening IPO window. **3**

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NEW BUSINESS CREATION

• What keeps you selling?

While others can help you when things are going poorly, your job is to work on keeping your spirits up. Your attitude is one of your most important selling tools. It needs a steady diet of joy and happiness. Sales, more than most professions, presents many opportunities for defeat. An important requirement in sales is to manage your attitude.

MAURA SCHREIER-FLEMING is president of Best@Selling. Reach her at maura@bestatselling.com.



Cindy Rice-Andrea
Eastern Mass
Food Safety

With extensive experience training the food service industry in food safety, I saw a need that wasn't being met – educating the public. Therefore I am launching my educational, 10-book series teaching children and parents the basics of food safety.



David Helm
The Wheelchair
Renyler

I've made it my mission to take my insight from my own accident and turn it into an opportunity to give back to others. This drive has helped me design and build off-road chairs that enable people to access the outdoors and have helped more than 500 people to receive motorized wheelchairs at low or no cost.



Rob Harrington
Optilow Real
Estate Dcm.

There was no "decision" for me – I was born an entrepreneur. Savings from massive childhood paper routes funded my first real estate venture in college. From there, starting companies seemed natural.

LESSONS LEARNED

What made you decide to become an entrepreneur?