

Dolphin Pride

Kathy Lancaster Photography by: Amanda Cohen

SPECIAL POINTS OF INTEREST:

- Great Small Businesses in the Marathon Area
- Successful small businesses to start.
- What makes a good entrepreneur.
- Good attendance is key to any successful business.

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Lancaster Photography is a business that focuses primarily on sports photography. Part commissioned work, and part sports editorial photography. If a parent or athlete wants pictures of an event, they can contact her ahead of time so she can take pictures of the athlete at the event.

Dr. Lancaster also provides sports images to the Key West Citizen. The idea of this business came around when she was photographing her own children at their games. Her motivation for the business was the desire to continue to serve the needs of clients through greater use of technology.

Three pieces of advice that she would give to college students who want to become entrepreneurs are to follow your passion, proceed with a clear head, and to serve your customers. When asked, "If you had the chance to start your career over again, what would you do differently?" Her

reply was, "I would take more graphic art classes." The top three skills needed to be a successful entrepreneur, Dr. Lancaster says, is physical management, knowing your customers, and have willingness to change. She hardly ever gives up on an idea. If there is a problem she tweaks it and finds a way to eventually make it work.

On average she works four hours per day on her photography because it is only a part time job. Being a librarian for the school and a photographer takes up a lot of her time. Her motivation is great photography. When she generates new ideas by professional publications and by watching trends. She is willing to invest time and money but never crossing ethical boundaries when trying to succeed.

Dr. Lancaster's greatest fear is

walking away from an event without a good photo. She manages this by staying at the event until she is positive that she has a few good choices. Her ideals are an artful image that's technically precise and meets customers needs. Most of her funding come from personal accounts, some grants, and the rest comes from what the company makes. She is very content in saying that she has a decent return customer base.

If she could meet any one person she would like to meet Ansell Adams. He is a forerunner in outdoor photography. Her favorite aspect of being an entrepreneur is her love for capturing pictures of student athletes involved in the drama of sports. Dr. Lancaster says that the five key elements for starting and running a successful business is don't quit your day job, find a niche, customer service, professionalism, and integrity. (con't. on page 2)

Jessica Richard's Dance Class by: Steven O'Toole

Steven: What ignited you're spark to start a new business?
Mrs. Richard: There was no dance offered here in Marathon, a previous teacher who had taught dance left and many of her students wanted to take dance and my daughter likes to take dance.
S: How do you find people to join you're dance class?
R: Word of mouth, Flyers, a Facebook page and from people seeing the performances and

being interested.
S: What advice would you give to a college student who wants to become an entrepreneur?
R: Organization is key not only communication but financially as well and second setting up a positive atmosphere.
S: How has being an entrepreneur affected you're family life?
R: On Mondays I leave from school right at 2:30 and go to the class on Mondays and don't get back until seven so I don't

get to spend much time with my family on that day. It has also had a positive effect in that I get to teach dance class with my daughter.
S: What motivates you?
R: I have been dancing since I was three years old So it's a love I have.
S: How would you define success?
R: I would define success as being able to have the students happy and the parents respect me

Lancaster Photography:

Lancaster finds satisfaction in every aspect of her business. Her moment of greatness is when she gets that perfect shot. Every photographer knows when this occurs.

One word to describe her life as an entrepreneur is “fulfilling”. In ten to twenty years she sees herself with a smaller customer base which involves quality instead of quantity type productions.

Dr. Lancaster stated, “The five key elements for starting and running a successful business are don’t quit your day job, find a niche, great customer service, professionalism, and integrity.



Kathy Lancaster
photography



305-289-2123 | Kathy@kathylancaster.com

S: What in your opinion is the best way to achieve long term success?

R: For me it’s probably being consistent and not changing the time or rules.

S: Is your company profitable?

R: I am making a profit but it’s not a huge thing as I only teach on that one day..

S: How’d you decide on a location for your business?

R: I had seen a gymnastics class at the church a few years before so I went in and asked if they had a day open and they did so now I rent it out on Mondays.

S: If you could talk to one person in history who would it be and why?

R: One of my grandfathers because both of them budgeted their money very well and invested it wisely.

S: Who is you’re biggest inspiration?

R: My husband, he has supported me the whole time and he encourages me to keep going.

S: What’s your favorite aspect about being an entrepreneur?

R: Just being my own boss and calling the shots, a large improvement over when I used to teach dance.

S: What’s been your most satisfying moment?

R: Last year’s recital and just how everything came together I don’t think I stopped smiling the whole time but it came out just perfect.

S: To what do you attribute most of your success?

R: Just that I have been teaching dance for such a long time and how my past employers were great role models and

again organization is very important.

S: In one word characterize your life as an entrepreneur.

R: Organized.

S: How do you prevent mistakes?

R: I learn from my mistakes and make sure there is good communication between me and the kids and parents.

S: Where do you see yourself in the next few years?

R: Well in the next two years I would like to rent an actual space and have it be like an actual dance studio with mirrors and hardwood floors.

Jessica Richard's Dance Classes

(305) 394-4778

Keysdancer01@yahoo.com

Every Monday in Marathon!

Pre Ballet/Tap (Pre K and K) 3:45-4:45 \$50 per month

Beginning Ballet/Tap/Jazz (3rd to 5th grade) 4:45-6:15 \$60 per month

Ballet/Tap Combination (1st to 2nd grade) 6:15-7:30 \$55 per month

Overseas Outfitters

By: Micaela Maeder

What started out as a liquidation and closing process for Overseas Outfitters a few years ago, has resulted in a successful family business today. Jeremy Peterson, along with his family, relocated to the Keys to bring the outfit out of the (word choice [dredges]). It wasn't a quick decision though. The store hadn't a great reputation among its customers, not to mention his little experience in retail sales. Mr. Peterson along with his parents had won back the customers, once they took over in June 2009. Overseas Outfitters has been family owned and op-

erated since.

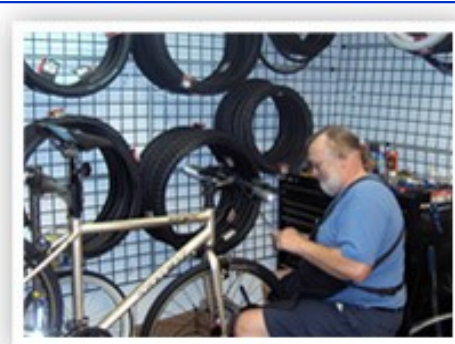
At Overseas Outfitters, the customer is always right. Outfitter's focus on customer service is key to their continuing success, especially on such a small island where everyone knows everyone. Overseas Outfitters is an authorized Trek dealer, selling nearly anything Trek. If they don't have it and its Trek, it can be special ordered. Not only do they sell Trek products, but they also offer sporting good products from many other popular brands.

Overseas Outfitters has a wide variety of bikes, their most popular item; and, Mr. Peterson's father serves as the full time bike mechanic. The store has items for every sport and sporting occasion including baseball, softball, football, soccer and swimming. When looking for a place to buy your sporting goods locally, without all the hassle of driving off the rock for the day, Overseas Outfitters should be your destination.

Mon-Fri: 9-6 Sat: 9-3

telephone: (305) 289-1670

email: overseasouth@bellsouth.net



Jessica Richard's Dancers



Visit my Face book page "Jessica Richard's Dance Classes" for most up to date events and possible cancellation of classes.

Registration

There is a \$25 per student or \$45 per family per school year fee. This fee is non-refundable and due at the time of registration. Students who drop off temporarily will be required to renew registration (\$20)... All students must be register in person to complete and signed registration form.

Monthly Rates per student

Pre Ballet/Tap \$50 per month
 Ballet/Tap Combo \$55 per month
 Beginning Class \$60 per month

Payment

Payments are due by the 10th of the month. If tuition is not paid by the 10th of each month, there will be a \$15 late fee added to your account. The monthly tuition rate is calculated based on annual rates and divided into 9 equal monthly installments (September through May). Some months will have 3 weeks and some will have 5 weeks. Holidays, community event performances, dress rehearsal and the recital are also figured into the monthly tuition rates. If your check is returned for any reason, there is a \$35 returned check fee.



Wayne's World a.k.a MDEA International

By Steven Nelson

Starting a small business from scratch is always something that can be pretty difficult. If a person does work hard enough, the small business he owns will prosper and make a profit. Wayne Quarberg, who owns MDEA International (Multinational Diving Educators Association), started his agency, based in the Keys, from the ground up. I asked Wayne what inspired him to start his agency, and he said, "We were working for another certification agency and saw that it was going nowhere. We decided to create our own certification agency, and thought we could do it better and make a lot of money. That didn't end up happening right away."

Wayne's certification agency is used internationally, but also has some commercial classes being taught at FKCC (Florida Keys Community College). MDEA International was founded in 1984 by a group of diving professionals from all areas of the diving industry. The main founders of MDEA were Wayne Quarberg and William Herauf, who both happened to be attorneys. Although Wayne has had many problems with employees, technical and financial problems and other issues, he and Mr. Herauf have done a great job with getting recognition and having membership grow at a steady rate.

These guys are serious and want divers to start their program with no prior training. It is important that bad habits are not picked up from other companies. They prefer people to learn their system of doing things from scratch, in sport technical diving, commercial diving, and medical procedures.

With such a diverse field to be in, good employees "are a godsend, and a bad employee could kill the business. Over the years we have had good and bad



employees," said Wayne. Wayne has faced lots of difficulties with competitors trying to steal his business from him, and with some not-so-great employees. He's made many sacrifices for his business. There have been good employees though, like some of his instructors. Wayne says, "It's not really the agency that makes it, it's the instructor. Pick a good instructor that you can relate to, and we're an open book and it's up to you to maximize your learning."

Starting under-capitalized was tough; I could've used more money in the beginning, but the flipside of that is that it's the American way, start with something and make something." Wayne has recently moved some business to Curacao, one of the ABC Islands near South America. This diving operation near a resort hotel will hopefully open next month.

To be in Wayne's type of business, the three most important skills to have are versatility, good character, and the ability to work hard every day. One of the biggest problems Wayne had was to start out under-capitalized. Another problem was with finding solid employees which Wayne underestimated when they first started. I asked, "How long do you stick with an idea before giving up?" He replied, "Forever; the horse dies and I keep beating it... and I make the energizer bunny look like a wimp." Although Wayne has gone through some hardships, he has learned to adapt. For example, his employee based in Curacao, Tom, reported that the project

would not be ready when planned, so Wayne adapted to the changing situation.

To make his business work, Wayne works "quite a few" hours, usually 8-15 every day. Right now he's trying to maintain some balance, by taking some time off when he feels overworked and realizing he won't get everything done. Wayne is convinced he has unlimited earning potential, and he says, "It's up to me to make the right decisions, and to do the right projects and business." One thing to remember when working in the type of field he says is "God, family, then everything else." Basically, don't let work keep you from family and all the fun in life. Wayne's biggest fear is failure, because he doesn't like failing people and letting them down when they invested their time and money into his business. The fear of failure, however, is also a good thing for Wayne; it's what keeps him going. The best way to succeed and not fail according to Wayne is "to start with a good idea, be ethical, make as many good decisions as possible and don't rush into things; think decisions through. People say even the best executives make only 20 percent of their decisions."

Through all of the hardships that Wayne started out with, his business is doing pretty well. It's expanding, unlike other businesses that are barely holding on, and with Wayne's Curacao project, about 600 to 800 people in the hotel and tourists from the cruise ships it bring in a lot of profit. Even if Wayne had all the money in the world, he would still do what he does. Wayne also says the business that he admires the most (except his) is JCPenney's, because, just like Wayne's business, JC Penney started out with nothing and turned it into something.



ATTENDANCE: HELPFUL HINTS FROM MRS. DARCUK

Mrs. Darczuk, head of Keys Center here at Marathon Middle High School, would like all of our parents and students to be completely aware of the correct attendance policy here at MMHS. There is an attendance committee here at the school that is in control of keeping track of attendance. It seems as if no one is completely sure of the attendance policy. This is just to make things completely clear. If there are more than 6 absences to the class excused or unexcused, the student MUST pass the semester exam to receive a credit.

The description to what an excused absence has been very confused lately. Absences are only excused if

a parent/ guardian writes a signed letter to the attendance committee with a legitimate reason for being absent. Excused absences are excused if parent states your were sick, documented excuses from doctor, court, or funeral.



Vacations are unexcused; also phone calls from parents/ guardians do not excuse an absence. There can be exceptions made by the principal, who is the only one who can excuse an absence that is not in the above statement. A letter must be written to the principal directly. An absence can be pre excused before a trip, under approvable circumstances. The attendance policies and requirements are also in the MMHS student planners on pages 7-10. If there are any more questions contact Mrs. Darczuk or the attendance committee of Marathon Middle High School.

Human Trafficking

by Lexi Boucier

Human trafficking is the recruitment, transportation, harboring, or receipt of people for the purpose of exploitation. It has been estimated to be a \$5 to \$9 billion-a-year industry. Exploitation can include forcing children into prostitution or other forms of sexual exploitation, forced labor or services, slavery, servitude, or the removal of organs. For children exploitation may also include illicit international adoption, trafficking for early marriage, recruitment as child soldiers or for recruitment for cults.

Trafficked people often suffer from a multitude of physical and psychological health problems. These problems include lack of access to Birth Control, constant rapes, forced abortions and other health issues. Women in domestic servitude are subject to rape and other physical abuse, while women in forced sex work suffer increased risk of sexually transmitted infections, including HIV/AIDS.

Every year thousands are trafficked across India for a variety of reasons including sexual exploitation, forced labor,

organ transplant, adoption, coerced marriage and the list goes on. Women and children are particularly vulnerable to human trafficking and in Manipur child trafficking appears to be a growing epidemic. According to international legislation, in the case of children the use of illicit means - such as use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability - is not relevant in determining whether an act is a crime, because a child cannot legally give informed consent.

Awareness programs and various workshops to give awareness to the traffickers, public and the government is required, along with setting up of training for the local border patrols since trafficking of children and women are done along the highways. It is a form of social awakening as defined by the UN protocol to prevent, suppress and punish Trafficking in Persons, especially women and children. It is also one of the worst form of child labor as defined by the ILO convention 182.

Human trafficking is a crime under international law and under the national legislation. And thus with the combined efforts of the various governments ruling various states and various other NGO's, Human Rights Activists plan to stop human trafficking from being committed through the country. Together we can combat this evil act. The question is how many of us can stand up against it.

Awareness is the start and from there involvement can be in the form of educating those about it. Something we can do locally is to speak out against pornography in any form. Many of these girls seen in magazines and on web sites could be the product of human trafficking. It is a growing problem and should be a priority to end now!

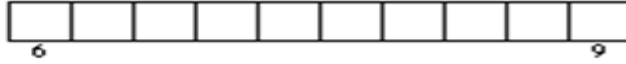
LANCASTER PHOTOGRAPHY



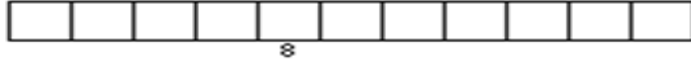
Kathy Lancaster Photography
[Sports Photography - fields. poolside. courtside.](#)
Member: Sportshooter.com, PPA, SPAA, FKAC
cell: 305-731-5886



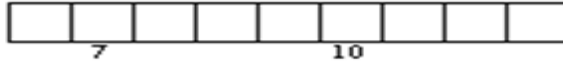
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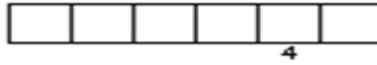
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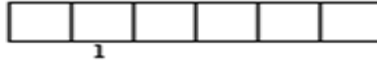
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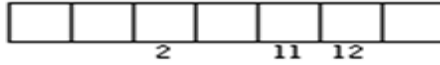
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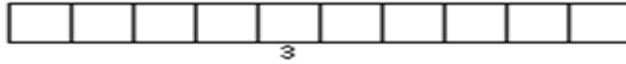
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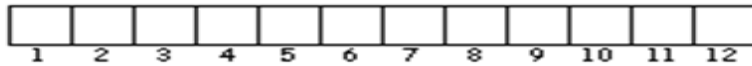
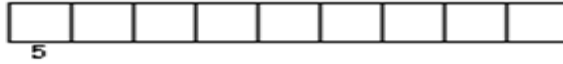
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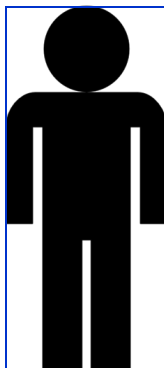


By: Patrick Ryan



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profit
prospects
salary
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shareholders
transaction
venture

Small Business Word Search

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Life in the Business

By: Patrick Ryan

Life in the business isn't always easy. People may think that all an entrepreneur has to do is show up and take care of the people who work for them. Well I was one of those people. I thought, hey, why not, it could be fun and easy. Well all of this changed after I read an article from The New York Times on the 20 qualities of successful entrepreneurs.

"But it is the real dreamers who really succeed". You have to dream big in order to be a successful entrepreneur. Well hell, you have to dream big in order to even be successful in life. If you dream big you can get very far in life. Entrepreneurs look beyond the ordinary, they look passed the "what ifs" and challenges. They aren't affected at all by challenges. Most people know that in order to succeed you need to have the 3 main D's: dedication, determination, and drive. Those three things are the keys to being successful. Just like successful entrepreneurs are self-directed and self-motivated. They have that "fire in the belly" as The Times says.

Focus, Focus, focus, focus! People say if you don't focus in school then you won't go anywhere. Just like in business, if the owner does not focus then his business will not go anywhere, it will not be the best restaurant or bakery, or deli, it will just be that one place down the street. If an entrepreneur focuses then they can have the successful business that everyone wants to go to.

The most important aspect in a job or anything that you do especially as an entrepreneur is loving what you do! Running a business steals much of your time and can put a lot of stress on someone. All I know is that I wouldn't want to be dedicated that much to business because I really don't love it. In order to be successful in business as an entrepreneur you have to love it and put it before everything else. The life of an entrepreneur and the qualities of becoming a successful one are also keys to be successful in everyday life, and this article from The Times really changed my outlook on all of the qualities of life.

