The

“MaxIT”

Globalization & Revitalization

Of the

American Dream

Has globalization killed the economic personal and professional opportunities for Americans? Why is outsourcing despised by most in the United States of America? Has our international global environment established a moral and work ethic decay in our personal and professional lives? The following writing, in juxtaposition with, the Worldwide Max Opportunities answers, inclusive are solutions and opportunities granted for the small business owner and the entrepreneur in order to assert the mandated change initiatives to aspire the American Dream for individuals, hence revitalize America one family, one business, one community at a time!

In a world of political agendas from domestic government bailouts to the World Bank humanitarian programs for third world countries, often times, only the elite have been the recipients of government initiatives. General Motors employs how many? Billions in bailouts. The small business venue employs hundreds of millions, how much in bailouts? Worldwide Max, rather than wait for government initiatives, has set forth our own initiatives to help the individual entrepreneur, small business to medium enterprise to first work for themselves and then create jobs in their local community. Including the reenactment of “The First Cooperative CyberCity” we serve as an electronic modern day robin hood; not stealing from the rich but leverage the huge conglomerates to give back to one family, one business, one community at a time. Our missions, scopes and objectives, as further exemplified in this document, will parlay the underlining motivational premise to orchestrate individual change to national and global change.

Our country was built on entrepreneurial activities and our country thrives from the small business venue. The small business venue equates to approximately 64% of our national Gross Domestic Product (GDP). The purpose of this document is to depict the rationalization process of our firm to the contingent workforce, entrepreneurs and the like. The notion of globalization is upon us and here to stay, it is the carefully sought change initiatives and pertinent change managerial impartations from the part-time employee to the local small business, medium enterprise which will surmount to a sustaining element of adaptation to a global environment and capturing a niche within the realm of our new economic financial world. Years ago, especially as it may pertain to communist countries, it was impossible to conduct business in host countries throughout the world. Post-communist countries and hundreds of other nations as part of the World Trade Order have brought upon a global opportunistic environment for small to medium enterprises and huge conglomerates.

Take for instance, Wal-Mart which accounts for largest percentage of organizational delivery of goods and of the world’s consumption. As the topic of Wal-Mart is the precursory entry into the purpose of our firm’s missions, scopes and objectives, Wal-Mart had to start from somewhere, a small business. “Where there is no vision, the people they shall perish” (The Bible Paraphrased). Sam Walton began with a vision, depicting his entrepreneurial spirit he beset the precedence for the True American Dream. Although, his thought processes may have encompassed more people to be part of the American Dream; the numbers quantified with Wal-Mart and the American Dream are fractional compared to the millions involved with this once domestic American company, now global. Wal-Mart and millions of other global companies help the small business. Once the proper change initiatives and mindsets are positioned accordingly people can leverage from global success. But the individual dream must begin with the vision, the reality of such vision and the countless other attributes which emphatically induce success.

The brand is YOU; the entrepreneur. This country of the United States of America was founded on the premise of religious freedom and the entrepreneurial spirit. Our founding forefathers grew and raised what they ate, many sacrificing exquisite and royal lifestyles from their preceding lifestyles. The entrepreneurial spirit, intertwined with the innate desire for change are the foundational premises of what constitutes the individualistic attitude to make a difference not only in their personal lives , but in the lives of everyone who have been affected across the globe. "We are all faced with a series of great opportunities brilliantly disguised as impossible situations." (Charles R. Swindoll). The service of others is deemed quite substantiated when procuring one’s own personal and professional success. From the contingent workforce, to the entrepreneur the internal desirous triggers are what make the difference. Most people make up the contingent work force in this country, the diverse desires and talents are what constitute and structure the professional acumen present in our societies today. There are those who choose to work for someone; earn a paycheck and leave it at that. The purpose of our firm is to equip the entrepreneurial person with the mandated arsenal to establish a contingent work force of their own with continued notions of serving others. Simply put, have others work for you and your brand to then serve the small business venue in your city or county creating serious income for your company, the community and faith-based action programs.

The world needs the contingent workforce; the diversity of desires in the professional world from the leader to the follower is what constitutes the commercial make up domestically and abroad. The sole purpose of this document is to aid in the extraction of very select few to launch out of the norm and mainstream environment to become a success in all areas of life. “I wish above all things that you may prosper and be in good health; even as your soul prospers” (The Bible Paraphrased). The concept of success and prosperity is not only directly related to money or objects of monetary value. Many people quote the Bible wrong, that money is the root of all evil. No! “The love of money is the root of all evil” (The Bible Paraphrased). The bottom line is this who controls who? Does the money control you or you control the money? (As further reflected in the MaxIT Training and Empowerment Modules).

Let us revert back to Wal-Mart and to the objective of this excerpt of the MaxIT Module. Sam Walton had a vision; he surrounded his vision with those who succumbed to the same corporate objectives. Wal-Mart is recognized to be the largest company in the world for human consumption and the largest employer in the entire world. Many people choose, also complain, about being an employee of Wal-Mart at $8.50 per hour with only part-time hours in order to avoid healthcare benefits to its employee. This is not insulting nor commending the practices of Wal-Mart, this is bringing to light the main purpose of this excerpt of MaxIT Module. Is the entrepreneurial spirit conflicting with a subsiding corporate contingent work force, hence our work ethic diminishing in the United States of America?

Sam Walton and countless others, including our forefather’s, sacrifices catapulted America to be the leading nation across the globe. Indeed we are in a global environment and as a whole nation comprised of hundreds of millions people, citizens of this country are left with two choices to control their own destiny or have someone else control their destiny. Corporate America and the contingent work force controls your destiny. Becoming a business owner with you as the Brand, you control your own destiny.

Many people choose to coexist and remain in the contingent work force for safety or the preconceived notions of job security. Today job security is more at risk in this country, especially as it may pertain to our unified and universal world of global trade. Jobs are taken overseas, outsourcing is the required demand for corporate conglomerates. Here is the misnomer about globalization. Americans are losing jobs due to this global environment. There could be only a few other statements farther from the truth. Sure jobs are lost, however, other opportunities arise. Outsourcing and globalization creates more jobs and establishes more opportunity for those who integrate within this ever changing environment. In many cases the jobs outsourced overseas open up many other avenues for ideas and job creation, Americans must dream them and bring them into a reality. The purpose of this document will portray the demise of the true entrepreneur with the diminished safety and so called stability of a contingent workforce and the choices therefrom. Inclusive, arming people with the applicable knowledge as to learn how to become in control of their own destiny, becoming their own boss, employ potentially hundreds to thousands of workers: whether a local or global enterprise.

Once again we will assert the basic purpose of elements of the MaxIT Module. Whether one agrees or disagrees, everyone has their freedom of choice. One can remain in slavery and bondage to what is seemingly the easiest solution and that is to work for someone to put a price tag on you or to work for yourself having others work for you. (MaxIT Duplication and Multiplication Modules). Wal-Mart and any other large and global organization started with a concept and idea as a small business. The results of the small business is derived and predicated on the tenaciousness of the founding entrepreneurs, those who have delegated responsibility accordingly, with perhaps some luck. Moreover, God’s Blessing.

The local business sector accounts for approximately 64 percent of the Gross Domestic Product for the United States. The government continues to speak of government initiatives to help the small business owner, to the entrepreneur. The purpose of this document will reflect the initiatives our firm has taken to assist local businesses, entrepreneurs and how to expand one's business through delegating responsibilities; rather than interested individuals being part of the corporate contingent workforce, the document will establish how one can create their own contingent workforce for their own business. Furthermore, “The First Cooperative CyberCity”, “County to Global / Reality TV of Commercial Trade” and The “MaxBox” are all designed to establish the necessary cash flow needed to help churches, missions, temples and economically support community mandates from roads for our auto’s; to the information superhighway wireless infrastructure communications, renewable energy, etc.. The ultimate intent of each “County to Global” platform is to sustain the economic means to erect community based wireless infrastructure and renewable energy solutions through assisting local businesses and leveraging the small to large businesses to invest in communities and create domestic jobs.

Globalization can be frowned upon. Or one can opt to adapt to this ever changing environment. Another addition to the Worldwide Max Opportunity, through the J-1 process is to welcome, train, motivate empower not only American Citizens as the owner of a business, but employ people (ex-patriates) from overseas host countries to duplicate the model originating from the United States to other countries alike. More revenues, profitability and free cash flow to your local community , hence United States Gross Domestic Product.

There are inherent rules and regulations with which individuals must be made aware of prior to engaging in any business endeavor. Often times, the original success of an operation will call for duplication and multiplication. Simply put, the original founders of a new company will also need people to help expand their business. Many of the people to aid in the expansion or company demands will be employees and other independent contractors. The document will display the reasoning why a person should build their own business, how their business can beat or adjoin the global competition, then finally duplicate the success through a carefully sought out legal workforce to meet the demands for success. “The Small-Mart Revolution details dozens of specific strategies small and home-based businesses are using to successfully out-compete the world’s largest companies” (Shuman, 2009, p. 1).

The document will provide to its readers the differences of being a W-2 employee of an unstable corporate America versus the backbone of America's success, its entrepreneurs. The writings, herewithin, will exercise a thorough rationale between the contingent workforce and entrepreneurial independent workforce, along with the legal approach, the motivational methods, and the compensation measures along with the various methods on how one may choose owning one's own business. There are many governmental agencies which govern the practice of any business. As the business begins to grow, employees often follow suit. The governing laws for owning one's business and the legalities of employment law have been researched and will convey the best avenue to engage in a new business endeavor.

Entrepreneur VS Contingent Workforce

The entrepreneur will eventually begin his or her business and empower and employ both US Citizens and expats from overseas to derive serious income from domestic and international business. The difference between a business owner, an independent contractor and an employee is that the business owner withholds different characteristics and chooses to become their own boss.

The small business entrepreneur was the backbone to USA and is the key ingredient to our national financial security. If we look back at when the government invested into the research and development for the military, entrepreneurs capitalized on these events and embryonic environments of potential opportunity became a reality for opportunity across the globe. However, most events originated from the United States of America to the rest of the world. Billions to trillions of dollars was the focus of past government funding, the government spending was primarily administered to research and development for military sanctions, hence, giving birth to satellite, cell phones, the Internet etc.

The scope of government spending needs to change; corporate government bailouts are not the solution, the investment in the small business to medium enterprise venues in open forum community programs are the start of viable solutions. We cannot force the government, but we can make the necessary models so attractive that the government will be forced to aid in the corrective measures that can revitalize America; one business at a time. The global environment and the small business, medium enterprise to corporate giant can alternatively become the key element to assisting America to being and sustaining its position as the world’s predominant country across the globe. This is derived from assisting one local business at a time, concurrently becoming the predominant company in its community within its region and categorization, i.e. restaurant-pizzeria in a particular city / county. The traditional printing and sign premise, in juxtaposition with, “The First Cooperative CyberCity”, “County to Global”, “Reality TV of Commercial Trade” and “MaxBox” bridles and harnesses the information architecture, benchmarks, and business models to earn serious income all surrounded and designed to assist the local business, leverage conglomerates and take advantage of globalization to inevitably assist the community and America once again. “Even though working with existing businesses and assisting their growth never makes headlines, local firms already have a local commitment and are a far more reliable method of job growth than the headline-grabbing attraction efforts” (Shuman, 2009, p. 26).

When combining the entire small business venue and treating it almost as a mutual fund, the consortium, herein referred to as, “The First Cooperative CyberCity” the positive effects are astronomical for personal, professional and benefactor lives. “Contrary to popular belief, many small, locally owned businesses actually out-perform their "big box" and Fortune 500 competition—both in outright profitability and the value they bring to consumers, workers, and communities” (Shuman. 2009, p. 1).

Local and / or Global (Combination)

One key element to your personal and professional prosperity is also engaging in the likelihoods of your own community prosperity. This is sought out by a vigorous application which engages a network of locally owned businesses which already serve in their primary local markets. Contradictory from what you have been led to believe or told in the past, of course, corporate giants mean money with our firm and across the globe, but the likelihood to become the next CEO or top managerial position within a Fortune plus corporate giant are billions to one. One may have better luck winning the lottery, then still be able to control the money when one wins. The solutions for individuals to the extent of our country America simply begins with one small business at a time, ultimately employing millions of Americans and expats across the globe, again the foundational premise all derived from the United States with economic sanctions continuously assisting our national GDP, local community action programs, faith based programs and the like.

This is the opposite of what most economic developers and political ploys will assert. One can continue to wait a month, wait years for government initiatives or one may opt to take the initiative become their own boss, hire a contingent workforce and assist specified local businesses in expansionary measures and ultimately have hundreds or thousands of people working for you with our participants earning potentially serious income throughout the entire grandiose process. Keeping in mind a continuum of economic sanctions to increase outputs to our Gross Domestic Product in order to continue to give and contribute, one must have the necessary means to do so. Nothing has ever been accomplished on good intentions. Service to others; derives means to prosperity. “each of these activities leads to job creation, an increase to the tax base, and improvement of the overall quality of life within a community – all adding to the wealth of the community” (Shuman, 2009, p. 26).

This does not in any way preclude the leveraging side of the many areas of the “County to Global / Reality TV of Commercial Trade” and “MaxBox” models for huge conglomerates. Our program is twofold, it allows our independent representative force, e-agent to earn and assist local businesses and the communities they are in, earning serious income, while waiting to close the additional corporate conglomerates, only to assist in the local community, yet but once again. Furthermore, each “County to Global” and “MaxBox” platform has contracted with its affiliates of hundreds of corporate giants with hundreds of millions of products and services for consumer consumption, portions of these net proceeds assist faith-based programs, additional financing for small businesses in that community, community action programs, political venues, wireless infrastructure and renewable energy build outs this is the intent. Globalization and worldwide trending markets, i.e. rising commodities, oil prices, lumber etc., simply increase the demand for which the small to medium enterprise and its community can capitalize on, hence, making the small business protocols prime targets for mergers and acquisitions, IPO’s and true wealth accumulation. The small, local businesses, in juxtaposition with traditional printing and advertising models juxtaposed with our exclusive proprietary MaxIT programs become increasingly competitive in a global environment. The Worldwide Max Consortium have developed and continue to develop the innovative solutions for marketing and funding small business, medium enterprises to huge conglomerates within the confines of for profit or nonprofit arenas, all-encompassing instrumental blueprints and the precise road map for localization truly making a difference in the community. “The principal obstacles standing in the way of localization are public policies (like business-attraction “incentives”) that are uniformly tilted against small business” (Shuman. 2009, p. 1).

Slogan: “Unify the world; one family, one business at a time”.

From a political perspective, localization to globalization “County to Global” should appeal to all political parties. The only obstacle is some of our corporate philosophies, “In God We Trust” and that politicians should serve and work for free and be directly tied financially commensurate as to the dollars saved and earned given their specified job task performance demands, as further disclosed as Hierarchy Level 5 = Humility + Will.. “Localization can and should appeal to right and left alike, by combining conservatives’ passion for free markets, small business, and small government with progressives’ passion for community empowerment, sustainability, and real democracy” (Shuman. 2009, p. 1).

Domestic and international benefits and inducements

There is so much concern as to the loss of jobs in America, due to international expansionary measures and outsourcing. This could not be farther from the truth, yes there are shortages of job opportunities, but globalization is not entirely the blame. We as Americans are to blame. “Undeniably the researchers concluded, the BMW location decision represented a major achievement in South Carolina’s promotion of economic development. By their calculations the plant has led to the creation of 16,000 jobs in the state and $4.1 billion in additional annual input” (Shuman, 2009, p. 24). Multinational companies (MNC’s) account for stunning economic impacts to their host country and their country of origin. The J-1 process for international exploitation is a key element for international expansion, yet allocating astounding financial resource capital to communities in the United States of America and communities and countries abroad. The process is simple, each participant in our exclusive program can become the most recognized firm in their community allowing for its participants (small businesses to start) to be predominant regional brand procuring the major market share in their category of business. Employ United States citizens and employ people from abroad, only to open in those countries overseas, thus forcing financial means back to the originating party (YOU) and your community, ultimately the United States of America. The small business expands and employs more people; you expand and employ more people. Not just in your community, but overseas.

This is precisely how you and the local business sector can beat the global competitiveness. Jobs not layoffs with our small biz initiative. “One reason for growing public interest in local investment is the spread of “buy local” campaigns, a movement that is more than just local hucksterism” (Shuman, 2009, p. 1). Again why wait for government initiatives? Take the initiative the time is now! “Since the global financial system unraveled in 2008, U.S. policymakers have struggled heroically to improve the performance and oversight of global banks and investment firms” (Shuman, 2009, p. 1). Whether you adjoin in our business models is irrelevant, the purpose of our writing is to educate the reader as to key solutions for personal, professional change and national reform. In the least start your own business; multiply and duplicate by hiring a work force.

“Where there is no vision; the people they shall perish” (The Bible Paraphrased).

“Last autumn, Marian Burros of the New York Times wrote a piece about how the 3000-person community of Hardwick, Vermont, has prospered by creating a new "economic cluster" around local food. Cutting-edge restaurants, artisan cheese makers, and organic orchardists turning fruit into exquisite pies are just some of the new businesses that have added an estimated 75-100 jobs to the area in recent years” (Shuman, 2009, p. 1).

Job creation is one major benefactor in catapulting political and financial stimuli from an international perspective, the small business venue cannot be overlooked anymore. The “First Cooperative CyberCity”, the almost seemingly small business mutual fund approach can be utilized not as a deterrent to the globalization process, but assert increased valuations to the global financial world simply diverting funds into local communities of hosting countries. However, ultimately given birth in the United States of America and employing multitudes of Americans again. Remember, 64 % GDP, 4.2 million businesses range from 500k to 2 mill range, 2.6 billion local searches per month with 50% annual growth rate, local business search are authority online, 98% searches choose first page the industry is huge and easy to capitalize on with our business models. Our business models, as the electronic modern day Robin Hood. Not to steal from the rich but leverage the rich and redistribution of wealth.

Contrary to alleged analysts, politicians, and economists’ opinion, our country needs to help students, and business men and woman to stabilize our countries position globally. This does begin with one person, one family, one business, one community at a time, both domestically and abroad. Viable remedies are found within the confines of American entrepreneurship, entrepreneurial activities, and our youth. From the narrow perspective of globalization supposed taking jobs from the United States work force, owning your own business given our business models is a duplicateable approach domestically and abroad. The short term and long term objectives as contained herewithin, inclusive with our long term objectives for community wireless infrastructure and renewable energy platforms are unparalleled in the industry of business, finance and economics.

“Fifteen years ago, Güssing was a dying rural community of 4,000 in Austria. Its old industries of logging and farming had been demolished by global competition. Many of today's economic developers would have given up and encouraged the residents to move elsewhere. But the mayor of Güssing decided that the key to prosperity was to plug energy "leaks." He built a small district heating system, fueled with local wood. The local money saved by importing less energy was then reinvested in expanding the district heating system and in new energy business. Since then, 50 new firms have opened, creating 1,000 new jobs. And most remarkably, the town estimates that this economic expansion actually will result in a reduction of its carbon footprint by 90 percent” (Shuman, 2009, p. 1).

1,000 new jobs with a miniscule population of 4,000, remarkable and realistic factual evidences represent viable solutions, not just the factual reporting of the problems as most report and promise to assert change. Here in serves is the epitome and underlying premise predicated upon the “County 2 Global” platforms and the reenactment of 1999 to 2001 “The First Cooperative CyberCity” and our exclusive compounding and leveraging formulas. The Cooperative Compression Cycle Code 4C, literally is designed to force money back to its, independent e-agent force, the e-merchants in a given community, the economic conditions in given areas where our founding entrepreneurs run and work our business models.

Our government continues to aid in the bailouts of huge corporate conglomerates and alludes to government initiatives for small business owners. Our Worldwide MaxIT Consortium program has taken our own initiative to assist local business, local communities, local Churches, local missions, local and global entrepreneurs. Can our Government do more? Our government does what our government does. We vote remember and the government can only do so much. It is up to United States citizens, namely, the entrepreneurs. Not Wall Street ; Not His Street; Not Her Street; Not Blame Street; But Main Street.

**The Importance of New Rural Clusters**  
Both the Hardwick and Güssing examples demonstrate that substituting homegrown business for imports does not mean delinking from the global economy. In fact, it's just the opposite. By focusing first and foremost on local demands for food and energy, and by creating cutting-edge businesses to meet these demands, both communities were naturally able to grow new, powerful export-oriented industries. As Jane Jacobs argued in [*Cities and the Wealth of Nations*](http://www.randomhouse.com/catalog/display.pperl/9780394729114.html), import-replacement is, paradoxically, the key to a community competing effectively in the global economy.

In both the Hardwick and Güssing examples, the leadership for the import-substitution effort came from a smart core of public employees. In fact, even a single, visionary business can take the lead. Take [Zingerman's](http://www.zingermanscommunity.com/) in Ann Arbor, Michigan.

On its first day of business in a college town known globally more for its radicalism than for its food, Zingerman's Deli sold about $100 worth of sandwiches. That was 1982. It has since grown into a community of businesses, each independent but linked through overlapping partnerships that collectively employ 525 people and achieve annual sales of over $27 million. One way of thinking about this story is that the proprietors conscientiously built a food cluster from scratch. They carefully assessed the items going into the deli – bread, coffee, cheeses – and saw profitable opportunities for creating a bakery, a coffee roaster, and a creamery. They looked at the products being sold at the deli – fabulous coffee cakes and high-quality meats – and built new, value-adding businesses with these products, including a mail-order company and a restaurant called the Roadhouse. They are now creating a brewery, a publishing company, and a hotel. Their model has been so successful they created a consulting firm to meet the demand for advice and technical assistance from entrepreneurs and communities worldwide.

What each of these examples underscores is that there are plenty of cost-effective opportunities for growing business, based initially on local sales. Forget about high tech, biotech, nanotech. If you’re a smart rural community, start with what your residents are already spending their money on.

Our Programs include the following:

1. Economic Growth
2. Tax Dollars
3. Community Wealth
4. Charitable Contributions
5. Social Stability
6. Political participation
7. Individual Prosperity

There are various methods for starting one's own business, as further disclosed in this writing. The key element for one’s personal and professional success is also contingent upon the success of others and his or her community, large or small. The duplication and multiplication of the successful business models, whether you are a small print shop, hair salon, automotive dealer, restaurant owner or our business partner one will have to hire other people for maximum performance levels and expansion.

1. Independent contractors 1099
2. Employees W-2
3. The similarities of Employees W-2 and Independent contractors status 1099
4. The differences Employees W-2 and Independent contractors status 1099
5. The Home Business Tax Deductions Tax Implications and deductions for home based businesses
6. Tax Implications and deductions for home based businesses

Many people do not even realize the tax benefits alone when owning your own business. Even on days off work can be considered a ‘business day’ if they intertwine with workdays. “Days when you do no business-related work still count as business days if they are sandwiched between workdays, as long as it was cheaper to spend that day away then to go back home for off days” (Fishman, 2007, p. 239). The purpose of this statement is to allow you to recognize that perhaps fuel expense and home office deductions amongst many other itemizations can offset taxable events. “There are so many different kinds of business operating expenses that the tax code couldn’t possibly list them all. Instead, if you want to deduct an item as a business operating expense, you must make sure the expenditure meets certain requirements. If it does, it will qualify as a deductible business operating expense” (Fishman, 2007, p. 64). This is not to be considered tax advice ask your local accountant who you have hired, hence contributing to local capital community infusions and assisting in keeping America as the leading nation of the world, at least economically.

1. What every employer needs to know about starting a business and labor laws

Further embellished in the MaxIT Modules, starting a business can be chosen amongst many different venues.

1. Legal Setup and governing embodiments
2. Federal Trade Commission (FTC)
3. Securities and Exchange Commission (SEC)
4. Example sectors of industry
5. Public Service Commission (PSC)
6. Public Utility Commission (PUC)
7. Federal Communications Commission (FCC)
8. Food and Drug Administration (FDA)
9. Legal Recruitment Processes

Federal Statutory Regulation of Recruitment 120

State Employment Law Regulation

1. Title VII of the 1964 Civil Act
2. Discrimination

As reflected in franchise circulars there are inherent rules and regulations when governing others in a workforce environment. Title VII of the 1964 Civil Act prohibits harassment and discrimination. "The face of the workplace has changed dramatically since the passage of the act". (Alexander & Hartman, 2009, p. 75). Seek local legal counsel.

The recruitment, selection and deployment process for a workforce must be adhered to within the scope of legal parameters. “To fail or refuse to hire or to discharge any individual or otherwise to discriminate against any individual with respect to his compensation, terms, conditions, or privileges of employment, because of such individuals race, color, religion, sex or national origin" (Alexander & Hartman, 2009, p. 73). As reflected in MaxIT Module Empowerment Series there are commensurate benefits to producing e-agents, but from a legal standpoint there exists a fine line within the confines of the applicant pool and workforce. "To limit, segregate, or to classify his employees or applicants for employment in any way which would deprive or tend to deprive any individual of employment opportunities or otherwise adversely affect his status as an employee, because of such individual's race, color, religion, sex or national origin. (Alexander & Hartman, 2009, p. 73). The MaxIT should grant anyone who seeks opportunity, however, opportunity and production from key personnel and the workforce environment is accountability as to personal work and job task performance levels. There will be no tolerance as to prejudices out side of professional performance levels. "What is required by Congress {under Title VII] is the removal of artificial, arbitrary, and unnecessary barriers to employment when the barriers operate invidiously to discriminate on the basis of racial or other impermissible classifications" (Alexander & Hartman, 2009, p. 112).

Excerpt From Discussion Blog Board:

“From cultivating landowner’s crops to working in the blacksmith's shop. The entrepreneurial approach of what built the foundations of America as the world’s once leading nation was built inclusive on black labor. The race factors which are run extremely rampid to this day people should take into consideration, it was not only the whites in America that practiced slavery, but people throughout the globe, even in Africa where the conditions were worse. The blacks in Africa actually sold their native blacks to the whites and other races across the globe. It is America which instituted the Civil Rights Act which treated black as not mere commodities, but people and children of God. Bottom line look at the racism in this country still today. The blacks sold their own black people to whites to be enslaved. Many blacks after the act was passed actually chose to remain in slavery with their current enslaved conditions. It was blacks / whites and America (provoked by our Lord hopefully) who broke down the wall, to the point that a country, which is predominantly white voted a half black president in current times. Title VII started to prove and help, as always people and polarities can destroy (N/A, 2011, KA Discsussion Board).

Globalization, MaxIT employment opportunities, import and export will call for all races, gender and religion. MaxIT partners should get use to this now, or as with the masses there is always the contingent workforce prepared for you to be boxed in and caged.

1. Harassment

Since our firm is considered a joint venture and a collaborative initiative with its partners various laws will be abided by with regard to discrimination and harassment. “In some work places, males and females working together can present logistical challenges; for instance, female sports reporters going into male athletes’ locker rooms, female firefighters sleeping at the fire station, or lack of bathrooms at a construction site” (Alexander & Hartman, 2009, p. 369). Sometimes the mixture of men and woman with different views, opinions, and tolerance levels polarities exist. Respect admonishes many of the potential dilem

ma’s and potential infractions that could take place.

Recruiting, refer to the MaxIT recruitment and selection process, but no one should be precluded from the MaxIT due to gender. “to fail or refuse to hire or to discharge any individual, or otherwise to discriminate against any individual with respect to his compensation, terms, conditions, or privileges of employment, because of such individual’s….sex” (Alexander & Hartman, 2009, p. 461).

However, there are circumstances which different genders may be more beneficial to exercise job task performances due to customer preferences. “Frequently an employer uses gender as a basis for assigning work because of the preference of customers, clients or other employees. Often the work to which one gender is not privy presents a loss of valuable revenue or a professionally beneficial opportunity for that employee” (Alexander & Hartman, 2009, p. 367). As referred to in the franchise circular refer to a local attorney qualified for your business if concerned in this arena.

1. Legal Titles and workforce demands Contractors, subcontractors, employees, stakeholders, shareholders)

A year earlier this same company had espoused the "people-as-assets" view claiming that their "associates represented the best source for finding solutions to our customer's needs" (Circuit City, 2006, p. 7).

http://findarticles.com/p/articles/mi\_qa5383/is\_201012/ai\_n56829958/?tag=content;col1

1. Legal Mandates
2. External Business
   1. Governing Laws
3. Internal Business
   1. Various Compensation Plans for our Company and others funded.
4. W-2 Employees

Outsourced through Payroll Service Company

1. 1099 Independent Direct Sales Force

Internal Accounting Function through proprietary accounting and payroll database

* 1. 1099 Independent Direct Sales and Network Marketing and Home Bases Business Sales Force

This will be an outsourced company with all the legal requirements for an international sales force.

* + 1. Logistics

Maximized Market Penetration and Maximized Return on Investment through distribution channels of independent agent force and home based business. With small brick n mortar infrastructure locale strategically built in cities and counties. Serving customers, the workforce and the community. “The transformational leader's focus is directed toward the organization, and his or her behavior builds follower commitment toward organizational objectives, while the servant leader's focus is on the followers, and the achievement of organizational objectives is a subordinate outcome” (http://www.emeraldinsight.com/journals.htm?articleid=1410729&show=abstract) .

1. Policies and Procedures

Most People will be independent contractors, e-agents

Policies and Procedures (Example Copy in MaxIT Modules):

“Over the last five decades, franchising has emerged as a leading intellectual property leveraging strategy for a variety of product and service companies at various stages of development”(Sherman, 2004, p. 11). The aspect of selling franchises may also take place within the next two-year period for further income and also marketability of the product and service. “On top of the upfront fee, franchisees also pay an annual fee that is a percentage of gross sales revenues, not profits” (Beatty & Samuelson, 2008, p. 450). This additional source of income will not only contribute to companies cash flow and net bottom line, but the diversity of franchisees will create a collaborative group of ethnic backgrounds posturing an expansive method for implementation to many different arena’s, hence, posturing the technology unparalleled in the industry.

“The start-up franchisor must initially put together a budget for the developmental costs of building the franchise system” (Sherman, 2004, p. 244). Just as there are registration requirements for the sale of securities or exemptions, if applicable, similar registrations for the sale of franchises apply. “The FTC requires that, at least 10 business days prior to the sale, franchisors must give prospective franchisees an offering circular. This circular must comply either with FTC rules or with the provisions of the Uniform Franchise Offering Circular (UFOC) Guidelines of the North American Securities Administrators’ Association” (Beatty & Samuelson, 2008, p. 451).

ADDED NEW QUOTES FOR UNIT 4 (many are also included in amended final project)

#####The Journal of Applied Management and Entrepreneurship,

http://findarticles.com/p/articles/mi\_qa5383/

The Journal of Leadership Studies, and Organizational Dynamics#####.

http://news.yahoo.com/s/yblog\_thelookout/20110214/us\_yblog\_thelookout/south-carolina-lawmaker-wants-separate-currency-for-state

Also part of scripts

The following is added from excerpt in MaxIT Module:

Juxtaposed with the innate desire to allow one’s entrepreneurial spirit to catapult to a reality, it is of great importance for an entrepreneur to obtain the applicable knowledge and apply what is learned in order surpass from a conceptual idea its origination context to that of a tangible successful business or enterprise.

Jerome Katz and Richard Green are recognized as two world renowned and prominent mentors aiding in the impartation of entrepreneurial business, from small businesses and medium size businesses, to small and medium enterprises (SME). The authors assert in their 2nd edition of ESB Entrepreneurial Small Business text, that there are five venues to enter into small business arena. The authors purport, starting a new business from inception, buying an existing business with both assets and liabilities, franchising, inheriting a business or becoming a professional manager of a small business are amongst the five choices to enter into the small business arena. The following will depict the concepts of the five gateways to enter into the small business environment, including the advantages and disadvantages of each option.

Starting a New Business

Under the auspice of starting a new business, the entrepreneur perpetrates a vision in his or her mind from its embryonic stage, to a reality in the market place. Often times, this new start-up business accentuates the innate, internal desire of the entrepreneur. It is, exclusively, the responsibility of that entrepreneur to compile the resources which will manifest the blueprints to catapult his or her dream, idea, or vision into a reality. The start-up process does, emphatically, demand a tenacious entrepreneurial attitude, with the potentiality to not attribute any recognizable benchmarks for long periods of time when engaging in a start-up business. The entrepreneur, who chooses the start-up sanction of business, must withhold a persistent attitude of faith, conviction, and belief. Although, the start-up methodology may be the most rewarding, this aspect can also be categorized as the highest degree of risk. Entrepreneurs must evaluate their personal and financial risk reward ratio’s relevant to their personal risk tolerance levels.

Advantages of Starting a New Business

The start-up new business could be the most invigorating and positively challenging for an entrepreneur. Often times, an entrepreneur chooses to work hard, outside of the contingent workforce or under the control of those delegated for that position. The classic entrepreneur begins with his or her vision and can make all the unilateral decisions, without the impedance or barriers of other individuals. This entrepreneur in the start-up venue usually has few influences as to the managerial processes, when starting from inception.

There may be partners in this entrepreneurial endeavor, however, more often than not; the start-up stage is usually one person or few like-minded individuals who work ceaselessly to accomplish milestones and benchmarks. This new business usually does not reflect any negative or positive occurrences until an action is perpetuated through the decision making process. Once an action has been orchestrated, then the effect is substantiated. The entrepreneur can gauge its success and further embellish or ease off on decisions once the effects of the decision making process are displayed.

There are no problems from the inception stage, it is until decisions are made and acted upon, based on the decision making process to determine if the action were a solution or a problem. “A start-up begins with a, ‘clean slate’. There are no existing employee problems, debts, lawsuits, contracts, or other legal commitments that need to be satisfied” (Green & Katz, 2009, p. 143).]

An entrepreneur often times may have a successful business model and enterprise concept as a small business. Expansionary measures un-seemingly may affect the overall productivity of the current business. A small business doing well in a particular demographic area does not necessarily mean that the business will do well in another area or overseas. The entrepreneur in the start-up mode makes the determinations to how small or how large its organization will be or how large or small its market penetration will be. “A start-up can be kept small deliberately to limit the magnitude of possible losses” (Green & Katz, 2009, p. 151). In many instances, change and growth may be detrimental to an organization. Penetrating into other markets could result in more liabilities with potential losses along with incurring higher degrees of lack of control within the scope of the company’s internal and external environments. The start-up entrepreneur is not forced to encumber more liabilities or potential risks; this decision is gauged contingent upon the risk tolerance levels of the start-up business owner.

Disadvantages of Starting a New Business

Branding, brand awareness, and brand equity are all important facets for product lines and services rendered to a customer base. The start-up venue also includes new products and services which are to penetrate into a particular market place or market segment. Many customers are not willing to test or try out a product or service which does not have some sort of performance record, history, or recognition. “A start-up business has no initial name recognition” (Green & Katz, 2009, p. 144). The onset of a niche market may be able to withstand the nomenclature of an unrecognized product or service name brand. This unrecognized name brand should be considered a test market to service or produce and meter the viability of a potential market share, through statistical inferences. The entrepreneur in a new start-up business must allocate more than sufficient resources for branding purposes and often times perform with higher standards than their potential competitors; the age old adage of, buyer beware seems to be more and more prevalent in today’s domestic and global society. There exists with any product and or service the auspice of competition; competitive forces producing higher quality products and superior services with more than sufficient customer satisfaction and customer service. Where there are good opportunities for consumers there exists lower caliber of service to outright scams. The lack of brand recognition makes it difficult for a customer to purchase products or services, due to the very nature of not receiving quality products or services to the point of the potential of purchasing a product or service and receiving nothing at all.

The funding aspect of a new start-up may be the most difficult of tasks to undertake. The financing of a concept may be the very component which will refrain the actual business to catapult into a reality. “A start-up can be very difficult to finance” (Green & Katz, 2009, p. 144). From the mind of the entrepreneur to the actual sales and customer base is, quite often, the most difficult and cumbersome process. The financing of a start-up is tedious and difficult because of lack of past performance levels. The investment banking and venture capital arena, more often than not, choose to invest in a proven business with financial proof as to the applicable potential in the marketplace and managerial operations.

Buying an Existing Business

The purchasing of an existing business is considered to be the second most common way an entrepreneur engages in a new business venue or small business management. The acquisition of an existing business has benefits and can provide for the potential of an immediate operational business and could result in a quicker sanction for the entrepreneur to become a small business owner. “The second most common way to enter small business management is to purchase an existing business” (Green & Katz, 2009, p. 151). Although this alternative is a common thread amongst entrepreneurial engagements within the small to medium sized business, there are advantages and disadvantages in doing so as disclosed in the following paragraphs.

Advantages of Buying an Existing Business

In many cases, the alternative from starting a new business from inception to purchasing an existing business will unequivocally allow the entrepreneur to utilize the existing benefits from such business, especially if the business is currently successful.

Some of the many advantages are, including but not limited to, existing client and customer base. The existing business means the acquisition of the entire businesses asset base, customers are considered assets, due to the revenues derived from such clientele. “Established customers provide immediate sales and cash flows” (Green & Katz, 2009, p. 151). Often times, customers are an asset base combined with future asset valuations of owning or obtaining a certain customer base in a specified sector of industry. For instance, if an entrepreneur has purchased the licensing and equipment as a Competitive Local Exchange Carrier, the telephone company acquisition would include the assets of the company, including asset valuations for obtaining and owning a paying customer base.

Another advantage of buying an existing business is the mere fact that, the business models and managerial components are already intact. “Business processes are already in place in an existing, operating business” (Green & Katz, 2009, p. 151). The ideologies and managerial processes are in place, to remain as is or enhanced for profitability, free cash flow, and maximization of shareholder/stakeholder wealth.

Disadvantages of buying an existing business

There are however, disadvantages when purchasing an existing business. When acquiring an existing business all assets of the current business are accumulated into the new enterprise with change of ownership, however, the liabilities are absorbed also. The liabilities of the current business do not necessarily mean only those financial liabilities as reflected on the balance sheet; these liabilities could range anywhere from disgruntled employees and/or customer base to lawsuits. Often times, the financial statements may reflect the pictorial financial condition of the company, however, if a company has, for whatever reason, lowered customer or employee satisfaction the new business owner, through this acquisition may not recognize the negative impact until sometime in the near or distant future.

Customers and employees generally resist change, unless the change is proven and spoken of as an even greater benefit to the parties involved. Customer may not recognize the change in ownership of a small business as positive maneuver, customers may not be the only group who may resist change, employees and managers, often times, resist change also. “Existing mangers and employees may resist change” (Green & Katz, 2009, p. 151). It is of good practice, when delving into an acquisition, to apprise those in a managerial capacity and/or prepare the employee base by simply making all parties involved privy to the change of ownership, hence, attempt to minimize the potential resistance to change until individual levels of comfort is ascertained during this transition period. If the acquisition process is not carefully addressed and processed accordingly, diminished sales and employee satisfaction may create a major negative impact on the business.

It is very important, as in the case of starting a new business, the business owner become an integral part of all operational functionalities of the business and enjoys what he or she is engaged in. Although, a business owner may not be technologically inclined, since technological advancements and efficient software and hardware applications are created everyday, in many facets of business, i.e. customer resource management systems, Internet Marketing software, Information Technology interfacing, the new business owner may find that the current technological configurations are not adaptable in today’s new and future economic and technical environment. “The business may be declining because of changes in technology” (Green & Katz, 2009, p. 151). This criterion demands the new entrepreneur to further adapt and obtain the necessary knowledge to accomplish seamless integrations for keeping ahead of competition and a continuum of customer satisfaction.

Franchising

Franchising is similar to purchasing an existing business; however, there are many differences. Franchising can grant the franchisee the ability to engage in a small business similar to, the assistance offered by small business incubators. The small business incubator comprises of external organizations, usually, within the city or county which aid in the resourcefulness of the entrepreneur’s business perspective and model. The incubator may consist of consultants, offices, office equipment, etc.

Franchising to some degree has its own form of incubation processes. “Franchising is a legal agreement that allows one business to be operated using the name and business procedures of another” (Green & Katz, 2009, p. 159). Franchising in its truest form are to assist the purchaser, the franchisee, with the business itself.

Advantages of franchising

If an entrepreneur has sufficient capitalization, the entrepreneur can leverage off of the branding and hopeful proven business models the franchisor is selling. “Franchises may range from “turnkey,” in which every part of setting up the business is handled by professionals, to those in which the only thing that is franchised is the right to use the business name” (Green & Katz, 2009, p. 143). Once the sufficient capital is exchanged to the franchisor, under usual circumstances, the franchisor will provide a turn-key business application for the entrepreneur/franchisee to engage in sales, including name recognition for the entrepreneur/franchisee to obtain credibility.

The entrepreneur can utilize a vast array of venues when locating an apropos business suitable for his or her demand within the scope of franchising. Locating an existing small business for sale is not nearly as easy as locating a franchise, nor are small businesses for sale as voluminous as it pertains to quantity of business opportunities available. Franchises can be sought and found easily with many options to choose from. Whether the rationalization process is to have a “turnkey” operation or the use of business name, the entrepreneur contemplating the concept of franchising must equate the capital expenditures and determine if the franchise fee and its policies and procedures are a viable solution.

A franchise offers four basic functionalities which may serve as advantageous to an entrepreneur, the entrepreneur may want to use the trade name for recognition and brand equity. The entrepreneur may use current franchisor’s channels of distribution or product distributions currently in place. The franchisor, due to name recognition in many cases, may offer the franchisee higher conversion ratio’s to sales and the franchise offering usually has a set guideline, business plan, and/or business format which has proven to be successful with track record performance levels. These four constituents will eliminate cost prohibitive market tests, advertising dollars, and trial and error limited return on investment capital. Although the initial franchise costs are to be considered start-up cost, most franchises offer a proven system with records to justify the capital investment; franchises usually provide the managerial expertise and training programs to assist the franchisee, hence, eliminating must of the risk as opposed to the common risks associated with an actual start-up business.

Disadvantages of franchising

Entrepreneurs usually engage in their own business to create and establish their own set of rules and business models to accomplish their professional objectives. The entrepreneur, under the auspice of a franchise, as a franchisee, is to some degree under the confines and jurisdiction of the franchise circular, rules, regulations, policies and procedures set forth within the confines of the franchise agreement from the franchisor and its legal board. “One disadvantage of franchising is that you give up control of marketing and operations” (Green & Katz, 2009, p. 161). The contractual restrictions within the franchise agreements usually preclude the franchisee the freedom and latitude to be creative and grow the business, except when permissible or within the guidelines of the agreement. This disadvantage generally is classified by the individual entrepreneur. Many entrepreneurs like to utilize their creativity and decision making processes. In the case of franchising, the entrepreneur has very minimal, if any, means of control as to the marketing or operations pertaining to the business. "Policies, programs, and procedures that treat the self-employed as if they were entrepreneurs create false hopes and overlook the most critical ingredients necessary for helping them to succeed in the new economy." (Hansen, 2004, p. 8).

Another potential disadvantage is that there are many franchisees and the more voluminous the franchisor base becomes, the more subject to customer dissatisfaction. Any negative connotation on the franchise itself may impact the success of the individual franchisee’s business. Much of the individual franchisee’s success is contingent upon the success and branding of the franchise he or she has purchased.

Inheriting a business

Many people, who inherit a massive amount of money or win the lottery, often times, end up financially distraught, due to the lack of knowledge pertaining to money management. Similarly when inheriting a business, the business could result in a detrimental and negative position in the marketplace. The successful or unsuccessful bequeathed entity may not remain the successful operation once managed and turned over into the hands of its new owners. The predecessors usually have built an organization; if the organization is worth while to bequeath to its rightful heirs, more often than not, the company was to a degree, successful. This notion of the business being a success does not directly mean that the operation will continue to be a success.

Advantages of inheriting a business

The rightful heirs of a business must have the mindset of a start-up entrepreneur to a franchisor, in other words, the entrepreneur must have the innate desire to make the business work. The advantage of inheriting a business, if desirous in continuing to make the business a success, is that an operational business with track record has been established. The new owner of the business can expand on its original successes and turn the business into more of a success.

Another advantage of inheriting a business is there often times will be no initial investment or net capital outlay. However, as previously stated, given the scenario of inheriting a business, the new business owner should be desirous in running the business and making it a success, because the new business will, in the least, require time investment.

Disadvantages of inheriting a business

Many times, family members involved around the family business, take the business for granted. Often time’s complacency becomes a major issue. The family usually helps one another with the business and quite frankly will cover one another because all parties have a vested interest in the business. This fact precludes the potential likelihood for a business success because the new owner has the ultimate responsibility. “The combination of a small selection pool, along with the lack of motivation by family

members who are guaranteed jobs, predictably leads to less successful businesses. (NA, 2007, p. 24).

Becoming a professional manager of a small business

Another entree into obtaining a small business is to work your way into it. Instead of monetary value many will engage in time value and leverage their resourcefulness for equity in a business or to become part of a business. “A professional manager of a small business is one who has the experience and skills to use a systematic approach to analyzing and solving business problems” (Green & Katz, 2009, p. 165).

Advantages of becoming a professional manager of a small business

Small, Medium, and Large businesses are interested in paying for a precious commodity. This precious commodity is talent. “The most important corporate resource over the next 20 years will be talent—the resource in the shortest supply—according to a recent study by McKinsey and Company” (Lewis, 2009, p. 17). Professional managers can position themselves by working closely in a certain business, obtain and quantify all the pertinent talent pertaining to the operations of a certain business and soon thereafter be a small business owner without investing money. This is mainly due to the high demand for quality and resourceful talent, in juxtaposition, with expansionary measures revolving around the small businesses arena.

More than likely, when a small business expands professional managers will manage much of the expansionary measures. “The study found that the demand for talented people between the ages of 35 and 45 will increase 25 percent—but that the supply of this asset will decrease by 15 percent. In addition, the study said, 75 percent of managers say they lack talent at various times and are unable to pursue growth opportunities because of it. Finally, only about 10 percent to 20 percent of corporate officers say that improvement of the talent pool is one of their firm’s top three priorities” (Lewis, 2009, p. 17).

Disadvantages of becoming a professional manager of a small business

For the most part, the entrepreneurial mindset is that of freedom; freedom to do as will. "Policies, programs, and procedures that treat the self-employed as if they were entrepreneurs create false hopes and overlook the most critical ingredients necessary for helping them to succeed in the new economy." (Hansen, 2004, p. 8). These very policies and procedural aspects of a certain company may preclude the professional manger to excel, due to the fact, that he or she is not granted sufficient latitude to build the business as he or she sees fit.

Another potential disadvantage in becoming a professional manager of a small business is there usually is no voluntary risk capital. The only investment is time and the professional manager usually gets paid for the time allocated to the business venture. As is the case with employees and even employers, complacency may set in because of the minimal vested interest in the project or company. The entrepreneur, not only has time invested but monetary capital also.

Conclusion

It is one thing to obtain a vision and a dream. It is another to put that dream into a reality. The entrepreneur has five alternatives to enter into the small business arena. The aforementioned gateways to entering into the small business environment have its pros and cons, risk and rewards, and its advantages and disadvantages. An entrepreneur must arm him or herself with the applicable knowledge and perform the necessary due-diligence most relevant to his or her scenario. Upon this proper due-diligence and research the entrepreneur must choose the best congruent solution most suitable for his or her new business venture. "An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it." (Hansen, 2004, p. 8). The entrepreneur, no matter what the entree into the small business arena, should understand and accept entrepreneurial activity takes a different type of person, one that realizes a vision and consistently and persistently perform the mandated duties to put the vision into a reality.

References:

Beatty, J.F. & Samuelson, S.S. (2007). Legal Environment (3rd Ed.),

Mason, OH: Thomson.

Bennett-Alexander, D and Hartman, L. (2009). Employment Law for Business (6th Edition), New York: McGraw-Hill and Irwin.

Fishman. S. Esq. (2007). Home Business Deductions – Keep what you earn. (4th Edition). USA; Delta Printing Solutions Inc.

Sherman, A., (2004). Franchising & licensing: Two powerful ways to grow your business in any economy. New York: AMACOM Books.

Shuman, M. (2009). How local businesses are beating out the global competition. : Publishing

Shuman, M. (2009). Local Stock Exchanges and National Stimulus. Retrieved on February 5, 2011. Retrieved from http://small-mart.org.

Shuman, M. (2009). Local Stock Exchanges and National Stimulus. Retrieved on February 5, 2011. Retrieved from http://small-mart.org/local-clusters-for-rural-prosperity.

Shuman, M. (2009). How local businesses are beating out the global competition. Retrieved on February 5, 2011. Retrived from http://small-mart.org/the-small-mart-revolution.

#####The Journal of Applied Management and Entrepreneurship,

http://findarticles.com/p/articles/mi\_qa5383/

<http://findarticles.com/p/articles/mi_qa5383/is_201012/ai_n56829958/?tag=content;col1>

#######The Journal of Leadership Studies, and Organizational Dynamics#####.

http://www.emeraldinsight.com/journals.htm?articleid=1410729&show=abstract

http://news.yahoo.com/s/yblog\_thelookout/20110214/us\_yblog\_thelookout/south-carolina-lawmaker-wants-separate-currency-for-state

Green, R., & Katz, J. (2009). Entrepreneurial small business. (2nd Ed.). New York, NY:

McGraw-Hill Companies Inc.

Hansen, C. L. (2004, October/November). <title>. Broker Magazine, 6(5), 8.

Lewis, B. J. Journal of Management in Engineering. May/June (2000). Volume 16 Issue

3, p. 17.

NA. Foreign Policy. March/April (2007). Issue 159, p. 24.