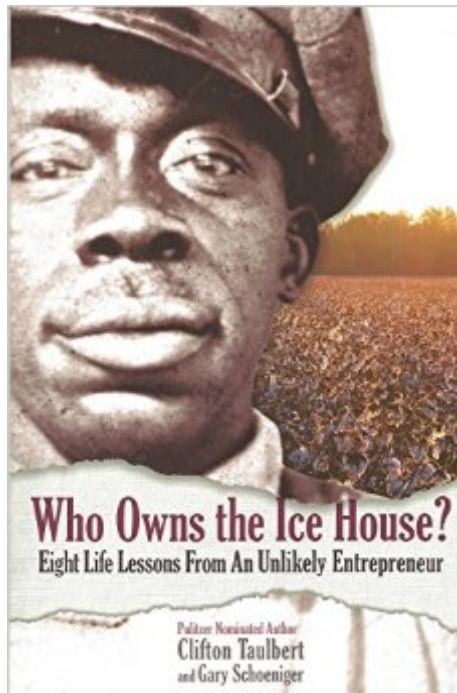


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# Who Owns The Ice House? Eight Life Lessons From An Unlikely Entrepreneur



## Synopsis

In the late 1950s, Glen Allan, Mississippi, was a poor cotton community. For many, it was a time and place where opportunities were limited by social and legal constraints that were beyond their control. It was a time and place where few dared to dream. Based on his own life experience, Pulitzer nominee Clifton Taulbert has teamed up with entrepreneur thought leader Gary Schoeniger to create a powerful and compelling story that captures the essence of an entrepreneurial mindset and the unlimited opportunities it can provide. Drawing on the entrepreneurial life lessons Taulbert learned from his Uncle Cleve, *Who Owns the Ice House?* chronicles Taulbert's journey from life in the Mississippi Delta at the height of legal segregation to being recognized by Time magazine as "one of our nation's most outstanding emerging entrepreneurs." *Who Owns The Ice House?* reaches into the past to remind us of the timeless and universal principles that can empower anyone to succeed.

## Book Information

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## Customer Reviews

When I can't put a book down, that's when I know I love it; the book wins over all else -- the TV, the football game, the Facebook -- everything is put off until the book is read in its entirety. This was one of those books. As an author myself of an entrepreneurial/finance book (*The Millionaire Fastlane*) I am often asked and approached, what entrepreneur books do I recommend? Sadly, my list is few because most entrepreneur books are written by authors first, entrepreneurs second. Most entrepreneur books are simply full of "feel-good" self-important BS platitudes that do nothing but promote a false reality of entrepreneurship and what it takes to succeed in entrepreneurship. Who

Owns the Ice House puts all the critical "success" factors into perspective, and tells it from a gripping perspective that shows you, if Clifton can do it, there's no way in hell you shouldn't be to do it! Unfortunately, as I read the book I became acutely aware that it probably wouldn't sell a lot of books simply because the content is NOT what people want to hear: The cold-hard truth behind what it takes to succeed in entrepreneurship is a firm commitment to your customer and hard work (NOT 4-hour work weeks, NOT outsourcing, NOT "do what you love", NOT "follow your passion"). Solve needs. Fix problems. Always put the customer first. Your personal motivations in the entrepreneurial transaction become irrelevant and the story of Clifton Talbert shows the positive result of that commitment. Nowadays, books like this (ones that hit the nail on the head) are passed over for the stuff that people WANT to hear (You can make millions "following your passion" and working 10 hours a week from your basement! Blah Blah) ... don't pass on this book, I'm glad I didn't.

Full Disclosure: We (Kauffman Foundation) funded the creation of this powerful book and companion course. Recognizing our nation's need for greater economic participation at all levels of society, the Icehouse Entrepreneurship Program captures and conveys the "mindset" of entrepreneurs who overcame adversity and are now helping lead our economic recovery. The program consists of this great book that shares timeless lessons from the life experiences of Clifton Taulbert (successful entrepreneur and acclaimed author) while growing up in the Jim Crow South. Under the watchful and mentoring eye of his Uncle Cleve Mormon, an unlikely entrepreneur, Taulbert experienced the power entrepreneurship has to overcome adversity while making a better future for oneself and their community. The second part of the program is the online companion course that expands on the eight life lessons in a way that is relevant today by sharing the stories of modern day examples of Uncle Cleve who likewise overcame adversity in their own lives by embracing an entrepreneurial mindset and embodying these values. The course brings to life the importance of having an Icehouse (entrepreneurial) mentality that can lead to financial independence for individuals while furthering the economic recovery for our nation. The Icehouse Entrepreneurship Program is a timely reminder of the ability of entrepreneurship to empower ordinary people to do extraordinary things, while reminding us that building new companies and creating new jobs will lead to a brighter future and a stronger nation.

Once in a long while you come across a book that actually teaches something. "Ice House" is one of those rare and timeless books. I read it in one sitting because I couldn't put it down.

Entrepreneurship is much more than balance sheets, and business plans. It's about the intangibles that create success. As an experienced entrepreneur, I can recommend "Ice House" for any current business owner as well as someone wishing to start a business. This book is so good, it should be read more than once, and kept on your back table as a continuous reference manual. Kudos to Mr. Taulbert and Mr. Schoeniger for their wisdom and instincts.

Last May I had the honor to meet Clifton Taulbert and Gary Shoeniger authors of "Who Owns the Ice House" at the Kauffman Foundation for Entrepreneurship. They were delivering a training about the book and how they have de-constructed the entrepreneurs mindset. Best course of my life... Entrepreneurship Education has focused on small business management for many years. This book and approach in looking at the entrepreneur mindset, what builds and influences it will change the approach and context of entrepreneurship education as we have known it.

This book was recommended in The Fastlane Millionaire, which if you intend to go into business for yourself both books are a must read. What point in this is, is that you need to know where you want to end up and keep that as the focus point and do not let anything under any circumstance derail you. Uncle Cleve's teachings in this book are ones of staying true to yourself a well written story.

As I read this book I was inspired and moved to take ACTION. Having started numerous successful small businesses over the years, I could not agree with the content of this book MORE. This book is more than just an entrepreneurship guidebook. This book takes you back to early, humble and segregated beginnings of a prolific American entrepreneur. If you are looking to GO FROM WHERE YOU ARE, TO WHERE YOU WANT TO BE AS AN ENTREPRENEUR, YOU MUST READ THIS BOOK. Clay Clark Serial Entrepreneur / Business Coach U.S. SBA Entrepreneur of the Year Author of Make Your Life Epic "Make Your Life Epic: From the Dorm Room to the Board Room"

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