

IN THEIR

By Kathleen Harte Simone

PRIME

It's All Business *Earl S. Sigmund's Story*

For Morristown's Earl Sigmund, founder and owner of the New Business Learning Center, business is pleasure and pleasure is business. After opening a few accounting offices of his own, the CPA-turned-entrepreneur founded his business in 1989 with hopes of helping the average Joe start his own business. Now, 17 years later he has helped thousands of people establish (*or grow*) their business through his seminars and consulting.

Sigmund holds monthly, 3-hour seminars titled "Starting Your Own Business the Right Way" where students walk away with a 200 page manual as well as the tools and encouragement to venture out on their own.

"Many seniors in the workforce today face job discrimination. Or, they are reentering the workforce and finding jobs that really don't appeal to them," Sigmund says. "These seniors need to look in a different direction. They need to take something they love and turn it into a business. My school can help them make the transition."

In addition to the school's flagship seminar, Sigmund also brings in other experts to teach under the school's umbrella. The instructors teach on various topics including sales, marketing, organizing, and Internet marketing.

"I'm really a good guy at heart. I do this not to make money from the seminars, but to really help people get going on making the American dream a reality," Sigmund commented. "One of the biggest joys is from seeing a small business grow into a big business." Some of Sigmund's stellar students include Brenda Hatch, President and

Founder of Aspen Casuals who took her business from selling women's clothing at a flea market to now owning three shops in the Delaware Valley; and Kathy Murr, President and Founder of The New

Cookie Jar Bakery who hung up her apron at the bakery she once worked to open her own. Sigmund has also been a mentor to newspaper publisher Donna Allen, the Bucks County owner of the Times Publishing newspaper group which grew from one small newspaper to a fleet of seven. Aside from building his business, Sigmund has now delved into the Internet to spread his work. "My goal is to impart my knowledge to a broader geographic area using this technology. It's really an open field with marketers who really need help."

So what does this senior do during his free time? "I like to go to the malls a lot and analyze what's going on – to see what makes people tick," Sigmund shared. "And I read a lot: newspapers, magazines, books. I even read ads: I like to see how advertisers plan to capture the reader." And although Sigmund admits to enjoying traveling with his wife and family and has been on various vacations, he prefers to see what's going on locally. For Sigmund, it seems, business is

always on his mind, even during his down time.

This businessman – with the manner of a man many years his junior – is a senior truly living in his prime. "Yeah, I feel like I'm a young 59. There's a fire in my belly! I'm a go-getter and have been all my life. Really, I want to be everyone's go-to guy when they need advice about starting their own business."

