

Steven N. Czetli

Former Executive Business Editor
Pittsburgh Press

Steven N. Czetli is the former Executive Business Editor of The Pittsburgh Press. From 2002 to 2005 he was editor and publisher of TechyVent/Pittsburgh, a free, weekly e-mail newsletter that recommended and reported on Western Pennsylvania's most useful business events. For several years he wrote "The Business Scene", a weekly business advice column for the Pittsburgh Post-Gazette.

Prior to his position at The Press (1986-1993), Steve was editor of the Pittsburgh Business Times (1983-1986); and from 1993 – 2002 helped to design and served as Executive Editor of T.E.Q. Magazine, the flagship monthly publication of the Pittsburgh Technology Council. As editor of T.E.Q. and the Pittsburgh Business Times he interviewed more than 100 of Pittsburgh's most successful entrepreneurs.

He is the author of three books, *"Silent Witness"*, which was published by St. Martins Press in 1994, *"The Formula for Happiness"* with Douglas Ramm, PhD and *"Outrageous Optimism, Wisdom for the Entrepreneurial journey"* with Jack Roseman. Until 2005 he was president of Editor's Aide, Inc., a media consulting firm.

His support of small business contributed to his being selected as the 2003 Journalist of the Year locally and for Region III of the U.S. Small Business Administration.

His anecdotal presentation will draw on his own entrepreneurial experience as well as that of his interview subjects as they describe the high points and low points of their entrepreneurial adventures. From these stories and two decades of reporting on small business, expect concrete suggestions on company killers as well as answers to the most commonly asked questions about succeeding in your own business. Among the issues Steve will address are:

- Are you cut out for going out on your own?
- The importance of knowing what business you are in;
- Succeeding in a deep recession;
- The venture capital treadmill;
- Alternative sources of funding;
- Dangers of too much capital;
- The most important knowledge every entrepreneur needs;
- Focus;
- The difference between an idea and an opportunity;
- How to evaluate the feasibility of an idea;
- People you don't want on your board of directors and why; and
- The most productive view of failure.