



Best practices for companies moving to the next level
Friday, July 27, 2007

In this issue...8 signs of a great business

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Pam Watson Korbel's Speaking Engagements

August 29 - Colorado Women's Chamber of Commerce [Click here for more information](#)

September 19 - eWomen's Network in Fort Collins - [Click here for more information](#)

7 Synergies of Business Success

1. Grow from the inside out.
2. Develop a brand promise and live it daily
3. Put people first.
4. Hire leaders and managers.
5. Values validate valuation.
6. Lead to create and maintain value.
7. Monitor, monitor, monitor
...whatever you measure will improve.
Plus...The quality of the company is directly proportional to the quality of the CEO.

For an article about the 7 Synergies of Business Success [click here for the article](#).

Opportunity:

Free Assessment To see how you stack up against other growing companies, complete the 7 Synergies of Smart Growth Assessment - write info@smartgrowth.com or [click here for the assessment](#)

SmartSolutions Newsletter

Hitting a Grand Slam in Business

I just returned from Cooperstown, NY, where my 12-year old son played baseball in a Dreams Park tournament. While he was engrossed in home runs, fly balls and double plays, I observed an impressive business model.

The Presutti family created Cooperstown Dreams Park in 1996 fulfilling a dream of the late Louis Presutti Sr. who wanted every youth baseball player in America to play in Cooperstown, the home of the National Baseball Hall of Fame. Each year, Dreams Park hosts 1,152 youth baseball teams over 10 weeks. Here's testimony to their greatness...

1. **Hall of Fame Performance - Owner presence** - Louis Presutti III is always present and available in Dreams Park. He truly understands that the role of a leader is to foster the culture and relationships that make the business work. He talks to employees, parents, players, umpires during every hour of sunlight every day.
2. **Conviction to values** - The corporate values of integrity, service, safety, courtesy, cleanliness are displayed on billboards, in programs and reviewed with parents and players as they arrive at the park. By posting their values, the stakeholders all hold each other accountable.
3. **Customer experience** - I felt like I was inside Disneyland...someone to answer a question everywhere I turned; happy employees who sought out your questions. Plus the grounds were impeccable with recycling bins next to every trash can, flower beds in the shape of baseballs, enough facilities that you never waited in line for concessions or the bathroom.
4. **Vision** - The Presutti's dream to inspire youth to develop character through sports is evident through the visuals and messages throughout the park, meetings and presentations, and employee behavior. At the risk of sounding trite, you feel the vision as you walk the park.

[Click here](#) to order Pam Watson Korbel's book "More Money, Less Work, More Fun™! 123 ideas for smart growth in today's business environment."

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5. **The Double Play - Brand promise** - It's mathematically impossible to host a baseball tournament and offer a brand promise about winning. Therefore, Dreams Park created a brand promise to provide an experience linked to baseball history. Throughout the park, historical baseball people and events are highlighted. Every team clubhouse is named for a Hall of Fame player. And of course, the experience rounds out with a trip to the National Baseball Hall of Fame for each participant.

6. **Strategic partnerships** - Dreams Park creates its employment base by providing internships to local college and high school students. The partnerships are so strong that the schools provide the job training and help monitor the employees.

7. **A Bias for Action** - The number one concern during baseball tournaments is weather. And we had rain and more rain. The operations staff kept the tournament moving ahead constantly with optional plans for every conceivable problem. And they had systems in place to communicate quickly via press boxes, the Internet, telephone and staff.

8. **The Grand Slam - Money** - And by the way, with a CPA friend, I ran the numbers on the back of a napkin and calculated that Dreams Park grosses revenue in the high 7 figures annually. Not bad for 3 months of work. The best part as a parent...a soft drink was only \$1.25 and other park prices were comparable.

More money, less work, more fun!™
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