

Every period in history has the potential to produce exceptional people who bring forth exceptional ideas, who fundamentally change the world and have the ability to expand knowledge for generations to come. Today there are many inspirational leaders but in the world of business and technology just one comes to mind, someone who against all odds created a new paradigm against which all who come after will have to be measured. This person is Steve Jobs.

When I heard Steve Jobs was changing his role at Apple, it gave me pause because I had always looked upon him as an inspirational person who wasn't bound by rules; someone possessing an obsession for quality and with the talent and confidence to inspire people to achieve the ultimate standard of excellence in all they do.

For me, it was a disappointment to see him step down from his role at Apple, a role in which he brought to life great ideas and new technology that changed most of our lives for the better. I can only imagine that over the next few years we will still see great products coming from Apple based on Steve Jobs' commitment to technology and innovation.

Steve Jobs' career has embodied the philosophy of building the best in value for his customers, of gathering the best and brightest people together, and providing them with the vision and motivation to bring new product ideas to life. He was the catalyst for great ideas in technology brought into the fabric of our lives with exceptional design and style.

Apple, I believe, taught us that we can always have a comfortable relationship with technology and have an interface that was intuitive, enjoyable and amazing. Steve Jobs made sure that his philosophy about product carried over to the entire customer experience and is best represented in the now famous Apple stores that have become

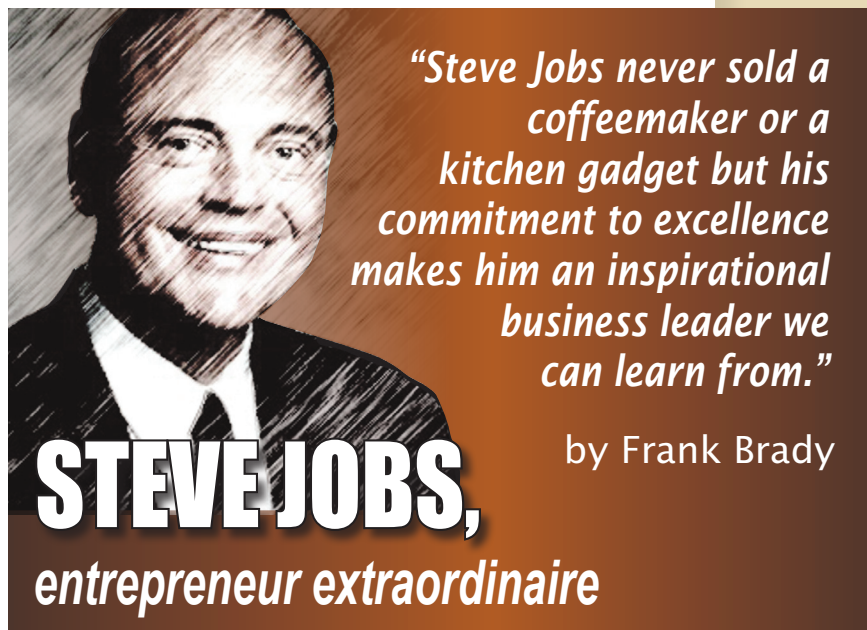
an urban Mecca for young and old throughout the world. The Apple store is the best place to experience a company where individuals are guided by what is always right for the customer and they do it in a creative, fantastic way one customer at a time.

In each of our jobs in the housewares industry we strive to reach for perfection and excellence. Sometimes we hit it dead on and it is inspiring. Dealing with less than perfection is always less fun and most of the time less rewarding.

We all get involved in big decisions and small decisions every day, just like Steve Jobs. His commitment to be excellent all the time will go down as his legacy and through it he showed us not to underestimate one person with a clear vision.

Steve Jobs never sold a coffeemaker, a set of cookware or a kitchen gadget but his understanding of business, his respect for his partners and employees, and his commitment to excellence make him one of the most inspirational business leaders we in the housewares industry can learn from.

Steve Jobs built his businesses around two simple words that, if applied can change business for generations to come. "Think Different."



"Steve Jobs never sold a coffeemaker or a kitchen gadget but his commitment to excellence makes him an inspirational business leader we can learn from."

by Frank Brady

STEVE JOBS,
entrepreneur extraordinaire

The following quotes from Steve Jobs represent some enlightening thoughts that apply to the business of technology, housewares or any other field of endeavor.

- "Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led and how much you get it."
- "A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets."
- "Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."
- "Design is not just what it looks like and feels like. Design is how it works."
- "Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently."
- "Innovation distinguishes between a leader and a follower."
- "I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."
- "You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."