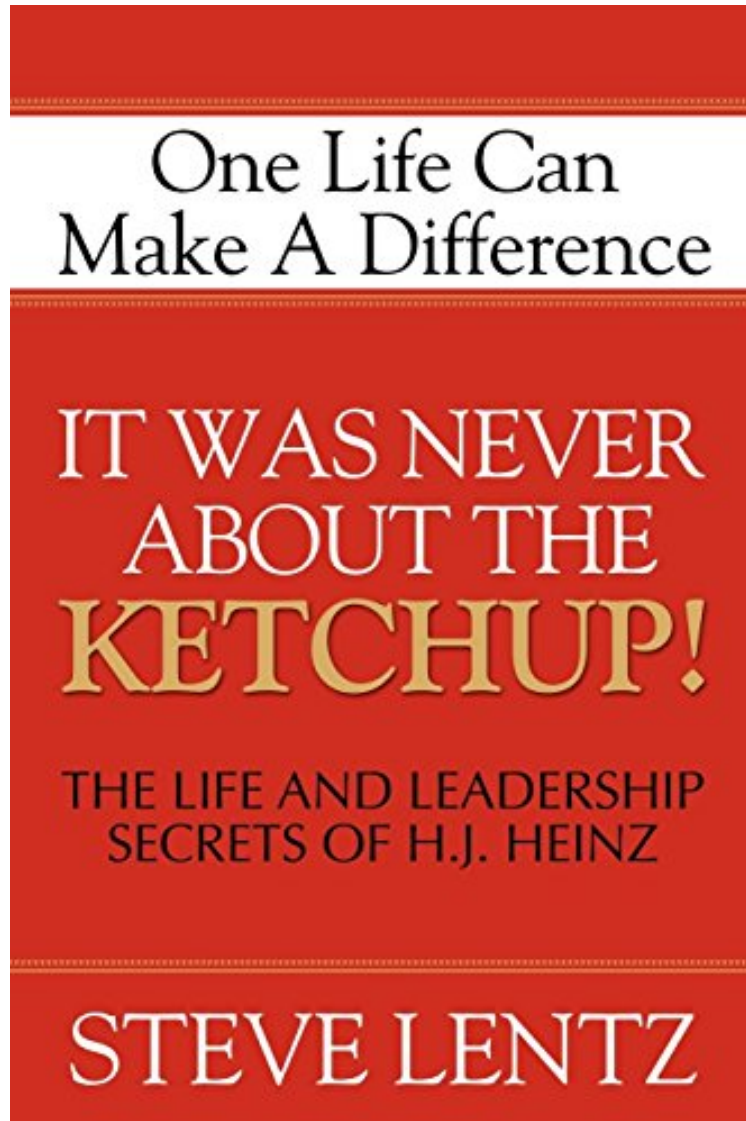


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## It Was Never About the Ketchup!: The Life and Leadership Secrets of H. J. Heinz

Steve Lentz

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**Steve Lentz : It Was Never About the Ketchup!: The Life and Leadership Secrets of H. J. Heinz** before purchasing it in order to gauge whether or not it would be worth my time, and all praised It Was Never About the Ketchup!: The Life and Leadership Secrets of H. J. Heinz:

3 of 3 people found the following review helpful. A must read for insight on the successful Heinz business philosophy! By KHI'm a small business owner and I love to read the stories and methodologies of successful business owners. It really doesn't matter the field or the size of the business, because I feel there is something to learn from

anyone successful (and many times from people who aren't successful). The book is written to discuss mainly his philosophy of doing business and how it ties to his religious beliefs. It's important to understand the type of business he has created and that's hands on manufacturing of food products. Some of his basic philosophies are to create the best product you can and the product will sell itself. Another philosophy of his is to only expand in a natural economic way without overleveraging yourself. In other words, he began selling pickle products out of his basement, and only when demand became so great that he outgrew the basement, did he expand to a factory. Another philosophy of his was to hand pick your workers, treat them right, train them, and keep them. There was very little turnover with his employees (even through the recession) and once he handpicked an employee, he trained him carefully to perform every aspect of his job competently, and stuck with that employee. He also took care of his employees by providing them recreational facilities on site and believed that an employee should not have to worry about anything except how to get his job done in the most efficient manner. In return, his employees naturally produced more and had a greater sense of security and loyalty. Another of his philosophies was to treat all employees and people with respect and take the time to be friendly toward everyone. They said there was rarely a time, no matter how busy he was, when passing a child on the street, he would not take the time to speak. Another important philosophy of his was to know intimately every aspect of your business or job, no matter how unimportant it may seem. He trained everyone in his factory from the person who ran the trash compactor to the managers. He would know innately if you weren't doing your job correctly because he knew how to do it. He would respectfully ask if there was a better way for you to go about doing it and let you come up with the answer as if it were your idea. There was a story in the book when an employee (I believe he was in charge of running the trash compactor) was reprimanded by his manager for not doing his job correctly. He was able to say to the manager, "I am doing my job correctly. This is how Mr. Heinz trained me to do it". I came away after reading this book with a better, more natural way, of doing business that has helped me keep a long term outlook on things from a human perspective and understanding that it's not just dollars and cents that make you successful. 2 of 2 people found the following review helpful. very interesting By Harmonic this book was written by one of my law school professors. I never knew much about Mr. Heinz but he was an interesting individual. It was an interesting way to teach integrity in business and in life. 0 of 0 people found the following review helpful. Five Stars By Doris M. Stupka Great!

In a world that has become increasingly complex, complicated and impersonal, it is easy to feel that each of our individual lives is relatively insignificant. But nothing could be further from the truth. Every life is unique! Each of us is created with the potential to make this world a better place because of our presence in it! The life of H. J. Heinz can inspire each of us to live a life that makes a difference. What makes his life so inspiring to me is his love for the common - the common place, the common man, today's common tasks and work. H. J. Heinz built an empire by doing common things uncommonly well! In the process, he left his mark in this world and left a legacy - a fortune - for generations to come. But his focus was never on his fortune. It never was about the ketchup!

About the Author Currently: Senior Partner, Lentz, Stepanovich and Bergethon, P.L.C. Lentz, Stepanovich and Bergethon, P.L.C. ("L.S.B.") is a transactional business law group committed to surrounding small to mid-sized businesses, entrepreneurs and families with exceptional legal counseling and services to: protect their wealth; defend their assets; and preserve their legacies for the generations to come. LSB emphasizes Four Pillars of Practice: Planning (estate and business), property (Commercial and Residential Real Estate and Intellectual Property); Advocacy (Corporate and Personal Civil Litigation), and Constitutional Law. Legal Experience Concentrations of his local practice include: Corporate Law, Entertainment Law, Intellectual Property, Elder Law, Wills, Trusts and Estates. He serves as an adjunct professor at Regent University, Graduate School of Communications and the Arts, teaching Entertainment Law. He also serves as a member of the adjunct faculty for Regent Law School, in Virginia Beach, Virginia. 1998 - 2000 President - Middle East Television In his capacity as President of Middle East Television, Mr. Lentz was responsible for crafting the legal strategy to change the commercial broadcast laws in Israel to permit non-Israeli television entities to run advertising targeted at Israel. Representing the largest super-station in the Middle East, reaching a potential audience of over 100 million viewers in 17 Arab countries and all of Israel, Mr. Lentz functioned as in-house counsel, and appeared either in person or by counsel before the Israeli Supreme Court six times in the fourteen months prior to Mr. Barak's election to Prime Minister in 1999. 1993 - 1997 President/CEO - FIT-TV In his capacity as President of Fit-TV, Mr. Lentz also served as the in-house counsel responsible for employment law, television, broadcast and entertainment contracts. As in-house counsel for a national cable television network, Mr. Lentz regularly dealt with drafting and implementing the strategy for the sales of products sold through national television, which also required directing the interstate commercial law strategy for the network and emerging cyber-law issues. 1975 - 1984 A graduate of Marshall-Wythe School of Law, College of William and Mary in Williamsburg, Virginia and practiced law in Williamsburg and Chesapeake, Virginia prior to his employment with International Family Entertainment in 1984. Executive Experience 1998 - 2000 President - Middle East Television From 1998-2000, Mr. Lentz served as President of Middle East Television, the largest superstation in the Middle East, offering

family programming to over 200 million television homes in 17 Arab countries and throughout Israel. He was responsible for the re-launch of Middle East Television as METV, the American Family Channel to the Israeli and Arab markets primarily in Israel. The position required serving as liaison with Prime Minister Netanyahu of Israel, Prince Abdallah in Jordan (now King Abdallah), with General Lahad, General of the South Lebanese Army in Lebanon and with government officials in Cyprus. Mr. Lentz was responsible for crafting a commercial strategy to convert METV into a commercially profitable superstation. At the same time, Mr. Lentz was responsible for selecting the site for the relocation of the television station out of the war zone in South Lebanon. He successfully negotiated the uplink permits for relocation of the station to Cyprus prior to the IDF withdrawal from the region in 2000. 1993 - 1997 President and CEO - FiT TV From 1993 to 1997, Mr. Lentz served as President, CEO and Chief Legal Officer for FiT TV, (launched in 1993 as Cable Health Club). Conceived by Jake Steinfeld, Mr. Lentz was instrumental in building FiT TV into an attractive national niche cable network. Mr. Lentz was the key managing and sales executive responsible for building the national cable network into a \$250 million asset acquired by Fox Sports in 1997. As president and CEO Mr. Lentz was also responsible for overseeing the drafting and negotiating of talent and production contracts. Senior Sales and Marketing Experience 1985-1993 Senior Vice President of Worldwide Sales - International Family Entertainment From 1985 to 1993 Mr. Lentz held several key national sales positions for International Family Entertainment, culminating in his being selected as Senior Vice President of Worldwide Sales in 1992. IFE owned The Family Channel basic cable network and MTM Syndication Studios in London and Los Angeles. Mr. Lentz managed advertising sales offices in New York, Chicago, Los Angeles, Detroit, London, and Hong Kong, overseeing annual revenue in excess of \$100 million. He was part of the strategic management team that led to International Family Entertainment completing a successful IPO and later sale to Rupert Murdoch for \$1.6 billion.