



Thinking Like An Entrepreneur

Ed Hemminger

CIO Ontario County, NY

CEO, Finger Lakes Regional Telecommunications
Development Corporation

President, NY State Local Govt. IT Director's
Assoc.



Couple of Thoughts

- “We have no money so we must think.”
British Lord Rutherford
- “Today’s CIO is spending less time putting out ‘IT Fires’ and spending more time and energy promoting IT as a tool for innovation and collaboration,” Alan Shark, Executive Director of the Public Technology Institute



Traits of a Successful Entrepreneur

- Self-Starter
- Positive Thinker
- Disciplined
- Objective
- Good Organizers
- Good Workers
- Good Decision Makers
- Ethical
- Can be trusted
- Can stick with it
- In good health
- Dynamic Leadership
- Understand vision, Strategy, risk and tactics
- Good Marketers
- Team Players



Communications - Marketing

- Marketing is **YOUR** job
- Get your customer's attention
- Describe why they should support the product in one clear sentence
- Clearly articulate the benefit
- Don't speak Geek – demystify the project
- Consider Internal, External and Political Customers, Allies and Detractors



Ontario County Project



Ontario County Situation

- **Telecommunications is critical to Economic Development in the 21st Century**
- **Need to be globally competitive**
- **5 phone companies, 2 area codes, inconsistent investment in the telecommunications infrastructure**
- **Foundation established with creative and proactive leadership**



Ontario County Approach

- **Telecommunications Strategy Study – 2001**
- **Updated Telecommunications Study – 2004**
- **Economic Development Strategic Plan – 2004**
- **Municipal Based Open Access Study – 2004**
- **Business Plan (Private Sector Style) – 2005**
- **Local Development Corporation Established – 2005**
- **OCIDA PILOT Community Benefits Agreement – 2007**
- **Many “rubber chicken” lunches to market the plan**



FLRTDC Corporate Mission

**Ensuring the telecommunications
infrastructure supports Technology
Led Economic Development and the
Technical Worker thus supporting
Ontario County's goal of being a World
Class Community**



Reasons for Success

- **Economic Development – Information Services Team Approach**
- **Established a sound foundation with studies**
- **Strong Leadership and Education Role**
- **Principles (Open, no direct competition for services)**
- **Globally Competitive Perspective**
- **Capacity, Cost and Competition Issue**



Questions
