

Entrepreneurial secrets to be revealed at SNC

Ronald Randolph-Wall will reveal his entrepreneurial secrets March 25 in a talk entitled "How, without any cost of goods sold, I earned over \$100 million while working in Incline Village."

Randolph-Wall's career includes founding Quantum Loyalty Systems, creating the first universally accepted movie certificate, developing the world's first professional sports affinity cards for the NFL and NBA, and other successful products in the promotions industry since 1967. He also created major successful marketing campaigns for companies such as Walt Disney Co., Warner Bros., Procter & Gamble, American Express, and Visa. Most of this work was done in Incline Village.

He went on to open offices in 16 countries and did so without any debt. He also avoided selling any interest in his company to get a capital infusion, a step which many entrepreneurs must do. About 18 months ago, Randolph-Wall sold his company to Comcast/Fandango.

The free talk is from 11:30am-1pm in room 139/141 at Sierra Nevada College, Incline Village. RSVP to Kristine Young at kyoung@sierranevada.edu.