

Blazing Business Trails

When trailblazers in your field include Deltasigs Truett Cathy, founder of Chick-fil-A, and Oreck Corporation Founder David Oreck, the following brothers didn't have to look far for inspiration. From franchise operation to a co-owner in a family business, these Deltasigs are the next generation of entrepreneurs.

Partners in Business and Life

by Beth Losik, Baker

Brothers Courtney Carroll Estelow, *Shepherd*, and Doug Estelow, *Philadelphia*, were looking for a business opportunity when Courtney's parents showed them an article in *The Wall Street Journal* mentioning Caboodle Cartridge as one of the best new franchises. They opened the doors to their Caboodle Cartridge franchise in Centreville, Md in July 2006. Caboodle Cartridge sells remanufactured and compatible ink and toner cartridges for printers, copiers, and fax machines. Not to be confused with refilled cartridges, the Caboodle products go through a state-of-the-art process where they are meticulously cleaned, dried and inspected. Worn parts are replaced and the cartridges are filled with top-quality ink or toner specifically designed for each cartridge. "When you go to refill stations, you are getting generic ink that is filled into every brand of cartridge," says Doug. "The technology inside your printer that forces the ink out of the cartridge and onto your paper varies greatly from machine to machine. Caboodle uses the most effective ink for each machine brand and each cartridge. For example, when you buy a Caboodle cartridge, the black ink in our Epson compatible cartridge is not the same black ink in our HP cartridges."

"Caboodle cartridges are also good for the environment," Courtney adds. "The remanufacturing process keeps the product out of landfills, where the hard plastic cartridge casing takes hundreds of years to decompose." Courtney and Doug's store is the first franchise to open in Maryland.

The couple emphasizes just how much they owe to the Fraternity. "Delta Sigma Pi gave me the confidence to handle everyday matters in the business world. It's also helped me develop a leadership style, networking skills, and my personality. I became more personable," says Doug. Courtney sees Deltasig as a "practice ground for leading people, problem-solving, communicating, and working with others. I also learned tolerance for people and patience. These are skills I use daily in my career." Of course, the biggest thing Delta Sigma Pi gave them was each other. Courtney said she and Doug share a dedication and passion toward the Fraternity and their careers. "We knew we would make a good professional team because we saw the effort we each put into Deltasig activities."

Doug and Courtney call this business a dream come true. "Since high school, I've wanted to own my own business. Courtney and I are running the business together and building a



Courtney Carroll Estelow, Shepherd, and Doug Estelow, Philadelphia, run a Caboodle Cartridge franchise in Centreville, Md.

future for ourselves. The concept of a Caboodle store was new to our area, and we saw an opportunity," says Doug. Courtney was drawn to the simplicity of the idea. She says, "After learning the effect cartridges have on the environment when not recycled, it makes me feel good to know we are helping the environment. Plus, the business seemed to be a fit for us."

Both have already learned a lot about business and franchising. "Things don't happen as quickly as you expect. Franchising is more detailed than I realized and preparing your own operations is time consuming," says Doug. Courtney emphasizes the importance of planning and having the guts to go for your dreams. "Negotiate, take your time and be persistent. Just ask for what you want."

And how do they feel about mixing business with pleasure? "Working with someone you love is very interesting, because we can be very creative together or can drive each other crazy! We each bring something different to the business so we are able to feed off each other to find ways of improving our business."

Delta Sigma Pi gave Courtney and Doug the gift of each other, and the knowledge and skills necessary to start a business. They hope to be able to give back through their franchise and share not only their product, but their insight with their brothers. Courtney & Doug would love to hear from you with questions, suggestions, price inquiries or orders. Visit their online store, www.doyoucaboodle.com, email them; cc.caboodle@verizon.net and de.caboodle@verizon.net or call 410-758-0300. Store hours are M-F 9:00 am-6:00 pm and Saturday 10:00 am-1:00 pm eastern standard time. Use Your Noodle, Buy Caboodle!



Country music singer Frank Licht, Ferris State (stage name Frank Light), also owns record label Beacon Records with sister Jeanne.

Dental Hygienist turned Country Music Singer and Record Label Owner

by Ashley Korn

As a dental hygienist, Brother Frank Licht, *Ferris State*, expected to find cavities, not a new career! However, he'd already taken on a quite a few prior to ending up working in a dentist office. Brother Licht started his collegiate career in accounting. In his third year, he realized that path wasn't for him and instead pursued graphic illustration. When he graduated, he was unable to find work and temporarily joined the Army. After that, he thought of pursuing nursing and was about to start clinicals when he was forced to quit for personal reasons. Brother Licht then began a job in waste management only to rupture two discs leading to surgery, rehabilitation and eventually a new job. He looked at his options and decided on

dental hygiene. "It's a good field with good money to be made. You don't work Fridays or holidays, which gave me lots of time to pursue my music."

While doing a routine teeth cleaning, Frank began a conversation with Sheryl Loftis, vice president of writer relations with the full-service music company SOI Music, about his relocation to Nashville and his singing career. Loftis asked for a demo CD and immediately called telling him they were interested in a partnership. It should be noted that Frank Licht decided to use the stage name Frank Light, as he felt his real last name was too difficult to pronounce.

"Frank Light's voice is refreshing. These are pure vocals, simply a God-given gift," said Loftis, "This is a one-in-a-million vocalist. He shares the stage with singers like Roy Orbison, Vince Gill, and Marty Robbins." The owner of SOI, Steven Sharp, a man who has promoted over 60 Number 1 singles to country radio, said Light was "one of Nashville's best-kept secrets. He's undoubtedly the most talented tenor vocalist in music today." Frank classifies his music as young country with a southern rock influence.

In 2005, Frank recorded 11 songs for his debut CD called, "Faith in Atlanta." That same year, Frank and his sister, Jeanne, created record label Beacon Records. Getting a record deal on a major label is quite a challenge, which is why they started their own. "Having a smaller label allows a little more freedom for me as an artist," says Light, "We can make decisions based on our likes and dislikes." Now, the label has started to expand and the siblings are looking to partner with an investor or venture capitalists interested in becoming a part of the music business. "We are working with mainly country music right now and are not sure at this time, but we are considering other artists and genres for the label."

Frank's collegiate days with the Fraternity gave him insight on what it takes to function as a successful business owner. "Deltasisg helped me by instilling values in the way I live. I had a brotherhood while I was in college and they made you accountable for your actions. I believe we should live as we want to be treated in life and in business," says Light. "We at Beacon Records do not take on artists unless we believe in them. We help them develop an image, create press kits and pitch to major labels."

To keep afloat, Light doesn't take on big business labels. Instead they keep the focus smaller, working on radio airplay and building a fan base for current artists Ronnie Pittman and Bobby Cutshaw. For Light's second album he is looking to work with Clyde Brooks, who has produced for country stars like George Strait, Kenny Rogers, Dolly Parton, and Kenny Chesney. "We are honored to have Clyde want to take the reigns. Once we are finished with the CD, we can go to a major label to create a
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