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## Enduring success

Jack Nadel offers his best business advice

By Henry Dubroff  
Editor

There are two things you need to know about Jack Nadel.

First, you will never meet a more likeable entrepreneur. Second, at age 90, the Santa Barbara resident has a lot to say to folks trying to start or run small businesses.

Nadel has published “The Evolution of an Entrepreneur,” a revealing and educational look at business over seven decades.

### Book Review

And for good measure, he’s tossed in 50 tips for business survival that look back through his journals and forward to today to make them relevant.

As a small business owner and entrepreneur, I feel fortunate to know Nadel personally, since he’s the grandfather of Lizzy Willhite, advertising graphic artist at the Business Times. But I’ve also learned that he’s well-known in business circles in both Los Angeles and the Tri-Counties. Among other things, he’s a longtime customer of Union Bank, and counts Towbes Group Chairman Mike Towbes in his circle of friends. He and his wife Julie are well known in philanthropic circles and are major donors to Sansum Clinic.

This is not Nadel’s first adventure in publishing. So, I picked up his sixth book with a lot of anticipation and I wasn’t disappointed. There in an early chapter was the story of how a very young Nadel, who had

flown B-29 bombers over Japan in World War II, noticed an announcement in the Los Angeles Chamber of Commerce about a bid notice for blue cloth in China.

Nadel got his hands around olive drab yarn from an army surplus store, figured out how to die it blue and began to supply uniform material to the army of nationalist leader Chiang Kai-Shek. Union Bank provided the financing and later letters of credit to facilitate shipments.

The story follows from the creation of his import-export

business, Trans Pacific Traders, to the creation of a specialty marketing and advertising company in Beverly Hills that grew to great size and was successfully sold.

Next to the stories, which are entertaining and educational, the best thing about this book is the Nadel spirit. This is a guy who looks for ways to create lasting relationships, not transactional events. He would rather ask “is this the right thing to do” than “can I legally get away with this?” And over the years he has not been afraid to speak

up on social and political issues when he feels strongly about them.

Nadel has a sense that the Great Recession has disrupted but not destroyed the great entrepreneurial journeys that define the pursuit of the American Dream. His 50 lessons are filled with ideas that lessons that speak to the opportunities and problems that come along with any enterprise.

Among them:

- Taking on business partners is like getting married. The relationship has to be sustainable and built on trust and loyalty or it won’t work.

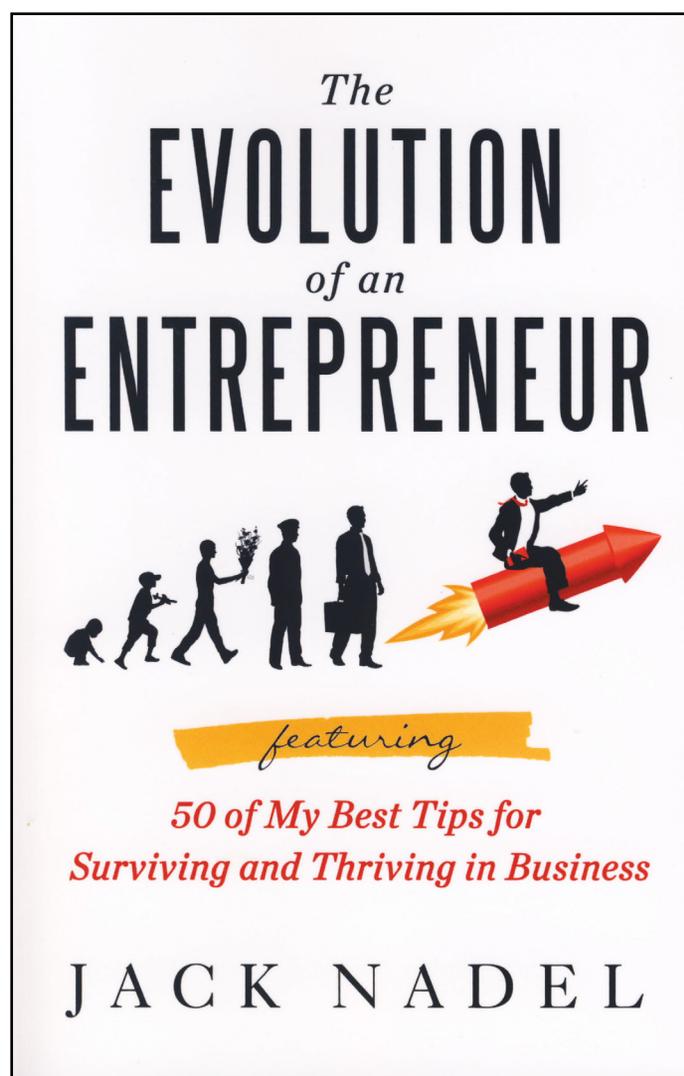
- Separating out urgent matters from true emergencies is a key job of the entrepreneur.

- Confronting problems is always the right approach when compared to the alternative of assuming they will go away.

- If you build a business around something that you love to do, your odds of success will rise dramatically.

Nadel says, and I heartily agree, that for all the changes that new technology has wrought — whether it is cloud computing or social media — human beings are still human beings. The fundamentals of building a successful enterprise are enduring even as entrepreneurs are evolving to take advantage of the changing world around us.

You can find “The Evolution of An Entrepreneur” at Amazon.com, other retailers, and at [www.jacknadel.com](http://www.jacknadel.com).



Santa Barbara resident and serial entrepreneur Jack Nadel's recently published “The Evolution of an Entrepreneur.”