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PORTLAND BUSINESS JOURNAL

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Executive Profile

Michael Jones

Portland Business Journal - January 19, 2007

Resume

Name: Michael S. Jones.

Title: Founder and CEO.

Organization: Hartmann & Forbes.

Background: Senior financial consultant, Merrill Lynch; founder and president, GlobalSource USA.

Education: B.A. in finance, University of Portland; MBA, University of Oregon.

Residence: Sherwood.

Business Philosophy

Essential business philosophy: To steal a quote from John Wooden: "The most important key to achieving great success is to decide upon your goal and launch, get started, take action, move!" Then make small vector changes along the way as the environment changes. But, without the initial inertia, you can't get anywhere.

Best way to keep competitive: Continue to be innovative by developing new-to-market luxurious window coverings. In terms of innovation, our company strives to always be at the leading edge of the curve and in front of the rest of the industry. Whether it's launching new product systems or product collections, or creating an industry-leading environmental program, we've been successful because we blaze a path and then keep blazing new ones.

Guiding principle: Hire and surround myself with people who are smarter than I am and fuel their natural passions for achieving individual and team greatness.

Yardstick of success: Do the country's most successful and respected designers buy our window coverings? If the answer is yes, we are doing a first-rate job.

Goal yet to be achieved: Be ranked one of America's best companies to work for.

Judgment calls

Best business decision: I was recruited by Intel in 2001. Sitting at a cybercafé just off the harbor in Hong Kong, I thought about my future at Intel. I remember the day perfectly: Everywhere I looked there were ocean containers being loaded and the heartbeat of commerce was everywhere. It was a Saturday and I was due to report to Intel on Monday. I fired off an e-mail to the Intel recruiter and resigned. This was the most exhilarating business decision and the most rewarding one.

Worst business decision: Not becoming an entrepreneur sooner. I spent too many years working for others before realizing my dream.

Toughest business decision: Finding the humility to hire a president whose strengths make up for my weaknesses.

Biggest missed opportunity: I have learned that focusing on the opportunity at hand is generally more important than trying to count what's being missed.

Mentors: Randy Swangard, director of the Lundquist Center of Entrepreneurship at the University of Oregon, has been hugely influential for my business's development. He has been a true mentor, with his frequent visits to our facilities and his steadfast counseling in strategic business issues and marketing tactics.

Word that best describes you: Blessed.

True Confessions

Like best about the job: Our marketplace changes on a daily basis and our business must change to align ourselves with the market. For an ADD personality like mine, this business environment is a perfect fit.

Like least about the job: Managing the natural human condition is by far the largest challenge.

Pet peeves: Details! It's attention to minuscule details that separate the successful business from the average one.



Most important lesson learned: I have to follow my instincts. More often than not, in the face of all logic and irrefutable data, my instincts are on the mark.

Person most interested in meeting: Steve Jobs.

Most respected competitor: The garage startups that have the guts to take risks and make things happen, often taking away much larger competitors' market share through innovation and old-fashioned hard work.

Greatest passions: Growing up in Oregon, it's natural to maintain a passion for preserving the environment, especially when you have spent as much time as I have at the University of Oregon. But when I had children, it really set it to me how important it is ensure that my children grow up in a healthy environment.

First choice for a new career: Author.

Predilections

Favorite quote: "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity." -- George Patton.

Most influential book: The Bible.

Favorite Web sites: **Hfshades.com**.

Favorite cause: The causes that are most meaningful to me to support involve children because Doernbecher Children's Hospital has a great program.

Favorite movie: This year it would be "The Pursuit of Happyness."

Favorite music/musician: Shawn McDonald.

Most treasured possession: BlackBerry.

Favorite restaurant: Ruth's Chris Steak House.

Favorite vacation spot: The Caribbean.

Favorite way to spend free time: Reading a good book, running long distance, flying my Cessna 182, and spending time with my wife and kids.

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