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# BUSINESS COURIER

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## Cintas turns page of its next chapter

### Founder transfers 14M shares to new partnership

BY JON NEWBERRY  
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Forty years after founding Cintas Corp. – a name, by the way, that was born on the back of a cocktail napkin – Dick Farmer has relinquished

control of most of his family's remaining shares.

Farmer, now 74 and still the only chairman Cintas has ever had, has transferred ownership of 14 million common shares to a newly formed family limited partnership,

Summer Hill Partners LLLP. His son Scott Farmer, the company's CEO since 2003, is the partnership's sole investment trustee and now has total control over the disposition and voting of the shares, according to filings



Farmer

with the Securities and Exchange Commission made by both men.

Dick Farmer had long been a fixture on the Forbes 400 list of the richest Americans, but he failed to make the cutoff in 2008... along with 88 other U.S. billionaires. His stock transfer comes as Cintas is set to an-

FARMER, PAGE 36

## What would Mom say?

### P&G turns to 250,000 women on its Vocalpoint.com to learn

BY LISA BIANK FASIG | lfasig@bizjournals.com

**N**ever underestimate the bump that thousands of mothers can give to a Bounce.

When Procter & Gamble Co. in June sought feedback on its new Bounce Dryer Bar, an evolution of the dryer sheet, it turned to the biggest congregation of mothers it had at its calling: the 250,000 women at its word-of-mouth Web site, Vocalpoint.com. The site reached out to 5,500 women and,

VOCALPOINT, PAGE 36



MARK BOWEN | COURIER

Kristen Haun said P&G has used feedback from Vocalpoint.com to tweak the message of Bounce and other products.

## Metro dispute could unveil deep potholes

BY DAN MONK  
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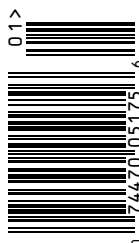
What started as a routine contract negotiation could erupt into a management controversy next week when the Metro bus system's parent board meets to discuss the employment status of its CEO, Marilyn Shazor. At issue is whether the board of the Southwest Ohio Regional Transit Authority (SORTA) should spend upward of \$100,000 to buy Shazor out of her employment agreement with the Chicago-based company that operates Metro under a 5-year-old contract. Shazor, who became CEO last



METRO, PAGE 37



**NEXT WEEK**  
An inside look at how Rookwood creates  
**INSIGHT**





**CALLING ALL ALUMNI**

**Did you** know that the Forty Under 40 alumni have their own Web site?

**It includes** details about upcoming events, as well as profiles of all alumni from every year and a nomination form for the upcoming class.

**To update** your profile, call Joe Hoeffcker at (513) 337-9465 for details.

**Go to** [www.fortyunder40.biz](http://www.fortyunder40.biz) and reconnect or make a nomination for next year.

## Calculated risk essential to creating success

During the first 12 years of my career, I had the privilege of working for two great Fortune 500 corporations. I had opportunities to contribute, learn, add value and be well-compensated.

But I always seemed to arrive immediately after the “good times” had ended. “You should have been here last year,” I often heard, “our sales went through the roof; everyone was getting paid.” “The hardest part of the job was counting the money,” colleagues would reminisce, invariably ending with, “It’s all over now.”

As a young professional, I wondered why it was that I kept missing those times and, more importantly, when/if they’d return. Then I realized that you never really know the good times or the right time until later.

What characterized the so-called good times was the great number of people who had figured out how to capitalize on their circumstances and achieve success. The feeling (during good times) is that ev-

eryone is making money and all is good on the news. Optimism, often unqualified levels, permeates everything we do.

Conversely, what are perceived as “bad times” often are a misinterpretation of rapid change. During this time, tried-and-true plans are tested to the breaking point, and often fear begins to reign as we pine for “good times.”

I believe that most of the time fear is manageable. The antidote is a combination of training, preparation and experience.

When I decided to become a small-business owner, I realized that while timing is important in the business world, so is perspective. It is your ability to see past what is immediately in front of you, toward the next level of success, that is the hallmark of strong

businesses and their leaders – not nearly so much their good fortune to have timed the market well.

One of the things I love most about the Forty Under 40 alumni is that we all seem to embrace the fear, the uncertainty, and reach higher heights no matter the circumstances. These risk-takers are succeeding. We all choose a certain level of risk when we choose to invest our time, talent and treasure – and we succeed. I’m not talking about crazy risks, but calculated and thought-out risks.

In March, I sold the insurance assets of Muñiz & Associates LLC, which I founded in 2005 and grew to more than 2,000 clients. Ninety days later, I launched Deerfield Insurance Group, a member of Muñiz & Associates LLC. This is the first

and only Latino-owned, independent, full-service insurance and financial services organization in the region. We selected 15 top insurance carriers in the country to partner with us.

**‘Capitalize on what you know and what others might not know. Take some risk.’**

This was not an easy decision, but I believe that it is the right decision. There is never a better time to rise above the pack than in a recession. A good recession can make you a better marketer.

The only way to get to the future you want – is to plan the future you want.

Capitalize on what you know and what others might not know. Take some risk. Start today.

Muñiz-Olán is founder and principal of Deerfield Insurance Group, a member of Muñiz & Associates LLC and a member of the 2007 Forty Under 40 class. He can be contacted at [Antonio@DeerfieldIG.com](mailto:Antonio@DeerfieldIG.com).



**ALUMNI VIEWPOINT**

Antonio Muñiz-Olán



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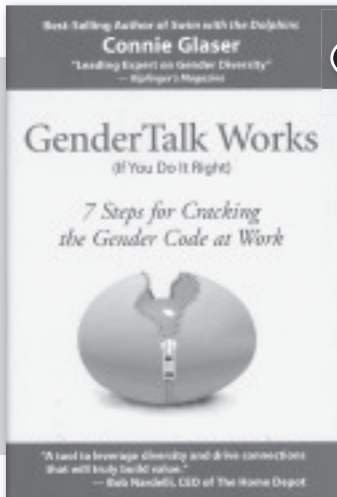


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