

## **SPEAKER INTRODUCTION - Business Focus**

### **PAUL ORFALEA**

Kinko's founder Paul Orfalea (pronounced OR-fah-la) is widely renowned for his entrepreneurial success, growing a single copy shop into the industry leader with 1,700 branches worldwide and more than 22,000 co-workers. Much of Kinko's success can be traced directly to Paul's unique business philosophy that was based on his freethinking and creative style. Paul's theories and instincts on how to operate a successful business are grounded in his passion for retailing, his insistence on taking care of his co-workers and customers, and a sharp eye for opportunity.

After 30 years entrenched in the business he created, Paul retired in the year 2000 and is no longer involved with FedEx Kinko's. In 2005, Paul co-wrote "*Copy This! Lessons from a hyperactive dyslexic who turned a bright idea into one of America's best companies.*" This unique autobiography is filled with life lessons on overcoming obstacles and turning impediments into opportunities. It is the story of how Paul Orfalea, a self-proclaimed "poster boy" for Attention Deficit Disorder and dyslexia who failed two grades, opened a small copy shop called Kinko's in 1970 and turned it into a \$2 billion-a-year company.

Paul succeeded using his learning differences and unorthodox approach to business to mold a compassionate, unconventional, partner-driven culture that allowed Kinko's to thrive, and made it, according to *Fortune*, *Forbes*, and *Working Mother Magazines*, one of the best places to work in America.

Throughout his life, Paul has always invested in real estate, the stock market and business opportunities. These have ranged from small business ventures to entire chains, in industries such as direct mail, fundraising, coffee shops, asset management and more. In addition, Paul is in high demand for public speaking and enjoys lecturing at various colleges around the nation. His family's philanthropic foundation supports early care and educational issues in California.

Please welcome Paul Orfalea.