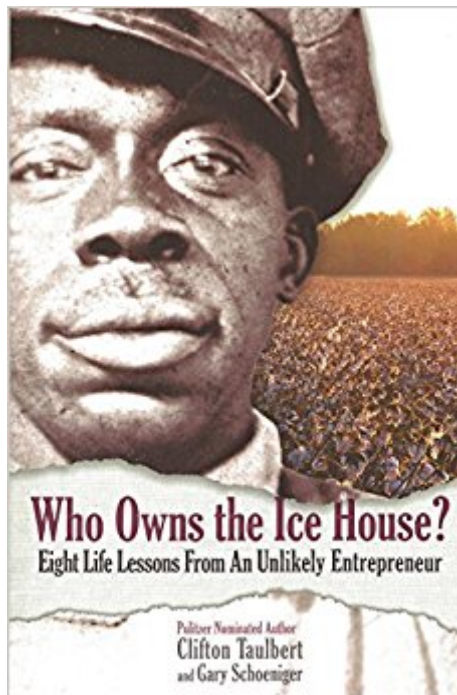




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# **Who Owns The Ice House? Eight Life Lessons From An Unlikely Entrepreneur**



## Synopsis

In the late 1950s, Glen Allan, Mississippi, was a poor cotton community. For many, it was a time and place where opportunities were limited by social and legal constraints that were beyond their control. It was a time and place where few dared to dream. Based on his own life experience, Pulitzer nominee Clifton Taulbert has teamed up with entrepreneur thought leader Gary Schoeniger to create a powerful and compelling story that captures the essence of an entrepreneurial mindset and the unlimited opportunities it can provide. Drawing on the entrepreneurial life lessons Taulbert learned from his Uncle Cleve, *Who Owns the Ice House?* chronicles Taulbert's journey from life in the Mississippi Delta at the height of legal segregation to being recognized by Time magazine as "one of our nation's most outstanding emerging entrepreneurs." *Who Owns The Ice House?* reaches into the past to remind us of the timeless and universal principles that can empower anyone to succeed.

## Book Information

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## Customer Reviews

Clifton L. Taulbert, a recognized thought leader on the power of community, is renowned for his ability to glean timeless lessons from the place of his birth, the Mississippi Delta. His first book, "Once upon a Time When We Were Colored" has been embraced globally as has his book, "Eight Habits of the Heart". Taulbert's "Last Train North" was nominated for the Pulitzer Prize and received the Doublday New Author of the Year award and the Mississippi Institute of Arts and Letters award for non-fiction. Taulbert lives in Tulsa, Oklahoma with his wife Barbara. --This text refers to the Hardcover edition.

Gary G. Schoeniger is an emerging thought leader in the field of entrepreneurship education. He is the co-founder and CEO of The Entrepreneurial Learning Initiative (ELI), an organization dedicated to providing interactive real-world entrepreneurship education programs for individuals and organizations worldwide. Their clients include the Cisco Entrepreneur Initiative and the Ewing Marion Kauffman Foundation of Kansas City. Schoeniger lives in Cleveland, Ohio.

Clifton L. Taulbert, a recognized thought leader on the power of community, is renowned for his ability to glean timeless lessons from the place of his birth, the Mississippi Delta. His first book, "Once upon a Time When We Were Colored" has been embraced globally as has his book, "Eight Habits of the Heart". Taulbert's "Last Train North" was nominated for the Pulitzer Prize and received the Doublday New Author of the Year award and the Mississippi Institute of Arts and Letters award for non-fiction. Taulbert lives in Tulsa, Oklahoma with his wife Barbara.

When I can't put a book down, that's when I know I love it; the book wins over all else -- the TV, the football game, the Facebook -- everything is put off until the book is read in its entirety. This was one of those books. As an author myself of an entrepreneurial/finance book (The Millionaire Fastlane) I am often asked and approached, what entrepreneur books do I recommend? Sadly, my list is few because most entrepreneur books are written by authors first, entrepreneurs second. Most entrepreneur books are simply full of "feel-good" self-important BS platitudes that do nothing but promote a false reality of entrepreneurship and what it takes to succeed in entrepreneurship. Who Owns the Ice House puts all the critical "success" factors into perspective, and tells it from a gripping perspective that shows you, if Clifton can do it, there's no way in hell you shouldn't be to do it! Unfortunately, as I read the book I became acutely aware that it probably wouldn't sell a lot of books simply because the content is NOT what people want to hear: The cold-hard truth behind what it takes to succeed in entrepreneurship is a firm commitment to your customer and hard work (NOT 4-hour work weeks, NOT outsourcing, NOT "do what you love", NOT "follow your passion"). Solve needs. Fix problems. Always put the customer first. Your personal motivations in the entrepreneurial transaction become irrelevant and the story of Clifton Talbert shows the positive result of that commitment. Nowadays, books like this (ones that hit the nail on the head) are passed over for the stuff that people WANT to hear (You can make millions "following your passion" and working 10 hours a week from your basement! Blah Blah) ... don't pass on this book, I'm glad I didn't.

One of the most frustrating characteristics of many self-help, improve your business type books, is the almost unbearable amount of time the writer or writers spent talking about themselves, and what great lessons we'll find when we read the book! After what feels like half the book, you finally get to a point or two, that you appreciate. This book has some wonderful lessons, but the first part is dry and difficult to get through. I had to make myself finish this book. I was so frustrated, nearly gave up on it. If you're looking for some simple, quality life lessons, you'll find them here. I think the guy that owned the ice house would tell the writers that they used way too many words to tell his stories. He'd write a much better book!

One of the top business books I've ever read, criminally under-recognized. Extremely powerful and moving stories that have stayed with me for a long time. It feels like I met Uncle Cleve and Ma Ponk just by reading this book. More people should have a chance to spend time with Uncle Cleve, at least through this work. Most highly recommended.

If you're looking to get into and/or promote entrepreneurship to those who otherwise would never consider it, this might be a good book for you. If you're looking for tangible, actionable steps on how to succeed in entrepreneurship, I would suggest consulting Ash Maurya's work on The Lean Canvas / Lean Stack.

Once in a long while you come across a book that actually teaches something. "Ice House" is one of those rare and timeless books. I read it in one sitting because I couldn't put it down.

Entrepreneurship is much more than balance sheets, and business plans. It's about the intangibles that create success. As an experienced entrepreneur, I can recommend "Ice House" for any current business owner as well as someone wishing to start a business. This book is so good, it should be read more than once, and kept on your back table as a continuous reference manual. Kudos to Mr. Taulbert and Mr. Schoeniger for their wisdom and instincts.

This book has become a text book for some college classes in entrepreneurship. It is also featured prominently in the materials of such heavy-weight entrepreneurship organizations as the Kaufman Foundation. What is special about this book? It is about Uncle Cleve, an everyman in segregated Mississippi who refused to get on the truck which transported black laborers to the cotton fields. Instead, he bought an icehouse and delivered ice to both sides of the railroad tracks. And then he did much more. And Uncle Cleve became economically very successful against impossible odds.

How he did it, his habits, his ways of thinking, how he related to other people and with whom he chose to associate, are all subjects of the book. Are you well-motivated but lack opportunity? This book is for you. Are you a young person looking for direction; maybe looking for work with no luck? This book is for you. I wrote very short summaries of each chapter and have them saved on my phone. I read them periodically in order to maintain focus--they are life-changers.

The valuable aspect of this book was reminding me about family wisdom from positive models we were fortunate to have. As with many entrepreneur stories, the conclusion is that there is no magic recipe, and the young tend to admire figures of power more than those contributing positively -some little, some largely. However, it also conveys the message that this has to be done in a timely manner, which can be discouraging for a number of people. The part of the entrepreneurial mindset is a process, and can be achieved if driving slow as Uncle Cleve. For his time and circumstances, that was ok: but today, we may not be able to offer failure as means of learning through the lesson of Persistence that easily. Young people seem to have much less capability of frustration.

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