

Foreword by Donald McCaig

MARCHING UP MADISON AVENUE

A man in a light-colored suit and dark tie stands with his arms crossed on a large, orange pencil that is oriented vertically. The pencil is positioned behind him, and he appears to be standing on its tip. The background is a plain, light color.

**How I beat the
entrepreneurial odds
armed with a pencil
and my imagination.**

RICHARD L. GILBERT