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PROLOGUE

Following the publication of *Raising the Bar*, I traveled the country giving numerous lectures and readings. Everywhere I went, people identified with my story, including entrepreneurs, cyclists, mountain climbers, and musicians. Countless individuals sent me letters about their own white-road journeys. I felt honored that people were moved by my tale; some were even inspired to take paths that went against conventional wisdom. They told me, “I was going to work for a corporation, but now I’m going to move West and become an artist,” or “I am not going to sell my company because I read your book,” or “I too hope to ride in the Alps and take the white roads.” They chose the entrepreneurial path, uncomfortable at times but always exciting.

As I witnessed the response to *Raising the Bar*, I felt grateful, grateful to our past and present employees, distributors, brokers, retailers, consultants, vendors, manufacturers, and to all the consumers who believe in our product and company.

I hope you enjoy our story and are inspired to take your own *walk around the block*.

**TO KIT, MY PARTNER IN LIFE AND BUSINESS.
TO MY PARENTS, CLIFF AND MARY,
FOR ALLOWING ME THE FREEDOM TO EXPLORE
WHO I AM. AND TO CLIF PEOPLE FOR
BELIEVING IN THE VISION.**

RAISING THE BAR