

## A Tribute to a Leader and a Friend

This summer, the home business industry lost a truly innovative leader when Phil Longenecker, CEO and founder of Cutting Edge Media (publisher of *Home Business Connection* and *True Wealth* magazine), died in a car accident on Sunday, July 19, 2009.

Our close-knit family at Cutting Edge Media has spent the last month dealing with this tragic loss of our mentor whom we also considered a very dear friend. We've heard from many home business owners who are mourning Phil's loss and who credit him with helping them achieve financial and personal success from home. Jay NaPier, a long-time home business owner, left this post on the MLM.com forum: "I met Phil several years ago at a Coastal training event. Great guy and has had a big effect on our industry. His company and ideas are responsible for many success stories in our industry. He'll be greatly missed."

Eighteen years ago, Phil recognized a need for home business owners to be able to easily connect with people who were looking for a way to make money from home, and as a result he created his own impressive success story. In 1991, he launched Elizabethtown, PA-based Cutting Edge Media out of a bedroom in his parents' farmhouse. He started with a magazine about home-based business opportunities, *Cutting Edge Opportunities*, and pioneered the way for his one-person publishing business to grow into a multi-million dollar lead generation and marketing solutions company that is widely recognized as a leader in the home business industry.

He used his own experience as an entrepreneur when offering advice to others looking for the right home business opportunity: "An entrepreneur doesn't search for the perfect opportunity; an entrepreneur just jumps in head first and does it. Not everyone is ready to start a home business, but if you've made the decision, the best advice is to get involved now. Work hard, give it a couple of years, and don't ever give up."

That mindset never wavered over the years as Phil continued to develop and pursue new methods for helping people to promote and generate leads for their money-making opportunities.

A gifted businessman, Phil led with a passion for business and a zest for life. He inspired countless individuals with his talents and generous spirit and had an especially profound effect on his employees whom he considered his personal friends.

Phil was also a kindhearted philanthropist who was committed to enriching and bettering the lives of others. He regularly reached out through local organizations with the purpose of making a difference in the lives of less fortunate families and children.

As a testimony to how many lives he touched, there were over 600 people in attendance at his memorial service. Phil was regarded as an exceptional leader, insightful mentor, and above all, a beloved friend. He made Cutting Edge Media feel like a family and touched the lives of each and every one of us here. We are dedicated to honoring his memory by operating our business as we always have and will continue to carry out the legacy Phil started when he began this company 18 years ago.

— The team at Cutting Edge Media

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