

# MORNING MEMO

## Hot tips and news to start your business day

Send your tips and questions to Bill Ferguson, *The Cincinnati Enquirer*, 312 Elm St., Cincinnati 45202; fax 564-6991; e-mail bferguson@enquirer.com

### TODAY'S

#### CAREER ADVICE

Phil Knight, founder of the Nike shoe company, told the *Harvard Business*

Review  
in  
1992  
why  
being



first to  
market is key.

"History shows that the first brand into the market, on average, gets twice the long-term market share of the No. 2 brand and twice again as much as the No. 3 brand."

— John Eckberg

### TODAY'S MONEY TIP

When figuring how much you'll need to save for your retirement, don't forget to take taxes and inflation into account. Forget these, and you might not save enough to live on after you quit working.

— Amy Higgins

### TODAY'S NUMBER

127

Citing weak market conditions, Charles Schwab Corp. said it will close its brokerage businesses in Australia, cutting 87 jobs, and Japan, cutting 40, by the end of next month.

— THE ASSOCIATED PRESS

### TODAY'S

#### MOVER

Steve Bove has joined NAI Eagle, the brokerage services and commercial



Bove

property management division of Eagle Realty Group, as senior sales associate. Mr. Bove will focus on industrial properties,

providing leasing, sales and tenant representation services. He was sales vice president at Cincinnati Commercial Realtors and brings more than 20 years of experience to NAI Eagle.

— Shirley Dees

## TODAY'S COMPANY: MOBILE OFFICE ENTERPRISE

### ▶ TURNING CARS INTO OFFICES:

When Doug Mayer was a sales representative for Reynolds Aluminum, he worked out of his car a great deal and discovered how difficult it was to operate his laptop computer from his vehicle. That frustration resulted in the invention of the Mobile Desk, the product that spurred for-

mation of Mobile Office Enterprise in 1998.

### ▶ FOCUSING ON

**GROWTH AREA:** Originally, the West Chester Township company also offered Web hosting and networking services, but demand for its desk grew so rapidly that those services were phased out. Growth has exceeded 100 percent in the

last two years.

**▶ MIGHTY MOUNTS:** In 2002, Mobile Office Enterprise will unveil the Xtreme Desk, designed for use by employees of police and fire departments, utilities, construction crews, airport security and others who need rugged computer mounts.

— Jenny Callison