

## Sponsors

Nancy J. Ekrem, CPA

**FIVE STAR**  
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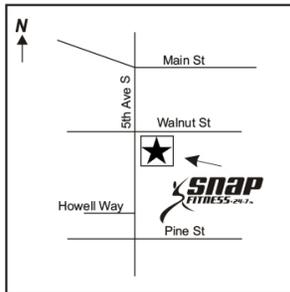


Nancy J. Ekrem, CPA of Dewar Meeks + Ekrem PC  
wins 2016 Five Star Financial  
Services Professional award!  
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Edmonds  
505 5th Ave. S.

425-778-7627



Corner of 5th & Walnut,  
south of the fountain

[snapfitness.com/edmondswa](http://snapfitness.com/edmondswa)

## About Us

Marketplace Connections exists to foster a network among professionals from around their city and ultimately around the world. We help foster Good Company, Great Conversation, and Inspiring Interaction.

We network for business development. But even more we network and connect for personal and spiritual development.

This fuels the 'engine' for monthly meetings, small group discussions, and One to One interactions that lead to the strength of relationships developed outside the meetings themselves. For more information, check out our website below. We look forward to seeing you at our next networking event.



Edmonds City Hall  
(Bracket Room on 3rd Floor)  
121 5th Ave North  
Edmonds, WA 98020

Friday March 10th  
Time: 12-1:30 P.M.

Register at the website below.

[www.MarketPlaceConnections.org](http://www.MarketPlaceConnections.org)



## UNEXPECTED LESSONS LEARNED FROM TWO SOFTWARE STARTUPS

- 1. How to nurture optimism without losing realism**
- 2. Why your character is more important than achievement**
- 3. How to treat customers, employees and even competitors the way you want to be treated**

Join Us On Friday March 10<sup>th</sup>  
For Lunch 12-1:30 P.M



[www.MarketPlaceConnections.org](http://www.MarketPlaceConnections.org)

# How creating a customer can change us.

A reluctant entrepreneur, Rohan thinks of himself more as a philosopher and a theologian than a businessman. Rohan will share insights and lessons learned from 30 years in the printing industry, 20 of which were spent inventing a new class of software tool and leveraging it to compete against some of the biggest names in the game.

- Keep learning – it’s amazing what you can learn from books!
- Persist! Just because a competitor is many hundreds of times larger than you does not mean you cannot beat them.
- Treat people the way you want to be treated... customers, employees, even competitors.
- Nurture optimism without losing realism.
- Remember that who you want to become is more important than what you want to achieve in business.



## Be A Sponsor Of Marketplace Connections

Have you ever wondered if there was anything you could do to help spread the message of topics like this to more people AND promote your company at the same time? Now is the perfect time to consider being a Sponsor of Marketplace Connections.

Contact Jon Sween at (425) 260-7686 or email: [jgsween@gmail.com](mailto:jgsween@gmail.com) and see if this might be the perfect “Win/Win” for you.

## Rohan Holt

*Former Founder and President  
of Metrix Software*

**Metrix Software, [metrixsoftware.com](http://metrixsoftware.com) (now owned by EFI)**



Rohan Holt is an Australian who discovered the beauty of the Pacific Northwest when he sold his first software startup to the Lynnwood-based, ScenicSoft, in 1999. Holt had joined the printing industry in Sydney, Australia, in 1986, but taught himself to write software so he could invent the first production

planning software tool for the sheetfed commercial printing market in 1995.

In 2002, Holt returned to Australia to found a new company, Metrix Software, and create the next generation of printing industry production planning software, the culmination of Holt’s years of print production experience and accumulated software design expertise. Metrix, launched in 2004, received the prestigious 2005 PIA/GATF InterTech Technology Award, recognized industry-wide as a symbol of technological innovation and excellence. Metrix Software grew to have offices in Edmonds, Washington, Turnhout, Belgium, and south of Sydney, Australia, and Metrix became the worldwide leader in its class of software. During this time Holt was also helping to define printing industry automation standards as an Advisory Board Member of the CIP4 Organization.

In 2013, Metrix Software was acquired by Electronics For Imaging, Inc., and Holt joined EFI as the Director of Metrix Products. Leaving EFI in 2015, Holt has since been studying theology at Northwest University and is currently working on his Pilot’s Instrument Rating while waiting for his printing industry non-compete to expire.

**metrix**