

You should get to know ... 'Cactus Jack' Barringer'



"CACTUS JACK" BARRINGER

CEO, Cactus Jack's Marketing Corp., Ames

Business Description:

I am an entrepreneur/inventor/marketer; I consult both inventors and individuals with ideas for products they want to bring to market or license to other companies. I specialize in "As Seen On TV" items and am a "product agent," and become a champion for my clients' ideas and products. I also help with patenting, manufacturing and retail distribution.

IN SHORT...*I SPRINKLE FAIRY DUST ON YOUR PRODUCT SO YOU CAN WATCH IT FART GLITTER*

Background:

I graduated from Atlantic High School in 1961. Second in my class (from the bottom). After that, I developed a strong interest in motivational and self-improvement programs and have spent the past 40 years chasing the dream ... caught one now and then, too!

Notable achievements:

"Lifetime entrepreneur" and inventor and holder of multiple patents. I have been featured in People Magazine, the Wall Street Journal, USA Today, and over 200 publications and magazines. I've also appeared on numerous television shows including ABC's "Shark Tank," "Fox and Friends," "Best Damn Sports Show," ESPN's "Cold Pizza," CNBC, and more - not to mention, I've sold millions on QVC's shopping network. Recently, I rang the opening bell at the NASDAQ Stock Exchange and released my new book, "How to Get and Market Million Dollar Ideas."

Why I do what I do:

I would rather live atop a pumpkin and have it all to myself than be crowded on a velvet cushion.

What I do to get away from work:

I deal in new ideas, products and inventions - if you enjoy what you do, you will never work a day in your life! That being said, I love hunting on my farms in southern Iowa, where we have a second home. I also enjoy fishing in Canada and flying my airplane.

How I give back to the community:

I speak to service clubs like Rotary, Kiwanis and SCORE. I am also a regular speaker on entrepreneurship, marketing and inventions at Iowa State University and other colleges and high schools.

Words to live by: "Thought determines what you want; action determines what you get!"

Best business book I've read lately:

"Think and Grow Rich" by Napoleon Hill. Buy it, and you have a book; read it, and you have the blueprint; do it, and you have the world! I have read this book well over 50 times and studied it for 40 years - it became my college education. I recently had the honor of being quoted on the back cover of the latest edition.

The best place in central Iowa to entertain clients or colleagues:

Sitting on a boat on my lake, or in a tree stand hunting on one of my farms. I have made more business deals there than on any golf course or office.

One thing I would change about the Des Moines area:

We have been milking the Butter Cow for 100 years now. Give it a rest and bring in a Chocolate Moose. Iowa would attract the entire population of Canada and save all that butter for some great Iowa sweet corn!

What Iowa can do to attract more people like me:

Billy Sunday once said, "Men do not fail from lack of opportunity, they fail from lack of purpose." I believe the best way to predict the future is to create it! Boldness has genius, power and magic in it.

My mentor: My uncle Manny Barringer. He was once a legend in Cass County, Iowa. A taxi driver and "bootlegger" that loved kids and horses, he was a "secret Santa" to anyone in need. He saw something in me and encouraged me to rise above my limited education and resources and

reach for the better things in life. He told me once, "The biggest risk you will ever take is never taking risks." I have never forgotten this and have been a risk-taker all my life.

My leadership philosophy: What they said yesterday is not what they will say today, and won't be what they say tomorrow. Quit worrying about what they will say if you fail.

What I would do if I could do something else:

I would join the circus. P.T. Barnum was a great showman and a marketing genius. Studying his life taught me three principles I try and live by:

- × The more flash, the more cash.
- × It's not done until it's overdone.
- × Too much of a good thing is a very good thing!

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