



MITCH HARDIN, JR.

Mitchell Hardin is the CEO of an ambitious dot.com startup with a real business plan and showing genuine profits. Mitchell is an old hand in this kind of business, and has been implementing his Clean Biz Op marketing plan since 1986. He has hundreds of customers from around the world, with 3,500 hits a month on his <http://www.clean-biz-op.com/> Web site.

Mitchell's cleaning specialty business blends the elements of business-to-business, wholesale marketing, training, business support, and entrepreneurial facilitation into

a one-stop resource for small cleaning business establishments. He adds value to business operations that specialize in online desktop computer cleaning, computer sub-floor cleaning, mobile mini-blind cleaning, carpet cleaning, janitorial supply distribution, and window cleaning. He is the developer of the BlindMaid mobile mini blind cleaning system.

Mitchell was seemingly born with a knack for selling things. His career as an entrepreneur began when he was six years old, selling peanuts in downtown Los Angeles. He started earning \$5 a day and progressed until he was earning \$20 a day. In school he moved on to bigger things, getting up at 5 a.m. to make popcorn balls to sell to his fellow students.

Mitchell later started his own window cleaning company, with a bucket and a squeegee. Jay Conrad Livingston's book, "Guerrilla Marketing" opened up his eyes to the potential of starting businesses without requiring millions of dollars in investment by using saturation techniques, such as fliers, direct mail, coupon books, and news organization distributions.



Mitchell's activities gradually evolved to his current Clean Biz Op. He is working on product development for floor cleaning products. He is looking for funding for a state-of-the-art specialty cleaning services facility.

Mitchell is a possibility thinker. He is passionate about entrepreneurship and about getting other people involved in the game. He doesn't want to attain financial success as a solo performance. He fervently tries to help others to have a shot at success.

Mitchell is founder of the Doing Something Positive (DSP) non-profit organization. He takes the message of entrepreneurship to inter-city schools — motivating and

educating children to the possibilities of becoming masters of their own economic fate.

Mitchell is producing a series of cleaning books and videos. His first book is a how-to manual on starting a Computer Cleaning Service. Other books will cover Construction Cleaning Service, Mini-blind cleaning Service, Maid Service, and Carpet Cleaning. The series of books will eventually be translated into Spanish. He has written articles for a number of magazines, journals, and newspapers.

Mitchell has discovered a need for easy-to-read, non-technical how to books for people wanting to start their own businesses. Mitch is trying to fill that need.

Mitchell stays positive about his work, his family, and his home. He loves to encourage others to be positive and to achieve their goals. He says he will never give up on his dream.

Mitchell's combination of dreams and hard work has been recognized widely. His awards and achievements include:

- Member of the Venture Capital Board for the young adult program in the Haas School of Business, UC Berkeley.
- Won the Appreciation Award from Cleaning Management Magazine as an advisory board member.
- Received the Excellence Award in Recognition to the Future Business Fair at Olympic High School.
- Nominated for the Awards of Excellence Minority Supplier of the year by the Northern California Supplier Development.
- Received the Beyond the Call of Duty awards by the East Bay Outreach Project at the Haas School of Business, UC Berkeley.

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