



Who Owns the Ice House? Eight Life Lessons From an Unlikely Entrepreneur

By Clifton Taulbert, Gary Schoeniger

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“Long before the word ‘entrepreneur’ became popular, the concept still existed.”

In the late 1950s, Glen Allan, Mississippi was a poor cotton community. For many, it was a time and place where opportunities were limited by social and legal constraints that were beyond their control. It was a time and place where few dared to dream.

For most, the work was in the fields where the sun was hot, the days were long and the wages were low. It was an accepted way of life that had been passed down for generations and, from the time young Clifton Taulbert could walk, he too was expected to climb aboard Mr. Walter’s field truck and find his place among his peers.

Yet one man made a difference - an unlikely entrepreneur who defied convention and dared to dream. That man was Clifton’s Uncle Cleve.

Based on his own life experience, Pulitzer nominee Clifton Taulbert has teamed up with entrepreneurial thought leader Gary Schoeniger to create *Who Owns the Ice House?* – a powerful and compelling story that captures the essence of an entrepreneurial mindset and the unlimited opportunities it can provide.

Drawing on the entrepreneurial life lessons he gained from his Uncle Cleve, *Who Owns the Ice House?* chronicles Taulbert’s journey from his life in the Mississippi Delta at the height of legal segregation to being recognized by *Time Magazine* as “one of our nation’s most outstanding emerging entrepreneurs.” While Taulbert describes the life-changing influence of his Uncle Cleve, Schoeniger captures the entrepreneurial life lessons, their timeless application and the unlimited opportunities they can provide.

Who Owns The Ice House? delivers an important message, one that reaches into the past to remind us of the timeless and universal principles that can empower anyone to succeed.

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Editorial Review

About the Author

Clifton L. Taulbert, a recognized thought leader on the power of community, is renowned for his ability to glean timeless lessons from the place of his birth, the Mississippi Delta. His first book, *Once Upon a Time When We Were Colored*, has been embraced globally as has his book, *Eight Habits of the Heart*. Gary G. Schoeniger is an emerging thought leader in the field of entrepreneurship education. He is the cofounder and CEO of the Entrepreneurial Learning Initiative (ELI), an organization dedicated to providing interactive real-world entrepreneurship education programs for individuals and organizations worldwide. Their clients include the Cisco Entrepreneur Institute and the Ewing Marion Kauffman Foundation of Kansas City. Their mission is to create inspired learning programs that deliver real-world impact.

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