



Just call us wily

WELL, YOU GOT ME with “wily” on the cover of your May issue (“Start a business for nothing: Four wily entrepreneurs reveal tips, strategies and free resources”). I read it on a plane. Damn fine read. Really engaging and informative rag. Nice work. I read it cover to cover—and all because of the word “wily.”

Steve Rosenfield, via text



What a kick

“NEVER IN A million years could I have imagined myself on the cover of *Entrepreneur* magazine. Not my teachers or parents, either. A milk carton, maybe.”

—Tom Atencio, vice president of Affliction Clothing in Seal Beach, Calif., in the May issue of *Orange Coast* magazine

In defense of Flash

MIKAL BELICOVE'S COLUMN (“Coolness has its price: Seven reasons to avoid using Flash on your website,” May) was a huge insult to all Flash developers and people who sell Flash websites.

I work for T8Webware, selling custom-built Flash websites to banks across the nation. Eighty-five of the top 100 websites in the U.S. use Flash. Flash is installed in over 97 percent of PCs in the U.S. After the initial load of a Flash site, the load time is equivalent to an HTML site. And, of course, many of the most popular sites we all visit require the latest version of Flash: Hulu, Facebook, ESPN, National Geographic. And, finally, Google has been indexing Flash websites for more than two years.

Christina Peverill
Waterloo, Iowa

'Trep of the month

LAST MONTH we sent out a call to our Facebook fans: The first person to send us their picture reading *Entrepreneur* in front of the White House wins a free one-year subscription to the magazine. Three weeks later, 45 of you had responded and we had a winner: Rusty Luhning, founder and CEO of SurvivalWare, who rode his bike from Alexandria, Va., just to take this shot. Now the hunt is on for July's winner. Check out our Facebook page for the secret locale: [Facebook.com/EntMagazine](https://www.facebook.com/EntMagazine)



ECONNECT THREAD OF THE MONTH: JUNE

What was your most brilliant idea?

Nicole Murray, via Facebook

So far, my new boating product. Rave reviews from the boating community! (anchorsuit.com)

Frank DeBlasi, via Facebook

Saving people money in a troubled economy. (hoopladoopla.com)

Kris Wagner Wittenberg, via Facebook

Deciding to put “Be Good to People” on a T-shirt (and trademark it). (begoodtopeople.com)

31Projects, via Twitter

Bringing 2gthr SMBs & top students through mktplace 4 consulting projects. (31projects.com)

Ryan Hoffman, via Facebook

Created an on-site garden for growing veggies and herbs on the roof and used it for training and community outreach.

Click on econnect.entrepreneur.com and comment on the thread of the month for July:

What's your favorite bar for business—and why?



Tell us about it

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