

THE GLOBE AND MAIL

STARTING OVER (AND OVER, AND OVER)

Serial Entrepreneurs – When one door closes, several open

TORONTO, ON (August 21, 2008) – Starting your own business requires commitment. Starting your own business more than once requires even more. Find out what Joe Mimran, Susur Lee, Terry Matthews and six other relentless entrepreneurs in the country realized in order to start and re-start their businesses. From a compulsion to create, to the ability to get over failure, entrepreneurship is in their DNA. With no rule book to follow and endless possibilities, the work-life balance of serial entrepreneurs is non-existent. Globe and Mail writers Sabitri Ghosh and Joshua Knelman examine the lessons, confessions and gripes of nine serial entrepreneurs in this edition of Report on [Small] Business magazine, to be published on, August 26, 2008.

The September issue of Report on [Small] Business magazine also features:

Turning Bread into Dough – After building Ace Bakery into one of the biggest indie brands in baking, founders Martin Connell and Linda Haynes opted against steering it through the next stage, a decade after the husband and wife team started it. Writer Craig Silverman explores how and why people sell their businesses. From managing the message to negotiating the deal, Silverman lists step by step advice for cashing in on what you have built.

Made in Canada – According to CEO Dani Reiss, China and India may seem cheap but, for Canada Goose, manufacturing their down-filled parkas at home has its advantages. With off-shore costs getting pricier, a ‘made in Canada’ tag is looking more appealing to many small businesses. Writer Nick Rockel looks at how to find an option right in our own backyard that will work for you.

The Globe and Mail’s small business web site and Report on [Small] Business magazine focus on the fastest growing segment of the economy: entrepreneurs. In the next five years, more than 100,000 new businesses will launch in Canada. The Globe and Mail serves the unique needs of these businesses with a wealth of online resources and dedicated coverage of small business issues and stories at reportonbusiness.com/smallbusiness. The magazine is distributed to members of the Canadian Federation of Independent Business, via select home delivery issues of the Globe and Mail and online at reportonbusiness.com/rosbmagazine.

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