

Making it Big

Ro[S]B magazine profiles entrepreneurs building, growing and rebranding

TORONTO, ON (June 3, 2009) – Despite running six of Toronto’s hottest venues and a quarter century of experience in the nightclub scene, Charles Khabouth still finds an opening night scary. Every new venture is a gamble. But Khabouth has a long track record of reading the market and introducing the next great hotspot. In the summer issue of Report on [Small] Business magazine, available Thursday, June 4, writer Amy Verner profiles the nightclub king and his latest venture: a hotel.

Khabouth’s success formula? Identify a promising market, conjure up an aesthetic vision that’s one-of-a-kind, and find the right partners. He’s only taken five vacations since opening his first club in 1983, but his dedication and vision have kept him on the leading edge.

Also in this issue:

The Making of Mike Holmes– The white knight of renovation, Mike Holmes, is Canada’s most trusted man. Holmes on Homes is HGTV Canada’s top-rated show and now with a broadcast deal in the U.S, the Holmes Group will find out how big and wide Mike can stretch. His goal is simple: educate homeowners, build better houses and improve the state of skilled trades.

With no scripts, a plain-speaking style, and the authority to get mad, Holmes is the Don Cherry of construction. From branded work gear and building homes in New Orleans with Brad Pitt to launching his own magazine, Holmes’ empire keeps expanding. Writer Joanna Pachner examines how the marketing team behind Holmes is managing his brand and strategy.

Branding Irony – Brady Financial Group, a growing insurance brokerage, is heading down the rebranding path – changing its public image to keep pace with the company’s growth and ambitions. Writer John Lorinc sits in on the process as company president Kevin Brady reviews creative options, ponders a big ad buy, and worries about his firm’s ability to handle a jump in business. Lorinc outlines the fundamentals and do’s and don’ts of renovating your brand. It’s more than just slapping on a fresh coat of paint.

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.

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multimedia company, which also owns CTV Inc., Canada's number-one private broadcaster

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