

# Authors share recipe for success

Janet and Greta Podleski, authors of *Looneyspoons Low Fat Food Made Fun*, shared their recipe for success with new entrepreneurs at Showcase 2000 in Markham.



BY PATRICK CASEY  
Staff Writer

With a debt of \$80,000 and rejection slips from eight Canadian publishers, it would have been easy for Janet and Greta Podleski to return to their full-time jobs and abandon a dream to market a humorous recipe cookbook.

But resisting the urge to quit, the St. Thomas sisters instead teamed up with David Chilton, author of *The Wealthy Barber*, and the three formed their own self-publishing partnership firm.

Today, the Podleskis are a Canadian success story, the authors of the popular

*Looneyspoons Low Fat Food Made Fun*, a book first released in September 1996 that has gone on to sell more than 800,000 copies, making it the fastest selling book in Canadian publishing history.

Their second cookbook, *Crazy Plates*, has already sold 325,000 copies.

On Tuesday, the Podleski sisters spent two hours discussing how they went for broke to get their fun-filled healthy eating guide on to store shelves, inspiring budding entrepreneurs gathered at Showcase 2000, a one-day expo highlighting York Region's newest busi-

nesses.

"You cannot be afraid to try something. I am a domestic dunce, but you don't have to be intimidated by a subject you don't know a lot about," explained Janet Podleski following a seminar to more than 80 fledging firms assembled at Thornhill's Le Parc Conference & Banquet Centre.

"It is important to have passion for your work and you just can't be in it for the money. If you are, you are not going to succeed."

"We had a unique concept and the timing was right for a book that takes a fun look at healthy foods."

"We were very persuasive because we believed in ourselves."

The two now spend most of their time doing motivational seminars and public-speaking engagements.

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because we believed  
in ourselves.*

Partially funded by Human Resources Development Canada, the trade show was sponsored by six York Region organizations that offer self-employment programs to individuals with viable business ventures.

Companies ranged from owners offering sales of recreational scooters, latin world music, photo editing, decorative stone work and forestry to landscape and playground consultants.

"It marks the first time the six programs have joined together and it's a better way to showcase everyone across York Region," pointed out conference co-ordinator Diane Prospero. "It's very intriguing to see the creativity of the booths and the businesses."

"People are offering a wide range of products and services and they don't have to go down to Toronto to start a company. They can do it in York Region."

Richmond Hill's Goldie Huckfield formed Serenity Productions, an entertainment marketing agency by accident, booking gigs for friends before deciding to make it a full-time career.

Today, she works with JT Walker, who conducts speeches on Robbie Burns, and classical and jazz guitarist Paul Brooks.

Randy and Henny Brown turned a love of baking into their own wholesale enterprise, operating the Old English Cookie & Fudge Co. from a kitchen installed in the basement of their Aurora home and from an outlet store in Fenelon Falls.

And Carol Simone-Kay turned her back on a successful career as a real estate agent to open Blossom, the Clown's B&B, where visitors may not recognize the Bond Lake resident when dressed in her clown outfit.

"When you have empty bedrooms, you have to fill them and when I travel, the best way to meet nice people is at a bed-and-breakfast."

"Clowns like to play together and when they travel, they need a place to stay. I figured I might as well have Blossom's own B&B."

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