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[TREP OF THE MONTH]

Live from Cambodia



Serena Minott of Miami sent us this photo of her business partner, Keesonga Gore, checking out the December 2011 issue of *Entrepreneur* during a trip to Phnom Penh, Cambodia. Minott and Gore, attorneys at law office Minott Gore, also own FlatFeeTrademark.com, which offers flat-fee trademark and brand protection services to entrepreneurs. “We love what we do and that it allows us to work with other business owners. I also love that it provides me a certain amount of flexibility to do the other things I love, like traveling,” Minott says. Wonder where they’ll be reading *Entrepreneur* next.

LETTERS

PLOWING AHEAD

I was thrilled to read your articles on Never Summer and Signal Snowboards (“Shredded,” Dec. 2011, page 30). As an entrepreneur and owner of a fledgling board brand, Global Mind Elevation (GME Snowboards), I look up to these types of organizations for their innovative trendsetting. I’ve had the privilege to visit with Dave Lee and the good folks at Signal, and what I found most impressive was not just the vigor with which they continue to develop and test new ideas, but the passion they have for the sport of snowboarding as a whole. Instead of running board meetings, these guys are listening to the consumer and delivering mind-blowing technology at an unimaginable rate.

JUSTIN MARTI
SOMERS, CONN.

BREAKING THE RULES

I thoroughly enjoyed your Editor’s Note in the December *Entrepreneur*. Your musings on “When historians reflect on the year A.D. 2011 ...” got

me thinking back to the year A.D. 2003, for that’s when my longtime employer went belly up, leaving me and my fellow co-workers face-to-face with the void that is Chapter 7. Instead of walking away, we launched a new company to fill the fresh vacuum left by our former employer.

With no investors, no money for computers or office space and no guarantee that anyone was ever going to get paid, the success of our fledgling magazine was far from certain. All we had was each other, what we believed to be a solid reputation in our industry and the determination to make it work. Three months after launching, our little company was profitable.

For the past eight years, my team—which includes most of the original players—and I have lived by the closing lines of your Editor’s Note: “Rules must be broken ... let’s move forward with what we’ve got and create and execute in unexpected ways.” Thank you and your team for producing a stellar monthly guide to breaking rules and moving forward.

RICK SCHUMACHER, EDITOR
AND PUBLISHER OF *LBM JOURNAL*
MINNEAPOLIS

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