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Hire logistics experts, use own trucks to cope with fuel prices

BY JOYCE HANSON

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Small businesses all over the city have been hit hard with the exploding cost of shipping, which has doubled in some cases. Companies are being forced to find new ways to cope, from hiring freight logistics managers to using their own trucking fleets.

The third and fourth quarters of 2008 are expected to be particularly challenging for small businesses, says Crain's Small Business Reporter at Target.

2008 AWARD WINNERS



DICK CHEN
 Aerospace Wire & Cable Inc. PAGE 20



CHRISTIANE LEMIEUX
 DwellStudio PAGE 20



TOM SHANNON
 Stride Holdings Inc. PAGE 22

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Christiane Lemieux's response to the economic turmoil after Sept. 11 was typical of these entrepreneurs' endurance. When her bookkeeper told the founder of DwellStudio to shut down because she was running out of money, Ms. Lemieux stopped drawing a salary and persuaded overseas suppliers to give her more time to pay them. Based in a second-floor walkup with no heat, she also talked her husband into working with her part-time. The company survived, and Target began selling Ms. Lemieux's houseware designs this year.

Though the winners of *Crain's* Small Business Awards relish challenges, they recognize that operating in New York City is harder than it should be. Such problems as real estate policies that make it easier to build apartment towers than to keep a factory open and one of the nation's highest tax burdens have turned the city into a crucible for small business. The companies that last are tougher for the struggle, but these entrepreneurs hope for changes that will make things easier for those who follow them.



DANIEL GARCIA
 Salsa Caterers & Special Events PAGE 22



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WEB EXCLUSIVE 2008 AWARD WINNERS

DESIGNER SCALES UP TO BE NATIONAL BRAND

Turning a company inside-out for Target

BY TINA TRASTER

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CHRISTIANE LEMIEUX'S TOP HOUSEWARES TRENDS

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Same motifs

THE TARGET LINE is not as pricey—a 200-thread-count crib set costs \$79.99 at Target, while a similarly designed 300-thread-count crib set at specialty stores retails for \$385. Both lines include the same geo-

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The third and fourth quarters are going to be "brutal," says Chris Baumann, a partner at Transport Systems Inc. in Basking Ridge, N.J. Manufacturers, he says, will scramble to

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Slide show: These top entrepreneurs share insights and tips on how to succeed in business in New York City. www.crainnewyork.com



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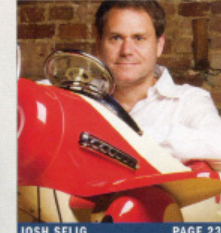
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