

# The Next Big Thing

## Dear Tim:

A lot of companies have come out of humble beginnings in Columbus to become major national brands. Wendy's, The Limited and Cardinal Health come to mind. While I guess the economy and the market are making it tougher for these "little companies that could" to get a foothold these days, I always enjoy a good success story. You keep an eye on this stuff, so what's the next big thing?

**-Trendwatcher on Tremont**

## Dear Trendwatcher:

I've got to say, I'm not much of a forecaster. I bet my dwindling IRA on the Romulans in the new *Star Trek* movie (I thought they were due). I can tell you, though, that there's a little company that's starting to make some strides that certainly has a shot at being the next big thing. It's Jeni's Ice Cream. It's a home-grown company with a home-grown



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product that's building a retail presence. We're one of the few places you'll find it just yet (check for your favorite flavor in the display case at the front of the store), but it won't be long before you'll be seeing their brand of premium ice cream outside Columbus. They may not become the next Wendy's, but they've already got the Frosty beat.

## Dear Tim:

Our family counselor says I need to make more of an effort with my new stepdad. It's hard because we don't have much in common. Any ideas?

**-Stepson on Stinson**

## Dear Stepson:

That's a tough dynamic, I'm sure, but I'll bet if you break it down to the basics, you might be able to find some common ground. For example, you both like to eat and drink, right? Then why not bring your stepdad to our Father's Day event this Saturday. There'll be free brats and root beer, and it might just give you guys a chance to start a conversation about other things you might have in common. If not, at least you've made a first step. And that's how most worthwhile journeys begin.

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**Dear Tim** is presented as a public service by Tim Huffman, owner of Huffman's Market. Write to him in care of Huffman's Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit [www.huffmansmarket.com](http://www.huffmansmarket.com).