

It's Your

PARTY

HOME PARTIES ARE ALL THE RAGE.

HERE'S HOW TO GET IN
ON THE FUN.

BY KAREN E. SPAEDER

Success Secrets of Young Millionaires

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Green house: Home gardening parties let Steve Weronski share his expertise with other botanical buffs.

SUMMER 2007 STARTUPS 35

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Home parties also appeal to men like 58-year-old Steve Weronski, a senior independent garden consultant with organic gardening company The Happy Gardener Inc. Weronski was the first rep to join the Ashland, Virginia-based company in 2004, and he couldn't be happier disseminating his gardening knowledge. "My business runs very informally on going to home demonstrations and showing how to do a container garden, for instance," says the Glen Allen, Virginia, entrepreneur, who initially invested all his income back into the business until profits doubled in the second year as he shared the opportunity with more people. "It's working. What can I say? I'm finding people who are also interested in sharing organics with everybody else."