

Layoff Kick-Starts Small Business



In the 30 years Su Hartung spent working in corporate America, she occasionally felt the itch to leave it all behind, but as a single mom, she didn't feel she could afford to give up the perceived security of a full-time salary. When she was 60 years old, however, Hartung was laid off after a company buyout. Finding few career options for a seasoned corporate executive, she parlayed her decades of sales and marketing experience and used a portion of her buyout package and part of

her 401(k) to come up with the initial \$47,500 investment she needed to buy an Our Town America franchise in DeKalb, Illinois. For the mom who once put her own entrepreneurial dreams on hold for the sake of her family, owning the franchise has even deeper meaning: She and her daughter are now business partners.

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