

QUIZ! ARE YOU REALLY, TRULY A RULE-BREAKER?

# Entrepreneur

# ARE YOU A

# REBEL?

**REBELS WANTED.** MUST BE WILLING TO FIND A WAY AROUND SOCIAL CONVENTIONS, TIRED PRODUCTS AND APPARENT LAWS OF THE BUSINESS UNIVERSE.

**CONFORMISTS NEED NOT APPLY.**

## **This Van's A-Rockin'**

HOW AN ICONIC VEHICLE MAKES A TRIUMPHANT, EFFICIENT, ELEGANT AND TOTALLY DISRUPTIVE RETURN

## **Fighting for Freedom**

(FROM PAPERWORK). HOW ZENEFITS BECAME ONE OF THE FASTEST-GROWING COMPANIES IN SILICON VALLEY BY MAKING H.R. NOT SUCK

## **Yeah, I'm Gonna Need You to...**

HOW TO GET ANYONE TO DO ANYTHING WITHOUT LOOKING LIKE A SAP

**Mmmkay?**

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it's provocation for people like Linda Losey, who as far back as eighth grade challenged a New York state law that said girls couldn't take shop classes and had to study home economics. She won.

More recently, Losey butted up against the weight of state liquor laws when she opened a distillery to make limoncello, the Italian lemon liqueur. She had to get a law passed in West Virginia to stay in business. After opening the Bloomery Plantation Distillery to good notices, crowds and awards in the first two years, she discovered that with 28 percent of her margins going to the state, which operated as a wholesaler for her liqueur, and 10 percent of the company's retail sales going to local liquor retailers because of an antiquated regulation seemingly from the moonshine era, she couldn't make any money.

Her strategy was bold even for a hard-charging entrepreneur: Shut down the distillery and rally the troops on social media to change the rules. The distillery's fans flooded the governor with livid emails, and within six weeks a law was passed in the state Senate that cut the state fee from 28 percent to 5 percent and the local tax from 10 percent to 2 percent. "God forbid you should tell me no," Losey says. "I'll find a way to get it done."

Another entrepreneur, Duncan Berry, the son of two artists, had a ringside seat to nonconformism. "From an early age, I had difficulty with systems and repetition," says Berry, co-founder and CEO of Portland, Ore.-based seafood company Fishpeople. He dropped out of high school and lived on a boat in the Caribbean with his

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