

Blake became interested in business through Junior Achievement in high school. It wasn't long after that the opportunity to be in business for himself arose, and he wasted no time in taking advantage of it. He says the actual hands-on experience has taught him a great deal.

Blake would like to encourage anyone who is thinking of opening their own business to go ahead and do it! As he says "You'll never know if it would have succeeded unless you try". He warns however, that success does not come easy, (15 hour days are not uncommon) "Be prepared to work hard, make sacrifices and look at things in the long term."

Blake's plans for the future are to complete his business degree at UPEI (he is currently in his fourth year). Next summer, along with Blarney's in Cavendish, he plans to open a surf shop. Eventually, he hopes to see his businesses grow, but ironically Blake isn't in it for the money.

In his words, all he wants is "to have fun, be happy and be healthy!"

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CEREBELLA by Ryan Feeley



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