

# Joshua Hendin: Today's Notable Young Entrepreneur

Notable Website

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## **Tell us a bit about you and your company.**

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## **WORK**

### **Describe what you do in less than 140 characters. Go.**

I am an art director and a cheerleader for a boutique catering company, Treeline Catering. I work with our kitchen and hospitality teams to design the look and feel and taste of foods and service items, and pump up our hospitality crews to create a vibe that's luxurious but exceedingly warm and friendly.

### **What was the inspiration for your career route?**

Desperation. When I gave up on my previous career as a helicopter pilot, I was down to my last \$30. Treeline Catering HAD to work. Nine years on, with some of the worlds largest businesses as regular clients and as many as 80 staff in high season, I still harness that stress to drive us to succeed at every project we take on.

### **What is the most memorable milestone in your career so far?**

I think it has to be the first time we were doing events simultaneously in different provinces. To have such meagre beginnings and realize we were doing a large event in Toronto, Calgary and in Edmonton on the same night was pretty overwhelming. I still get so excited that I'm emotional whenever we are awarded a large contract, particularly ones that bring new problems to solve. That's the fun part.

### **Where do you see yourself in 5 years, 10 years, 20 years?**

It has never been my goal to be the biggest, even in our home market, Toronto. Many shops are larger. But few have our reputation. I think avoiding trends and offering simple, high quality meals helps us to stay relevant and dependable. I'd like to see slow growth in Toronto and Vancouver, and also take on projects in the USA, starting with NYC.

**Do you have any advice for other young professionals?**

Two things:

1. Every deal has to be fair both ways. I don't want anyone's business one time, and so it has to work for everyone.
2. The best part of being an entrepreneur is the lifestyle. Take advantage of it when you can; if your business is cyclical, take a trip or do something that's important to you with that time instead of stressing about when the next upswing is coming. Make it all worth it.

**Do you support any charities? If so, which one(s) and why is it (or they) important to you?**

Many. We love it, and it's not unusual for members of our team to donate their time for annual ones like a Mother's Day brunch at the Red Door Shelter. It's awesome how great a buzz we all get from it, how it bonds us. We've been supporting incredible organizations like WeDay, David Suzuki, Sea Shepard, Reel&Deal for MS, and various cancer-related charities since year one. Sometimes they're huge events at stadiums and sometimes small events put on by families we know, but when we are able to help it definitely makes catering feel really powerful.

**What does the word notable mean to you?**

Something done at a level deemed worthy of respect; artistry or work ethic or kindness or ability to execute - whatever is relevant to the task.

## PLAY

**Where is your favourite place to wine/dine in your city and why?**

When it's warm I like to load a few friends into my zodiac boat and hit the beaches on the south side of the Toronto islands for a campfire cookout. It's amazing how a 15-minute boat ride transports you to a place that seems hours from the city. It's tough to beat a bottle of Niagara sparkling wine while sitting around a beach fire with your friends.

**What's the most visited website on your Internet browser?**

It has to be Kijiji - after the emails are done late at night I love looking at classic cars I'll likely never own. Also, when I was younger and needed a couch, I found one there, and the asking price was a bag of Doritos. And so when it came time to pass it on I let it go for the exact same price. Cool Ranch, if I remember correctly.

**Who's one person you think everyone should be following on social media?**

I'm OK with whoever makes you tingle, as long as you're not doing it while walking down the street or sitting across the dinner table from me while you're doing it.

**What's your favourite cocktail?**

Jonny Black - two ice cubes.

**What gives you the greatest FOMO?**

Everything! I'm well aware of the folly in 'the grass is always greener', but it's tough to avoid. If I'm in the mountains, and I see it's windy, I can't help but wish I was kitesurfing. If I take a day off all I can think about is the shop, and if I'm at the shop I may be dreaming of the racetrack. And on and on and on...

**What would be your last meal? And don't hold back...**

Lobster, oysters, burgers, a pizza, french fries, garlic bread, maybe a taco, Champagne, a chocolate milkshake and a crazy rich chocolate lava cake. And a nice cappuccino. Yes, I'm ready now.

**What's your guiltiest pleasure?**

Puppy videos.

