

Owners diversify to beat recession

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Media

John Davidson and his wife, Michelle Rouleau-Davidson, spent two years plotting how to open their dream restaurant at 1579 S. Pearl St. But when The Crushery debuted in December 2007 — when the recession began — only John Davidson was working there full time.



That's because the Davidsons are part of a small group of business people who are hedging their bets during the economic downturn, working in — or owning interests in — another field.

While John Davidson runs the food side of the restaurant, which specializes in sandwiches served in pressed bagels, Rouleau-Davidson handles its marketing and finances. But she's also the Canadian sales director for high-end eyewear designer Alain Mikli International, which takes her out of the country 70 percent of the year.



Small business development centers say they're not seeing a trend toward diversifying business interests, and don't necessarily advise owners with limited capital to concentrate on two ventures at once.