

## Success Story

### Ithaka



Marian Theriault was born and raised in Sault Ste. Marie. Having worked in Retail and the family business for many years, Marian decided she wanted to open her own business. “I want to sell ladies clothing that is comfortable for all walks of life,” Marian stated.

In September of 2006, Marian approached the Community Development Corporation in Sault Ste. Marie & Area, where it was determined she was eligible for the Self-Employment Benefit program.

The Self-Employment Benefit (SEB) program was a program designed to receive professional coaching, ongoing advice, and business plan assistance all while receiving 42 weeks of income support. Participants had to be on Employment Insurance or had been on maternity leave or parental benefits within the last five years. After determining that Marian was eligible for the SEB program she began her venture. Marian began looking for a site in the downtown core of Sault Ste. Marie when she saw a space available in “Heritage Square.”

On September 5<sup>th</sup>, 2006, Marian opened her own women’s clothing business in the downtown core of Sault Ste. Marie, called “Ithaka.” Ithaka sells comfortable clothing for all walks of life. Running, walking, working out, snow shoeing, skiing, kayaking, golfing, hiking, and the clothes and fabrics are fantastic for travel. There is a great selection at affordable prices, quiet and comfortable atmosphere and the best in customer service.

“With my background in retail, I knew the suppliers I needed to contact and what product lines I would be offering. The task that was most difficult for me was getting established and creating that customer base,” Marian stated.

The CDC of SSM & Area wishes Ithaka the best of luck with any future plans.

Ithaka is located at 792 Queen Street East in Sault Ste. Marie.

Be sure to “Like” Ithaka on Facebook and visit the website at <http://www.ithaka.ca/>.

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