

## Personalities

Jennifer Kushell

By Staff

As published in: [Franchise Times - September 2006](#)

*Not many 33-year-olds have been referred to as the guru of their generation. Jennifer Kushell has been leading the charge for entrepreneurial 18- to 34-year-olds for more than a decade. At 19 she founded the Young Entrepreneurs Network; she's written three books on young movers and shakers, and she's been an advisor to a diverse group from AOL to Subway to the Australian government. Her roots are in franchising. Her father, Edward Kushell, is a past chairman of the International Franchise Association and her uncle, Robert, is a franchise consultant. Kushell's most recent accomplishment is YSN.com.*

**First job:** Shuffling papers in my aunt's office when I was 6.

**Dream job:** Special advisor to the President on education issues.

**Your 15 minutes of fame:** When U.S. News & World Report called me a guru (of the generation.) When our last book, "Secrets of the Young & Successful," hit the NY Times Best sellers List and landed at No. 3 on BarnesandNoble.com just under "Harry Potter" and "The South Beach Diet."



**Greatest accomplishment:** Going live with YSN.com ("Your Success Network"). Creating an online universe to support the most ambitious young people around the world and help them achieve their true potential.

**Work philosophy:** Do well by doing good.

**Best advice you've been given:** Slow down and let things take their natural course.

**Advice you give:** Celebrate what makes you different and spin it to your greatest advantage.

**What motivates you?** Successful, ambitious, passionate people who are determined to make a difference.

## Lifestyle

**Hometown:** NYC and Encino, Calif.

**Favorite franchised restaurant:** Subway (when I'm good), Nathan's (when I'm bad)

**What's in your refrigerator?** Myoplex CarbSense Protein Shakes, chicken breast, turkey bacon, ahi tuna, Bubba's Dill Pickles, Diet Coke with Lime, sun-dried tomatoes, feta, parmesan, goat cheese, eggs, edamame, lots of stuff from Trader Joe's, Santa Margarita Pinot Grigio, Pelegrino and whipped cream.

**Fiction or nonfiction:** nonfiction

**What are you reading?** "The Google Story"

**Favorite reality show:** "Entourage" (in L.A. that is reality)

**Have you ever walked out on a movie?** "Time Bandits"

**Spare time activities:** Sleep, spinning, cooking, creating Venetian glass mosaics

**What CD is in your car's stereo?** "1001 Spanish verbs" and "Jack Johnson"

**Family:** For everyone who's ever asked me this-Yes, I am related to Ed, Bob and Doug (Kushell). They are the best father, uncle and cousin a girl could ever ask for. (Especially in the franchise industry.)

**Office decor:** Typical high-growth entrepreneurial startup-but without the futons and interns sleeping on the floor.

**Office attire:** Jeans and flip-flops are pretty prevalent. (We are right down by the beach, after all.) Casual business the rest of the time-especially with visitors.

**Weekend attire:** Workout gear, ultra casual basics, beachwear, and big sweaters for BBQs at sunset.

**Signature accessory:** Blackberry (does that count?)

**Car:** a gracefully aged 740 BMW

**Vanity license plate:** No way

**Boat, plane, bicycle?** No boats of our own, but we live in the marina, so there are plenty around. A plane? Definitely soon! A BBJ (Boeing Business Jet) is the plan.

**What actor would play you in your film biography?** Reese Witherspoon-I love how she always plays feisty, young overachievers.

**What's your favorite indulgence?** Sleeping more than 20 hours in a day.

**What would your last meal be?** Baklava, Haagen-Dazs, an apple pie-caramel apple-all dessert, for sure.