



The Sweet Life

Local Entrepreneur
and Devoted Family Man
Michael Coles Makes a
Career Out of Cookies,
Coffee and Kids

BY MICKEY GOODMAN

Entrepreneur Michael Coles never sweats the hard stuff. Long before anyone east of California considered selling cookies at a mall, he and a partner founded The Great American Cookie Co. and turned it into the nation's largest franchise. When he was told he would never walk normally again after a near-fatal motorcycle accident, he designed his own rehabilitation program and went on to set three world records in transcontinental bicycling.