



Corina and Dan Bright  
with Emma

## Dan Bright

### Managing director, Interpath Pty Ltd

A few years ago, when Dan and Corina Bright were researching a natural medication for joint problems in humans, their 11-year-old dog Sasha, a Rottweiler-German Shepherd, “started slowing down” with osteoarthritis. The Brights, New Zealanders who moved to Australia in 1996, decided to modify their research to treat the dog. The result was Sasha’s Blend, a natural drug made from marine ingredients that treats arthritic joint pain in dogs and cats. Since the Brights’ company, Interpath, based in Ballarat, Victoria, launched it in 2000, Sasha’s Blend has become one of Australia’s biggest-selling veterinary products, outselling its nearest competitor, according to the Brights, a hundredfold. They now export Sasha’s Blend to 16 countries and business growth has doubled each year for three years. Sasha lived to the remarkable age of 18, thanks largely “to the fact that her joints never wore out”, Dan Bright says. A variation of the drug, for horses, is due to be launched in 2006.

PHOTOGRAPHY: JEREMY BANNISTER

### TRAVEL FACT FILE

**TRAVELS** In the 2004-05 financial year Dan Bright spent five months travelling to 14 countries – five trips to Europe and North America and five to Asia and New Zealand, spending four to six days in each country.

**STAYS** Comfort has to be a priority. He usually stays at Sofitel hotels, finding them well-appointed and conveniently located. His favourite is the Sofitel resort near the Angkor temples at Siem Reap in Cambodia: “lavish, excellent service and wonderful food.” His favourite city is Utrecht in the Netherlands: “a university city with Amsterdam’s character, but without the tourists.”

**EXERCISE** Tries to spend half an hour daily in the hotel gym and steam room, mainly for cardiovascular work. “It gives you another focus, not just business.” Runs in the country, but not in cities because of smog.

**KEEPS IN TOUCH** Via mobile telephone with international roaming, and a datacard connection for his laptop computer to access emails via the GPRS worldwide mobile network. This lets him keep all emails, including document attachments, with his business information on his own computer. It’s also expensive: his communication costs can run to hundreds of dollars on one trip.

**TRAVEL TIPS** The shorter the trip, the busier and more highly motivated he stays. Insists on recording notes and minutes from meetings at the end of each day. “I don’t care if it’s 3am and I have a 6am start. If you don’t keep them up-to-date they’ll compound and you’ll miss critical things.” He avoids combining family holidays with business travel. “You need to be fully committed, so it’s holiday or work, not both. And stay comfortable – you need to be fresh and on top of your game.”