

# FORTUNE

## SMALL BUSINESS

How Entrepreneurs  
Are **BEATING THE SLUMP**  
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# STICK IT TO THE IRS

The 7 Smart  
Tax Moves  
Many  
Business  
Owners Miss

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**DENNIS VERKEST**, owner of a chimney cleaning service—yes, he really works in this hat—found a rule that lets him boost his vehicle deduction.

**BIG PICTURE**

## **Glass-Bottom Boats**

"ART IS SORT OF MY DRUG," SAYS GORDON SONDLAND, president of Provenance Hotels ([provenancehotels.com](http://provenancehotels.com)), a boutique chain that is opening its sixth art-themed location this month, the Hotel Murano in Tacoma. "I wanted to share that with our guests. What we try to do is install interesting and controversial works that people will react to."

Because Tacoma is at the center of U.S. glassmaking, Sondland, 50, and curator Tessa Papas filled the hotel with glass sculpture. There are 46 artists represented, from Seattle's Dale Chihuly to Greece's Costas Varotsos to Denmark's Vibeke Skov, whose glass Viking ships are seen here. "I wanted different examples from different parts of the world—different glassmaking techniques," Papas says. "I wanted well-known artists and up-and-coming artists." Each floor of the Murano features work by a different artist, plus a portrait and biography. And the rooms, which start at about \$175 a night, include sketches of the artist's inspiration process. —AMY HAIMERL

**WEB EXTRA**

For a photo gallery of the artwork and to give feedback on this story, visit [fsb.com](http://fsb.com).