

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Susan Reed

Owner and President, Sweet Fortune Cookies

Making dinner for five was something Sue Reed was used to. Baking for an event with thousands of participants was something that had never been in her plan. But after dealing with life-altering events such as going through a divorce and cancer, Sue realized that entrepreneurship was in her future—she just didn't quite know how at that point.

Several years before her business launched, Sue Reed would set her alarm for 2:00am every Wednesday to meet the babysitter who would put her youngest daughter on the bus later that morning. Sue would make the seven hour trek to New York City's harbor to meet her baking mentor in a kitchen on a boat, where they would spend all day testing and trying recipes with the goal of creating the best-tasting fortune cookie on the market. Sue followed this routine for two years—and never, ever thought of giving up her dream to open a business selling fortune cookies. "Once I decide something, you can't change my mind," says Sue.

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Sue set about finding a pastry chef mentor and studying her competition. Two years of traveling to and from NYC she created the perfect product—her gourmet Sweet Fortune Cookies—which she describes as an edible greeting card. "I thought once we perfected the cookie, I was set... but that was only the beginning," said Sue. In addition to creating the recipe, she had to design and manufacture a cookie template, write a business and marketing plan, make connections in the community and work on endless amounts of research for packaging and shipping.

"To be successful in business, you can't sit still," says Sue. "You have to be a visionary and keep coming up with new ideas." In the future, Sue plans to offer a variety of products to fit all dietary needs, such as a gluten-free and kosher cookies. She's also considered opening a storefront and explored the idea of a mall kiosk during the holidays. "Business is like chess," she says. "You always have to be thinking several steps ahead."



*wise words
of wisdom...*

**"You have to be honest
with yourself."**

– Sue Reed

WISE HAPPENINGS:

The Building Blocks for Starting a Business

WHEN: January 7, 12:00 – 1:00PM
January 22, 5:30 – 7:00PM

Free Online Tools for Business Growth

WHEN: January 14, 12:00 – 1:00PM

Meet the Entrepreneur Series: Helen Carter, artist and owner of Secret Lentil Clothing

WHEN: January 16, 12:00 – 1:00PM

Accounting Insights for Start-up Entrepreneurs

WHEN: January 21, 1:00 – 2:30PM

How to Make Sales and Influence People

WHEN: January 29, 5:30 – 8:30PM
February 5, 5:30 – 8:30PM
February 12, 5:30 – 8:30PM
February 19, 5:30 – 8:30PM

► Check out wiseconference.com/events
for a complete list of upcoming events!

A women's business center... run for women, by women.

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202
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