



*wise words
of wisdom...*

**"Make decisions based on where
you want to be—not on
where you are."
-Eileen Collins**

Being an entrepreneur is challenging on its own. Adding a move to a brand new city—Syracuse—and knowing only one other person, Eileen Collins knew she had her work cut out for her. After spending a long career working in the corporate world as an administrative assistant and living near her family in Virginia, Eileen began to think about entrepreneurship as a potential career.

One day, Eileen helped a friend to organize her home office. Upon completion of the job, her friend insisted to pay her because she was so impressed with her work. She also made referrals to two other women who were running home-based businesses. Eileen obtained a business license and while keeping her day job, she would work evenings and weekends to help others get and stay organized.

The turning point in Eileen's entrepreneurial career came after she started helping her sister who ran a consignment shop. She found herself taking vacation days from work to help her sister with administrative tasks, always seeing the value that her sister's time was best spent at trade shows and networking in the community. After five

years in business, she helplessly watched her sister's business close. "I think it hurt me more than it hurt her," Eileen says. Eileen knew then and there that she wanted to leave the corporate world and help those who needed her services most.

After meeting her future husband during a trip to visit her family, Eileen eventually ended up in Syracuse. The passion to start her business in a new city still remained and Eileen obtained her DBA. "The biggest challenge I faced was going to my first networking event in Syracuse—the WISE Holiday Hello last December," she says. "However, you need to step out of your comfort zone—sometimes we hold ourselves back."

After 18 months in a new city, Eileen has certainly stepped out of her comfort zone by attending WISE Women's Business Center classes, workshops, roundtables and networking events and has successfully gained new clients. Eventually, her dream is to create a space where other on-call type of entrepreneurs and organizations partner together to provide services to new and growing business owners.

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WISE HAPPENINGS:

The Building Blocks For Starting a Business

February 4, 12:00 - 1:00PM
February 26, 5:30 - 7:00PM

Free Online Tools For Business Growth

February 11, 12:00 - 1:00PM

How to Make Sales and Influence People

February 5, 12, 19, 5:30 - 8:30PM

Accounting Insights for Start-up Entrepreneurs

February 25, 1:00 - 2:30PM

Meet the Entrepreneur Series: Kelly Covert, Maggie Quinn, Strong Body/Whole Heart

February 13, 12:00 - 1:00PM

▶ 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
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**