

# wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Bernadette Rella**  
Ma Ma Rella's Fine Foods LLC

Growing up in an Italian family, food was always a big part of everyday life for Bernadette Rella. Watching her mother cook dinner constantly inspired her to learn the trade and to create her own 'twist' on many of her mother's favorite recipes. An avid food network fan, Bernadette became inspired by shows such as 'Unwrapped' and wanted to pursue her longtime dream of creating a gourmet product line – beginning with her famous marinara and riggie sauces.

Cooking for her three children and friends allowed Bernadette to experiment with different recipes until she came across the perfect balance of ingredients. Once she had the recipe down, she applied for business assistance through Adult Career and Continuing Education Services - Vocational Rehabilitation and has been moving her business forward during that process. "I love being an entrepreneur because of the challenges," she notes. Simultaneously, Bernadette has been writing her business plan and taking as many entrepreneurial classes as she can through the Whitman School of

Management, WISE Women's Business Center and South Side Innovation Center. She has received an award for vision through her business venture, as well as the Gene Florentino Self-Advocacy Award which honors an individual that is knowledgeable of disability issues and barriers.

"When things get discouraging, just think of where you could be!" notes Bernadette. Overcoming challenges from all angles, she has always known she was destined to do something big – and starting a business is at the top of her list. After launching her first products, she has ideas for many more and dreams of a bright future becoming a large food manufacturing company, providing products across the Central New York region.

With only a few steps left to go in the process of turning her dream into a reality, Bernadette is looking eagerly towards her entrepreneurial future. "I would never give up," remarks Bernadette. "This business is everything to me."



*wise words  
of wisdom...*

**"Imagine with your entire mind,  
believe with all your soul, and  
unlock your dreams of true  
happiness – success is your key."**

**– Bernadette Rella**

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## WISE HAPPENINGS:

### The Building Blocks for Starting a Business

**WHEN:** March 4, 12:00 – 1:00PM,  
March 27, 5:30 – 7:00PM

### The Network Marketing Model - An Alternative in Entrepreneurship

**WHEN:** March 5  
**REGISTRATION:** 11:45AM  
**PANEL DISCUSSION:** 12:00PM

### Women's Roundtable Discussions - Women Working to Grow a Business

**WHEN:** March 19, 12:00 – 1:00PM

### Women's Roundtable Discussions - Women in Creative Businesses

**WHEN:** March 7, 12:00 – 1:00PM  
March 21, 12:00 – 1:00PM

### Need Business Answers? Ask Our Public Library with Librarian Peg Elliott

**WHEN:** March 12, 12:00 – 1:00PM

### Women's Roundtable Discussions - Women in Food and Farming

**WHEN:** March 14, 12:00 – 1:00PM  
March 28, 12:00 – 1:00PM

### Celebrating Women's History Month - "Women Making Their Own History" Panel Discussion

**WHEN:** March 20  
**REGISTRATION:** 7:45AM  
**PROGRAM:** 8:00 – 10:00AM

**PLEASE RSVP TO:**  
315-443-8634

*Women working with family members (in collaboration with the Family Business Center)*

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

All events are held at the WISE Women's Business Center // The Tech Garden // 235 Harrison St. // Syracuse, NY 13202  
(315) 443-8634 // wisecenter@syr.edu // www.WiseCenter.org // Find us on  



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