

# Wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

### Amy Isca

Founder + Creative Director  
Isca Design Studio

Amy Isca's "a-ha" moment came at her first WISE Symposium when listening to keynote speaker Anson Dorrance, a coach at the University of North Carolina. He spoke about what it takes to be successful and the drive to push yourself without being told to do so. "I knew I would do well in business because I have that same drive," notes Isca.

Until recently, Isca ran a home-based business struggling to meet the demands of her clients. Every day she juggled a full schedule of projects, meetings and deadlines—plus her three children and the challenges of working from home. "I was working around the clock without a break and getting burned out," remembers Isca. "The business was going downhill because I couldn't keep up with the demand. I decided to grow because losing a business I'd built over eight years wasn't an option."

Today, she is proud owner of Isca Design Studio, a lively office housing her employees and interns. Although there have been a few growing pains along the way, Isca is enjoying every minute of the new business. "Changing the business model wasn't easy, but I love the new ideas and outlooks my diverse team brings to the table in our small office. People always say great minds think alike, but I think the opposite... I don't need another me—I need someone who challenges me to push my work and creativity farther."

As she looks to conquer the land of brand and continue to grow her business, Isca encourages budding entrepreneurs and those looking to grow to let go of fear and take that leap of faith to push forward!

### wise words of wisdom...

"Fear is a big part of what can hold you back, but you have to realize that indecision is a decision. Sometimes you have to take a leap of faith to move forward." —Amy Isca

## WISE HAPPENINGS:

### The Bare Necessities of Starting a Business

**WHEN:** April 10, 12:00 – 1:00PM and April 25, 5:30 – 7:00PM  
**WHERE:** WISE Women's Business Center  
*You are unique! And so is your business idea! But how can you translate all of that into a business?*

### Women's Roundtable Discussions

**WHEN:** April 12 and 26, 12:00 – 1:00PM  
**WHERE:** WISE Women's Business Center  
*As a woman in business, you value the support of other women. Talk out the challenges with 10 other women over lunch!*

### WISE Living the Dream

**WHEN:** May 2, 5:30 – 7:00PM  
**WHERE:** Cindy Bell Photography  
*How do women start and grow their businesses? Find out by visiting the studio of the most successful Photographer in town!!*

### GPS of Building a Business – Getting to YES at the Bank

**WHEN:** May 1, 2012, 5:30PM – 7:00PM  
**WHERE:** Milton Room, Whitman School of Management, Syracuse University  
*This series, led by area experts, will give you the tips on banking relationships, building and setting up your business financial plan.*

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

**WISE Women's Business Center** // 2610 South Salina Street // Syracuse, NY 13205 // (315) 443-8634 // [jmlenwea@syr.edu](mailto:jmlenwea@syr.edu)

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