

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Heather Hay

Co-Founder and Associate
Hall & Hay Consulting Associates, LLP
Grief and Loss Education Specialists

Dr. Heather Hay had the chance to step into entrepreneurship with a longtime friend and colleague: Dr. Cadmona Hall. After conducting a daylong workshop on Grief and Loss while in Syracuse, they realized they shared the same passion for supporting health and healing through professional grief and loss education. Rather than go their separate ways, they decided to make their passion their career and to embark on that adventure together. Dr. Hay states that having a partner made starting a venture less intimidating. "Before working together, we had already grown a beautiful friendship, knew we balanced each other well, and were each other's support system," she says.

H&H Consulting was born in 2010, and the two associates have already established paying contracts and

have even lectured internationally. H&H Consulting is unique in more ways than one: the business serves an almost unmet need, and the two partners actually live over 600 miles apart. Dr. Hay is a Family Therapist in Syracuse, while Dr. Hall is an Assistant Professor at the Adler School of Professional Psychology in Chicago. Hay notes that being apart makes them even more disciplined about their engagements. "We schedule a weekly phone call during which we assign tasks and establish our goals and objectives for the week," notes Hay. "It keeps us on track."

Dr. Hay and Dr. Hall are living proof that a business can thrive no matter what the challenges. They are a perfect example of a great collaboration and illustrate how passion and dedication can bear fruit!



Dr. Cadmona Hall

*wise words
of wisdom...*

"There will be roadblocks. You will be frustrated. Keep the faith, surround yourself with a great support system, and you will succeed." —Heather Hay

WISE HAPPENINGS:

The Bare Necessities of Starting a Business

WHEN: April 25, 5:30 – 7:00PM, May 8, 12:00PM – 1:00PM and May 22, 5:30 – 7:00PM
WHERE: WISE Women's Business Center
You are unique! And so is your business ideal! But how can you translate all of that into a business?

GPS of Building a Business; Getting to YES at the Bank

WHEN: May 1, 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.

WISE Living the Dream Cindy Bell

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 Syracuse Woman Magazine photographer!

Women's Roundtable Discussions

WHEN: May 10, 5:30 – 7:00PM, Ultimate Version
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!

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

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A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

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