



During summer break of her full-time job as a speech-language pathologist, Kate Gillen went to visit her college friend in a town outside of Philadelphia in June 2012. While visiting, they took a food tour that blended the perfect amount of walking, eating and learning about the area. What Kate didn't realize at the time was that she was experiencing a taste of her own future.

Being a native of Syracuse and passionate about the city and its rich history and unique food fare, she immediately told her friend that she had to do something similar. Upon returning home to CNY, Kate reached out to local leaders to pitch her idea. They liked it but noted that she should look into writing a business or marketing plan—or something that would give her business an edge rather than just moving forward without one.

Using that as motivation, Kate sought out the proper training and found a workshop called Food Tour Pros who train people in the business/industry of food tours.

She returned home after several days of training with the knowledge and resources she needed to get started. She also utilized business counseling resources at the WISE Women's Business Center to assist her in writing a marketing plan. "I love that you can be a WISE client, no matter what stage of business you're in," notes Kate.

Officially launching Sampling Syracuse Food Tours in Fall 2012, she led a few groups of family and friends on the initial trips, requesting feedback and polishing the tour from all angles. "You may have a great plan in place, but chances are it's not going to work out exactly that way," remarks Kate. "You need to be able to think on your feet."

Poised for a new season starting in April, Kate looks forward to remaining in her full-time job as a speech-language pathologist and becoming really great at her entrepreneurial business as well—eventually branching out her business to include brewery tours and other options for touring the food scene in downtown Syracuse (and beyond!).

*wise words
of wisdom...*

**"Things happen for a reason... even if you don't know it in that moment."
– Kate Gillen**

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WISE HAPPENINGS:

WISE Women's Roundtable Discussions: Women in Creative Businesses

WHEN: May 2, 12:00 – 1:00PM

The Building Blocks for Starting a Business

WHEN: May 7, 12:00 – 1:00PM
May 29, 5:30 – 7:00PM

WISE Women's Roundtable Discussions: Women in Food and Farming

WHEN: May 9, 12:00 – 1:00PM

Women of Faith in Business

WHEN: May 13, 6:00 – 7:30PM (Live Skype Melinda Emerson)
May 20, 6:00 – 7:30PM
May 27, 6:00 – 7:30PM
June 3, 6:00 – 7:30PM
June 10, 6:00 – 7:30PM

Tuition: \$50 (covering education kit and all 4 classes)

The Network Marketing Model Panel Discussion

WHEN: May 13, 6:00 – 7:30PM

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

WHEN: May 14, 12:00 – 1:00PM

WISE Women's Ultimate Roundtable Discussion

WHEN: May 16, 5:30 – 7:00pm

Opening Doors to Government Contracting

WHEN: May 21, 8:30AM – 12:00PM

WISE Women's Roundtable Discussions: Women Working to Grow a Business

WHEN: May 21, 12:00 – 1:00PM

My Accounting Insights for Established Entrepreneurs

WHEN: May 21, 12:00 – 1:00PM

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:**  