

Wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Tessa Kennedy
Founder, New Histories Jewelry

Tessa Kennedy will be graduating in May 2012 from Syracuse University with a Masters of Fine Arts. This degree will be an additional step towards her dream: turning her passion for art into a full-time job by launching her business, New Histories Jewelry.

Kennedy grew up in a very creative household and always expressed a great interest in the arts. After college, she explored various career options, but ultimately decided to go back to school to research jewelry history and focus on her fine art practice. After exploring the Victorian era to create one-of-a-kind jewelry pieces, she realized that starting a jewelry line based on historical creations was her calling. She took a leap of faith, decided to pursue her passion and will be getting a business license this May.

She mentions that it was not an easy decision to make. When getting started, she had many fears to overcome:

failure, financial insecurity and low demand. Kennedy also experienced missteps along the way, learning through many rounds of designing, prototyping and advanced technical training. Nevertheless, she soldiered on. Eventually, orders started pouring in; based on the high demand, she had to contract with a company in Rochester to help her with production.

Now overcoming her initial fears, Kennedy is building up her business and looking at the future with confidence. She is looking forward to attending national and international trade shows and is excited about her upcoming interview with "Lucky Breaks in Accessories" for *Lucky* magazine. Kennedy believes that women have to conquer the roadblocks that come with entrepreneurship, noting: "You have to be able to convert rejection and negative energy into positive fuel for your business."



*wise words
of wisdom...*

*"If you are doing what you love,
you are doing the right thing."
-Tessa Kennedy*

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WISE HAPPENINGS:

The Bare Necessities of Starting a Business

WHEN: June 5, 12:00 - 12:50PM,
June 27, 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?*

Public Speaking

WHEN: June 25 and 26, 6:00 - 8:00PM
WHERE: WISE Women's Business Center

*Learn how to cope with nerves, how to
use personal disclosure, keep an audience
engaged, and identify a "style."*

Financial Literacy

WHEN: June 6, 13, and 20, 6:00 - 8:00PM
WHERE: WISE Women's Business Center

*Become financially organized to capture your
expenses, create a budget, save more, spend
less and build your asset base.*

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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