

# wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Karen Wheeler-Lockwood**  
Owner, Lockwood Farm

**K**aren Wheeler-Lockwood was searching for the perfect flower to put in her wedding bouquet, and decided upon lavender – which she had grown before and was her favorite color. When she moved in with her husband Gary on his fifth-generation, 120-acre sheep farm, he encouraged her to grow lavender on the farm.

After extensively researching and testing nearly 20 varieties, Karen determined the best kinds to grow in Central New York's unique climate. Once she started growing fruitful harvests in 2008, she opened the farm to 'You Pick' days, during which tourists and locals could be out in the fields harvesting and cutting their own lavender to take home, marking the first annual 'Lavender Festival' at Lockwood Farm. Now hosting over 3,000 people, the festival welcomes tourists, locals, artists, chefs and interactive workshops; features a poster design contest for charity; and is a place where people come to

celebrate and experience the beauty of nature each July.

Since 2008, Karen grew from 100 plants to today's harvest of 2,000 and expanded her product line from two items to 30. Last year, Karen and Gary harvested their first batch of honey from newly-installed beehives and began making lavender honey to add to their product line of lotions, soaps and sprays. "I love being able to apply my creativity and developing new ideas," remarks Wheeler-Lockwood.

To grow her business, Karen implements new products based on feedback from her customers. "Tourists loved our lotions and soaps but couldn't bring the product onto a plane in a carry-on, so we created travel sizes and gift sets," notes Wheeler-Lockwood.

Lavender isn't just a favorite flower anymore... It's a way of life (and business) for Karen!



*wise words  
of wisdom...*

*"Life is not measured by the number of breaths you take, but by the number of moments that take your breath away."*

*– Karen Wheeler-Lockwood*

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## WISE HAPPENINGS:

### The Bare Necessities of Starting a Business

**WHEN:** July 3, 12:00 – 12:50PM, July 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?*

### WISE Launch Hours

**WHEN:** July 5, 12, 12:00 – 1:30PM  
**WHERE:** WISE Women's Business Center  
*Hear how women entrepreneurs are launching their businesses to new heights! Bring your Brown Bag Lunch and hear our highlighted speaker!*

### WISE – WBOC in the House

**WHEN:** July 19, 26, 12:00 – 1:30PM  
**WHERE:** WISE Women's Business Center  
*WBOC (Women Business Opportunities Connections) is full of professionals ready to share their company secrets for growth! Bring your lunch and listen to a volunteer speaker ready to share her amazing stories!*

### Government Contracting Express

**WHEN:** July 20, 9:00AM – 12:00PM  
**WHERE:** WISE Women's Business Center  
*Want to sell your products to the government? The PTAC (Procurement Technical Assistance Center) as well as other experts will be here to educate and to help.*

*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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