



If you ask Linda Erb what she will be doing five years from now, the answer she would give you today would be completely different than the answer she gave six years ago when she was a full-time flight attendant. After an accident on the job left her with permanent disabilities, her life changed dramatically. Her original doctor told her she should “figure out what to do with her life because she would not be going back to her job.” That was the moment Linda sought out a second opinion. After a visit to a new doctor who believed in her recovery, she set her mind to reaching her goal.

As with many CNY residents, Linda grew up in the Finger Lakes region, moved away for college and her career, and ended up returning to her roots several years later. Upon her return, she would frequently visit small, unique towns that she loved growing up—only to discover that some of the shops were boarded up and others had opened and closed quickly. These local businesses had put all their eggs in one brick and mortar basket...they were not selling anything online.

Linda had purchased the domain name OhGoodyGoody.com on a whim in 2004, but the business idea wasn't there quite yet. Years later she attended the WISE Symposium, took classes at the Whitman School, SSIC and WISE Women's Business Center to nurture her new idea by gaining business acumen while meeting mentors and other women in business.

Shortly after her accident, Linda wanted to give her sister a “Gift Certificate Birthday Experience” for a bakery and artisan shop in Naples, NY near where she grew up. Realizing they didn't offer gift certificates online, she called the storeowners who mentioned that it was too time consuming to monitor and sell gift certificates online. Linda convinced them to sell her gift certificates over the phone, which she then designed herself. Upon redemption, one of the shop owners called Linda right away. She loved the gift certificate design and the idea of guests having an “experience”—and the business idea sparked. As a market place, Linda could host the website, giving online shoppers local gift certificate options while providing local businesses an opportunity to efficiently sell them online. OhGoodyGoody.com came to fruition in June 2010.

Linda's ultimate goal is to represent vendors from all 50 states on her website in the next ten years. Two and a half years down that path, she's promoting dozens of small, local businesses and growing her own. “My accident was all part of the big plan,” notes Linda. “I know I was meant to go on this adventure.”

PAGE DESIGN BY ISCA DESIGN STUDIO
PHOTO BY JANET DETOTA

wise words of wisdom...

“Give yourself fully to the adventure of today.”
— Linda Erb (via Sarah Young)

WISE HAPPENINGS:

The Building Blocks for Starting a Business

WHEN: Apr. 2, 12:00 - 1:00PM
Apr. 24, 5:30 - 7:00PM

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

WHEN: May 21, 12:00 - 1:00PM

WISE Symposium 2013

WHEN: Apr. 16, 8:30AM - 5:30PM
WHERE: Oncenter, Syracuse, NY

WISE Women's Roundtable Discussions: Women in Creative Businesses

WHEN: Apr. 4, 12:00 - 1:00PM
Apr. 18, 12:00 - 1:00PM

WISE Wednesdays 2013

WHEN: Apr. 17, 12:00 - 1:00PM
Apr. 24, 12:00 - 1:00PM

Take a tour of the WISE Women's Business Center

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

WHEN: Apr. 9, 12:00 - 1:00PM

“My Accounting Insights for Start Up Entrepreneurs” — Michelle Howe, CPA

WHEN: Apr. 30, 12:00 - 1:00PM

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

WHEN: Apr. 11, 12:00 - 1:00PM
Apr. 25, 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:**