

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Lilibeth Northern
Entrepreneur

A native of Chile, Lilibeth Northern has always been very connected to her culture from a very young age. From studying piano to visiting museums, she immersed herself in the arts and sought out to learn everything she could. Following her passion for learning new cultures, Lilibeth traveled and lived abroad for many years, setting out to get to truly know a culture—more than just the typical activities that went along with a certain place.

Trained with a master's degree in science (specially, plant breeding) and growing up immersed in the arts has allowed Lilibeth to strike a perfect balance of creativity and using her intellect—a truly unique combination. While working for SUNY-ESF, Lilibeth attended her first-ever WISE Symposium last April, where she realized that she was fueled with an entrepreneurial spirit. A few months down the road, she found herself at a one-on-one business counseling session at the WISE Women's

Business Center. From that afternoon on, she started mapping out her entrepreneurial dreams not just in her mind, but on paper. "I have a relentless determination for seeking my desired goal," reflects Lilibeth.

Working on plans for two new businesses, Lilibeth is able to do the things she loves most. Her first business will allow her to focus on her love of different cultures and art by creating a unique craft workshop experience geared specifically for women. Her second business will focus on what she's uniquely best at: teaching Spanish through conversations.

For a woman whose heart and mind has always been trained in science, Lilibeth is excited to be tapping into her creative side that she's been nurturing since childhood. "I'm not going to stop working with plants—they're my passion. But so are my business ideas." Forging ahead with not one, but two businesses, Lilibeth is excited to be starting her own entrepreneurial journey.



*wise words
of wisdom...*

*"Take risks while you can —
follow your heart to pursue
your dreams."*

— Lilibeth Northern

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WISE HAPPENINGS:

The Building Blocks for Starting a Business

WHEN: Feb. 5, 12:00 – 1:00PM
Feb. 27, 5:30 – 7:00PM

WHERE: WISE Women's Business
Center at The Tech Garden

WISE Women's Roundtable Discussions: Women in Creative Businesses

WHEN: Feb. 7, 12:00 – 1:00PM
Feb. 21, 12:00 – 1:00PM

WHERE: WISE Women's Business
Center at The Tech Garden

Need Business Answers? Ask Our Public Library!

WHEN: Feb. 12, 12:00 – 1:00PM

WHERE: WISE Women's Business
Center at The Tech Garden

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

WHEN: Feb. 14, 12:00 – 1:00PM
Feb. 28, 12:00 – 1:00PM

WHERE: WISE Women's Business
Center at The Tech Garden

A women's business center... run for women, by women.

WISE Women's Business Center @ The Tech Garden // 235 Harrison Street // Syracuse, NY 13202 // (315) 443-8634 // jmlenwea@syr.edu

www.wisecenter.org **FIND US ON:**  



A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

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