

By age 10, Katie Reilly loved all things having to do with style and fashion. Inspired by her grandmother—who once stepped off of a plane in Syracuse wearing ostrich skin pumps at age 75—Katie sought out fashion and followed the industry very closely. As she grew older, Katie realized part of what made her grandmother so special was looking her best on the outside translated to the inside—to her personality and her soul.

After the death of her mother last summer, Katie went through many emotional challenges, but her best days were the ones where she made a conscious decision to look good on the outside. It gave her an extra boost of confidence and courage—it was the one thing she could control about the situation. Katie began to realize she might be able to help other women experience the deeper connection that exists between looking and feeling one's best.

Katie spent many years working in banking, marketing and advertising, but her heart always remained in the fashion industry. After being a full-time mom for several years, an article about the WISE Women's

Business Center sparked Katie's entrepreneurial interests and helped her follow her passion.

She began her style consulting business insideOUT five months ago as a way to help women over 40 live their lives feeling positive about the way they look—highlighting their unique style and natural beauty, no matter what age or size. "The name insideOUT represents living one's life fully," she says. "What you do, how you feel and how you present yourself is all from the inside out."

In thinking about the future, Katie's immediate goals are to get her social media up-to-date and create a great website. While taking care of the necessary "startup" tasks, she'll be managing her current clients and looking for new and creative ways to grow her business.

Katie encourages women entrepreneurs to stop worrying about what other people might think and to follow your heart. "It's not too late—it's never too late!" exclaims Katie who is just getting started with her 'dream job!'



*wise words
of wisdom...*

**"Be afraid...
and do it anyway!"**

—Joyce Meyer via Katie Reilly

PAGE DESIGN BY ISCA DESIGN STUDIO // PHOTO BY CATHRYN LAHM PHOTOGRAPHY

WISE HAPPENINGS:

The Building Blocks For Starting a Business

WHEN: July 2, 12:00 - 1:00PM
July 31, 5:30 - 7:00PM

Women of Faith In Business Training Series

WHEN: TBD
TUITION: \$50 (Covers education kit and all 4 classes)

Launch Hours

WHEN: July 11, 12:00 - 1:00PM
July 18, 12:00 - 1:00PM
July 25, 12:00 - 1:00PM

ABOUT: Join us to hear how entrepreneurs are launching their businesses to new heights!

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:**