

Four years ago, Lisette Brod took a leap of faith, making the transition from full-time mom to full-time entrepreneur when she and her husband purchased the remnants of an embroidery business in Syracuse, with plans to add a promotional product and screen printing aspect. "Starting this business was like jumping into the ocean, then learning how to swim," she says. After making the transition from full-time mom for 18 years, Lisette was eager to take on this new challenge of business ownership. "It was scary at first, not knowing if I had what it took," Lisette says.

Lisette focuses on the community, networking with other local businesses and building her team. "What really drives me is helping other people," she says. "I get to help other local companies grow through branding and promotion." The company has continuously evolved over the past three years, with an emphasis on providing exceptional customer service. Lisette notes that the success of the business has been because of the strong internal team she's built.

Spinnaker is poised for high growth when their Women Owned Business (WBE) state and county certification receives approval. For her business, the growing pains have been the biggest challenge to overcome. "In my first business, I didn't have support systems like the South Side Innovation Center and WISE Women's Business Center," Lisette remembers. "There are so many opportunities to build your network and to be encouraged here in Syracuse—immersing yourself among other entrepreneurs who are making it happen is invaluable."

Lisette had to focus on obtaining a line of credit and making sure that the business was able to maintain their exceptional customer service and high standards, even during a period of fast growth. She has sought advice from other business owners and has learned as much about entrepreneurship as possible throughout the process.

"People are willing to help you along the way," Lisette says. "Don't be afraid to reach out, ask questions, and follow your dream."



*wise words
of wisdom...*

"Feel the fear and do it anyway!"

– Lisette Brod

PHOTO BY JENNIFER WOLSEY PHOTOGRAPHY // PAGE DESIGN BY ISCA DESIGN STUDIO

WISE HAPPENINGS:

**Roundtable Discussion –
Women in Creative Businesses**
Oct 2, 16, 30, 12:00 - 1:00PM

**The Building Blocks for
Starting a Business**
Oct 8, 12:00 - 1:00PM
Oct 29, 5:30 - 7:00PM

Meet the Entrepreneur Series
Oct 16, 12:00 - 1:00PM
Syracuse Entrepreneur Bootcamp
Oct 18, 25, 8:30AM - 1:00PM

**Accounting for Established
Entrepreneurs**
Oct 21, 1:00 - 2:30PM

► Check out wiseconference.com/events for a complete list of upcoming events!

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:**  