

Wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Tracy Hogarth
Owner and Founder, Blue Zaria



Tracy Hogarth didn't set out to be an entrepreneur. Employed as a full-time math coach with the Syracuse City School District, she was happy in her role. Two years ago, Tracy experienced a life-altering moment when her 24 year old daughter Kelsey passed away unexpectedly. As a parent, Tracy was overwhelmed by the gravity of the situation. Deciding she needed to process her grief in a different space, she called her friend, and now business partner, Juhanna Rogers and three days later, they found themselves in Puerto Rico.

While on the trip, Tracy and Juhanna realized they wanted other women to have the experience of taking time for themselves. Blue Zaria was founded to provide women a travel experience where they can renew, replenish and connect with other women. "As women, we are the planners, the packers, and the organizers of our families—even on vacation," she says. Her company's mission is to let women stop, take time for themselves and reevaluate their goals and dreams in life. When their clients return from a trip, they are ready to focus and be the best person they can be.

Tracy's biggest challenge has been emotional—without the passing of her daughter, this business would never exist. "I struggle with the fact that this business would not have been founded without Kelsey's death," says Tracy. "Kelsey loved to travel and this is something I could see doing with her." Tracy encourages busy women to be indulgent—not in a material way, but in a way each individual woman ensures she is happy, which could mean hiking a glacier in Iceland or lounging at a spa—whatever allows a woman to take time to take care of herself without the demands of her family. For Tracy, what she likes best about being an entrepreneur is that a business born out of a tragedy brings so much joy to herself and makes a positive difference in the lives of other women.

The next steps for Tracy and her business partner includes trips in 2016 to Iceland, Cuba and Bali, with plans to expand into a national market. "Our goal is to be a national company and increase brand recognition so when women and women of color plan their luxury vacations, they think of Blue Zaria first," she says. She encourages new entrepreneurs to make connections and to find a mentor who you can share your ideas with and assist you to navigate next steps.

*wise words
of wisdom...*

*"Make your bucket list
a life list. Don't wait."*

-Tracy Hogarth

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WISE HAPPENINGS:

Meet the Entrepreneur

January 20th, 12:00-1:00PM
February 24th, 12:00-1:00PM

The Building Blocks for Starting a Business

January 27th, 5:30-7:00PM
February 2nd, 12:00-1:00PM
February 24th, 5:30-7:00PM

Women in Creative Businesses Roundtable Discussion

January 21st, 12:00-1:00PM
February 4th, 12:00-1:00PM
February 18th, 12:00-1:00PM

Women as Career Changers Roundtable

January 28th, 12:00-1:00PM
February 11th, 12:00-1:00PM
February 25th, 12:00-1:00PM

Women in Food Businesses Roundtable

January 27th, 12:00-1:00PM
February 3rd, 12:00-1:00PM
February 17th, 12:00-1:00PM

Accelerate for 2016 Panel Discussion

January 26th, 12:00-1:00PM
February 10th, 5:30-7:30PM

Encore Entrepreneurship Panel Discussion

February 16th, 8:00-9:30AM

► Check out
wisecenter.org/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

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