



Perhaps starting a business was always in Joan Sardino's blood. A descendant of George Eastman and with many family members who have pursued entrepreneurship as a career path, Joan knew that she has always been prepared to follow a similar journey. Driven by a desire to help others, Joan began a business called Serving Seniors Inc. two years ago while employed full-time at another company. Tentative about jumping in full steam ahead, Joan built up her business and client base until she was ready to make the transition to leave her job (and steady paycheck with benefits) to pursue her passion full time. "I wanted to start helping people, rather than helping a big company get bigger," Joan says.

While speaking with her former mother-in-law, Joan realized that loneliness is commonly experienced in senior citizens and she wanted to change that. Her company supports seniors with everyday tasks, such as cooking, cleaning, regular visits, respite care and even transportation to and from appointments. "The little things make the biggest difference," says Joan. In addition to provide basic in-home

services, her company is working to create events around the community that provide an opportunity weekly for senior citizens to play card games, make crafts, and socialize.

Working with a mentor at the WISE Women's Business Center has helped Joan to pursue new ideas, take her business to the next level, and offered networking opportunities to meet new people. She encourages new entrepreneurs to reach out to local business development services that support new entrepreneurs. "Having a mentor to bounce ideas off of is a blessing that keeps me grounded," says Joan. "Stay focused, but keep trying new things to see what works."

Moving forward, Joan hopes to be able to take her services to new locations, and provide opportunities for seniors to socialize in communities where they don't exist. She's also looking into the possibility of becoming an accredited service provider as recognized by New York State. "I'm looking into different ways that could open doors for new clients and allow me to serve more people," says Joan.

*wise words
of wisdom...*

"It's not what you gather, but what you scatter that tells what kind of a life you have lived."

-Joan Sardino (via Helen Walton)

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WISE HAPPENINGS:

The Building Blocks for Starting a Business

March 1st, 12:00-1:00PM
March 30th, 5:30-7:00PM

Accelerate for 2016: Growth Track

March 2nd, 5:30-7:30PM

Women in Creative Businesses Roundtable Discussion

March 3rd, 12:00-1:00PM
March 17th, 12:00-1:00PM
March 31st, 12:00-1:00PM

Women as Career Changers Roundtable

March 10th, 12:00-1:00PM
March 24th, 12:00-1:00PM

Meet the Entrepreneur

March 22nd, 12:00-1:00PM

Women in Food Businesses Roundtable

March 2nd, 12:00-1:00PM
March 23rd, 12:00-1:00PM

Accelerate for 2016: High Achievement Track

March 23rd, 5:30-7:30PM

► 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
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**



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