

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Courtney Henson
Owner & Wedding Planner, Magically Yours

Courtney Henson has been infatuated with all-things-Disney since she was a kid. After earning her bachelor's degree from University at Buffalo in Communications, Courtney followed that passion to Orlando, Florida and was accepted into the Disney College Program. Being placed at various Disney parks, she fell in love with the brand all over again while helping to make children's dreams come true on a daily basis and finding ways to make magical moments for other guests (even while off the clock). Simultaneously, Courtney attended the University of Central Florida and working towards a Masters Certificate in Entrepreneurship. As part of that program, she worked as a consultant for a business owner who was launching a wedding planning business—she even ended up giving up her “dream business name” as part of the process, not realizing how soon it would be that she'd be launching her own company.

After personal and family circumstances brought her back to her native Syracuse, Courtney came home with every intention of heading back to Disney. At the time, she didn't realize that taking a job working with a local trade show company CNY Show Promoters was the first step in her own entrepreneurial journey. “My boss asked me what my dream job was, and I knew that it was to own a wedding planning business,” says Courtney. “She let me coordinate her wedding so I would know if I really

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wanted to do this. At the end of a wedding where everything that could possibly go wrong did and I was able to tackle every challenge on my own, one look out to a crowded dance floor with happy newlyweds rejoicing was all I needed. I knew this was exactly what I wanted to do every single day.”

Shortly after this “aha” moment, Courtney officially launched Magically Yours, a wedding and honeymoon planning business. Her focus is to help couples nationwide to capture those ‘magical moments’ and bring their dreams to life. “I've always known that I had a passion for helping people, especially in the events industry,” she says. “To me, being able to create a magical moment for a couple means going above and beyond to make them feel truly special—because they are.”

Courtney has been working with a counselor at the WISE Women's Business Center who helps her stay focused and motivated while writing a business plan for her venture. She encourages new entrepreneurs to never give up on their dream—there will always be a time where money is tight or you question whether you're doing the right thing (don't worry—you are!). Looking to the future of her business, Courtney is currently working on finding a permanent office space for her business and partnering with other local businesses on some cool new initiatives (stay tuned for details!)



*wise words
of wisdom...*

**“All our dreams can come true if we
have the courage to pursue them”**

– Courtney Henson via Walt Disney

WISE HAPPENINGS:

► Check out wisecenter.org/events for a complete list of upcoming events!

The Building Blocks for Starting a Business

July 7, 12:00-1:00pm

Encore Entrepreneurship
July 19, 12:00-1:00PM

Women in Food Businesses Roundtable Discussion

July 13, 12:00-1:00pm

July 27, 12:00-1:00pm

Women in Creative Businesses Roundtable Discussion

July 14, 12:00-1:00pm

July 28, 12:00-1:00pm

The Building Blocks for Starting a Business

August 2, 12:00-1:00pm

August 17, 5:30-7:00pm

Women in Creative Businesses Roundtable Discussion

August 3, 12:00-1:00pm

August 17, 12:00-1:00pm

Women in Food Businesses Roundtable Discussion

August 4, 12:00-1:00pm

August 18, 12:00-1:00pm

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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