

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Suzanne Taddeo
Registered and NY State Certified
Dietitian/Nutritionist, Can Do Coaching

Growing up in a family with both a father and mother owning their own business and surrounded later in life by two sisters who have both owned their own companies, Suzanne Taddeo is no stranger to an entrepreneurial lifestyle. After completing her graduate degree in the field of nutritional science, Suzanne anticipated working in a hospital or organizational setting using those skills throughout her career.

While on hiatus from her hospital-based dietitian career to raise her children, the field of coaching became prominent in the professional industry. While she had never thought about becoming an entrepreneur, it quickly became a point of interest to her when she was ready to return to her career. She wanted to merge her expertise and knowledge of dietetics and nutrition with using a hands-on coaching model and after several years of testing the waters with family and friends as clients, she was visiting her hometown in New Jersey when she drove by a health club

called Can Do Gym. "I wanted to use the words 'can do' in my business name because I believe that people can change," says Suzanne.

Fast-forward three years—Suzanne's mission is to help people get and stay healthy by providing hands-on education about healthy eating and cooking styles. Working with a counselor at the WISE Women's Business Center has helped her hone in on her vision and focus by determining her target audience (and figuring out how to reach them). Suzanne is currently working on branding herself and the business, while developing new workshops and opportunities to deliver healthy lifestyle programming and education to individuals looking to make a change.

Her advice to those thinking about entrepreneurship as a career path is threefold: you have to love what you do, be skilled at what you do, and have perseverance to work hard to achieve your goals. "You're either moving forward or you're moving backward," Suzanne says.



*wise words
of wisdom...*

*"I can do all things through
Christ who strengthens me."*

(Philippians 4:13) – Suzanne Taddeo

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WISE HAPPENINGS:

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

Social Media "Hands On" Roundtable Discussion

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

The Building Blocks for Starting a Business

July 11, 12:00-1:00PM
July 26, 5:30-7:00PM

Women in Creative Businesses Roundtable Discussion

July 13, 12:00-1:00PM
July 27, 12:00-1:00PM

Igniting the Spirit Roundtable Discussion

July 12, 12:00-1:00PM
July 26, 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
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**  



A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

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