

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Alisa Meheljc-Sofinski
Co-owner, AFX Dental Technologies

Growing up in Bosnia, Alisa Meheljc-Sofinski's parents had "traditional" careers—her mother was a nurse and her father worked for a public utility company. However, what fascinated Alisa most was her father's entrepreneurial passion for making things, fixing things—things that happened outside the walls of his day-to-day job.

When war broke out her home country, Alisa's family took refuge in Munich, Germany where she studied German and earned a certification as a master dental technician. After the war ended and her family's refugee visas ended, they returned to Bosnia to find that their homeland did not feel like home anymore and decided to relocate somewhere new and ended up in Syracuse, NY when Alisa was 24 years old. During the first six months in Syracuse, Alisa's goal was to learn English so that she could make this her home and use language as a pathway to work. She took a three-hour course in the morning to learn, then rode a bus to another three-hour long course and ultimately achieved her goal. "It's good to get out of your comfort zone,"

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she says. She has since earned degrees in Graphic Design (Onondaga Community College), Surface Pattern Design (Syracuse University) and Teaching Arts (SUNY Oswego).

Alisa held several jobs after college, from design jobs to teaching, but what she really loved most was working in a dental lab, combining her skillsets in design, communication and dental industry knowledge. She met her business partner (and future husband) Joe during her work in a small laboratory setting and realized that the majority of the work was being done by half of the staff and said to Joe, "One day I'm going to open my own lab." Several years later, she opened a lab, ended up reuniting forces with Joe and they have been providing dental laboratory services—creating fixed and removable dental prosthesis ordered by a dentist for a patient—locally for the past 12 years.

"Insecurity is the part I love most about being an entrepreneur," says Alisa. "When a new idea comes up, I'm never sure how it will turn out, but it helps me to work in achieving my goals to reach success." Looking to a bright future, Alisa is excited to train next generation of dental technicians.



*wise words
of wisdom...*

*"Just keep going...
and have fun with your business."*

– Alisa Meheljc-Sofinski

WISE HAPPENINGS:

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

The Building Blocks for Starting a Business

May 2, 12:00-1:00PM
May 31, 5:30-7:00PM

Women: Igniting your Spirit Roundtable

May 3, 12:00-1:00pm
May 17, 12:00-1:00pm
May 31, 12:00-1:00pm

Women in Creative Businesses Roundtable Discussion

May 4, 12:00-1:00pm
May 18, 12:00-1:00pm

Government Contracting: Panel Discussion

May 9, 12:00-1:00pm

Women as Career Changers Roundtable Discussion

May 11, 12:00-1:00pm
May 25, 12:00-1:00pm

Social Media "Hands On" Roundtable Discussion

May 10, 12:00-1:30pm
May 24, 12:00-1:30pm

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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