

Business

ENTERPRISE

Women Starting Businesses Gets Boo

SPECIAL TO THE ARGUS

Sales revenue generated from women-owned businesses last year, worldwide, was \$1.9 trillion. Her Startup is a company that believes in giving back and believes in encouraging other women-owned companies to give back to the community.

Khrystina Vaughan is founder of a Her Startup business. "90 Days to Launch" was a class offered by Her Start Up and Connections to Success. "90 Days to Launch" was a 12-week intensive program that took entrepreneurs from the planning stage to daily business operation of their own businesses.

The seven women that participated in the class had a graduation ceremony at the Airport Renaissance Hotel. Kathy Lambert, co-director of Connections to Success, gave the welcome for the graduation ceremony and introduced Khrys Vaughan. Vaughan stated, "70 percent of the world's population is in poverty and 2/3 of those are women." She explained, "Being a business owner is (a) way for a woman to support her family."

Vaughan shared a story about a woman in Ghana who used an empty water bottle to start a pancake business. The woman is able to support her family with the income from her pancake business.

During the "90 Days to Launch" course, there were four guest speakers. Norma Boozer of National City Bank did a present about how to build business and personal credit; Mary Baum of Mary Baum Creative Services did a presentation on marketing and

market research; Steve Balsarotti an attorney with Palster, Ligder, Woodruff & Luthesi; and Linda Jacobsen, founder and president of Global Vision, taught the entrepreneur building global business and culture diversity.

Angela Lieb of Life Works business center was the guest speaker for "90 Days to Launch" graduation. Lieb told graduates, "This is the best time to start a business despite the economy." She said that it is important to have multiple streams of income. "You got to have a couple of buckets."

Lieb encouraged the graduates to admire women who continue to thrive despite their

circumstances. She also said new entrepreneurs should not be scared because "your experience is unique and valuable." Lieb shared the five keys for success for entrepreneurs. They are: character, networking, experience, resources and personal brand.

Lieb asked the graduates to do a 30-second introduction. Rhonda Fitch of the Pampered Chef said, she wants you to have fun in the kitchen. Her vision for giving back is to be able to assist people with utility bills so they can cook and be comfortable. Her samples were so delicious she sold several loaf of bread before the graduation ceremony was complete.



Kathy Lambert and Khrystina Vaughan

PROVIDED PHOTO

Entrepreneur graduate Gamble is launching venture - One World On

Race, to promote D.U.E

Anne Murray owns Knights by Murray, is launching a men's apparel store for women in the health care industry. She states her clothes will bring the Knight in men. Murray she will give back by working with ex-offenders of non-violent crime that are entering society.

Kari Pruitt owner of Kari Denmark has a cleaning business. She is organizing this town hall space at a time. Pruitt wants to give back to the community by holding free seminars about organization. Miss Gwendolyn Foster is giving back through her ministry, "Seeds of Change." Joyce Marc of Inspire Me Photography give back to the community by assisting organizations with fundraisers using photography. Unfortunately, Manoogain was unable to attend her graduation.

Vaughan and Lambert awarded certificates to "90 Days to Launch" graduates, speakers and corporate sponsors. Graduates received gift bags filled with items to help their business as well as relax them. The graduates had an opportunity to network at the InSpot after graduation ceremony. At InSpot graduates presented their business to the community during an open mic session.

For more information about Her Start Up or the launch graduates contact Khrys Vaughan at 314-714-5675 email Khrys@herstartup.com.

FOSTERING ENTREPRENEURSHIP

Start her up!

Her Startup and Connections to Success partner to advise prospective businesswomen

By Ly Syin Lobster
For the St. Louis American

Khrystina Vaughan, founder of Her Startup, is dedicated to helping women launch, grow and give back through business. She is aware of the issues facing women worldwide as they struggle to provide for themselves and their families.

That is why she established a partnership with Connections to Success. Through their partnership, seven women recently were able to attend 90 Days to Launch, a 12-week intensive program that took female entrepreneurs from the planning stage to daily business operations.

■ "This is the best time to start a business, despite the economy."

— Angela Lieb, LifeWorks Business Center

The 90 Days to Launch program featured four guest speakers. Steve Balsarotti, an attorney with Polster, Lieder, Woodruff & Lucchesi, talked with the women about intellectual property and other legal concerns.

Linda Jacobsen, founder and president of Global Vision Strategies, delivered information on global business and cultural diversity.

Norma Boozer of National City Bank spoke on building business and personal credit.

Mary Baum of Mary Baum Creative Services did a presentation on marketing and market research.

A graduation ceremony was held at the Airport Renaissance Hotel for the women entrepreneurs who participated. Kathy Lambert, co-director of Connections to Success, gave the welcome and introduced Khrystina Vaughan. Vaughan shared her passion



Kathy Lambert, co-director of Connections to Success, and Khrystina Vaughan, founder of Her Startup, at a recent event for graduates of 90 Days to Launch, a 12-week intensive program that took female entrepreneurs from the planning stage to daily business operations.

shared.

She said, "70 percent of the world's population is in poverty and

woman in Ghana who used an empty water bottle to start a pancake business, which allowed her to support

Business Center was the speaker for the graduation graduates, "This is the best time to start a business, despite the economy."

Lieb shared the five keys for entrepreneurs — networking, experience, and personal brand. She said it is important to have multiple streams of income: "You've got to have a couple of buckets."

Lieb encouraged the graduates to be like the woman from Ghana who shared her story. She said that new entrepreneurs should not be scared because "your experience is unique and valuable."

Lieb asked the graduates to participate in a 30-second introduction. She said of My Kitchen to Yours she wants people to have fun in the kitchen, bringing families to the table. Her vision for the program is to be able to assist people with utility bills so they can be comfortable. Samples of food like banana nut bread were delicious. She sold all 20 loaves and the ceremony ended.

Entrepreneur graduate Angela Gamble is launching a business called One World One Race, to promote diversity, unity, equality and quality.

Anne Murray will soon launch Knights by Murray, providing formal garments for men in the care industry. She stated she will "bring out the Knights" and Murray will give back by working with ex-offenders of non-violent crimes that are re-entering the workforce.

Kari Pruitt, owner of Clean Denmark, has an organized cleaning business, but also cleans homes. She said she is cleaning this town one space at a time and wants to give back to the community by holding free seminars.