

SBA Women's Network for Entrepreneurial Training

Friday
September 19, 2008
8 am to 10 am

*Secrets to Success:
Small business owners share
their expertise*

To Register

Call Emily Brandjord at
206-553-7064 or
e-mail: emily.brandjord@sba.gov

\$25 Prepaid Registration
(by 2 pm, September 18th)
\$35 at the door
\$20 Seattle Chamber Member

Register Early...and save \$10

Agenda

7:30 am
Continental Breakfast and
Networking

8:00 am to 10:00 am
..Welcome
..1-breath introductions
..Training
..More Networking

Workshop Location

SBA Education and Training Center
Fourth & Battery Building
2401 Fourth Avenue, Suite 450
Seattle, WA 98121
[directions](#)



Tips to stay on track

It takes guts to leave the security of a 9-to-5 job and launch a business. It takes know-how to survive and passion to thrive. However, successful companies deliver consistent performance despite the challenges in the marketplace.

Hear from women business owners—*Evelyn Lee Hsu, Rebecca Kaufman, Susan Davis and Darcey Howard*—talk about how they got started, what keeps them motivated, and how they deal with tough times. Energize your morning by joining us **Friday, September 19th** for an engaging and entertaining WNET.

About our guests:



Evelyn Lee Hsu, owner of Alchemy Collections and Calligaris SHOP by Alchemy Collections

Evelyn was raised in Taipei, Taiwan. After graduating with a degree in 3D Animations and Gaming, working for Microsoft was a natural fit. In the process of furnishing their home, she and her husband noticed a void in the market—small scaled, high quality, Italian

styled furnishings for urbanites on a budget. Opportunity knocked as the condo market boomed and a retail space in Belltown became available. In 2005, they opened their first store, Alchemy Collections; in 2006 Calligaris SHOP by Alchemy Collections evolved; and in 2009, a wholesale showroom is planned for Las Vegas.



Rebecca Kaufman and Susan Davis, owners of Period Corsets.

Both Becky and Susan have worked in professional costume shops around the country since the mid 1980s; Susan is currently the Costume Shop Manager at Seattle Opera. In 1997 they merged their knowledge of historical costume and costume technology to create Period

Corsets. The business developed from their love of theatrical costuming and fine, precise stitching and their desire to create beautiful period silhouettes upon which costumers could work their magic.



Darcey M. Howard , CSO | LifeStyled, Ltd.

With a devastatingly sharp sense of what looks and feels good, Darcey Howard is more than just your everyday style maven. Blending her know-how from years of brand marketing experience at Nordstrom, Seattle's Best Coffee and Eddie Bauer, she has crafted a practical way that makes getting dressed easier and shopping more strategic. Darcey's approach—Personal Branding Through Appearance©—supports her clients' confidence and authenticity. LifeStyled is her way of dressing up the world.

Panel Moderator: *Tina Janni is a small business coach and tenured faculty member of the Business and Management Training Center at Bates Technical College.*