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Celebrating International Women's Day with Girl Power Advice by 25 Inspiring Women



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As the creator of Aspirations & Celebrations, my mission is to educate and empower women through inspiration and information. While I often write fashion, beauty, and lifestyle guides – the underlying message behind everything on A.C. is to love and adore yourself as a woman of words.

Since **International Women's Day** has been an annual tradition since the early 1900s (celebrated on March 8th), being part of the female empowerment movement in modern day society is something that is meaningful to me.



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Celebrating International Women's Day with 25 Inspiring Women

In celebration of International Women's Day, today's **personal growth & career guide** shares girl power advice by 25 inspiring women around the country, from beauty industry veterans and fashion designers to public figures, CEOs, and entrepreneurs - the following women listed in alphabetical order are truly exceptional girls who we can all look up to.

2019



INTERNATIONAL WOMEN'S DAY 2019

Alice Chiu

Proprietor & Interior Designer
Miss Alice Designs

Alice Chiu is the Proprietor & Interior Designer behind [Miss Alice Designs](http://MissAliceDesigns.com). She won Best of Houzz 2019 in customer satisfaction, Best of Houzz 2016 in Design, listed as a Top 20 Interior Designer 2017 & 2018 on Expertise and HomeAdvisor, and has been profiled in Bello NY Magazine, House of Turquoise, Apartment Therapy and Freshome to name a few.

Note: Since "Miss Alice Designs" was named "Best of Houzz" winner and "Top 20 Interior Designer" for 2017, it will be the last of "Best of Houzz" winner.



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dreams no matter how grand it is. The bigger your dream, the better it is; it won't be easy. There will be a lot of ups and downs, money down the drain, time wasted, negative people who don't want you to succeed, and much more. You'll feel like giving up so many times as I have. But you just have to keep trying different things until you find something that works for your business. Do it even if it's not perfect."

"I think the hardest thing I've had to learn was to really love myself, to believe in myself as a woman, a designer, an entrepreneur, and to know my worth. Clarity is the key. My biggest advice and the first step would be to really love yourself, to believe in your talents and skills, and absolutely own your worth. Because if you don't love and believe in the amazing, beautiful, and talented person YOU are, no one else will."



INTERNATIONAL WOMEN'S DAY 2019

Alison Sweeney

Co-Creator & Executive Producer
Chronicle Mysteries for
Hallmark Movies & Mysteries

(Photo Credit: Andrew Rodas)

You probably recognize actress **Alison Sweeney** from television (as the wife a star on NBC's hit soap opera, "Days of Our Lives", which earned her a Daytime Emmy award). But she's gotten into all a number of other exciting projects in entertainment, including being the host of the popular reality show – "The Biggest Loser". She's currently the Star, Co-Creator & Executive Producer of "Chronicle Mysteries" for Hallmark Movies & Mysteries.

She says, "When I was very young, I told my dad that one day I would be making movies. Today I feel I've really fulfilled that dream with "Chronicle Mysteries" for Hallmark Movies & Mysteries. When I look back on how I got to this point, it's crazy. Often the road to achieving your dream isn't linear but have faith and stay the course."

"Only through hard work, grit and determination will you achieve success in building a business. It's important to believe in yourself, take a chance on yourself. Working hard and having passion about what I do has always been my recipe for success."

"It's often beat myself up about what I wish I'd done differently, which is only natural. The trick is to acknowledge the moment, learn from it and quickly move forward rather than getting caught up in something that cannot be

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Relative to personal branding, her advice is "be truthful to yourself and authentic in your message to others. If you pretend to be someone that you're not, it'll always come back to bite you."

Last, but certainly not least, when it comes to work/life balance, she says, "Rather than trying to balance it all, just focus on being your best in the moment and make time for all aspects of your life as best you can."



INTERNATIONAL WOMEN'S DAY 2019

Amy Nicole

Founder
Chic Studios School of Makeup

If you're a makeup lover, then this next girl should be on your radar. **Amy Nicole** is the Founder of **Chic Studios School of Makeup**, a national school for aspiring and professional makeup artists. As a professional makeup artist and contest creator, she's shared her expertise at New York Fashion Week and BeautyCon. In addition, she's worked with top models and celebrities (such as Milla Jovovich, Julie Henderson, Jessica White and R. Zart to name a few).

Amy says, "I followed my dreams years ago when I decided not to work for other people, but rather go to school for business management and work for myself. I wasn't sure what would transpire exactly, but I was ok with that as I was clear on my loves and passions (beauty, business, makeup, helping others and philanthropy) and I decided to merge these passions. I never really feel like I am working, which has been a dream beyond my wildest imagination."

"Building a business has not always been easy, it's a never-ending choice I make that I truly have no regrets about. What I do is balance life as much as I can. There are always highs and lows with business, but right to do what I love, educate others, give back, and share my expertise."

When asked how she overcomes challenges, she says, "This is definable if you're running a business – there will be challenges along the way. How I deal with them varies, depending on what the challenge is. For example, an employee issue – I try to discuss directly with the employee and do my best to understand their concerns or have them feedback before coming to a conclusion."

Relative to the value of personal branding, her opinion is that "how you present yourself is your personal brand."

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Can set you apart from someone else trying to gain the same chest or take the same position you want. As Warren Buffet said best, "It takes 20 years of build a reputation and few winners to rule it."

Work/life balance as a woman is something I know quite often, and it's never the same thing. When I think about balance now, I don't always have time to do everything I want. I have kids and, for those who do, you know that adds to the juggle and balance of life. I try to give 100% to all areas in my life, even if some of those things only get done periodically at that point in time."



INTERNATIONAL WOMEN'S DAY 2019

Anna Daves

Top-Charting Jazz Performer, Writer,
Producer and Advocate for the
Transformational Power of Jazz

As a top-charting jazz performer, writer, producer, and advocate for the Transformational Power of Jazz, *Anna Daves* has done more than become a successful musician. She went from being (as she describes) "a third-time immigrant, a two-time cancer survivor, a former lawler, and a stay at home mom" - to the top of the Billboard and iTunes Jazz Charts... showing women everywhere that anything is possible!"

"I did not follow my dreams till now in my 40's when I've brought me to that proverbial ledge behind my marriage was over. As scared as I was, I jumped in and used for it to transform my life and me and the person I've always only dreamed of becoming."

Her advice on building a business - "Just start; that's the hardest step! Decide you are going to do it. Then, surround yourself with great people who will support you and your business dream."

"We all face challenges in our lives. The key is not to run away from them but face them head on with strength and dignity. Give yourself the time you need to regroup, figure out a new plan of action - and keep going."

"Personal branding is your voice on stage. I strongly urge to have others help you figure out who you are as a brand - start with friends and ask them "How do you see me?", "What's my story?", and follow up with experts in the field who will draw out all the necessary nuances about you and your brand to make it strong and cohesive and marketable."

Work/life balance is unpredictable every day and not quite perfect, so never beat yourself up that your life is not a

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Annie Spano

Founder of The Style Collective &
Host of "The Becoming Fearless" Podcast

Annie Spano is the founder of *The Style Collective*, an online community with education for female influencers, the host of *"The Becoming Fearless"* Podcast, and an interior designer. She connects thousands of fashion bloggers and influencers, providing a support system for them to grow their careers.

"Take the time to reflect on your life story to find what it is that you're passionate about. How can you find inspiration and learn a personal approach to make an impact in other people's lives? This process can take months or years to figure out, but the people need you."

"Start moonlighting and figure out how you can add value to a problem that people have. How can you solve it and make their lives better or easier? As a natural by-product, you will make money if you focus on helping others first and foremost."

"Sometimes our greatest learnings come from mastering the most significant obstacles. Challenges can turn into transformative experiences that help you find meaning and purpose. So keep in mind that it's temporary and will be over soon. The dark times are what make the best times feel so good; we need that contrast in life."

"You need to know why you are different from everyone else. Strong brands focus on three things: fostering community, having a great website, creating a unique niche, and building an emotional connection with customers/readers."

Finally, with regards to work-life balance, she says, "a mantra that I picked up from *Guns & Ill* (yes, it's this woman first, boss second). Make the time to take care of yourself and make it non-negotiable. If you aren't healthy or balanced, your work will suffer. Make yourself a priority above everything else."

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INTERNATIONAL WOMEN'S DAY 2019

Antonia Hock

Global Head
Ritz-Carlton Leadership Center

Antonia Hock is a successful woman leader, luxury expert (she was named to 2019 Luxury Daily Top 25 Women to Watch list) and the global head of the [Ritz-Carlton Leadership Center](#), a leading consultancy that advises organizations on customer experience (CX).

She says, "I recently watched a great video of Tony Hawk coaching his daughter on how to execute a maneuver on a skate ramp, and he said, 'Everything that you want is on the other side of your fear.' That is one of my advice for all women as they think about their dreams and passions."

"Don't live a fear-based life. As we grow older, we question our behavior more, second guess and worry about failing publicly. And with that, we lose the power to chase our dreams, take the plunges, or execute that masterpiece on the skate ramp."

"Your life is your message, so don't let it be ruled by fear. Challenge yourself to always make the choice that you truly want, show the world why you are here, and never allow fear to be the reason you don't."



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Bobbi Brown

Founder of Evolution_18
Founder of Bobbi Brown Cosmetics

Bobbi Brown made a name for herself as a professional makeup artist who launched her famed cosmetics company, **Bobbi Brown Cosmetics**. She's written multiple books about makeup and beauty and has been a contributing beauty & lifestyle editor of *Teen* magazine. Most recently, she launched a wellness-based beauty company called **Evolution_18**. This new venture was launched as a way to introduce consumers to the idea that "beauty comes from within." Through high-performing, clean ingredients, the line of wellness supplements were created to boost skin's natural radiance, enhance your glow, and make you more beautiful!

To inspire you to follow your dreams, Bobbi says, "If you believe in something, don't ever give up. If one door closes, find a window to climb through. Surround yourself with loyal people who are good at doing the things you are not."

"Failure does not mean defeat. You have to be able to get back up again and learn what grew from your mistakes."

"Your brand is a direct reflection of you. If you don't care about the details, it will show."

Lastly, "Remember to breathe and take time for yourself, even if it's just a quick walk to clear your head. Also, find a great partner, as I have in my husband, to support you."



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Cary Williams

CEO of Boxing & Barbells
Olympic Level Female Boxing Coach

You could say the definition of "girl power" is and done is this first woman. As the CEO of [Boxing & Barbells](#), **Cary Williams** is also an Olympic Level Female Boxing Coach, gym chain owner, and former boxer. She was featured on the cover and in national magazines including *Shape*, *Muscle & Fitness*, *HEAT*, *Oz*, *Entrepreneur* and many more. She has also been on numerous television shows including *Real Factor* and *Billions Dollar Bop*.

Cary says, "The only way to follow your dreams is to not care what other people think of them. There will always be people along the way, even family, who think your dreams are too big for you to follow... ignore them."

"To be a boss has to mean that you cannot be perfect. Even though we want things to be perfect, sometimes it's can't make the problem. If we keep trying to perfect something before we actually do it, it may be too late and we are not ready. You can perfect things as you go but never let it stall your progress."

"Always understand that it will not be smooth sailing. There will be a lot of challenges along the way, but you have challenges, right? Look at challenges like a game and welcome them. Dig your heels in, figure it out and press on. Never let your challenges define you as a person."

"Creating a connection with people is more important than you know. Keeping it personal helps your authenticity shine through and lets everyone know what the brand is all about."

"The balancing act in life and business is hard. As an entrepreneur, we feel like our work is our life because it is our passion. You still need to get your mind into something else sometimes. Have something you can do each day that takes you out of work mode. Just pause a bit in your day and take a deep breath. If you reflect on what you have accomplished, it will help motivate."



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INTERNATIONAL WOMEN'S DAY 2019

Claire Soares

Founder
Up in the Air Life

If you often have wonder how or are afraid to start, then **Claire Soares** can help you. As a former Fortune 500 sales executive, she went on to launch the multimillion-dollar flight/photography company, *Up in the Air Life*, which connects guests to epic and exotic experiences around the world. She and her company have been featured in the Walmart Black Girl Magic Campaign, The Airbnb Inaugural Black Travel Leaders List, USA Today, The Huffington Post, Essence, Ebony, The Root, Rolling Out, The Dail, and other online publications.

"Take time to define your 'dream world.' Be clear on what ideal looks like to you and aim for it. Establish an accountability system among peers and mentors to keep you tracking up against your goals. And keep your dream to yourself and your inner circle— beware of naysayers who are simply not capable of envisioning and therefore believing in your utopia. Having a plan helps."

"Years ago I created a 'Life Map' outlining my goals. It helps to be super specific about what your goal is so that you are in a position to attract it. Writing a lot of affirmations and reviewing them daily/weekly is also very powerful. I launched my business 6 months after beginning this law of attraction based process and *boom* takes right away. There are no coincidences."

"After you've decided on your business I recommend having a reputable Business Coach to help you expand the idea, build out your business plan, outline next steps and identify required capital and resources."

"Every challenge is an opportunity to learn and grow. When you make mistakes, learn the lesson and determine how to use it to be successful the next time. Forgive yourself in this process and realign yourself to your mission and belief in self to keep pushing. Very little that is easy is worth having."

"I've learned over time to trust my gut. Your first instinct should not be ignored. Often times, bad decisions were not decisions I was never comfortable with. If you are saying NO in your head don't ignore it. Don't question it. Trust yourself and move in another direction."

"In today's modern times, people buy into a business because of the person behind it. If you are the face of your brand being authentic is important. This can be tremendously powerful one way or another as you build your business."

"Taking care of yourself, of sound mind, and energized will ensure you are making sound a lot quick decisions when it comes to balancing work and life. Make sure you take the time to figure out what passion excites you. As you become successful that will be extremely important and help you stay excited and connected to your work."



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Eden Passante
Creator & Entertaining Expert
Sugar and Charm

If you love celebrations, then you'll enjoy the delightful home & entertaining website, *Sugar and Charm*, created by the entertaining expert, **Eden Passante**. She launched the site in 2010, and in 2012, became an affiliate with ABC's *Lifetime Home* and was one of the first hosts of a Lifetime Home branded video series on entertaining and cooking. She has been featured in publications such as *Entrepreneur*, *Martha Stewart* and *Good Housekeeping*. Plus, she's been a guest on *ConanTV*, the *TV Network*, and *Home & Family TV*.

Eden says, "I've always followed my dreams, almost out of fear that I only have one life and if I don't pursue them, I'll miss out or have regrets. I have to build and work for your dreams, sometimes tirelessly. What do you dream of? As a mother, I would love to see the future dreams of those who believe in the beauty of their dreams."

"Build a business you're passionate about. Your business will thrive as you discover new insights as to what your followers/customers/consumers want. Invest in yourself and your business! Stay focused and true to you and for the sake of your company!"

"Since challenges are a crucial part of building a business, you'll never get around them. They are there for you to learn from, so it's important to know how to defeat the challenges. Really, this means finding the best solutions, staying positive and never giving up. Facing your fears is also a good challenge to overcome in business."

"The value of personal branding is huge! It's what sets you apart from other businesses. Establish a set of values, goals and what you want your brand to be and always stay true to the brand essence. This will help build a loyal audience and following for your personal brand."

"We have to find our own balance. What is the balance to you? I don't put a lot of pressure on myself when it comes to doing it all, I just do my best each day and if I don't find balance, I know tomorrow is a fresh start!"



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Georgene Huang

CEO & Co-Founder
Fairygodboss

When you're hunting for your dream job, then one of the first places to help guide you in the right direction is [Fairygodboss](#). It is the largest career community for women, reaching millions of women seeking advice and support in their careers. Created by CEO & Co-Founder **Georgene Huang**, she launched this business as a way to help women get ahead in their careers.

"Dreams can sometimes feel out of reach, but I believe the best way to do something, is to do it. If you have to have passion and dedication for what you do, it's more likely you'll be successful and at the end of the day, happy."

"When I started Fairygodboss I didn't know if it would be a success, but I knew there were other women out there looking for answers to the same questions I was asking. While it's certainly a challenging task, finding people who will bring new ideas to the table, who value your mission and want to succeed is extremely important when building a business."

"The world isn't a world of fair prices but there are things you can do. You do have power. To maximize your power, you have to take advantage of every resource available to you."

"Building your personal brand is key to being recognized as a thought leader in your industry. Not only will this help build credibility for your business, but it will help distinguish you, individually. You will become the go-to source for information which can help attract and sustain a loyal following."

"As a mother of three, it's no stranger to the challenges women face when trying to strike a work-life balance. While there's no formula that works for everyone, for me the key is, making prioritization and being present in whatever I'm doing."



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Gina Rivera

Founder & President
By Gina

As the Founder & President of **DaVina**, **Gina Rivera** is a well known leader in the world of beauty. She founded **Phenix Salon Suites**, which became the fastest growing salon suite company in the beauty industry and the only one to ever be named to *Entrepreneur Magazine's* Top 500 Franchise List. The company has over 200 locations nationwide and plans for international expansion to Japan and China. She's also been featured in numerous publications including *Forbes*, *Self*, *Modern Salon*, *the Huffington Post*, and others.

"When it comes to building a successful business, I believe that having passion in your work and your work is key. Always be on time and be ready to go. Design a plan with clear and defined goals, keep a positive attitude, and don't get distracted. Then, you will be successful."

"Drive is an essential element. You have to push through challenges and conquer obstacles, get up early and get after it every day."

"Good branding is the foundation for a successful business. Having a well developed, positive, image is essential. Good branding equates to success and longevity in the business world."

"Many of us juggle careers and families. We are constantly at work trying to balance items like being a professional, a mother, and a partner. I have heard the saying 'Be Blessed Not Stressed' and that is what I hope for each of you."



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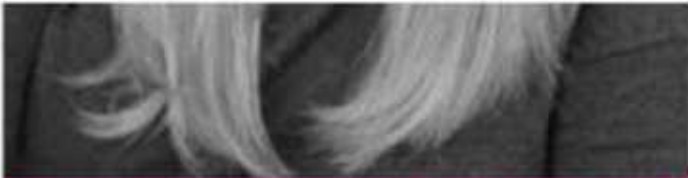
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Kerry E Yates

CEO
Colour Collective

Kerry Yates is an accomplished inventor of brands, creator of concepts and a recognized expert of beauty in every form. Yates has created many of the recognizable brands found at Revlon, L'Oréal, and Unilever. Passionate about the beauty industry, Yates has over 40 years of beauty experience with 15 years focused on marketing and developing brands with in the hair category, which led to creating **Colour Collective**, a company with a tailored, seamless approach to the design, develop and deliver process at the heart of bringing product to market.

"One of my favorite poems is *Invictus* and I especially love the line *From the master of my fate and the captain of my soul* by William Ernest Henley. It reminds me that I am responsible for my successes. Failure, I am responsible for making my dreams come true."

"My mom presented me with a plaque roughly 10 years ago that states... *what would you do if you knew you could not fail?* I started my business 3 years later and have the plaque placed prominently in my office. Never let your fears hold you back!"

"Female entrepreneurs are constantly facing challenges and I quote I tell myself which helps enough. Coming from the movie *Point of No Return* is "I never did mind the little things", it just reminds me that this is just one challenge of many that will come across my desk so suck it up and get to work!"

Relative to personal branding: "As a business owner you are not only selling potential customers your services/products but you are also selling *them* you. So memorable by establishing that one element that defines your personal brand?"

"As women, we are excellent multi-taskers, problem solvers and cheerleaders and sadly the last person we take care of is ourselves. But without rest, the mind and body will start to lag and can potentially fail. It is okay to take a break so you can be energized to save the world the next day!"



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Maria Halasz

CEO and Managing Director
Cellmid Limited

Maria Halasz has been the CEO and Managing Director of ASX listed Australian life sciences company, **Cellmid Limited**, since 2007. An accomplished public company CEO, a non-executive director, and senior advisor, she has successfully executed transactions in the US, China, Japan, Europe, and NZ during her 25 years of corporate career. In 2012, adding to the company's portfolio, Maria identified and successfully acquired a novel hair loss technology from Japan, and developed a range of consumer health products, which have since been sold successfully in Australia, Japan, the USA, and China. She's CEO of *Carolla Professional* - a perfumes brand that helps to restore hair to a healthier state by slowing down the hair growth cycle. The company claims that users experience faster hair growth and less hair fall.

"Don't underestimate daydreaming. When you focus or meditate on your dream you'll find that your actions are directed towards reaching it. Write down your dreams, but even more importantly write down the goals that will make you achieve them."

"Building a business is hard work, requires stamina, perseverance, and resilience. There will be more "failures" than successes, so learn to celebrate your small victories. My most important advice is to do your best and more for your customers."

"Life is hard. Whether it is business or personal, challenges are part of our existence. So get used to it. Learn to see challenges as your greatest opportunities. Don't stop believing in yourself. Surround yourself with positive, "can do" people. I found over the years that they push you through any negativity or self-doubt. Remember that you don't actually fail until you give up trying."

"Your personal brand reflects your passions, dreams, goals, and ambitions. Building a brand that truly reflects your values allows you to move with confidence."

"The most valuable commodity in the world is time, so how do we make the most of it? Don't work too hard, don't give away too much of yourself to things and people that ultimately don't matter. Have fun, make it part of your day. Define what is important for your long term. What do you want to look back to when you are 100? Pursue it and make it a priority."



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Nurit Siegel Smith

Executive Director
House of Blues Music Forward Foundation

Nurit Siegel Smith is the executive director of *House of Blues Music Forward Foundation*, which creates access and economic opportunity for youth – with a focus on disadvantaged youth – using the music industry as a bridge. Since 1993, the House of Blues Music Forward Foundation has impacted over 1,000,000 young lives and received \$25 million in awards providing transformative music opportunities to youth from under-represented communities.

"Be patient and be faithful as you pursue a dynamic journey to manifesting your dreams which may get redefined throughout your life."

When building a business, "stay simple and stay resilient as you evolve and reinforce the vision and foundations of your company."

Relative to overcoming challenges, she says, "fail sometimes and fail forward as you undertake and uncover some of life's greatest lessons."

"Be authentic and be confident in your values and mission and you will find you will be magnetic."

"Find happiness and find inspiration as you continue to strive for work/life/family/health/wealth balance. But it's okay to also aim for a great massage every month!"

And finally, as Miles Davis says, "Don't play what's there; play what's not there."



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Olivia June

Founder & CEO
Vina

If you've ever struggled to make new friends, then you're not alone. To solve this problem, **Hayt VINA** Founder & CEO **Olivia June** launched this "Finder for girls" app to help women connect more easily. Described as "the friend finding app for women that connects, celebrates, and empowers women by helping them build their tribe", the company proudly says: "It's helped 70,000+ women in 150+ countries around the world meet their best friends, travel partners, roommates, and girlfriends—all born with a more right-seller." The app has been featured in *Elle*, *Entrepreneur*, *Refinery29*, etc.

It's so important for you to find people who are as ambitious as you are. Find the people and the community who hold up the mirror to you and show you how awesome you are, motivate you, and who hold you accountable. They'll keep you on track and build you up when obstacles or roadblocks happen."

"The first step is to reel the networking game. Make a list of 10 types of people you'd love to meet or learn from, and go out there and make those connections. Focus less on a how and more on finding peers who are specialists in different areas; offer and provide help without anything in return, and don't be afraid to ask when you need help, too."

"When faced with challenges, I ask myself two key questions: "What is the problem?" to first identify the problem at hand. Then, "why is this not a problem?" Asking why something isn't a problem is my fastest way to finding a solution, or realizing that it's not as big of a deal as I thought it might be."

"Think of your personal brand as your **Heart's Star**. Everything you do should feed into your mission and the direction of your **Heart's Star**. When you become known for your **Heart's Star**, it works magic for you."

"I don't believe in work-life balance; I strive for work-life harmony. Look for harmony in your work and your health, because everything you do either flows into your health (physically and mentally) or into your work, and you can't do your best work if you're not healthy!"



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Patricia Chia

Co-Founder
VP Records

If you love reggae music, then you'll surely be inspired by this new woman. **Patricia Chia** is the Co-Founder of **VP Records**, a reggae label she started with her husband and business partner. VP Records is considered the world's largest record label for reggae music. Together, the Chias have assisted a number of reggae legends including Shaggy, Diddy Kool, Mavado, Sean Paul, Shabaz Rankin, and Dennis Hurnment to name a few.

"When you love what you do, it's easy to find yourself working hard. Starting on a path to your dreams takes work. Surround yourself with others that have similar interests and who will propel your career forward, but don't rely on them to make it happen for you. Prove that what you have to offer will better a company and make it impossible for them to turn you away. Most importantly, work hard and be passionate. Your dreams are what make you wake up each morning and feel inspired."

"Every business will have their own unique challenges when being built, but there are specific fundamentals that I have discovered when growing VP Records. When you love what you do, it's easy to find yourself working hard. My business has been built with sound business practices at its foundation and an entrepreneurial spirit that runs through each of our many talented and loyal employees. You are only as good as those you surround yourself with and as a leader, you must set a good example."

"Every career path is going to come with its unique challenges. When starting VP Records, I had to act as both an entrepreneur and a leader, during a time when women were still trying to carve a place in the corporate world. I often experienced adversity in this male-driven language but needed to ensure that the mission of VP Records would not falter just because others were not ready for a female CEO. I never realized my role as a woman and how impactful it was until I was recognized as the first female recipient of the 2018 Women's Association of Independent Music's lifetime achievement award."

"Hard work, integrity and keeping your word will drive your personal brand. Do not take shortcuts. Without it, there will be no personal brand to consider."

"I have had a unique journey in the fact that I created my business alongside family. So, I not only had a team of employees to oversee but a family to look after. I had to carefully balance my life and running both. You don't want to work so hard that your passion begins to fade."



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Psyche Terry

Founder & Chief Inspiration Officer
UI Global Brands, LLC & Urban Hydration

As the Founder & Chief Inspiration Officer for UI Global Brands, LLC and the specialty-responsive beauty brand, *Urban Hydration*, *Psyche Terry* has been featured in *Forbes*, received the *Entrepreneur's* *Franchise 500* award, *Entrepreneur* magazine, and has earned recognition from *Goldman Sachs 10K Small Business*, *United States Travel Award*, and *Golden Key Honor Society*.

She says, "A quote that remains constant to keeping me lifted and encouraged to get up and go after what I want is: 'If you want it you have to get it, therefore I have to earn it to walk it.'"

"Building a business is no different than building a house. Make sure it is built on a firm – solid foundation, based on the structure, and get help from professionals to specialize in making it be something you want to come home to every day."

"Challenges will happen unless you are standing still. The idea is to quickly learn how to life back the challenge and be the boss of the real world so that you are not over come too long by the effects of the cause."

"Personal branding is as potent butter is to jelly you can be a great woman-owned business without being a "Great Woman" owning a business too."

"My challenges are many as a mom, wife, business owner, mentor, friend and confident but I know I not only signed up for this but I stay real daily so I can be available for everyone that needs me. I feel like this is my gift to the world and the world, through love and acceptance, gifts me right back by loving the brand I built for 10 years."



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Sabrina Gennarino

Actress on "The Walking Dead"
Creator of CrapFree Skincare

Sabrina Gennarino is an actress best known for *The Purge* and *The Walking Dead*. She is a mom and entrepreneur with a vegan, cruelty-free skincare line called [CrapFree Skincare](#). You've also seen her on television shows like *"NCIS: New Orleans," "Criminal Minds,"* and *"The Sopranos."*

In regards to following your dreams, she says, "You **MUST** DO IT and you must do it in a state of joy and gratitude. Otherwise, for me, you are not living the life meant for you."

"What defines a challenge? Everything is just a step to more knowledge. It's the way you view it. If you perceive something to be "challenging" then that is exactly what it will be. If your perception is that of gaining knowledge or as simply a path to the end result, the term "challenges" can be viewed as "journeys". You are always going to be on a journey to something else. The trick is to enjoy the journey!"

Regarding personal branding, she says, "Is there any other kind of branding? You are YOU! No matter what you are doing is, **that** and **THAT** is your personal branding. Just, **Be You.**"

"I think because as women that the most part were taught societal mores that you have to find a balance. Once I shed those mores, and became ok with it all, I no longer have the guilt, stress and feelings that my inadequacy because I don't have or want everyone's perception of "balance." Everything just got easier. I didn't focus on balance, I just focused on happiness. My balance is more about downtime and work time. I get better and better at achieving that every day when I focus on happiness."



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Samantha Abrams

Founder

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Emmy's Organics

Inspired by her partner's food allergies, **Samantha Abrams** (Co-Founder & Owner of **Emmy's Organics**) started by developing a clean, vegan, gluten-free cookie recipe 10 years ago. What began as a homemade recipe and a passion for health & wellness, has since turned into an organic snack food line that is sold in 20,000+ retailers nationwide including Starbucks and Wal-Mart.

"Don't be afraid to follow your dreams, but also keep your mind open about what you are going to 'do with your life.' When we're young we come up with these ideas about what the future is going to look like and 90% of the time, it doesn't turn out that way. It can be a really hard experience to let those expectations go. My one piece of advice is embrace the unknowns!"

First, by focusing on growing a business, we've given ourselves room to make mistakes, learn from them, and come out a stronger company because of it. The hardest part of my entrepreneurial journey has been learning to not compare my business with other businesses. I've learned throughout the years that every company is different, and there is no one formula for success."

"I try not to bring the business home, but sometimes it can be difficult to separate the two—especially when you work in the same space as your husband every day. Openness and communication have been key to balancing work/life."



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Sarah Rose Summers

Miss USA 2018

Combining beauty, fitness, and a passion for help others, **Sarah Rose Summers** was crowned **Miss USA 2018** in March.

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of millions of talented women. Last year, organizers celebrated that a [Q&A with her](#), and learned that she is also a CEO, a role model for STEM, a philanthropist, and Project Runway. This multi-talented fashion model moved to New York City, to better serve in her role as Miss USA, traveled the globe to represent the USA in the Miss Universe pageant, and has been a positive role model for women everywhere.

As the first Miss USA from Taiwan, she passionately encourages girls and women of all ages to chase their dreams despite any foreseeable obstacles. I support young women who find and attainable goals toward their biggest dreams to work toward them daily."

"It is important to think of yourself, your personal brand, as a business in the social media influenced world we live in. We must be conscious that what we portray in our daily lives can often be a representation of our businesses."

"Challenges are inevitable. When striving to become a Certified Child Life Specialist, I applied to Practicum throughout two states for five separate seasons until I obtained a position. I was defeated, questioned if it was the profession for me, and at the end of the day I had to reflect on my why, why I was passionate about this career field, what is what kept me going. I chose to request feedback from my field site letter to better myself and my choices in the future. Rejection and challenge are difficult but remain focused on your why, with support of family and true friends, remain steadfast and you will accomplish your goals."

Serving as Miss USA is the priority because this opportunity is only for one short year. However, whether I am fulfilling this opportunity or helping a child understand their recent diagnosis at a hospital as a Certified Child Life Specialist, self-care is always necessary to prioritize. For balance, I schedule workouts that I enjoy, travel time, and always schedule for adequate sleep. Finding what fits your own and actively planning for these moments will provide balance amongst our busy lives."



INTERNATIONAL WOMEN'S DAY 2019

Stephanie Lin

Co-Founder & Designer
Kestan

Stephanie Lin is the Co-Founder and Designer of [KESTAN](#). An advocate of brands including J. Merale, Maria Hoffmann, Gigart, Volcom, Armani, Gucci, and Chanel, Stephanie has a wealth of design experience with both

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luxury and sentimental brands. I've covered and interviewed design experience retailers for visions of combining collections that blend utilitarian design and artful directions.

"Start small and be patient: When I started KESTAN, the idea of launching a women's wear label felt daunting. But when you break down your dreams into smaller, more attainable goals, suddenly it doesn't seem so scary. Sometimes the word 'dream' can feel vague, but 'goal' feels much more attainable."

"The most important lesson I learned was how to ask for help. As much as we all wish we could be Superwoman, sometimes that's not realistic. Drawing advisors and resources from others allows you to have a well-rounded view of your business. Most great things weren't built by someone in a vacuum."

"During times of difficulty, I like to focus on my 'why'. Reminding myself of a purpose is powerful, and gives me the clarity to move forward. It allows me to remember my passion and aids in any difficult decision making that I may be faced with."

"With so much noise out in the world today, it's important to hone in on what you represent as a woman and as a business. 'Authenticity' is a word that people like to throw around, but when done correctly it can be a powerful maneuver to bring people together behind a cause, brand, or individual."

"Just as it's important to be kind towards others, I think it's important to have compassion for yourself. To me, finding balance is being able to take life in stride - the good and the bad. Being able to understand that I'm not perfect allows me to move on from my slips so I can look forward to the wins."



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Sue Ismiel

Founder
Nad's

As the Founder of the all-terrain hair removal product line, **Naah's**, Sue Ismiel perfected the No Heat wax and grew the product to number 1 in its category in a year. Today, Naah's is a 100% family-owned, women-run global beauty brand that is still #1 in its category. She and her three daughters own and operate **Sue Ismiel & Daughters**, which is comprised of three successful brands. Sue is recognized as one of Australia's most successful businesswomen. She's even been named in *Elle* "Women of Style" and *Condé Nast* *Entrepreneur*.

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"Your deepest dreams can become reality if you have the "right" attitude towards situations, circumstances, people and life in general. When you decide what you want, stop wondering, pondering, doubting and the rest. That decision is so powerful, you become unstoppable and when you focus on what you want, the rest just falls into your lap!"

"Quitting your business back by brick from the ground up takes courage and this means sticking to your convictions and acting in accordance with your core beliefs. In business, especially new business - this type of courage is really important."

"I would much rather see [challenges] as opportunities. Admittedly, some of the business challenges are daunting when you are faced with them, but when you look back you have nothing but gratitude for the experience."

"One of the strongest points of difference in our business is having a brand with a face, a voice and a personality. People relate and connect with real people. There is a great voice in personal branding and this is what we continue to showcase around the world."

"Work-life balance means that we have to take care of all areas of our life. Neglecting any of these areas makes us imbalanced, unhappy and unfulfilled. I was diagnosed with glandular fever because of exhaustion and stress back in the 90s. It was going to turn into chronic fatigue if I didn't take care of myself. So I turned to yoga and meditation. This combination revolutionized my life. I had that space of no thought, the silence and the place where infinite intelligence resides to tap into."



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Suzanne Evans

President
Driven Inc.

As the President of [Driven Inc.](#), **Suzanne Evans** went from secretary to a 7 million dollar business in record time. She developed a powerful blueprint for success in retail and more is a client-owned brand that has been on the Inc. 500/501 for five straight years. She has provided support, consulting, and business development skills to the over 30,000 entrepreneurs enrolled in her wealth and business building programs. Plus, she was ranked #5 on the NY Times Bestseller List.

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Here are her inspiring quotes regarding following your dreams and creating a life you love:

"Love something so much that you will work your ass off to be able to have more freedom to do the thing you love."

"A tactic without a strategy is just a lot of fuss."

"If you haven't done the work, being confident can feel like being criticized."

"When your message moves people, you'll never have to sell again."

"Success means doing something you have never done to get something you have never had."



INTERNATIONAL WOMEN'S DAY 2019

Tanya Sam

Director of Partnerships of TechSquare Labs
Cast Member of Real Housewives of Atlanta

Tanya Sam might be a face you recognize from television, as she's a cast member on the *Real Housewives of Atlanta*. But you might not know that she's also a successful businesswoman, as she's the Director of Partnerships for *TechSquare Labs*, which is a multi-million dollar early stage tech venture capital firm. In April 2019, 13 years coming, we'll be hosting Atlanta Startup Battle, a 2-day competition where startup companies compete to win \$100K in funding. As a passionate businesswoman, she loves helping other women succeed, which is why she's involved with *BultrWomen* – a business accelerator for female entrepreneurs and POCS.

Now more than ever following your dreams takes on a whole new meaning. There is so much positive change happening, that's not to say there isn't a lot more work to do, but women have been working so hard for their place at the table, we can't afford to not follow our dreams and achieve our full potential at this point. There truly is nothing more fulfilling than chasing and accomplishing your dreams, no matter how big or small.

"Technology and startups are a second career path for me. Building a startup is an all-hands-on-deck, all-consuming endeavor so I just started picking it where I could. This experience inspired me to start my own startup beverage company, L33Tless Street Shot. Working alongside a serial entrepreneur like Paul Judge and then starting a company

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on my own, I realized that a large part of being successful is surrounding yourself with other like-minded people as well as opportunity. As the Director of Operations and Partnerships, I have a lot of freedom to create programs and I am passionate about helping minority and female founders build businesses."

"Having worked in two industries, oncology nursing, and startups that tend to have high rates of burnout, I would advise people to quickly find an outlet that they love. My biggest piece of advice is to never give up, even when the odds are stacked against you, or if the gatekeepers keep telling you no, be creative and find a way to make them say yes or just create the opportunity yourself, if no one else will for you."

"Personal branding is especially relevant for me, as I move forward in my professional life in the public eye. Starting out a personal brand helps your followers and potential customers feel like they know you before they meet you, therefore establishing trust in who you are, and what your business is about. Creating that image and connection is so important because it can directly correlate to ROI in other areas of your business."

"The 21st Century and its a powerful time when women from all walks of life are creating their own path and choosing to have it all. At the same time, I understand the importance of creating a balance with life as a whole, with my family and my fiancé who is incredibly supportive. If you work hard and surround yourself with people that want to see you succeed and truly support you, you really can have it all!"

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