

May 30, 2008

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### **So You Want to Be Your Own Boss?**

#### **PANELISTS SHARE THEIR EXPERIENCE AS WOMEN IN BUSINESS**

Women own 6.5 million firms in the United States and that number has increased by nearly 20 percent in the past five years. How do they do it? What qualities contribute to women's success as entrepreneurs? Do women respond differently from men to the challenges of financing growth, managing employees, and balancing their personal lives?

Please join us in Charlottesville during Reunions 2008 as a panel of alumnae discuss their inspiration as entrepreneurs, their approaches to obstacles, and the satisfaction they gain from creating successful enterprises in a discussion titled: "So You Want to Be Your Own Boss? Enterprising Women Entrepreneurs."

Sponsored by Women in Leadership & Philanthropy, the panel discussion will take place on Saturday, June 7, from 1:45–3 p.m. in the South Meeting Room (third floor) of Newcomb Hall. The talk, which is free of charge, may be of particular interest to alumnae considering a career change, but is open to all alumni and their families.

#### **Our Panelists:**

**Tanya Brockett** (McIntire '93) (Moderator) – Founder, Hallagen Ink (editorial services firm), and author of *The Loan Solution: Nine Steps to Community Express*, Crozet, Virginia. Ms. Brockett is a speaker, author, editor, and consultant with more than twenty years of editorial/graphic production experience and fifteen years of business experience. Ms. Brockett holds a bachelor's degree in commerce from the McIntire School of Commerce at the University of Virginia, and an MBA from James Madison University.

**Allison Evanow** (College '86) – Founder and chief executive officer, Square One Vodka (organic vodka distiller), Novato, California. Ms. Evanow holds a dual bachelor's degree in foreign affairs and Spanish from the University of Virginia and a master's degree in international management from the Thunderbird School of Global Management. She spent six years of her early working life in Spain and Mexico and more than a decade in consumer marketing with companies such as PepsiCo Foods International, Taco Bell Corporation, Jose Cuervo International, and LVMH. Ms. Evanow currently serves on the Marin County Board of Women's Initiative, a non-profit serving low-income women entrepreneurs in the San Francisco Bay area.

**Gayla Kraetsch Hartsough** (Curry '78, Graduate Arts & Sciences '78) – Founder and president, KH Consulting Group (management consultants), Los Angeles, California. Ms. Hartsough, whose firm handles strategic planning, organizational design and restructuring, human resources, and business process reengineering, has served more than two hundred clients in twenty-five states and six foreign countries. Before becoming an entrepreneur, she was a managing consultant at Towers Perrin and a senior program officer at the Academy for Educational Development in Washington, D.C. She holds a bachelor's degree from Northwestern University, a master's degree from Tufts University, and master's and doctoral degrees from the University of Virginia.

**Deb Serpe** (Nursing '83) – Founder and president, Serpe & Associates (legal nurse consultant), Richmond, Virginia. Ms. Serpe has been a legal nurse consultant for more than twenty years, advising on a range of cases, including medical malpractice, products and premises liability, workman's compensation, trusts and estates, and personal injury. She received her bachelor's degree in nursing from the University of Virginia with a specialty in maternal and child health. After working in labor and delivery at Grady Memorial Hospital in Atlanta, Georgia, and the Methodist Hospital in Houston, Texas, she began to use her nursing expertise in litigation support. Today, Serpe & Associates provides fact investigation, case analysis and strategy development for health care litigation. Her firm has been involved in trials or mediation in more than twenty-six states.

This panel discussion is just one of many exciting programs offered during the Reunions 2008 weekend, Thursday through Sunday, June 5–8. We hope to see you there!

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**For more information about Women in Leadership & Philanthropy, contact Jenny Wyss-Jones, WLP director, by phone at (434) 924-4149, or by e-mail at [jaw3u@virginia.edu](mailto:jaw3u@virginia.edu).**

**For more information on Reunions (including late registration) visit the Reunions 2008 Web site at <http://www.alumni.virginia.edu/reunions/>**

**For a .pdf of the Reunions 2008 Weekend Brochure, visit <https://www.web.virginia.edu/alumni2/ebusiness/reunions/SelectReunion.aspx>**

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