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THE MAGAZINE FOR MINORITY & WOMEN OWNED BUSINESSES



DIVERSITY BANKING

For minority and women-owned businesses

Carolyn Hardy
Brewing Innovation

Bridget Chisholm
Consulting for success

NONPROFIT

PLANTING SEEDS OF SUCCESS FOR PROFESSIONAL BUSINESS WOMEN



Marva Ballard

Name: Marva G. Ballard
Company: Women of Style, Spirit and Success Inc.
Title: President/CEO
Founded: 2004. Started operations in September 2007
Education: B.S. in Fashion Merchandising; M.S. in Education, both from Tuskegee University.

What kind of business services and programs does Women of Style, Spirit, and Success Inc. offer its members?

We offer a program called "Successful Seeds" that makes it possible for women in business to have professional logos, attractive marketing collaterals, and websites with hosting and maintenance. We also provide them with training in developing marketing plans and guide each one individually through the execution of their

plans for one year. We also have monthly events we call "Go Girl Gatherings" where women, and sometimes men, deliver their elevator speeches to others in the room dur-



ing a ten minute session and two or three women share their stories with the entire group. Everyone in the room yells, "You go girl!" after each woman presents. It's fun and effective.

What inspired you to start Women of Style, Spirit, & Success, Inc.?

My inspiration was trifold. First, the use of technology and the Internet has enabled me to conduct business and collaborate with people across the globe. Secondly, I know the importance of image and branding. Being an artist, I was fortunate to be able to create marketing collateral for my business that enabled me to project the image I wanted my business to have. Finally, I personally realize the value in having people support what you are doing – those that will validate your dreams and help you stay on course.

What was your occupation before you launched your organization?

I have been an artist and designer for more than 25 years and still do that today. I design leather wearable art apparel and home accessories. I also provide creative consultation services for businesses, organizations and media productions.

How many members belong to Women of Style Spirit, & Success, Inc.?

We have just established ourselves as a membership organization and are in the middle of a membership campaign. Our December "Go Girl Gathering" will be in celebration of the women who have initiated our organization's membership program by becoming charter members.

What new projects are you currently planning for your organization?

We have a new program in conjunction with Best Buy called "Girls Getting Wired." Women and girls will team together to learn everything from how to use all of the functions on their cell phones to how to build computers.

What advice do you have for women who are thinking about starting a business?

Be willing and prepared to take risks, work hard, and navigate through negativity.

Company Contact Information:

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