Success Story

Women heat up with Firebrand

In August of 2010, a trio of women, Bevin Hernandez, Christina McNeill and Tara Sollman contacted the Penn State SBDC to have one of their business consultants review a business idea they had been incubating for several months.

During the initial meeting, questions and answers flew back and forth with topics covering everything from filing their fictitious name to running an accurate cash flow and what to put into a partnership agreement. The business consultant followed up with web sites and detailed information that they needed in order to complete the next steps.

Over the course of the following months, the soon-to-be owners of a dynamic new design business, kept in touch with their business consultant while also taking time to attend several of the Penn State SBDC seminars, which covered topics ranging from legal aspects to general business start up guidance and methods for setting up a good record keeping system.

With several high profile clients eager to work with the talented trio, they officially launched Firebrand in the fall of 2010.

In a recent letter of support penned by Tara Sollman, Creative Lead for Firebrand, she noted that “the SBDC, through their workshops for new business owners and one-on-one consulting, helped [Firebrand] navigate the many steps to starting a business and doing it successfully and legitimately. …their assistance is simply invaluable.”