

Your Career

Her mobile spa business is a hit



MIKE STOCKER/STAFF PHOTOGRAPHER

Terri Grimsley gives a pedicure to a customer. Grimsley has a spa business where she brings the ambiance to the customer, in their home or office. She provides the services, including soothing music, candles and even robes.

Woman succeeds by coming to the home and office

BY CINDY KENT
Staff writer

When Terri Grimsley reinvented herself from the corporate world into an entrepreneur and businesswoman, she also re-invented a spa concept.

Couture Mobile Spa of Pembroke Pines provides the spa experience at home for parties, the office for employee appreciation days and anywhere in between. It recreates the ambiance at the client's choice of venue — with candles, music, aromatherapy and even plush robes.

Licensed massage therapists provide hand and foot spas and body scrubs.

Since launching the enterprise in 2006, the company has participated in many events, including the Staybridge Suites Housekeeper Appreciation Spa Day, the

2010 NFL Pro Bowl and Super Bowl Tailgate Party and the recent Chocolate Festival at Nova Southeastern University.

Her tiny retail location accommodates about six clients. In addition, she uses the space to host parties and provide training.

But being mobile allows Grimsley an additional bonus: to have customers from South Florida north to Orlando. She relies on contract employees who also assist in creating a network of word of mouth advertising.

Grimsley says one of her biggest joys about working for herself is that she generates jobs for others.

"I'm a single mom, and I have a soft spot for people looking for work," she said.

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Business Women

They've tackled challenges and learned valuable lessons as they launched or revitalized their businesses. Six South Florida women business owners share challenges and offer tips on what it takes to launch and run a business. While their answers varied, one resounding theme resonates: build a support network.

Teana McDonald, 36

The InStyle Diva, Inc., Coral Springs

Industry: Style, social media and entertainment

Established: 2006

Employees: 1

Twitter: @TheInStyleDiva

Phone: 954-344-5151

Member/president: NAWBO

Manage time: It's important to understand and determine how much time you should spend in the office and how much time you should spend outside — selling, networking. I made a conscious effort to get out of the office two full days a week and create a buzz, market and sell my products and services. Since then I've seen a significant boost in my referrals, income and public relations efforts.



Monica Cataluna-Shand, 39

KoRes Corp., Weston

Industry: Real estate

Established: 2005

Employees: 6 full time/40 independent contractors

Phone: 954-812-1831

Member/past president: NAWBO

Know where you're going: To make sure you have a thorough business plan and exit strategy. It is key for the success of your business to have a road map of how are you going to make your profit, to have different scenarios and exit strategy of your business.



Marisol Hernandez, 49

Home fashions/window treatments, Plantation

Established: 2005

Employees: 1

Twitter: @MarisolH

Phone: 954-600-3419

Member/ NAWBO

Don't be afraid to fire yourself: One of the many challenges for me was accepting that I was the CEO of the business and as such all decisions, planning and business strategies had to be looked at as someone at that level. Funny, when I re-invented the company, I went through a mental exercise. I fired myself, and rehired myself, but this time as the CEO with specific goals for the business. I guess it woke me up.



Christine Madsen, 63

Mad4Marketing, Fort Lauderdale

Marketing and advertising agency

Established 1992

Employees: 8

Twitter: @Mad4MarketingFL

954-485-5448

Member/ Greater Fort Lauderdale Chamber of Commerce

Be responsive: My greatest challenge was in responding to a changing environment, both in the advertising and marketing industry as well as the economic environment, in a timely manner. Balancing optimism with reality can often be a challenge of its own.



Ina Lee, 66

Travelhost Magazine Greater Fort Lauderdale

Industry: Publishing/ tourism

Established: 1980

Employees: 13

Travelhostftl.com

954-463-4733

Member/ Greater Fort Lauderdale Chamber of Commerce

Do your homework: If you are going to start your own business, formulate it well before you launch it. Do the research in every aspect of your business. Have clear-cut goals. Make sure you are well capitalized. Network. Ask for help. When you are ready, announce yourself to the world. Love what you do.



Briana Bragg, 27

Business Bragger Inc., Fort Lauderdale

Industry: Social media, marketing

Established: 2009

Employees: 6

Member/ BNI Soaring Eagles; Board member of A Prom to Remember as marketing chair.

Hire strategically: How was I going to grow from a small business to a profitable company? First, I analyzed the structure that needed to be in place, then I hired individuals with strengths that were different from mine. The result: With each member possessing a unique set of social media skills, we've doubled our annual revenue in the last nine months.



People on the move

More Online

See who's snagged a promotion or new job, who's changed careers and won awards at SunSentinel.com/peopleonthemove

BY CINDY KENT
Staff Writer

Construction

The National Association of Women in Construction Palm Beach chapter installed new officers including President **Mina McGill Jazzo** of Robert McGill Air Conditioning, Vice President **Shelley Siegel** of Universal Design and Education Network, Treasurer **Schelle Wood** of Dolphin Sheet Metal and Secretary **Jodean Hibl** from Pearce Windows and Doors. Directors include **Michelle Anaya De Potter** of Associated General Contractors, **Martha Greeson** with Coast to Coast Forming, **Diane Ramos** of Earthly Design Resources and **Kathy Thomas** of Keyes Granite. **Paul Carty**, vice president and principal at State Contracting & Engineering Corp. in Hollywood, was re-elected president of the U.S. Green Building Council South Florida chapter.

Aviation

George Tucker joined Banyan Air Service as the director of Banyan Pilot Shop.

Health & Medical

Sheridan Healthcare Inc., promoted **Denise Longman** to vice president and chief compliance officer and **John D'Arpino** to vice president of tax.

Education

Florida Career College — Kendall named **Aida Shehu** as the executive director.



Aida Shehu



George Tucker



Denise Longman



John D'Arpino

Communities in Schools of Miami, a dropout prevention program, appointed **Andrew Fierman** of Marcum LLP, to its board of directors. Oxbridge Academy of the Palm Beaches added new faculty members: **Michael Anand**, **Robyn Gausman-Burnett**, **Amy Jurskis** and **Cleve A. Maloon**.

Law

Marin Eljaiek & Lopez added associates in Miami. **Joseph Rene Ruiz**, **Eric Strauss** and **Daniel J. Rodriguez** are the newest additions to the firm's insurance litigation department. andra Heller joined as a shareholder in the firm's Fort Lauderdale office.

Finance

Robert Adler joined Thomas J. Herzfeld Advisors Inc. as head of distribution.

Hospitality

Urgo Hotels, operator, developer and owner of upscale hotels, hired **Roger Amidon** as general manager for its Palm Beach Marriott Singer Island Resort & Spa property.

The Planner

COMPILED BY CINDY KENT

This Week

Monday

Develop a nonprofit: A Miami-Dade SCORE workshop will provide a broad overview to the nonprofitsector from both an administrative and legal framework in a seminar: How to Start, Run and Keep a Nonprofit.

When: 4 p.m.

Where: Miami-Dade County Gov't Center, 111 NW First St. Floor 19 West, Miami.

Contact: 786-425-9119.

Tuesday

Instant replay: The PRSA Greater Fort Lauderdale chapter is hosting British PR Executive Robert Wright in a presentation, London Olympics PR: A Recap. Wright will discuss the inner workings from bids, issues clients encountered and challenges.

When: 11:30 a.m.

Where: Broward Health North, 201E. Sample Road, Deerfield Beach

Contact: tsrebnik@oandgpr.com

Thursday

Moving on: Keeping cars, trains and buses on the move throughout Broward County attracts business and tourism and is the focus of a Greater Fort Lauderdale Alliance presentation featuring business leaders from aviation, the port, and the Florida Department of Transportation on challenges the region faces and solutions.

When: 7 a.m.

Where: Tower Club, One Financial Plaza, 100 SE Third Ave., Fort Lauderdale

Contact: towerforum.org

Financial management: Marcum LLP is presenting its 18th annual Marcum Governmental Symposium for a day of technical education and training to bring government finance professionals up-to-date on new accounting and reporting requirements.

When: 8 a.m.

Where: Signature Grand, 6900 State Road 84, Davie

Contact: 305-995-9600

Friday

Think tank: A CEO Power Breakfast panel, "Private Equity: Industry Outlook & Election Fallout," will be hosted by The Miami Finance Forum and moderated by Scott Mager, partner Grant Thornton LLP.

When: 7:30 a.m.

Where: Conrad Miami, 1395 Brickell Ave., Miami.

Contact: miamifinanceforum.com

Salute Business: Greater Fort Lauderdale Chamber of Commerce's 2012 Salute to Business Awards. Honorees include Allied Kitchen and Bath, Nipro Diagnostics and Hispanic Unity.

When: 5:30 p.m.

Where: Hyatt Regency Pier Sixty Six, 2301 SE 17th St., Fort Lauderdale

Contact: 954-462-6000

Send business events to southfloridaplanner@sunsentinel.com