

Wharton Women in Business Annual Conference

We Did It Our Way: Entrepreneurial Wisdom

Friday, November 5th 9:30 am -10:45 am

Entrepreneurs on our panel have created a variety of impressive businesses with product lines ranging from brownie mixes to wines, to mortgages, to high technology software and services. How did Lindsay Frucci gain widespread distribution of her No Pudge! Fudge brownie mixes at major grocery chains? Hear how Michele Anderson turned her passion for wines into a successful import and distribution business. What happened when a public company acquired Patricia Hayhurst's successful mortgage business? Learn how she mustered the courage, emotional wherewithal, and funds to buy back her business in shambles and rebuild it to its present-day success. How did Lucinda Duncalfe Holt sell her company TurnTideto Symantec for \$28 million just six months after first-round funding? If that sounds easy, hear about Lucinda's long, challenging road to entrepreneurial success through several other companies. Finally, hear how Kate Nobelius conceived Billion Dollar Babes (B.D.B.), the largest national sample sale for women in the United States.



Michele Anderson, President, The Wine Angel

Michele Anderson launched The Wine Angel in April 2003 – a national import business dedicated to providing great Australian wines to discerning U.S. consumers. Michele, a U.S. permanent resident, living in New York City, is an Australian who moved to the U.S. in 1991 to come to Wharton. Her passion for wine emerged almost twenty years ago when she worked her way through law school as a part-time hostess and sommelier at the flagship restaurant of Sydney's Regent Four Seasons Hotel. She spent over ten years with Booz Allen Hamilton, specializing in marketing and distribution across the consumer products and media industries, which gave her an opportunity to serve clients across all the Continents (other than Antarctica). She also launched and ran the \$70 million international business for i-Village, the leading consumer Internet business focused on women. She decided to sell her Australian home and launch The Wine Angel to establish a career that enables regular travel back to Australia to see her family and old friends, focus on a product that she adores, and build a business of her own. Michele received a Bachelor of Commerce and Bachelor of Law from the University of N.S.W. in Australia and is a 1993 Wharton Graduate. She also holds the Wine & Spirits Education Trust Advanced Certificate in Wine & Spirits. Another of Michele's Michele's great passions is windsurfing – she represented her country on numerous occasions and won a Silver Medal at the World Student Games in 1988.