



Allison Beers, Events North

Why did you become a business owner and what significant factors led you?

I love what I do. I have spent over 10 years in the event management industry and when I moved back to Traverse City, I couldn't find a spot that I could do what I love and impact my community. I knew I needed to find my own thing! I get to work on the Traverse City Film Festival, with the Women's Resource Center and I'm working on a new festival that will bring a big crowd to TC this fall- the Michigan Schooner Festival! We're expecting to bring 5-10 tall ships into the Clinch Park Marina and have festivities in the Open Space all weekend.

What prepared you (or didn't!) for business ownership?

My background running an office of one of the world's largest event companies in Philadelphia really helped me gain the knowledge I needed to get running! I have a great banker, lawyer, web designer and CPA that really helped to. Without all of them I couldn't be where I am!

What or who inspired you?

My mom and husband. My mom has always been at my side at all of my biggest events. She's the first one to see hands on what I do and tell me that I did a great job. My husband tells me everyday that I'm great at what I do and that I'm going to keep growing!

What you enjoy most about business ownership?

I have always enjoyed taking on interns and teaching them about the industry, networking and balancing life and work. Being a business owner, I get to take them on 1 on 1 and have them get right into the work with me. I've had a few business owners that I worked for that didn't see a benefit in taking on interns- other than coffee making... it's been hard to convince people sometimes. If

you find the right person and interview them well, it's a growth experience for both people! Younger kids have great ideas and can still brainstorm!

I also love that I get to get up each day and see my daughter. She plays on the floor while I'm working all day and we take breaks to play peek-a-boo and Price is Right lunch breaks! Anna claps with the TV!

What surprised you most?

How quickly word spread about the business. I didn't even finish my business cards and I had my first big client!

Who or what keeps you motivated?

Just that I get to enjoy myself every day. Not everyone can say they LOVE what they do.

What advice do you have for women considering or in the beginning stages of ownership?

Find the right partners. I love the suppliers and people that I work with. Also, network, network, network!!