

Women entrepreneurs discuss operational development

To succeed, hire the best and keep them challenged

BY HANNAH KAIN, president and CEO, ALOM

Growing up, I was fascinated by seeing things come together. Building a soapbox car or preparing a fancy meal was a great experience. I also had an avid business curiosity. At age 4, I cofounded my first enterprise with my brother, selling flowers. Nine years later I worked in my father's business. As a teenager I embraced technology. I learned to program and experience the triumph of making computers work, mostly as intended. Then I discovered the joy of running volunteer associations, helping people work together to further a cause.

Imagine my joy when as an adult I discovered I could have it all. Today, I run a business that manages complex supply chains for global companies. I get to work with amazing people inside my company and with fantastic suppliers and customers.

Supply chain has evolved so much. Today, supply chain is technology-dependent and

encompasses the entire delivery system. I love the complexity, the scale, the technology and processes, but mostly, I love collaborating with the people.

I am passionate about what I do. When I interview job candidates, I look for the same passion. But I don't look for coworkers who are like me. I love diversity in background and approach because different roles require different personality traits.

I believe that when great people collaborate, the sky is the limit. My job is to attract key players and keep the culture aligned around our core values.

I often hear entrepreneurs talk about having to do everything themselves. They often create this outcome by hiring someone for cheap. Then, when the employee struggles at the job and ultimately fails, the entrepreneur concludes that she must do the work herself.

I believe in hiring the best and keeping



Hannah Kain

them challenged. I delegate with enthusiasm, knowing my staff will do their tasks better than I would. This has allowed me to focus on other important areas that bring me joy; where I can bring a special touch or insight to the company. Just as importantly, it has allowed my company to grow, which, again, continues to challenge my staff. ☺

Take advantage of all resources standing ready to help

BY ANN RAMAKUMARAN, founder and CEO, Ampcus Inc.

It is exciting to be part of Women's Enterprise magazine's summer edition, which will debut during Women's Business Enterprise National Council's National Conference and Business Fair. Being a woman- and minority-certified company allows us to take advantage of all the amazing opportunities afforded to us by organizations like WBENC, National Minority Supplier Development Council, U.S. Pan American Chamber of Commerce, Women in Technology, and Women's President's Organization. These and other groups have contributed greatly to our success in building long-lasting relationships and ultimately increasing business opportunities with new and existing clients.

When I first started my company, I wish I had known about the network of resources

and information available to women business owners and entrepreneurs who are just starting out. I've had so many opportunities to collaborate and learn from the best and brightest; many of whom have taught me how to navigate through the network of resources available to companies like Ampcus, such as the many mentor-protégé programs, and understanding the value of joint ventures in capacity-building initiatives.

For women who are starting a new business, it is important to stay focused, remain patient and be persistent. You need to be confident about your vision, even in the face of adversity, as your passion will lead to success. Also, be prepared to work hard and surround yourself with like-minded people who support your vision.

Finally, always believe in yourself, your



Ann Ramakumaran

people and your business. By investing back into your people, processes and infrastructure, you will continue to lay the groundwork for success. ☺