

Meet Susan Ratliff

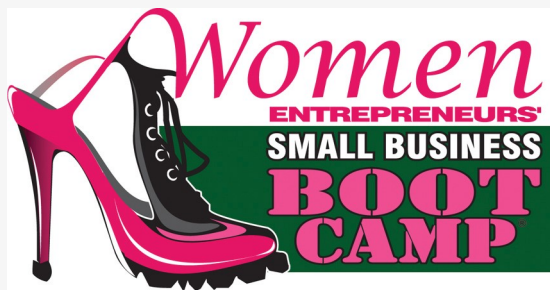


Susan Ratliff had no fancy college degree or corporate experience when she started her first business in 1988 with \$5000 in savings. For six years she ran a home based, personalized children's book distributorship becoming the 2nd largest in the country. It was there that she honed her exhibiting skills. In 1994, after a divorce, she sold the book business, borrowed money from family and credit cards to launch a portable trade show display company. Over the next 16 years her successful exhibit house amassed numerous awards for business excellence and innovation as she positioned herself as an expert in her field including Business Owner of the year from NAWBO, The Sterling Award for Micro-Business from the Scottsdale Chamber of Commerce and the **Positively**

Powerful Woman Award. During those years of business growth this busy entrepreneur wrote five books and built a lucrative speaking, consulting and event production company, Susan Ratliff Presents Inc. In 2010 she sold the display company but continues to provide, training, consulting and resources for tradeshow marketing. Susan says "I'm a serial entrepreneur who thrives on chaos."

In 2005 she created the Women Entrepreneurs' Small Business Boot Camp. This popular event delivers an information-packed day of world-class insights, cutting edge strategies, practical tools and relevant topics to empower women entrepreneurs. In addition to eleven business building sessions presented by local business experts, there are fifty exhibiting companies with valuable resources. The atmosphere is fun and the day promises no theory, philosophy or fluff-just an arsenal of ideas and practical ammunition to help women battle the most difficult business challenges.

Not one to let a lucrative business opportunity pass her by, "and before someone else decided to do it" Susan Says, She created, financed and produced the first Arizona Sports Fan Expo in June 2014. Renting out the University of Phoenix Stadium she created a super fan festival featuring interactive booths from all of the State's professional sports teams inside a marketplace of exhibitors offering health, fitness and sports-related products and services for sale. The successful event was enjoyed by thousands of sports fans of all ages and the risk paid off financially.



The Center for Women's Business Research reports that 220,000 women-owned firms in Arizona generate 60 billion dollars in sales and employ, on average, 2-10 people. They are still the fastest growing segment of entrepreneurship in the country, in part, because they seek out education and assistance from others. Registration is open for the February 7th 2015 Women Entrepreneurs' Small Business Boot Camp taking place at Chaparral Suites Resort in Scottsdale. The cost is \$99. View all the details and sign up on line at www.womensbusinessbootcamp.com



The next Arizona Sports Fan Expo is scheduled for April 18th at WestWorld. With survey responses from fans and exhibitors on how to make the event bigger and better the 2015 Expo is sure to be a crowd please and fun family entertainment for all ages. Exhibit space starts at \$550. Tickets are \$8 and kids 6 and under are free. To purchase tickets online or to check out all the details www.AZsportsfanexpo.com. For any question contact Susan Ratliff at 602-828-1177 or susan@susanratliff.com.

Susan Ratliff Presents