



Adelaide Fives '02 (right) and business partner Amy Abrams

## Her way

Entrepreneur Adelaide Fives '02 (known as Eveleigh Van Dusen in college) says the best lesson she learned at Colgate was that if she couldn't find something to meet her needs, she could create it herself. And she did. Fresh out of graduate school at Columbia University, armed with an MEd in counseling psychology and an MA in organizational psychology, Fives knew she wanted to continue the work she'd done in her internships helping women with their professional development. Not finding an existing organization that suited her goals, she teamed up with a colleague, and they started their own consulting firm for women experiencing a career transition or crisis.

In working with an increasing number of female entrepreneurs, Fives and her partner started to re-examine their own business. The result was the creation of Fives's current business with partner Amy Abrams, In Good Company Workplaces, which serves as a resource hub for female entrepreneurs. The membership organization was formed as a solution for their clients who needed an affordable, professional space to work in, and who craved a sense of community.

Described as a "loft-style office" in the Flatiron district of Manhattan, In Good Company provides work and meeting space, networking opportunities, and consultation to female business owners. Since opening in September 2007, it has grown from 39 to 165 members, who range in age, industry, and experience. Five short months after opening its doors, the company was featured in the *New York Times* business section as an innovative business, and the duo has since appeared in multiple media outlets.

Fives and Abrams are now working on spreading their vision. They hope to expand to multiple locations, so that other women will have the resources to build their dreams. In addition to aiding New York women with their professional growth, Fives and Abrams are committed to helping women worldwide through their support of nonprofit organizations, locally and globally. On a local level, Fives said she is grateful to have a space to offer organizations like the Sadie Nash Leadership Project, which was in need of a place to hold their leadership program for young women. "It just makes sense that we chose for our business to support the development of women and girls," Fives said. "I've always looked at businesses being agents for social change."

## Five with Fives

**Q:** What advice do you have for people who want to start their own business?

**A:** Do your research; know why you're starting it and what your goals are.

**Q:** What is the best way to keep a competitive edge?

**A:** I think that collaboration is a much more propelling force than competition.

**Q:** What was your best business decision?

**A:** Finding a partner who is really amazing and sticking with her. We invest a lot of time in our relationship — it's like a marriage.

**Q:** What do you do to recharge your batteries?

**A:** I read a lot of small business publications like *Inc.* or *Fortune Small Business*. It's how I get my most creative energy because it keeps me updated and thinking about things differently.

**Q:** What is your favorite book?

**A:** *Small Giants: Companies that Choose to Be Great Instead of Big* by Bo Burlingham; it's about different business owners and the decisions they made to keep the integrity of their business rather than just taking the fastest growing route.

— Alota Mavna

(Cornell '03) to marry me and she said yes! We are getting married next May. Right now we are celebrating our engagement and starting to plan the wedding."

**Molly Stewart** Polacek sent exciting news. She and her husband Jerry recently bought a new home in New Canaan, CT, which they moved into with their 2 daughters, Katie, 3, and Kelly, 2. "We are enjoying getting settled into our new town and neighborhood and hope to connect with some local 'ggers."

And finally on the baby and career front, Dr **Jeremy Bock** wrote: "My wife Joanna and I welcomed a daughter, Hannah Sophia (6 lbs, 3 oz), on July 1. Both are doing very well. Joanna and I are in our last year of residency in internal medicine at U of MD Med Ctr. I will be starting my cardiology fellowship at MD at the end of this year."

Thanks, everyone!  
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I **hope** everyone's favorite football and fantasy football teams are doing well so far this season.

Soon after her return from Africa, **Lesley Hall** Millhouser sent a note: "After 9 short months traveling around southern Africa, my husband and I reluctantly returned to the US last Oct. We would have loved to stay longer (and definitely plan on returning some day soon), but some unforeseen family health issues drew us home. **Tiffany Alvarado** was quite literally the 1st person to welcome us back as we flew directly to NY from Dar es Salaam for a wedding. We suffered some serious culture shock transitioning from the African bush to Manhattan, but Tiffany was an excellent hostess and did her best to ease our discomfort with port and bagels (not together!). Next we traveled to Baltimore and hung out with **Kate Hooks** and met her newest ward, Izzy the puppy, who smothered us with love. Finally, we spent a couple nights in Boston, where we were fortunate to catch up with **Suzanne DiPerna** Pirkler '84 and see her adorable baby girl. After relaxing a couple weeks in my hometown of Chicago, we flew to Denver to see if we would like to settle in CO. **Ian Wilson** and **Alta Forster** graciously hosted us for a night, and their enthusiasm for Denver convinced us we too should give it a go. And it turns out that we liked it so much that we just bought our 1st house near City Park! Fellow Link buddy **Devon Skerritt** was out this way for a conference a couple weeks ago, and we enjoyed a few hours catching up. While Devon is in excellent shape, having just successfully ran the Boston Marathon (congrats again, Devo), I am better acclimated to the altitude, so we equally struggled our way to the top of Red Rocks amphitheater."

Adam and **Melanie Randall** Sanborn welcomed a baby girl to their family on May 23. "She weighed 4 lbs, 10 oz and was 17 3/4" long. After a long battle with illness in addition to a high-risk pregnancy we were blessed to welcome our 'premature miracle.' We are even more lucky that we were able to take her home after only 1 night in the NICU!"

Adam Robert was born on July 9 to **Brian and Ian Graer-Morrissey**. He was a healthy 8 lbs. 1