



Jeannine Sargent

Institute for Entrepreneurship, New Ventures Entrepreneurship Certificate Program

Lifelong student of Central Piedmont Community College

When Jeannine Sargent enrolled in a business plan writing course at the Institute for Entrepreneurship, she had no idea it would lead to winning a national competition and money to start her business. But that's exactly what happened when Sargent won a \$50,000 seed money award in the 2007 "Make Your Dreams Come True with Mirassou" contest. California-based Mirassou Winery created the award as part of its support for women-owned businesses.

Sargent's winning business idea, **The Red Bow**, is a health club for women that will offer a holistic approach. "When I learned that almost one woman dies every minute from cardiovascular disease and that most of those deaths can be prevented, I knew I wanted to help women change their lifestyle to enhance health and longevity," Sargent says.

Her business model includes what she calls her 3E Strategy. "We believe in Evaluate, Educate, and Empower," she explains. In addition to the aerobic and strength building activities of other health clubs, Sargent says, The Red Bow will also offer health screenings, health classes, and even meditation and aromatherapy. "We'll focus on the mind, body and spirit."

Sargent is a strong advocate of community college education and says she didn't hesitate to enroll in the Institute for Entrepreneurship's business planning course called the New Ventures Entrepreneurship Certificate Program. The comprehensive 16-week course is based on the Kauffman Foundation's curriculum known as Planning the Entrepreneurial Venture.

"I've been a lifelong student of Central Piedmont. Even though I have an MBA, I've been taking additional classes at CPCC since the early 80's, so I'm obviously familiar with the quality. I had the idea for my business in my head, but the class helped me articulate it and put it on paper."