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Q & A: YOUNG HOCKADAY ENTREPRENEURS

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To be an innovator in one's field and to explore new opportunities for professional growth are what Hockaday women have always done and exactly what these four alumnae are doing in their entrepreneurial pursuits.

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CATHERINE CARR '96

Owner, **All in a Row**, a professional organizing service

www.allinarow.net

College attended and major/degrees

obtained: College of Charleston, Charleston, South Carolina; Major in Art Management and Minor in Art History

Years in operation: 1 year

Why did you start your company: A year ago, my career reached a point where I was ready for something new. Running my own business had always appealed to me and organizing had always come naturally. So, I decided to start a business to help others who were ready to make a change in the neat-and-tidy department but just needed a little guidance.

What were the three biggest challenges you faced in starting your company: Figuring out where and how to start the business; wearing the multiple hats of boss, manager, and worker bee; and coming up with the right name.

Where do you see yourself in 10 years: I hope to be collaborating with clients to create systems and spaces that are simple and usable for them, long after I am gone.

How did the lessons you learned at Hockaday help you in your business endeavor: Hockaday taught me the value of a strong work ethic and provided me with the analytical tools to set goals, carry them out with confidence, and be a creative problem solver.