

Women Entrepreneurs

Come meet the Mellin sisters, Kerry, Wendy and Merrily of Simi Valley, home grown entrepreneurs and winners of the Microsoft 2015 InnovateHER award. You'll be fascinated by their story of how they became motivated to create a product to enhance their daily lives. You will also be impressed to hear how this product, EazyHold, has taken on a life of its own and benefited segments of the population they would never have imagined.



EasyHold was highlighted in this year's Entrepreneurship Week by Microsoft, who sponsored a "Turn Your Business Idea into Reality" event. The Mellin sisters presented an engaging account of how they, active sisters, mothers and professional women, found that many jobs in the workplace, house and garden were becoming a challenge due to arthritis in their hands (a condition to which many of us can surely relate!)

By trial and error and through several incarnations, they ended up with a comfortable silicone strap that could fit on virtually anything and EazyHold became a reality. But that was merely the beginning of the story, as the sisters were to discover the many uses that society had for their product. Please join us on June 18th so you can hear the "rest of the story" as Paul Harvey would say and congratulate these women entrepreneurs who exemplify the AAUW mission.

SATURDAY, June 18, 2016

11:30 AM

BJ's Restaurant & Brewhouse

6424 Canoga Avenue, Woodland Hills
Just south of Victory, parking adjacent
818-340-1748

Buffet lunch will include parmesan chicken, selection of pizzas, caesar salad + tea or coffee. \$20.00 per person all inclusive. No host bar available.

Please RSVP to Ginny Hatfield, ginnyvmh@aol.com or **818-970-4577** by Wednesday, June 15. Twenty-four hour notification is required for cancellations or caller will be billed. In order to avoid delay and congestion in the reception area, please write your check beforehand to AAUW/SFV Branch.

AAUW advances equity for women and girls through advocacy, education, philanthropy and research.

*In principle and in practice, AAUW values and seeks a diverse membership.
There shall be no barriers to full participation in this organization on the basis of gender, race, creed,
age, sexual orientation, national origin, disability or class*