



women wealth & wellness

Women empowering women to maintain a healthy, balanced lifestyle

Invest in yourself, others, and your community.

May is small business month:

As I turned 50 this past year, I have reflected on important relationships who have helped me along the way. Two of those people are my grandmothers who both dealt with finance - mainly bookkeeping. They taught me about the importance of cash flow and the good and bad of owning your own business. I now appreciate their mentorship, and when I see possibilities, I try to share the importance of investing in oneself to my daughters and to other great young women I come across.

We would love to have you share a blurb about your own small business or of a woman in the community or in your family who has a small business and making the world a better place.

I love the story of El Lunay and her unique pop-up shop called HERE. She showcases many female artists and helps sell their products that are unique, fun and creative. I have bought many items over the years from her shop, and it makes me feel good knowing that I am supporting multiple women in the process. I often give the gift to a female friend or family member and when they ask about where I purchased the product, of course I love to tell them. It's always so fun to support other great women locally!



“Nobody talks about entrepreneurship as a survival, but that’s exactly what it is and what nurtures creative thinking. Running that first shop taught me business is not financial science; it’s about trading: buying and selling.” – **Anita Roddick, founder of The Body Shop**

I spent a few minutes catching up with El recently and asked her a few questions. Here’s her first answer and stay tuned for more from El in an upcoming Facebook post!

What was your catalyst for starting this shop?

I always loved supporting my artist friends, and in 2012 I was looking for a creative outlet. I had only heard of major businesses doing pop-ups, but then learned about a small artisan in San Diego doing her own pop-up shop. That’s when the lightbulb went off! Why not feature local makers’ work & bring people together in a fun environment? At that time, whatever I did had to be a side-hustle, [because both myself and original business partner, Amy, were working.] Little did I know [8 years later] it would [eventually] become my full-time job! Covid played its part, too, when I had to pivot my business to 100% online. [The website has become almost as important as my brick+mortar shops, which was not something I ever anticipated, but happily manage now!]