

Women in Business 2025

LAKELIFE'S ANNUAL ADVERTISING EDITORIAL FEATURE

For years, Lakelife has celebrated the businesswomen in our area. You will recognize many who were featured on these pages in the past (but their stories are different as they continue to thrive!), as well as some new ones. Each should be honored, including a new one who is breaking ground in a business traditionally dominated by men. She is focused on proving that, “no matter what life throws at you, you can overcome it.”

Lakelife is proud of these women and all the others like them in Lake Country. We applaud them for making our communities better to live in and visit. Turn the pages and let them inspire you, as well.

Lauren Coyne

**Boatright Realty
Group at Coldwell
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Oconee Realty**

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My Mission: By combining local knowledge, resources and relationships, Boatright Realty Group creates a customized real estate experience that meets the needs of each client.

My Strengths: Listing Agent & Buyers Agent

Type of Business: Real Estate

What is the best compliment you've ever received about your business? In real estate, a referral from a past client is one of the greatest compliments you can receive! One of my current clients, referred to by an incredible past client who has had a great impact on my career, recently shared a comment early in their search for a home that truly stuck with me, "We feel like you are here to protect us." Whether buying or selling, my goal is for the clients to feel genuinely heard, thoughtfully supported, and fully confident throughout the entire process. The approach in each transaction is to give the care and attention I would give to my own, or a family member's, real estate journey. Past clients have said, "She listened to our concerns, answered all our questions, and explained everything clearly," and "She returns every call, answers every



question, handles any problems that arise, and keeps you informed every step of the way. She does all this with patience, kindness, and a beautiful smile." By the end of the process, my hope is that every client feels that same connection and trust. I've been blessed with kind words such as, "She is family and we have loved working with her," and "She's not only an amazing realtor but also a great friend." I feel incredibly fortunate for the opportunities I've been given, the people I have met and represented, and for all I've learned throughout my real estate career. I look forward to many more years of listening, learning, and continuing to represent those around me the best I can!

In what ways does your business give back to or impact the local

community? My passion for real estate is deeply rooted in community - to be part of it, give back where I can, and support its continued growth. I love helping Buyers and Sellers, whether upgrading, downsizing, or relocating, find a place where they truly feel at home and connected. There's something powerful about helping someone find not just a house, but a sense of belonging in their community. I actively volunteer with 100 Women Who Care and Victory Train, and I'm always eager to support local events. Whether I'm showing homes or creating content for clients, I make it a priority to spotlight local shops, restaurants, and businesses. Supporting the people and places that make Lake Oconee and Lake Sinclair special is just another way I hope to help strengthen the communities!

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My mission is to help people buy or sell their home at Lake Oconee with confidence, ease, and results they can be proud of. I'm committed to creating a personalized, seamless, and memorable experience so that every client feels cared for and supported from start to finish. Building strong relationships is at the heart of what I do, because buying or selling a home is such a meaningful life moment. I want my clients to know they have someone they can trust, lean on, and stay connected with well beyond the closing.

I'm a results-driven agent with strong communication and negotiation skills, an in-depth knowledge of the Lake Oconee market, and trusted community connections that provide my clients with a true advantage. I'm relentless in pursuing the best outcome, and my clients know I'll always show up for them with focus and determination.

Honesty and integrity are the foundation of my business, but it's my persistence, creative problem-solving, and ability to stay ahead of the curve that truly set me apart. I bring sharp attention to detail so nothing slips through the cracks, and I thrive under pressure, navigating challenges with confidence and care. Relationships mean everything to me, and my clients



know I'll go above and beyond to make sure they feel supported and achieve results they're genuinely proud of.

Giving back to the community that has given me so much is at the heart of who I am, both personally and professionally. I believe that real success isn't measured only by business achievements, but by the impact you make on others' lives. I'm actively involved in 100 Women Who Care, a group of women who gather quarterly to pool resources and support different local charities. I also volunteer with and support The Victory Train®, a transformative early childhood education program in Greene County founded by the inspiring Theresa Kemp, and I serve as a reading buddy at Greene County Elementary School. In addition, I'm proud to serve as a career coach with Greene County High School, where I mentor students and help prepare them for life after graduation.

To me, investing time and energy into the next generation is one of the most meaningful ways I can give back - helping them discover their potential, build confidence, and see the possibilities ahead of them.

Advice I'd give my younger self: Just be yourself and have fun! Life moves quickly, and family and health are the most important things—so be present and enjoy every moment. That same mindset applies to a career: focus on doing work that aligns with your values, build genuine relationships, and don't be afraid to take risks or step outside your comfort zone.



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My mission - When going out on my own and starting our Real Estate company I wanted to create a team of agents that work together and help each other. Real Estate is a dog eat dog eat business and I wanted to create an environment for my agents to feel like they are working with their fellow agents instead of against them. We help each other and brainstorm together and even cheer each other on when someone gets their client that special property. This makes it better for the client that uses us and the agents that work for us. It is truly a unique place inside and out. We are not just agents that work together but we feel like family. The best part is each agent gives a part of their commission to our charity, Brittney Cares, that help many in our community that need our help. I wanted agents to feel like they could give back and teach them that together we can make a difference.

My Strengths - That I have work ethics! My parents gave me this and for that I am very grateful. I am also very competitive, maybe that is why we have the #1 Real Estate Team at the lake for almost 20 years. I also have family and friends that work at my company but I feel I am



good at separating that while I am at work. My goal is to make our clients happy and they come first.

The biggest challenge I have had to handle as a woman in business is the death of my daughter Brittney. She was 11 years old when she died in a lake accident here at Lake Oconee. I knew one day I wanted to make good out of something so bad. As Kim and Lin Logan Real Estate grew in the lake area we were blessed to start a charity. Brittney Cares has grown in the lake

area and gives back over \$50,000 a year. We have helped so many people in our community that needed our help. Cancer victims, fire victims, people involved in accidents and many more great causes. Since we have opened this charity it has given back over \$250,000 back to the lake area.

What could I tell my younger self?

If you believe it and work hard you can do anything. If you want to change your life you hold the ink pen that writes your ending.

Madison Zak

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My Mission: My mission is to carry on and expand the legacy of Kim and Lin Logan Real Estate, a family business built on over 20 years of dedication, integrity, and results. Our family values real estate not just as a business, but as a mission to help people find homes where memories are made. We are committed to serving the Lake Oconee and Lake Sinclair community with honesty, energy, and passion. I strive to bring that same drive and dedication to every client, ensuring that each home we help someone find is truly a place they can call their own.

My Strengths: My biggest strength in real estate is my deep-rooted connection to Lake Oconee. Growing up here has given me extensive knowledge of the market and a genuine passion for this community. That background allows me to connect with clients on a personal level and help them truly understand what makes this area so special. For me, it's more than just selling homes—it's about sharing my hometown and ensuring my clients find a place where they feel the same sense of belonging that I do.

How would you describe yourself as a businesswoman? Driven and Ambitious! I have a passion for this career and a desire to be the best I can be. I have worked in the service industry since I was 15 years old, which introduced a strong work ethic and taught me how important it is to



be detail oriented. You've got to push boundaries in order to provide the best customer service. There isn't a day that goes by that I am not deeply committed to achieving my goals and constantly seeking new challenges to push my limits!

If you could go back and talk to your "rookie" self, what would you tell her?

If I could talk to my younger self, I'd remind her that it won't be easy, but it will be worth it. Progress takes patience, consistency, and a willingness to keep learning. I've realized that hard work by itself doesn't always equal success. The real difference comes from listening, adapting, and showing up for others—even on the tough days. It's not about being perfect; it's about staying committed and trusting that the small steps forward will add up over time.

Share the best piece of advice anyone has ever given you. The best advice I've ever received is to never give up, take risks, and never let ego get in the way of growth. Every day is an opportunity to push yourself to do more than what's expected. In real estate, there's no such thing as a strict 9–5—you've got to stay motivated, present, and available.

I've learned that true success isn't about chasing numbers; it's about showing up for people with consistency, care, and integrity. Whether it's answering that late-night call, digging deeper to find the right solution, or going the extra mile for a client, it all comes back to putting people first. That's what creates trust, long-term relationships, and ultimately the kind of career worth being proud of.

Casey Thornton

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Type of Business: Retail

My Mission: To offer high quality outdoor furnishings and excellent, personalized customer service.

My Strengths: I feel that my strength in the outdoor living business is my extensive knowledge of outdoor products and the ability to help my customers select the most comfortable, longest lasting furniture for their space and specific needs. It's not just about what will fit or look pretty, what's most important is getting quality materials and products that will withstand the elements and stand the test of time all while maintaining my customers budget, timeline and comfort level.

What inspired the idea for your business, and what keeps you passionate about it today? My business is a true family business. It was started over 50 years ago by my father and grandfather in Augusta, Georgia. My husband and I opened a store in Watkinsville in 2007 for my family. In 2009 my parents decided to retire and Jay and I purchased the Watkinsville store. We recently moved our store to Madison after 18 years in Watkinsville. I grew up in the business and I am very lucky to say I truly love what I do! Our oldest daughter, McKinley is now helping us with our business while in college! We have fabulous, loyal customers who have seen my kids grow up and cheer us on as our business grows!



What makes your business unique, and why do customers love it? I feel that what sets us apart from other furniture stores is the fact that we specialize in only outdoor furniture. Outdoor furniture is a totally different animal, if you were to put something designed for indoors outside it will fail very quickly. With that being said there are even many outdoor furniture brands that don't utilize the quick drying foam or the correct type of metal for framework under wicker or even the right type of paint to withstand the elements, these are things that we take pride in knowing and our customers can rest assured that we only select the best quality products that will deliver the longevity that they expect. We also set ourselves apart by offering design services to our customers, whether it's a private appointment in the store or in their home, we are here to help our

customers determine the best options for their space and budget.

What is the best compliment you've ever received about your business? The best compliment we receive is our return customers! We have so many wonderful, loyal customers who come back for furniture for a new home or vacation home or refer us to their friends and family!

Share a little about the non-business side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know: Most customers know that I have the cutest little assistant, Magnolia the Cavalier King Charles Spaniel who comes to work every day! Any customers with Cavaliers always have to bring them in for a playdate when they come to the store!

Jessica Elliott

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Describe a defining moment in your business journey that taught you an important lesson:

Early in my career at the bank, I transitioned into a new role where I had very little prior experience. I was learning everything on the fly, and during one of our audits, I found myself completely overwhelmed. I began to doubt whether I was the right person for the job. But then I realized something important—the auditors were coming to me for answers, not anyone else. That moment shifted my perspective. I understood that I had to take ownership and find the answers myself; no one was going to hand me the knowledge I needed. Fortunately, I've always had supportive colleagues and mentors who helped guide me in the right direction. That experience taught me the value of self-reliance, resourcefulness, and the importance of a strong support system.

How do you stay motivated and focused on your goals when things get tough? My greatest motivation comes from my husband and two children. They remind me daily of why I strive to grow both personally and professionally. Throughout my career, I have encountered moments when I've felt overwhelmed by the volume or



complexity of tasks at hand. In those situations, I've found it helpful to pause and create a prioritized list of everything that needs attention. I typically begin by tackling simpler or quicker tasks first. This approach not only helps me make immediate progress but also builds momentum and boosts my confidence. As I check off each item, I'm reminded that I'm capable of handling the workload, which motivates me to keep going.

If you could give your younger self one piece of advice, what would it be? Your time is your most valuable asset. Invest it wisely in personal growth and self-discovery. Take the necessary time to understand who you are and what you truly stand for. Prioritize meaningful relationships and be present with those who matter most. The choices you make with your time will shape the person you become.



REYNOLDS
LAKE OCONEE PROPERTIES

Reynolds Lake Oconee proudly celebrates this extraordinary group of businesswomen

Just beyond Atlanta, a remarkable team of women is redefining the real estate experience at Reynolds Lake Oconee. Bringing intelligence, efficiency, and unwavering dedication to every transaction, they pair deep Club and community knowledge with innovative technology and creative marketing to deliver a level of service that is truly exceptional.

As the exclusive real estate sales and marketing agency for Reynolds Lake Oconee, these women lead with expertise, focus, and a solutions-driven mindset. Over the past year, they have welcomed families from across the country, helping each one uncover the real estate options that best suit their

lifestyles while showcasing Reynolds as one of the nation's premier lakefront destinations.

But their impact extends far beyond real estate. Each member of this team dedicates countless hours to giving back. They deliver meals to seniors through Meals on Wheels, volunteer at food banks, participate in Victory Train Pack Days and Habitat for Humanity, Thillen Foundation Greene County High School Career Center, and support the Pete Nance Boys and Girls Club, Make-A-Wish, the Humane Society, and Circle of Love. For these women, success is measured not only in the homes they sell but in the meaningful difference they make every day.

Integrity...Commitment...Full-Time Focus. Exclusively Reynolds Real Estate. We are the Women of Reynolds Lake Oconee Properties.

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My Business: I am a full-time, licensed Real Estate Agent representing buyers and sellers exclusively at Reynolds Lake Oconee. As a dedicated Reynolds agent, I am proud to have been recognized as the Top Producing Sales Executive of the Year for 2022, 2023 and 2024 at Reynolds Lake Oconee Properties.

My Mission: When considering buying or selling at Reynolds Lake Oconee, a client's decision to partner with an experienced agent is important and one that should not be taken lightly. I ensure my clients are confident in the buying and selling process, and have a sense of relief in trusting me as their real estate agent. I strive to be a valuable resource for each and every one of my clients by providing clear, honest, and knowledgeable direction every step of the way—from start to finish!

My Strengths: I am a proud Reynolds Member and thankful that I'm afforded the unique opportunity to share my "home" with others that are seeking the lake lifestyle. Before joining Reynolds Lake Oconee Properties, I enjoyed a successful 20-year career in pharmaceutical

sales where I learned a skillset that is valuable to my clients: Skills like strategic thinking and creative problem solving; understanding and following industry trends; conflict resolution; and what I think is most important, valuing the importance of excellent communication. I truly love where I live and what I do. I can promise you won't find a more dedicated, determined agent, who works for you...with the results to prove it.

My Story: A Georgia native, my husband Jeff and I lived not far from Reynolds where we raised our six beautiful children. Once we officially became empty nesters, we started thinking about where we could begin the next chapter of our lives. We were very familiar with Lake Oconee and had even joked about becoming "Lake People" one day! Our main goal was to find a luxury community with a relaxed vacation-like environment that Jeff and I could not only enjoy, but also a place where our kids and future grandkids would want to visit. It was obvious that Reynolds was just the place and we have had zero regrets since our move. Now with six grandkids (and one on the way), we are even more happy that we chose Reynolds: With an easy ride to and from the Atlanta airport, Jeff and I see the kids and grandkids often without sacrificing the luxury lifestyle Reynolds offers.

My Non-Real Estate Self: After the deal is done and the day winds down, my husband and I look forward to the "Rhythm of Reynolds" and the year-round calendar of activities for Reynolds Members. Sunset cruises on



**Reynolds Lake Oconee is
WHAT I do... it's ALL I do...
and it SHOWS!**

Lake Oconee have become a regular must-do with our friends, and there's nothing like a Sandy Creek Sessions or Grand Wine Tasting. Reynolds ensures all the special moments are memorable for its Members, including the holidays which are simply magical, no matter what your age! Although it's hard, I do manage to leave the comfort of Lake Oconee in the fall to cheer on the University of Georgia Bulldogs. My heart will always bleed red and black! Lastly, I've always been fulfilled by giving back, and I'm proud to actively serve on the Make-A-Wish Georgia Advisory Board, and the Lake Country Board of Realtors.

Jordan Aycock

Reynolds Lake Oconee Properties Sales Executive

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My Business: Real Estate Agent working inside the gates of Reynolds

My Strengths: I am a people person and I am great at reading people and finding the right home for them! I am very familiar with the building process as my husband is a builder and have a large contact list of vendors helping me to support my clients. I have also lived in multiple areas inside the gates giving me first hand experience with the different areas.

Type of Business: Real Estate

What inspired the idea for your business, and what keeps you passionate about it today?

I learned years ago when I was in product sales that I loved meeting new people and sales in general but to be truly happy I needed to be selling/working on something I loved. I have always been interested in looking at houses and interior design which led me to real estate, sales and homes in one! Once I found my passion in real estate it made it “easy” to work as I love what I do and all the families I have become friends with along the way!



How do you stay motivated and focused on your goals when things get tough? I honestly LOVE where I live, inside the gates of Reynolds, and I cannot imagine raising my family anywhere else. That makes it easy to refocus and stay motivated as it is where we have

chosen to raise our kids and plant roots!

What’s something about you that people might be surprised to know? I am a nutritionist and self proclaimed “foodie”! I am always looking to make a healthy swap to a recipe and I love anything spicy!

Mary Balicki

Reynolds Lake Oconee Properties

Sales Executive

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My Mission: To serve my clients with their real estate needs as an enthusiastic ambassador, exclusively at Reynolds Lake Oconee!

My Strengths: Dedicated to helping buyers at every price point, while fostering relationships that extend long

after the sale.

Type of Business: Real Estate

What makes your business unique, and why do customers love it?

My clients often say they appreciate the genuine relationships we build throughout the buying/selling process. We do not simply work together; I truly partner with them as a teammate in achieving their goals. Our client connections continue to grow into lasting friendships that continue well beyond closing day.

What is one challenge you faced as a woman in business that shaped who you are today?

In the early days of my career, my biggest challenge was overcoming self-doubt. When my former broker encouraged me to pursue real estate at Reynolds, I wasn't sure I had what it would take to succeed. Looking back, that challenge became the turning point. It pushed me to rise to the occasion and ultimately thrive. I'll always be



grateful to Lee Arberg for believing in me before I fully believed in myself.

Share a little about the non-business side of you! I'm lucky to have an identical twin sister who is also my very best friend. She's a professional counselor with a thriving practice, and her wisdom and encouragement are a constant source of inspiration. Her support not only strengthens me personally but also makes me a better realtor every day.

Micki Tanner

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My Mission: To help my clients find the perfect spot to call home

My Strengths: Product and Community knowledge, Longevity and integrity in this marketplace, good customer service and attention to the needs of my clients.

Type of Business:

Residential Real Estate inside the gates of Reynolds Lake Oconee, the Landing and Great Waters.

What makes your business unique, and why do customers love it?

We live in a community that is unique, friendly, extremely active and located on a beautiful lake with 7 and soon to be 8 championship golf courses. There is something here for everyone!

In what ways does your business give back to or impact the local community?

As a sales team, we are heavily involved in philanthropy. We are supporters of the Victory Train, the local Second Harvest Food Bank, the Circle of Love, Pete Nance Boys and Girls Club and many other charitable organizations. I, personally, am a Rotarian and involved with my Church as well as all of the above-named charities.



Looking ahead, what is your biggest dream or next big goal for your business? My biggest goal and dream for my business is already coming true in that my daughter, Cecelia Miller, and her husband, Matt, have moved from Atlanta to Lake Oconee, and she is now selling Real Estate with me. My big goal is to help her get established in this business and become my long-term "exit strategy".

Luxury Lake Oconee Real Estate Group



Leaders in Luxury: How the Women of Luxury Lake Oconee Real Estate Group Elevate the Standard

Founded in 2020 with a vision to deliver meaningful value and the best client experience in Lake Country, Luxury Lake Oconee Real Estate Group has quickly become a market leader. The team is trusted for their deep market knowledge, integrity, and strong local connections that make every move seamless and successful.

The women of the firm play a pivotal role, delivering exceptional client experiences and driving an impressive \$152



million in sold and pending transactions so far in 2025. Their passion for the Lake Oconee lifestyle, paired with professionalism and care, ensures clients feel supported at every step.

Central to their success is Luxury LEO (Listing Excellence Optimization)—a tailored marketing strategy that tells the unique story of each home, creates meaningful engagement, and delivers exceptional results.

Beyond real estate, these women are deeply rooted in the community, fostering relationships that enrich Lake Oconee. They embody integrity, collaboration, and excellence—and their success shows no signs of slowing down.

Riezl Baker

Luxury Lake Oconee Real Estate Group

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Service, Strategy, and Staying Power

For more than 24 years, Riezl Baker has been a force in the real estate world, building a reputation as one of Georgia's most respected and award-winning realtors. With nearly \$1 billion in career sales, her track record speaks to the simple truth she lives by: do it with excellence or not at all.

Riezl has always been ahead of the curve. Recognized for her creativity and leadership, she introduced Luxury LEO (Listing Excellence Optimization), a bespoke marketing strategy designed to elevate high-end property sales.

This past September, Riezl's influence was celebrated on a national stage when she was honored in Washington D.C. as a Luminary by RISMedia during the CEO Leadership Exchange, joining a prestigious circle of industry visionaries.

Beyond her success as a realtor, Riezl is a sought-after speaker whose story and insights have inspired audiences nationwide. She has been invited to present at national conferences, including gatherings hosted by the Leading Real Estate Companies of the World® and the National Empowerment Conference in Las Vegas and CEO Exchange in Washington DC. Her story has also been featured in Fox News Mansion Global.



Beyond her career, Riezl is deeply rooted in Lake Oconee, where she has lived for 27 years and raised her two children. Her son recently graduated magna cum laude from Yale University, while her daughter is a sophomore at NYU.

Riezl has consistently poured her energy into community leadership and philanthropy from expanding healthcare access to enriching the cultural life of her community.

In 2025, Riezl extended her leadership to the national stage with her appointment as a National Trustee for the National Federation of Filipino American Associations (NaFFAA), representing over 4 million Filipino

Americans across the continental U.S., Alaska, Hawaii, and the Pacific Islands.

Education and connection are central to Riezl's life. Raised in a family that placed a premium on learning, she carries that value forward while celebrating the diversity of her global roots—her siblings are spread across Japan, the Philippines, Australia, and New Zealand.

When she's not closing deals or serving the community, Riezl enjoys boating, cooking, and entertaining friends. Though she modestly insists she isn't a chef, she is well-known—and often rebooked—for her culinary talent.

Riezl has built a career anchored by service, powered by strategy, and sustained by staying power.

Kim Jensen

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My Mission:

At Amelia's, my mission is to glorify God by creating a peaceful, uplifting environment where women feel valued, seen, and celebrated. I am committed to doing everything with excellence and class-offering quality and fashion that helps each woman express her personal style while embracing the beauty within. I believe in cultivating a space free of gossip and quarreling, where grace, kindness, and integrity define every interaction. Through faith, fashion, and fellowship, I aim to inspire confidence, connection, and Christ-centered living in all I do. "She is clothed with strength and dignity; she can laugh at the days to come." - Proverbs 31:25

My Strengths:

To provide a comfortable, fun and encouraging environment for women to find just what they are looking for.

Type of Business: Retail(women).

How do you stay motivated and focused on your goals when things get tough?

I am surrounded by an incredible team. Learning to recognize their strengths has been transformational for this business and keeps me motivated. When things get tough I remember them and our wonderful customers.

What is the best compliment you've ever received about your business?

The greatest compliment came from a customer who shared that visiting my boutique wasn't just about finding the perfect outfit, it was about how it made her feel. She said she left feeling



both loved and beautiful, which perfectly reflects the mission behind my business.

If you could give your younger self one piece of advice, what would

it be? My advice to my younger self would be to truly believe in myself, that the strength, courage and ability was always there, I just needed to trust them.

Kendra Lou Pieper

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My Mission: “WORK FOR THE BRAND” To be chosen over competitors just by the mention of our name. When people hear “Squared Away Construction,” we want them to think—high-quality craftsmanship and unbeatable customer service. We are committed to building lasting relationships with our clients while setting the standard of excellence in the construction industry.

My Strengths: What sets us apart is that we bring the best of both worlds—a woman’s eye for detail and a man’s drive

for precision—together in every project we build.

Type of Business: Luxury Custom Homes & Light Commercial.

What is one challenge you faced as a woman in business that shaped who you are today? As a combat-wounded Army Veteran and Purple Heart recipient, I found myself at home restless. I needed a challenge, a purpose, and a way to show the world that no matter what life throws at you, you can overcome it.

In what ways does your business give back to or impact the local community? One of the greatest challenges I’ve faced as a combat-wounded female stepping into a male-dominated industry has been earning respect and being taken seriously.

Looking ahead, what is your biggest dream or next big goal for your business? This has shaped me into who I am today by teaching me that true strength comes from perseverance.

Sandy Dillard

Terri Burner

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What makes your business unique?

Being in this business with my best friend as my real estate partner. Terri Burner and I share not only an amazing friendship but also a strong work ethic and we are committed to providing excellent service to our clients.

How do you achieve balance in your day-to-day living?

Time Blocking is key in your day-to-day planning! Make time for God, Family, Work and YOURSELF! Making time to enjoy little moments has enriched my life tremendously and these days go by too quickly not to soak up as many of them as I can.



My Mission:

Helping Buyers and Sellers with any real estate needs in the Lake Sinclair, Lake Oconee and surrounding areas.

My Strength:

Prompt communication, honesty, knowledge and vast network of connections. Whether buying or selling – We are your go-to experts.

Share the best piece of advice anyone has ever given you.

Time is Money-You can always make more money- but money can't buy you more time. This is important to me because I work A LOT- and need to be reminded that time with family and friends is something that I cannot get back.

Sayward Johnson

Alliance Home and Land Group

Realtor®

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Greensboro

✉️ sayward@alliancehomeandlandgroup.com

My Strength: I tend to make lasting friendships with my clients.

My Mission: to help people move through their real estate transactions as smoothly as possible.

How would you describe yourself as a businesswoman? I would describe myself as a self made and enthusiastic businesswoman. I have a lot of motivation and drive for things that I am passionate about. When it comes to my clients, their best interest is my top priority.

Share the best piece of advice anyone has ever given you. The best piece of advice I have received was that “calm seas don’t make good sailors.” Sometimes you have to weather the storms to learn and grow as a human and as a businesswoman.

How do you achieve balance in your day-to-day living? I achieve balance in my life by making time for doing the things that I love. I enjoy my yoga practice 3 to 4 times a week. Breaking a sweat helps me relax and unwind. I also love getting out in nature with my family whenever possible. Being outside helps me stay grounded and down to earth.



Susan Satterfield

Alliance Home and Land Group

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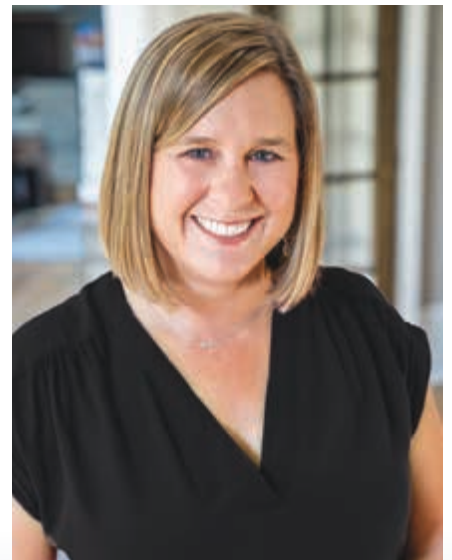
Our Mission: My mission is to serve my community, clients, friends and family with honesty and integrity, while delivering an exceptional home buying or selling experience.

My Strengths: My strength lies within my deep roots in the community as well as my commitment to serving and building

long lasting relationships with clients, agents and partners.

Why did you choose this type of business? I got into real estate because I love helping people find their perfect homes and making a difference in the community. There’s something really rewarding about matching someone with a place they’ll love and watching neighborhoods grow and thrive. Plus, it’s awesome to be part of the changes that make a community even better, whether that’s helping families settle in or working on local projects. It’s a job that lets me do what I love and have a positive impact at the same time.

If you could go back and talk to your “rookie” self, what would you tell her? I’d say, “Trust the process and be patient with yourself. Real estate is a marathon, not a sprint. You’re going to face setbacks and challenges, but each one is a learning opportunity. Don’t be afraid to ask questions or seek advice—no one expects you to know everything right away. Focus on building relationships and your



reputation; these are what truly matter in the long run. And most importantly, remember why you started—stay passionate and keep your clients’ best interests at heart. Success will come with time and perseverance.

Vinece G. Pastor

Berkshire Hathaway HomeServices RPA Realty

Managing Broker, REALTOR®

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Our Vision: To build lasting relationships and help each client achieve their real estate dreams.

Our Core Strengths: Integrity, value and service to our clients, local market expertise and global reach as part of the most well-known real estate brand in the world – Berkshire Hathaway HomeServices.

What makes your business unique and why do customers love it? Some people think all real

estate firms are the same – not true at all! Our brokerage is unique in that we treat each client as an individual and we prioritize our relationship with them, not just the transaction. We definitely want to get the best value possible for each client – but we do it in a way that is transparent, thorough and provides superior expertise and service every step of the way. We want our clients to be delighted with how their transaction happened – and with us as their representative.

How do I stay motivated? I remind myself to never stop driving to achieve – each and every day, and be sure to make positive relationships every step of the way! I see each day as a chance to achieve more, learn more and grow in my life and business. At the same time – I want to create good relationships, set a good example and take a bit of time to enjoy life along the way. Remember to laugh and have some fun along the way! We all work so hard and get so busy – it is important to enjoy who you work with and to plan some fun and relaxing down time.



Next big goal for our business?

We are re-branding our office! Our new name will be Berkshire Hathaway HomeServices Lake Oconee Properties. We've grown a lot in the past few years and feel this new name more accurately reflects the area we serve and our connection to the community here. We are pretty excited about the change and will be communicating much more about this in the weeks to come!



Melissa Fitzgerald

**Berkshire Hathaway
HomeServices | RPA Realty
REALTOR®
Luxury Collection
Specialist**

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My Mission: My Mission is to create a smooth home buying process for my clients by applying integrity, communication, and professionalism. I strive to go above and beyond in every step of the home buying/selling process. "I believe real estate should be very relationship focused and my clients deserve and appreciate the genuine attention."

My Strengths: Integrity, Communication, and building relationships through the home buying/selling process.

Why did you choose this type of business? I chose this business because I enjoy helping people find a place to live out their dreams. Real Estate combines my desire to serve, mind for numbers, and love of the Lake area into a rewarding career while learning something new every transaction.

What is the best compliment you've ever received about your business? The best compliment I can receive is repeat clients.

If you could give your younger self one piece of advice, what would it be? Don't shy away from growth and change. Having a growth mindset can be scary but do not feed into fear. Put yourself out there, stay focused and fluid because the lessons along the way will be significant in the next stages of life personally and professionally.



Tell me about yourself outside of business? My husband Keith and I have lived in Cuscowilla for 9 years. We were in Madison 11 years before moving to Lake Oconee. We have 3 daughters, a son-in-law, and two grandsons. I love spending as much time with my family and friends as possible whether it be on the boat, at the pool, or around a dinner table. I also enjoy traveling with my husband. Preferably somewhere with a beach!

Crista Partlowe

**Berkshire Hathaway
HomeServices | RPA Realty
Real Estate Agent**

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Mission: Getting your home listed and sold for the highest price with a quick and easy sale.

Strengths: Finding someone their "forever" home.

Type of business: Real Estate.

What inspired the idea for your business, and what keeps you passionate about it today? The reason I got into real estate is because of my love of design of homes, interior and exterior. When I first became an agent, I worked in

new construction. I am now married to a builder and assist his team in selecting all finishes for their spec homes. I feel I can give my buyers and sellers an insight into the latest design trends, construction features, or ways to update their home for a quick sale.

What is the best compliment you've ever received about your business? Best compliment I received was, "Crista found me a needle in a haystack with my Chastain Park house when I had been looking for over 2 years!"

If you could give your younger self one piece of advice, what would it be? If I could give my younger self a piece of advice it would be to set goals. Always have a daily, weekly, monthly and yearly goal. Start over every year.

Share a little about the non-business side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know! I am married to the love of my life Steve Eiberger and we have 2 golden doodles, Lulu and Coco. Together we have 5 daughters, 3 son in



laws, 4 grandchildren and 1 on the way! Steve and I live in Cuscowilla where we enjoy golfing, boating, traveling, entertaining our friends, spending time on Longboat Key and most of all, spoiling our grandchildren.

Jennifer Vaughan

Ansley Real Estate | Christie's International Real Estate

Realtor

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🌐 www.jennifervaughan.com

Mission:

To provide trusted guidance and expert representation for buyers, sellers, and investors navigating the complexities of real estate. With a focus on luxury properties—particularly within Reynolds Lake Oconee and Cuscowilla—I connect clients with exclusive opportunities and I deliver exceptional experiences tailored to their goals.

Strengths:

As a resident of Reynolds Lake Oconee and a member of Cuscowilla, I bring unmatched local expertise and insight into the Lake Oconee market. My professionalism, creativity, and dedication ensure clients receive a seamless and rewarding real estate experience—whether buying, selling, or investing.

Describe a defining moment in your business journey that taught you an important lesson.

In 2022, I joined Ansley Real Estate, aligning with Christie's International Real Estate to bring world-class luxury exposure and global reach to Lake Oconee. Since then, my team has



continued to grow as one of the leading brokerages in the Lake Country, combining local knowledge with international resources.

What makes your business unique, and why do customers love it?

I bring a fresh, innovative approach to real estate. My limitless creativity, ingenuity, and ability to execute at the highest level set me apart. Clients appreciate my ability to think outside

the box and consistently deliver results.

In what ways does your business give back to or impact the local community?

I am deeply invested in the Lake Oconee community. My team and I sponsor numerous local charities, and I serve as Vice Chair of the Lake Oconee Academy Board of Governors. With every transaction, I strive to strengthen the community I call home.

Meigan Miller

Dr. Meigan Miller, Family Dentistry

Dentist/Owner

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Our Business: We are a general dentistry office located in the heart of downtown Eatonton. Our mission is to establish life-long relationships with our patients, providing total patient oral care and preventative care. We also empower patients to take care of their own health. Recently, our office underwent a major expansion and my father, Dr. Robert Johnson, joined the practice full time to aid in serving the dental needs of Putnam and surrounding counties. It is truly an honor to serve patients and their families!

Our Strengths: We are a multidisciplinary practice and offer a wide range of dental services tailored to patients' oral needs. Our team is amazing, and each person brings a different strength to the practice every day. Team members take rigorous coursework, staying up to date on ever-changing technologies, treatments and advancements in dentistry. One of the advancements and new treatments in dentistry has been in dental sleep medicine. Dental sleep medicine has become an important part of our practice, providing patients with another option in treating sleep apnea. Patients with sleep disorders have an increased risk of high blood pressure, heart disease, stroke, diabetes, and weight gain just to name a few. At present, I'm in pursuit of my Diplomate in Dental Sleep Medicine, dentistry's highest level of competency and



achievement and awarded to only .5% of U.S. dentists.

What inspired the idea for your business, and what keeps you passionate about it today? Growing up, I always wanted to be a psychiatrist! It was during college that this focus shifted to dentistry. I saw how my biggest role model, my father, changed lives and formed relationships through the field of dentistry. The impact that his dental practice in SW GA had on me was tremendous. I love practicing dentistry in a small town and truly doing life with my patients simultaneously. We pass each other at the grocery store, we see each other on the ball field. Our patients bring us veggies from their garden in the summer and sweet treats at Christmas; they are family. It is also so much fun to practice with my father now! He joined our practice last fall and keeps things quite lively around the office. Feels full circle to have him in my office now.

How do you stay motivated and focused on your goals when things get tough? There will always be ups

and downs in life that effect business. During these times, I like to lean into my "why" and remember that God is still working through the mud. Not every season in life was meant to be a productive season or even an easy season. Flowers are not produced in a day and there is much that goes on underneath the surface before the beauty is produced. Persevere, focus on your why and remember that there is still much to be gained in the tough seasons.

Share a little about the non-business side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know! Clint and I are still busy with three children (one in middle school this year!) but they are our greatest joy and blessing for sure. We love to travel but also cherish our downtime at home as a family. During the fall, you'll find us at Sanford Stadium cheering on the Dawgs on the weekends and at the Rec Department on the weeknights cheering on one of our kids! We have a dog, a frog and 3 chickens.

Melony Greene

Coldwell Banker Lake Oconee

REALTOR



- 706.347.2664
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- MelGreeneSells.com

My Mission: “My mission in real estate is to guide clients with honesty, knowledge, and care helping them make confident decisions that support their future.”

My Strengths: “My strength is my deep connection to Greene County and the people here — I understand the community because I’m a part of it.”

Looking ahead, what is your biggest dream or next big goal for

your business? “My biggest dream in real estate is to help families find a place that truly feels like home while building lasting relationships in the community.”

Share the best piece of advice anyone has ever given you. Chase your dreams yourself – No one will do it for you!

What’s something about you that people might be surprised to know? “Something you might be surprised to know about me is that I was born and raised in Greene County and chose to spend my entire 30-year teaching career in the Greene County School System. It’s been an honor to give back to the same community that gave so much to me growing up.”

Share a little about the non-business side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know!



I’m married to Jon Greene, partner with TOMAC BUILDERS LAKE OCONEE, LLC. Together, we have two children. Tyler is 20 and employed with Landmark Construction. He is a Junior at Georgia Southern. Harper is 16 and a Junior at John Milledge Academy in Milledgeville. My hobbies include Georgia Football, boating, playing pickleball, spending time with my family, and relaxing at our beach house on St. Simons Island.

Tammy Callaway

Lake Country Books and Gifts

Owner



- 762.220.1201
- 109 Harmony Crossing, Suite 5, Eatonton
- tammy@lakecountrybooksandgifts.com
- lakecountrybooksandgifts.com

My Mission: To build community around literature.

My Strengths: I love people and books.

Type of Business: Independent bookstore.

From Passion to Purpose: How Tammy Callaway Built Lake Country Books and Gifts

When Tammy Callaway and her husband moved to the lake six years ago, she sought a new purpose as their five children entered adulthood. The answer was simple: her lifelong love of people and books.

“I’ve always gravitated to bookstores,” Tammy says. “Every trip, I’d find one – the smell, the music, the people, it always felt like home.”

That joy became the heart of Lake Country Books and Gifts, now a cornerstone of the Harmony Crossing community. With a children’s area, shelves for every reader, and a cozy Meeting Nook for book clubs and gatherings, the store is more than retail – it’s a place for connection.



Though trained in engineering and technology, Tammy’s true passion shines here, supported by her husband’s retail experience. Her faith and love for community guide the store’s welcoming spirit.

“Helping someone find the perfect book or gift comes naturally to us,” Tammy says. “And each morning, I’m excited to see who will walk through the doors.”

Lisa Tubbs

IV Wellness Solutions

Owner & Founder

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- 🌐 ivwellnesssolutions.org

Our Mission: At IV Wellness Solutions, our mission is to empower individuals to feel their best — inside and out — through safe, effective, and personalized wellness therapies. We strive to restore energy, boost vitality, and promote long-term health, delivering exceptional care with compassion and integrity.

Our Strengths:

- Personalized care tailored to each client's needs
- Highly trained and compassionate team
- Commitment to safety, quality, and results
- A welcoming, spa-like environment where clients feel valued

Type of business: Health & Wellness / IV Hydration Therapy & Preventive Healthcare

What inspired the idea for your business, and what keeps you passionate about it today? The inspiration came from my desire to help people feel better, faster. I saw the power of IV hydration and nutrient therapy to restore energy, boost immunity, and support overall wellness. What keeps me passionate is watching clients walk out feeling



renewed and hearing how these treatments improve their daily lives.

What makes your business unique, and why do customers love it? We combine medical professionalism with a warm, welcoming environment. Clients love that they can receive high-quality care in a relaxing space where they're treated like family. Our approach is personalized — no "one-size-fits-all" treatments — and we truly listen to what our clients need.

In what ways does your business give back to or impact the local community? We support local nonprofits and ministries through donations, sponsorships, and community events. Giving back is at the heart of what we do — whether that's helping a local fundraiser, offering hydration services at charity events, or providing wellness education to the community. Lisa also serves the community on the boards of Circle of Love and the St. Mary's Hospital Foundation Board.

Teresa Lynch

Christine's Jewelers

Owner

706.485.0551

105 Harmony Crossing St 10
Eatonton



Mission statement: Christine's Jewelers is more than just a place for retail therapy — it's a space where women come together to talk, share, and pray for one another. My mission is to create a store that has a strong connection in our community with faith, friendship and encouragement for one another.

Strength: Christine's Jewelers curates a collection of exquisite fine jewelry, featuring renowned designers like Allison-Kaufman and Freida Rothman. The boutique also offers upscale women's fashion, designer shoes, and premium handbags — all selected for the woman who appreciates timeless elegance and modern style. We also carry the perfect finishing touches, with a refined selection of accessories to complete any look.

What inspired the idea for your business, and what keeps you passionate about it today? What has inspired me most in my business is the opportunity to bring creativity to life through meaningful pieces of jewelry I help create. I love when a client walks in with an idea for a custom piece of jewelry, and I get to transform that vision into something real and beautiful. It's especially rewarding when I have the chance to redesign a family heirloom—turning it into a fresh, fun piece that still holds sentimental value. Knowing that my clients will cherish and wear it for years to come is what makes this work so fulfilling.



What makes your business unique, and why do customers love it? What makes my store truly unique is the community that's been built within its walls. It's not just a place to shop—it's a space where real life happens. Customers come in as friends, and often we find ourselves sharing not just stories, but prayers, encouragement, and those special "God moments" that leave us all feeling uplifted. We celebrate the joys, walk through the hard times together, and remind each other that we're not alone. It's so much more than retail therapy—it's a space filled with love, faith, and connection.

In what ways does your business give back to or impact the local community? Giving back to my local community is something I care deeply about. I regularly support local charities and Christian organizations that are making a real difference in people's lives. One cause that's especially close to my heart is the Circle of Love. Being able to contribute to their mission and help them reach more people is a true blessing. For me, it's not just about running a business—it's about using what I've been given to lift others up and be a part of something greater.

Stephanie White

Harmony Pet Resort

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🌐 harmonypetresort.com



What inspired the idea for your business, and what keeps you passionate about it today?

Back when I was in high school, my family and I took a trip to Athens for a Georgia football game. While exploring a nearby shopping strip, we stumbled upon a small dog daycare tucked away among the storefronts. I paused, captivated, and looked through the window—inside, a joyful group of furry friends played together, full of energy and happiness. At that moment, something clicked. I turned to my mom and dad with certainty, “That’s what I want to do one day.”

My parents, being successful business owners, were both intrigued and slightly hesitant. I was young, about to start college, and the concept of a pet resort was still relatively unfamiliar to them. But true to their supportive nature, they encouraged me to chase that spark. During my fifth year of college, they even helped me travel the world to explore and learn from a variety of emerging pet care facilities. We visited numerous pet resorts, each one unique and inspiring. After graduation, we took the best ideas from the three most impressive facilities we had seen and combined them with our own experience and vision—and that’s how Harmony Pet Resort was born. Looking back now, I’m so thankful I never let go of that dream. The relationships I’ve built with both our team and the wonderful pet owners who trust us make this journey incredibly rewarding.



Describe a defining moment in your business journey that taught you an important lesson.

One of the most defining moments in our journey came during Hurricane Irma. That experience revealed something truly powerful—we weren’t just running a business; we were part of a community, one that extended far beyond the borders of our local town. As people across the state faced devastation and uncertainty, we realized we had the opportunity to offer something invaluable: a safe haven for their beloved pets. Despite the many challenges the storm brought, we never closed our doors. Our dedicated team showed up without hesitation, ready to care for every animal that came through, no matter the circumstances. Their commitment, compassion, and resilience moved me deeply. It became clear that we weren’t just colleagues—we were a family, united by a shared purpose and an unwavering love for the animals we serve. What struck me most was the reach of our impact. We didn’t just help our immediate community—we became a vital support system for families across the state. That moment underscored our mission in the most powerful way, and it reminded me why we do what we do every single day.

In what ways does your business give back to or impact the local community?

At Harmony Pet Resort, we are deeply committed to supporting our local community and fellow small businesses. Whether it’s through regular donations to local causes, partnering with nearby humane societies, or simply showing up for other small business owners, giving back is at the heart of what we do. One of the most meaningful moments of this commitment came in September of 2024, when devastating floods struck North Carolina. In response, we quickly turned Harmony Pet Resort into a central donation hub, inviting our community to come together in support of those affected. The outpouring of generosity was incredible—people donated everything from pet and horse supplies to essentials for families, fuel for vehicles, and more. It was a true community effort, and I had the privilege of personally delivering those supplies to the areas most in need. Being able to offer help, comfort, and hope during such a difficult time was an unforgettable experience and one of the proudest moments of my journey. It reminded me that our mission extends far beyond pet care—we’re here to uplift and serve in any way we can.

Paige Millwood

Millwood Plumbing Services, LLC

Co-Owner/CFO

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Our Mission: We are committed to delivering high-quality and dependable plumbing services, upholding the highest standards of integrity and accountability. Our approach is client-focused, ensuring that everyone receives guidance and support in making informed decisions. Our goal is to ensure complete customer satisfaction with our services on every residential or commercial project.

What is one challenge you faced as a woman in business that shaped who you are today?

As a woman in business, I have faced barriers like the gender pay gap, discrimination, advancement challenges, and balancing work and life. My biggest challenge has been working harder than male peers to progress. While women now lead 11% of Fortune 500 companies (World Economic Forum), career progress remains difficult.

Fortunately, I was raised by hardworking parents who instilled strong values in me, and I have been fortunate to have inspiring role models along the way—from family members to teachers and even strangers. The most important lesson I have learned from all of them is simple: never give up. They have



shaped my values, how I treat others, and instilled the GRIT it takes to survive and succeed.

Share the best piece of advice anyone has ever given you.

Embrace the power of learning. Humbly knowing that you still have a lot to learn, even as you grow to the wise age of one hundred. As the saying goes, “never stop learning because life never stops teaching.” From learning new software to perfecting my cooking skills, there’s always room for improvement. There is nothing more rewarding than learning something new and being able to share that knowledge with others is icing on the cake. Who knows, I may become the next plumber on staff! I am unsure when or by whom that piece of advice was first given to me, but it may have originated at Morgan County High School and continued to be instilled in me by professors at Georgia College.

In what ways does your business give back to or impact the local community? We have so much to

be thankful for in our lives so giving back to the local communities that support our business is an easy decision. Being able to give back to MCHS’s Athletic programs, where I was a diehard cheerleader for 4 years and where two of our children are currently enrolled is a great feeling. Tim and I both grew up with musical influences, and our kids share that passion, so we were honored to also support the MCHS band and its talented students.

This year we were able to support the Greensboro Atlas Ministry program, a Christian organization that provides faith based academic support for children and prepares them for adulthood. I believe encouraging learning at an early age and throughout your lifetime is one of the greatest gifts you can give someone.

Another local organization that we contributed to this year was the Circle of Love. The center is an emergency safe shelter and resource center for domestic violence victims and their children.

Kimberly Acworth

Owner and Master Stylist

Indulge Salon



706.999.9911

1104 Market Street,
Greensboro

indulgesalongreensboroga@gmail.com

www.IndulgeSalon.com

Our Mission: always to be “180 degrees from Ordinary.” It’s stated in our logo!

Our Strengths: The ability to get to the “root” of the problem and solve it at that moment. We carefully listen to our clients to find out what they really want. We continually strive to perfect our craft, so when that one person in the chair needs us, we are delivering many years of study and technique in that one moment.

Type of Business: Full-service beauty salon

What makes your business unique, and why do customers love it? For me, I get to work with my daughter Alex, who manages our Lake Oconee salon (we also have a salon in York, PA) and is a fabulous stylist. Together we make a great team because:

- We love adapting to change. We love supporting women and helping them make different choices as to how they want to live their lives and how they want to look. Personalities blossom when multi-dimensional color and cut are customized to a client’s face shape and lifestyle, and highlights placed to enhance skin tone and face structure. Appearance speaks volumes without words.
- Our goal, always, is to deliver the highest level of service. Attending advanced training as much as my team and I have done means new

Alex Crawford

Salon Manager and Stylist



conversations about what we can do for our clients to make a real difference.

- We are expert problem solvers, especially when it comes to color correction, hair smoothing techniques, creating volume in fine/thin hair, adding volume and length (or camouflaging the lack of hair due to stress or a medical condition) with undetectable hair extensions.
- We’re certified in seven hair extension brands and all installation techniques and offer the area’s most extensive selection in natural human hair.
- We personally test all our haircare and spa products to ensure they meet our own tough standards. Most recently, Indulge took a new direction as Lake Oconee’s only salon that has been trained to offer Nutrafol hair growth supplements.

What is the best compliment you’ve ever received about your business?

Honestly, Indulge gets wonderful compliments every day, at both salons. Every client gets a follow-up contact asking about their experience, so we get excellent feedback. My personal favorite comes from Dineane, who posted on our website...

“Brilliant stylist and colorist. Over 30 years with this talented woman! My hair is coarse, curly/wavy-ish and thick. If done wrong I look like a broom or a bad perm. With Kim I never worry. I get so many compliments on both the color and the style every time.”

If you could give your younger self one piece of advice, what would it be? Don’t let fear of the unknown get in your way. You will have challenges in life that will knock you down. Think on it, act on it and let it go. Give it back to God and move on with what God has intended for your life. Stay away from negative people and surround yourself with people that are better than yourself.

Amber Glam

La Farmms & Company



Founder

- 📞 404.557.5286
- 📍 111 N. Main St. Greensboro
- ✉️ support@lafarmms.com
- 🌐 lafarmms.com

Type of Business: Retail/Boutique

Strengths of La Farmms:

- **Family-centered and authentic** – born from Amber’s vision for her children.
- **Curated and high-quality** – heirloom pieces chosen with intention.
- **Warm yet elevated brand voice** – luxury that feels approachable.
- **Community-focused** – rooted in local connection and relationships.
- Expanding lifestyle concept – serving the “Intentional Mother” beyond children’s clothing.

Our Mission: La Farmms Mission: The mission of La Farmms is to serve the intentional mother by offering a thoughtfully curated boutique experience. Every piece is chosen to bring lasting value, nurture meaningful traditions, and support both family life and personal well-being. La Farmms is dedicated to providing high-quality, heirloom items that feel warm, elevated, and rooted in love.

What inspired the idea for your business, and what keeps you passionate about it today?
My children are the heart behind



everything I do - they inspire me daily and remind me why I pour my love and creativity into this work. The support of my husband has been an undeniable strength, encouraging me to dream bigger and pursue each new chapter with confidence. Today, I am passionate about making a difference in the community, being a light to others, and building a brand that truly serves families. My vision is to create something meaningful-helping children and parents alike feel seen, celebrated, and connected through the beauty and thoughtfulness woven into every detail.

Looking ahead, what is your biggest dream or next big goal for your business? Amber’s vision is to create a boutique that touches families and children from coast to

coast—offering more than clothing, but a lifestyle rooted in beauty, comfort, and wonder. Through her collections, she hopes to inspire moments of connection and joy within the home, weaving together elegance and play, tradition and imagination. Whether in a small seaside town or a bustling city, her dream is to bring a sense of timeless charm to families everywhere. The vision for her boutique extends far beyond the racks—it is a dream with beauty, romance, and the art of everyday living. With a heart rooted in both countryside grace and coastal sophistication, her next great goal is to open another brick-and-mortar boutique, a space where style and story meet in person. Until then, she is bringing that same essence online, with her curated children’s lifestyle collection set to launch in mid-October!!!!

Share a little about the non-business side of you—family, pets, hobbies, favorite music or food, or anything fun our readers should know! Amber is a mother of six and a true romantic, living between the pastoral grace of White Plains, Georgia, and the coastal elegance of Palm Beach. Alongside her husband and best friend, she tends to their Glam Ranch—home to horses, Highlanders, Angus cattle, goats, sheep, and ducks—while weaving her love of fashion and design into every facet of life. A meditation teacher and Reiki healer, Amber carries a soulful balance between beauty and serenity. She delights in music, swimming, traveling, pickleball, and laughter around the table, always savoring a sweet ending. With an eye for romance and a heart for beauty, she lives as though every day is its own love story.

Pegz Fazio

Art Therapist at Lake Oconee

📞 706.623.9801
📍 Based out of Eatonton
✉ PegDragon84@gmail.com

Job Title: Nationally Certified Art Therapist based out of Lake Oconee

My Business: My association with school art departments, The Plaza Arts Center, Festival Hall, and local churches has made me familiar to kids and neighbors in Lake Country. I started this business slowly at the end of last school year, and now Ms. Pegz Art Therapy is the only Art Therapy business within a 50-mile radius.

My Mission: My mission is to help my clients feel heard, build self love, restore confidence, and begin healing within themselves and their families. I want people of Lake Oconee to see how much mental health matters. It's OK to ask for help and not stay alone in stress, anxiety or pain. We use art as a medium (a tool) for representation of our own experiences, grievances, or hurts. In Art Therapy, I give guidance with compassion for each individual's needs. I help create relationships of self love and healing by putting the ART in heART.

My Strengths: My passion for helping others and compassion for those who need help create bonds with people, especially kids. I also never stop trying, learning and growing. I work hard, and I'm humble enough to know my limitations and wise enough to know my worth and fight for it.

What inspired the idea for your business, and what keeps you



passionate about it today? After five years of teaching art in a local school system, I started noticing that the children were drawing their feelings, secrets, and hurts — images and memories from their souls. I was a witness to their hearts seeing some very personal things. I was witnessing their inner turmoil, confusion, and their pain. As an empathetic person, I wanted to help, but knew I needed the education and tools to do so properly. I directed the children multiple options for proper care, but they would often choose art therapy. It got me really thinking about my life and limits to helping them.

I also noticed that the children were getting closer and closer to me — literally! They were drawing right by my desk or next to me. After a year, I moved all the desks as close to me as possible so children could take turns. How adorable is that? They would take turns to talk with me one on one. This was something not easy in Art class because it was always just me teaching up to 25 kids. These kids were talking to me though, really opening up. Those have been some

of the best laughs and conversations of my life. I loved building bonds of love and trust with them. All my tiny friends. I will miss that. I worked to make them comfortable and knew they were truly loved for being themselves and knew I was really listening. I wasn't labeling or judging. After a while, I saw it wasn't the subject I was teaching or the lesson I picked. It became apparent I have a natural talent for this. People open up to me and share their hearts. I feel I was sent there to see this, learn about the potentials of art therapy and share it. I felt it was time to grow and share myself out of those four walls of limitations.

What makes your business unique, and why do customers love it?

Art therapy is not a new practice. It's been around since the 1960s, but for many it's a new concept. My research and understanding show that I am the only Art Therapist officially educated in the field within 50 miles. You can read Google reviews by searching for Ms. Pegz Art Therapy on Lake Oconee/Eatonton and see reviews from my wonderful clients.

I have asked each to write their true story and thoughts for a truthful, first-hand perspective.

What makes your business unique, and why do customers love it?

With every client — be it a teen, senior, adult, or former fine art student and even my personal friends and a few family members — I know that my presence, my guidance, my compassion shows them love, honesty, and full support with respect. I help identify hurt views to restore and resolve those issues. We create a special relationship. It's a blessing, my job. A calling. Through others journeys, they assist in finding mine. How powerful and poetic. I hope to hear from you soon.

Carmen Champagne

Grail Bra Specialists

Owner & Lead Fitter

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- 1040 Gaines School Road,
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- support@grailbras.com
- grailbras.com

Our Mission:

To provide a world-class bra fitting experience to clients of every size.

Our Strengths:

Personalized service, a knowledgeable team of bra fitting experts, and the largest in-store bra selection in the Southeast.

Type of business:

Retail (intimate apparel).

What makes your business unique, and why do customers love it?

Grail Bra Specialists is our area's only independent professional bra fitting boutique, so bras and bra fitting are our entire focus. Bra fitting is a bit of a lost art in the era of online retail, but the benefits of bra shopping in person are huge. The Grail team takes a collaborative approach to the fitting process, listening to your feedback and personal preferences. Our unofficial motto is: "There's no wrong way to have a body." If your bra (or any other article of clothing) doesn't fit, it just means that particular garment isn't the right match for you. We're here to help you find solutions. Grail carries over 7,000 bras in-store, in over 260 sizes, to be able to give every customer the most possible options.



What is the best compliment you've ever received about your business?

For many women, bra shopping can be frustrating and demoralizing. Bra sizing is confusing and often inconsistent, plus bra shapes are just as important for a proper fit as bra size. Shopping for undergarments also tends to make us particularly aware of our body insecurities. The best compliments are when customers tell us that we made

their bra-fitting experience "easy" or even "fun"! We've had customers tear up while telling us that this is the first time they've worn a bra that fits.

What's something about you that people might be surprised to know? I hold black belt ranks in two martial arts, and I teach self-defense classes to Athens-area women and teens!

Susan Powers, CFA, CFP®, CPA

AssetGrade, LLC

Co-Founder of AssetGrade,
LLC | Registered
Investment Advisors

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My Business: At AssetGrade, we provide comprehensive wealth management strategies designed to reduce debt, grow savings, amplify investments, and minimize taxes. Founded in 2013, our business has flourished primarily through referrals, a reflection of the confidence and trust we've earned from our clients.

My specialty lies in serving individuals and families with \$750,000 or more in investable assets, with a particular passion for helping women navigate life's most significant transitions, whether marriage, divorce, widowhood, or preparing for retirement. These are times when financial clarity and support matter most, and I strive to be a trusted partner who not only provides technical expertise but also a steady hand and listening ear.

What makes your business unique, and why do customers love it? What makes AssetGrade unique is our unwavering commitment to personalized service. We are a fiduciary firm, which means our sole responsibility is to act in the best interests of our clients, free from product sales or hidden incentives.

But what clients value most is how deeply we care. They often tell me, "I feel taken care of" and "Thank



you for taking this journey with us." That's because I take the time to truly listen, to understand their goals and fears, and to craft a strategy that empowers them to move forward with confidence. Whether it's navigating the complexities of managing wealth, preparing for retirement, or supporting loved ones through transitions, clients know they're not alone. I stay in touch with my clients throughout the year to proactively address any changes or concerns that may arise.

Looking ahead, what is your biggest dream or next big goal for your business? My biggest dream is to continue expanding AssetGrade's reach so that more individuals and families can experience the peace of mind that comes from being

prepared. I want to deepen my work with women in transition, offering not only financial guidance but also reassurance and confidence during pivotal moments in their lives.

Ultimately, my goal is to grow AssetGrade into the leading resource for those with substantial assets who want a trusted partner walking alongside them, helping them plan, prepare, and thrive through every stage of life.

Hobbies: Outside the office, I enjoy traveling with friends and family, gardening, and making the most of life at Lake Oconee. One of my favorite pastimes is entertaining with my husband, Mark, he's an incredible chef, and together we love creating memorable meals and moments for the people we care about.

Dr. Rivera

Choice One Dental Care of Lake Oconee

Dentist

📞 706.454.0044

📍 1000 Cowles Clinic Way, W-200
Greensboro

✉️ gda-greensboro@vsmmgt.com

🌐 [choiceonedentalcare.com/
location/greensboro](http://choiceonedentalcare.com/location/greensboro)

My Mission: As both a dentist and a specialist in medical aesthetics, my mission is to help people feel confident in their health, their smile, and their overall appearance. I believe beauty and wellness go hand in hand—when we feel good about ourselves, we carry that confidence into every part of our lives. My goal is to provide care that is not only professional and innovative, but also compassionate and personal. Every patient deserves to be heard, cared for, and supported on their journey to looking and feeling their best.

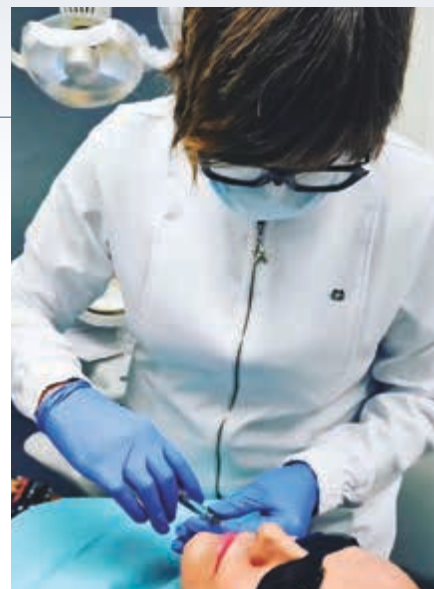
What makes your business unique, and why do customers love it? What sets my practice apart is the way we combine advanced dental care with medical aesthetics to treat the whole person, not just a smile or a single concern. Patients love that they can come to a space where health, beauty, and confidence all meet under one roof. Beyond treatments, they value the personal attention, the trust we build, and the feeling of being truly cared for. It's not just about results—it's about creating an experience where every patient feels listened to, supported, and leaves with a renewed sense of self.

What is one challenge you faced as a woman in business that shaped who you are today? One of the greatest challenges I faced as a woman in business was learning to balance high professional expectations with my own voice and vision. Early on, I felt pressure to fit into traditional molds of healthcare and leadership. Over



time, I realized that my strength lies in embracing what makes me different—bringing compassion, artistry, and a woman's perspective into a field that often focuses only on the technical. That challenge taught me resilience, confidence, and the importance of staying true to my mission. Today, it shapes how I connect with patients and how I lead my business with authenticity and heart. Dentistry has been my passion since I was just 14 years old, when I first started working in a dental laboratory. That early exposure inspired a lifelong commitment to oral health and aesthetics. I went on to earn my Bachelor of Science in Biology from Interamerican University, followed by my Doctor of Dental Surgery (DDS) degree from Marquette School of Dentistry in Milwaukee (1992). After graduation, I proudly served as a Dental Officer in the United States Army, where I had the privilege of caring for service members and their families at various military bases. My time in the Army sharpened my ability to provide care in high-pressure environments and instilled in me a strong sense of discipline, excellence, and service.

When I transitioned to civilian life, I founded Restore Skin and Smile, a practice dedicated to combining dentistry with advanced aesthetic treatments. Over the past 28 years, I have focused on



helping patients achieve not only healthier smiles but also greater confidence in their overall appearance. My approach is always rooted in personalized care, innovation, and natural-looking results. I've also continued to expand my training with advanced education, including a certification in Orthodontics from the FORCE Institute in Michigan (2003) and a Postdoctoral degree in Expert Aesthetic Medicine and Surgery in Barcelona, Spain (2021). Staying up to date with the latest advancements is important to me, so I regularly attend continuing education courses, conferences, and seminars. Beyond clinical practice, I am passionate about giving back to the community. I've participated in health fairs, supported initiatives that bring dental care to underserved populations, and mentored dental students who are just beginning their careers. My military background continues to guide me, especially in supporting veteran-focused health and wellness programs. I am also proud to be an active member of the American Academy of Aesthetic Medicine (AAAM), the International Academy of Aesthetic, Cirujanos Dentistas de Puerto Rico, and the International Academy of Aesthetic. As I begin this new chapter with Choice One Dental Care, I'm eager to bring my experience in dentistry, orthodontics, and medical aesthetics to this wonderful team.

Most of all, I look forward to caring for this community, building relationships with my patients, and continuing to grow both personally and professionally.