

My Pace Story

Randye Spina '86

Author, speaker and marketing expert, Randye Spina, was influenced by her professors at Pace. "Professor Heller was my favorite. He taught marketing and sales. His enthusiasm was infectious." states Randye. Once graduating from Pace, she worked for Fortune 100 companies in the financial and travel sectors for more than 25 years. Then, in 2005 she realized her dream and made her passion for helping small businesses a reality by starting her consulting firm, Affordable Marketing Solutions. Randye works with clients nationwide in industries as diverse as Non Profits, Retail, Health & Wellness, Construction, Insurance, and dot com start ups.



It was the opportunities provided by Pace that enabled Randye to be the first in her family to graduate from college. "It was because of Pace's highly flexible evening courses, and their assistance with grants and loans, that I was able to complete my degree at night while supporting myself during the day. My best Pace moment was graduating after 9 years of evening and weekend classes."

In January 2010, her book *"Affordable Marketing Solutions: Proven Techniques to Profitably Market Your Small Business"* was published. This 100+ page handbook covers all the small business marketing techniques such as websites, email, coupons, brochures, postcards, trade shows, public relations and more and, most importantly, how to get them right the first time - without wasting time. Each chapter contains worksheets, templates and checklists to guide the small business owner to marketing success.

To learn more about Affordable Marketing Solutions LLC, visit her website at www.myaffordablemarketing.com.

Maritza Colon-Rivera '91



I graduated Pace University with a BS in Biology in 1991. I met my close friend Ceron Christie at Pace University. We were both Biology majors with dreams of one day going into partnership within the medical profession. Although I always loved the sciences I decided to take a year off of school and earn a little money. That was where I was drawn into Finance. I soon realized that I had a knack for the numbers and decided that Payroll and Accounts Payable were where I felt most comfortable. As my life and career took its shape Ceron decided that she would leave medical school to become a teacher.

We never expected our lives to take the turns they have but we always shared that dream of having our own business one day. I guess you could say that we were always born to be entrepreneurs.

After many years of small business ventures Ceron Christie and I have partnered up to open a Charter School for High School Students from grades 9-12 called **Think Tank Preparatory Academy for Young Urban Entrepreneurs**. We are slated to open in the city of Compton, California in June

2011. We are affiliated with the California Charter Association (CCSA), Network for Teaching Entrepreneurship (NFTE) and ExED.

Our school is geared towards the **success of entrepreneurship through education** for high school students. Providing these students with the tools needed for success as entrepreneurs will also improve their socio-economical lives, as well as, give back to the communities they choose to live and practice in.

I believe that the education, tools, skills and bonds that I received at Pace University, has allowed me to embark on this journey to ensure other young, bright motivated minds can have the same opportunity as Ceron and I had the privilege of receiving.

Our mission is to make **'earning a part of learning!** http://thinktankprep.org/Home_Page.html