

Chicago's Finest Women

Women Who Have Crashed Through the Glass Ceiling

March 10, 2008

Starting a business is one of the most stressful, financially-burdening things a person can do in their life. These fabulous Chicago women have not only broken through that barrier, but they have succeeded beyond expectations.

“When I started my first company, Eved Services, I faced more obstacles than I had imagined existed,” says Talia Mashiach, CEO and founder of Eved Services. “It took unbelievable drive and dedication to get where I am today.”

See below for four women who are dedicated start-up entrepreneurs.

Dr. Kristine Tohtz – Serenity Health and Wellness

After discovering her love of chiropractic and holistic medicine at a young age, Dr. Tohtz has dedicated her life to helping and educating others on these healing arts. She met her business partner, Dr. Thomas Lotus, at National University of Health Sciences, and together they founded Serenity Health and Wellness. The center offers everything from chiropractic care and acupuncture to hypnotherapy and yoga. On top of her business venture, Dr. Tohtz teaches Back Safety Training Programs, corporate yoga, stress management and proper ergonomics to numerous companies.

Talia Mashiach – Eved Services

Talia Mashiach's entrepreneurial spirit was sparked when her husband Sam, a musical entertainment vendor at hotels around Chicago, often told her about the difficulties of working with unorganized hotel management. Hearing her husband's complaints, Mashiach was inspired to found, Eved Services, an in-hotel event services, technology and destinations management company. Mashiach's dedication and perseverance led Eved Services to post revenues of \$4 million in its first full year, 2005, and reached over \$8.1 million in 2007. The company has contracts with over 35 hotels and services the event needs of thousands of clients, including over half the companies on the Fortune 500 list. (On top of being a successful founder and CEO, she is a 31-year-old mother of four children.)

Suzy Crofton – Crofton on Wells

Her first attempt at running her own restaurant, Chef Suzy Crofton's Crofton on Wells was named one of the best new restaurants of the year by *Esquire* magazine in 1998. The restaurant has received praise from various media outlets all over the city of Chicago, including *Chicago* magazine's 2001 Great Dining issue. Crofton is not only the chef, owner and general manager of the restaurant; she is also responsible for the creation and maintenance of the 150+ wine list.

Laura Haberman – Jade

Laura Haberman's career began at age 13, designing custom bleached denim with hand-drawn cartoon characters and brand logos. While attending the University of Illinois, Haberman sold custom-made t-shirts with her own cartoons and characters on them, making her a huge hit on campus. After stints in boutiques around Chicago and writing fashion stories at the *Chicago*

Tribune, Haberman opened her first business: Jade. This upscale women's boutique features noteworthy designers, as well as avant-garde newcomers.