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SMALL BIZ

Susan B. West

Founder (in the white shirt)

Business: Shift, a fitness club run by and for teenage girls. Teenage obesity has become a huge issue, and West saw it as an opportunity to start a business, where she could help teens think healthy by making it social and fun. The name implies empowering teens to make better choices and shift their self image.

Web Site: www.power2shift.com
Founded in Feb., 2005

Previous Career: West's six-year corporate career was as marketer and brand manager at various corporations, including Mellon Bank, Procter & Gamble, Hewlett-Packard, AOL Time-Warner, and SoftCoin.



Reason for Leaving: She left her corporate job because she wasn't satisfied with the impact and influence on the organization.

Initial Investment: Sold car for \$10,000

Annual Sales: Shift has not yet completed its first year. West just introduced the club to the Bay Area and is working with two groups of teenagers who have signed up at the club and meet in groups of 10 at a member's home. Members pay \$149 to enroll in a 12-week program, and currently two programs have started in California's Bay Area.

Tip: Try on different hats -- maybe one will fit you better. "I was pleasantly surprised that even though I'm a marketer by training, I can do just as well or even better being a a nutritionist, physical trainer, and educator," says West.

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