

Women in Franchising

BUSINESS SUCCESS STORIES | HEALTHYYOU VENDING

HAVING IT ALL

HealthyYOU Vending offers ideal work-life balance for these three female entrepreneurs

HealthyYOU Vending offers the best of flexibility and opportunity. Owners can work full-time or part-time, and can scale the business as much as they want. It's a great opportunity for women and for anyone who wants to control work-life balance.

"Thanks to the business opportunity that HealthyYOU Vending provides, many women can achieve the rarest of experiences: a happy and sustainable work-home balance," says Jill Navidomskis, HealthyYOU Vending vice president of operator services. "Whether you

are a mother, caregiver, wife or successful professional, women from all walks of life can enjoy HealthyYOU Vending's flexible business operations and management with a part-time option. With HealthyYOU Vending, women really can do it all."

Here, we meet three female business owners who share their experiences with HealthyYOU Vending. —Haley Cafarella

Learn more at www.healthyyouvending.com or www.FranchiseConsultantMag.com, Company Code: 17834.

Gee Gee Annunziata



Gee Gee Annunziata is the owner of NOVA Healthy Snacks2Go in the Broadlands, Va., area. She opened the vending machine business in August 2015. It was the perfect business for her because she needed flexibility as a mother of four. Being a newbie to the industry, Annunziata appreciated the support and training the company provided her and other female owners like herself. "HealthyYOU has integrity, and I always felt that they were there to help. The HealthyYOU training program is exceptional. I felt confident after finishing the training, and they empowered me to start my own business," she says.

After being a stay-at-home mom for 20 years, Annunziata admits that getting back into the workforce was nerve-racking. But HealthyYOU's part-time option was just what she needed to restore her confidence. "As my kids grew up and I had more time, I really built up my business successfully," she says. She was inspired to bring healthy vending machine options to a high school after seeing the junk food her own children were offered. Not only has owning a business helped her in her own life, but she fostered the entrepreneurial spirit in her children: "Three of my children help me out with my business."

Rosie Savage

Rosie Savage is the owner of Binta Vending in the St. Louis metropolitan area. Savage started the business in August 2021 with almost three decades of marketing, product management, and sales experience at several Fortune 500 companies under her belt. She believes that HealthyYOU Vending empowers all of its owners. "When I was assessing what type of venture I was interested in, they were awesome — with timely responses and helpful industry perspectives, and advice."

Being a HealthyYOU Vending owner has surprised her. "Initially, I thought that a vending machine services business would not be ideal for a woman. The industry is male-dominated, for sure, but HealthyYOU has allowed me to leverage their industry experience, knowledge, and resources so that I am able to demonstrate my ability to have a thriving business," she says. Her advice for aspiring female entrepreneurs: 1. Do your homework; 2. Start today; 3. Keep learning; 4. Review/adjust as you go.



Rosie Savage (left) having fun with one of her customers.

Eleanor Ellingson



Eleanor Ellingson is the owner of Hill Country Healthy Vending, which is located in the San Antonio area. She started the business in July 2018. As an owner with HealthyYOU Vending, she appreciates the great support and training that she has received. "The two-day

hands-on training teaches everything from the mechanics of the machines to setting up your business. After the initial training, they have staff on hand that will happily answer any questions and give on-the-spot support," she says.

In addition to great support and training, this is an attractive business opportunity for her because the vending machine business is her own. There are no ongoing royalty fees or strict guidelines for products. HealthyYOU Vending also helped her achieve the schedule flexibility that she has always wanted. "I have been able to choose how many machines to start with and how quickly I want to grow. For me, at this time, this is a side business. I love that I can make a good profit, and yet stay small enough to work around my life," Ellingson says. She suggests that prospective female entrepreneurs look for a business that offers great support and training. They should also ask questions and analyze their lives before making the leap into business ownership.

BENEFITS FOR WOMEN

VIABLE PART-TIME OPTION: Women juggle many responsibilities with other careers and family activities.

OPPORTUNITY OF FAMILY INVOLVEMENT: It's easy to involve family members in a HealthyYOU Vending business.

FITS ANY TYPE OF EDUCATIONAL, PROFESSIONAL OR SOCIAL BACKGROUND: HealthyYOU owners come from all walks of life: Ph.D.s, MBAs, retiring from military careers or education careers — and stay-at-home moms.

MISSION-BASED: The business fits well with women who are advocates of healthier eating and healthier lifestyles.

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