

*Anne Sachs Mulholland '86**Alumnae Visionaries*

When most think of the word entrepreneur, they think of an individual who is innovative, able to lead and passionate about forging a path they have set out to create. What one might not think of right away is how those individuals will touch the lives of so many others. The eight Ursuline women described in these pages all fit nicely under the definition of an entrepreneur.

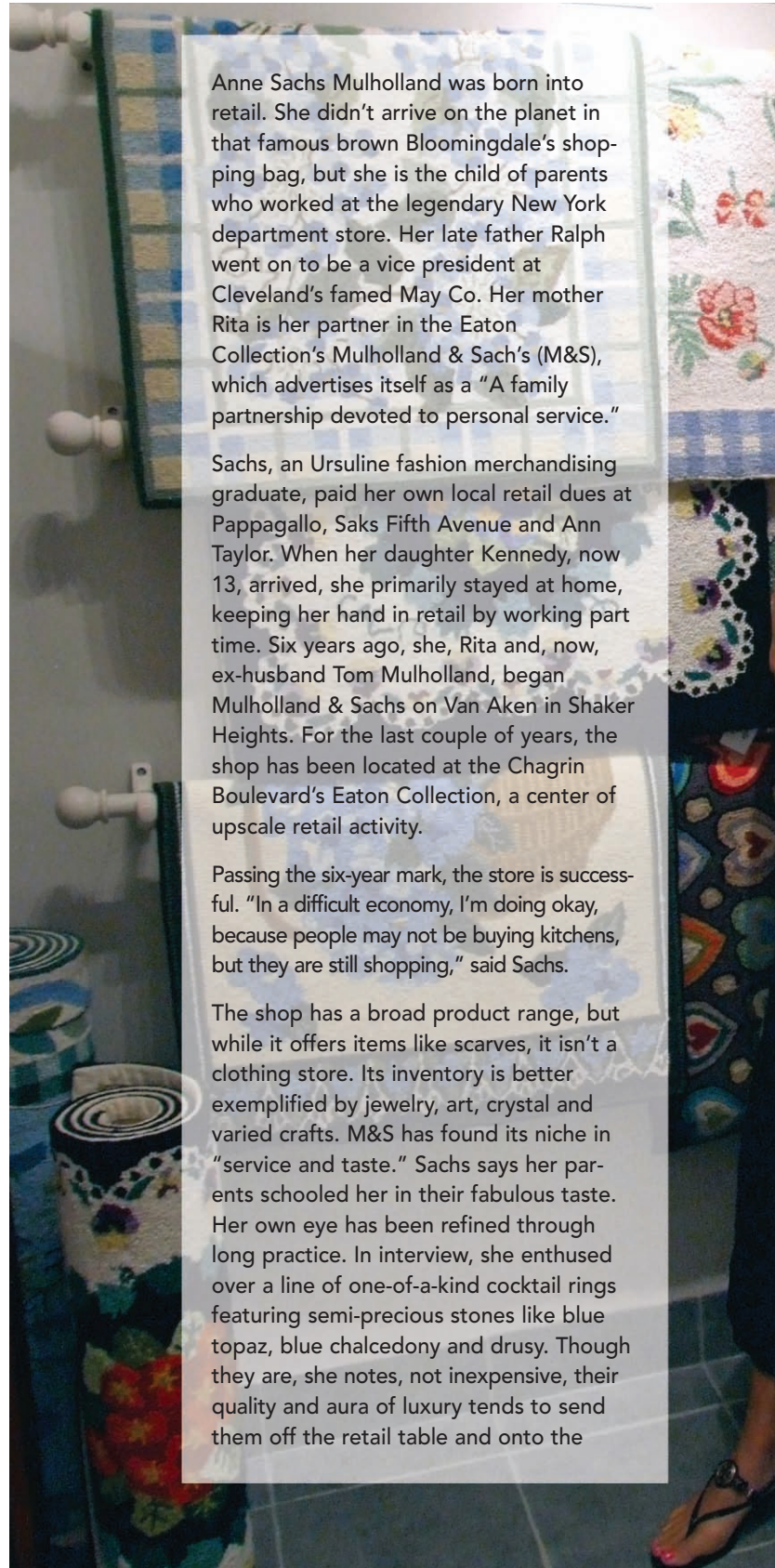
What unites these women is their sense of gratitude for Ursuline and the good memories they hold of their alma mater. The following feature illustrates how each of the women have implemented the trio for success (aka the infamous values, voice, vision mantra) in their own business plans to become successful entrepreneurs who share their talents with the world.

Anne Sachs Mulholland was born into retail. She didn't arrive on the planet in that famous brown Bloomingdale's shopping bag, but she is the child of parents who worked at the legendary New York department store. Her late father Ralph went on to be a vice president at Cleveland's famed May Co. Her mother Rita is her partner in the Eaton Collection's Mulholland & Sach's (M&S), which advertises itself as a "A family partnership devoted to personal service."

Sachs, an Ursuline fashion merchandising graduate, paid her own local retail dues at Pappagallo, Saks Fifth Avenue and Ann Taylor. When her daughter Kennedy, now 13, arrived, she primarily stayed at home, keeping her hand in retail by working part time. Six years ago, she, Rita and, now, ex-husband Tom Mulholland, began Mulholland & Sachs on Van Aken in Shaker Heights. For the last couple of years, the shop has been located at the Chagrin Boulevard's Eaton Collection, a center of upscale retail activity.

Passing the six-year mark, the store is successful. "In a difficult economy, I'm doing okay, because people may not be buying kitchens, but they are still shopping," said Sachs.

The shop has a broad product range, but while it offers items like scarves, it isn't a clothing store. Its inventory is better exemplified by jewelry, art, crystal and varied crafts. M&S has found its niche in "service and taste." Sachs says her parents schooled her in their fabulous taste. Her own eye has been refined through long practice. In interview, she enthused over a line of one-of-a-kind cocktail rings featuring semi-precious stones like blue topaz, blue chalcedony and drusy. Though they are, she notes, not inexpensive, their quality and aura of luxury tends to send them off the retail table and onto the



## retailing relationships



hands of her customers, who most often buy them for themselves.

Quality taste is, of course, never out of style, but Sachs makes it clear she places great stock in being devoted to personal service. She emphasizes that her success is contingent on her being able to serve. "People call me because they need help," says Sachs, "I'm intent on making everyone look good whatever their price point is. I listen to my customer's, pay attention to what lights them up in the store and do whatever it takes to satisfy them."

That also implies a social network, which Sachs says is a key component of her success. "The day before Mother's Day, I'm like a men's store. I know the wives because I've built a relationship with them and their husbands or boyfriends are not intimidated."

The formula works, says Sachs, but it's a challenge. "I am a single mother who works six days a week. Owning my own business is the best thing I can do as a single mother, but the demands and stresses of the role do tend to keep me up at night, and I'm up every morning from five to seven working on my computer."

Sachs values the information she gathered at Ursuline, the relationships and the way that her confidence was strengthened by her years in a woman-centered community. From her family, her school and her own experience, she acquired the tools to own and operate an exciting and successful retail operation.