

## Women in Business Networking



### *Interview with Yvonne Wathen, Bravo Sales*



**WiBN:** Please share the most recent change in your career.

**Yvonne:** In 1989, I founded an Independent Sales Representative Group. For twenty-two years, her company has represented hundreds of manufacturers to gift industry buyers, employed 6 associates and covered 5 states, In Aug 2010 Yvonne restructured Bravo Sales into a Business to Business web-based company delivering overstock options for distributors and manufacturers to gift industry and corporate buyers. In April 2011 I decided to retire Bravo Sales to pursue other interest. My most recent position is Executive Director of The Dayton Hispanic Chamber an organization that I have been involved with for over 7 years. In the past two years I have held the positions of Events Director and Vice President on the Board of The Dayton Hispanic Chamber.

**WiBN:** What or who has been your greatest influence in business and why?

**Yvonne:** My husband, who provided the backbone of the organization while I pursued the business development and marketing. His “can do” attitude always encourages me to do more and take chances. (Perfect example of left brain and right brains working together.)

**WiBN:** What would you say is your greatest professional accomplishment to date?

**Yvonne:** Starting my business 23 years ago, and the long road to get established in the manufacturer’s representative market.

**WiBN:** What’s the best advice you have received as a business woman that you wish to pass on to our readers?

**Yvonne:** I actually have several: Be very willing to work hard and experience initial failures, perfect your “listening” skills and practice ethical behavior in all your business decisions.

**WiBN:** What have been the most effective marketing initiatives or programs you have used to promote the Bravo Sales?

**Yvonne:** in the early days of the business, post card mailings were always beneficial, usually followed up by a personal contact and store visit. Today it’s personal calls and networking.

**WiBN:** What do you do for fun/relaxation?

**Yvonne:** Spending time with my new grandchild plus I paint in various Medias and enjoy audio books throughout the week. Watching my favorite TV shows like HGTV, CSI and Bones helps shut down the think tank for a few hours a day.

**WiBN:** Is there anything else you'd like to share with our readers?

**Yvonne:** I am a huge fan of random acts of kindness and believe these little surprise acts can often change a person's day both for giving or receiving. I am most motivated by my personal accomplishments more than any monetary rewards. I enjoy volunteering with organizations I feel passionate about. I especially enjoy spending my efforts with the Kidney foundation, the BBB and The Dayton Hispanic Chamber of Commerce where I am the Executive Director.

**WiBN:** In addition to your website, how else can our readers connect with you online?

**Yvonne:** I can be reached on email, linked in, cell phone, and home office phone.

**Contact Yvonne:**  
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