

# AMPLIFY SUCCESS

Our goal is to help build sustainable businesses to enrich the community and create economic stability. We're here to take entrepreneurs out of survival mode, empowering them to focus on growth, innovation, and creating their vision. With us, they're never alone—we're a companion in business, providing the encouragement and expertise they need to succeed.



## THE JUICE COLLECTIVE

LaTeka Cooke-Davis is the owner of The Juice Collective, located in Horseheads and soon moving to downtown Elmira—right next door to AE. She shares, “When other companies would not even consider helping a new business like mine, AE gave me an opportunity and helped build confidence enough to know that the possibilities are truly endless if help is there... Entrepreneurship is more than possible with the right support. Help is available through AE in more ways than one.”

## PICKLEBALL MANIA

Lesa Carter, owner of Pickleball Mania, has this to say: “When AE helps businesses like mine, the community reaps the benefits by having a place to gather and socialize. I recently had a family night at Pickleball Mania, and because of AE's support, the over 75+ people who attended could participate and enjoy themselves.” She added, “I was heard, which has meant so much to me. I needed the funds to expand, but having someone listen and take an interest in your business success is essential.”



## BORICANA LLC

Crystal Moran is co-owner of Boricana LLC. “Our community needed a big splash of diversity, and that's what we are doing,” she shares. “We have met so many people from all over the world that enjoy our food, music, and conversations.” For entrepreneurs considering AE, she says, “You won't regret it. We work with Lindsay and she's very attentive, supportive, and understanding. She's also very helpful with everything you ask. If she doesn't have the answer in front of her, she will find it.”