

## Janet Tanguay, Bio

Janet Tanguay came to the Capital Region of Upstate New York in 1989 to work for Mountain View Productions/Mountain View Group in sales, then as an Associate Producer. She started her career working at a radio station in Vermont as an Associate Producer sourcing guests for a talk show called Breakfast at the Hanover Inn near Dartmouth College. The show won a Golden Mic Award for Broadcast Journalism and a Graniteer Award for New Hampshire Broadcast Excellence. She then transitioned into film at Northland Video Productions which eventually led her to New York. By working with Chris Howard as a Production Assistant, Tanguay is going back to her roots and love for film.

Tanguay is now a Business Advisor and owner of The Hammock Way of Life. Through her work with Hofstra University as an Entrepreneur in Residence, the U.S. Small Business Development Center as a Disaster Recovery Business Advisor during the Covid-19 pandemic and as the former Director of the Entrepreneur Boot Camp at the Capital Region Chamber, she has guided over a thousand entrepreneurs in launching their dream businesses. She encourages people to live the life of their dreams by offering unique and inspiring vision board, employee engagement, circle of influence, focus groups, team building and strategic planning workshops. She has also assembled a collaborative of other coaching professionals that offer everything from DISC and Myers Briggs assessments to Emotional Intelligence, Culture Talk and Six Sigma training.

Her company, The Hammock Way of Life, attained minority and women-owned businesses certification in New York State in 2019. She named her company The Hammock Way of Life because her vision is to spend more time in hammocks in the next few years and she encourages others to live their dreams as well. Visit [www.hammockwayoflife.com](http://www.hammockwayoflife.com) to learn more.

Janet saw a recurrent need among early-stage entrepreneurs for funding of goods and services. She designed her latest business, Biz Idea Shower as a gift registry for business owners, similar to a baby or wedding registry where entrepreneurs register for the products and services they need in their businesses. Then, friends, family, colleagues, philanthropists, angel investors and venture capitalists can search for firms that resonate with them and help provide these goods and services to sustain small business. This way, when the business has a grand opening, instead of showing up with chocolates and champagne and flowers, people can give the entrepreneur what they really need, more like doormats and signage and accounting services. [www.bizideashower.com](http://www.bizideashower.com).

Janet's first business, Studio J, opened in 1993 to assist companies in developing marketing strategies for growth and development. As the founder of Art n Soul, Inc. from 2006 – 2017, she represented over 150 artists, coaching and teaching them the business of art. Janet is also a mixed media artist; author of two children's books, *Bee* and *Dustbunnies Don't Eat Carrots*; and a former featured writer on the Times

Union Blog on micro businesses called Startup and Grow and on Womeninbiz.com. Janet has appeared on the television shows The Hip Entrepreneur, The Growth Mindset, Inspiring Wellness Solutions, and Schenectady Today. She has been featured on the cover of Women@Work Magazine in the 2018 Business Finance issue. Janet has also received the 50 Over 50 Making a Difference honor from ABC Channel 10 (WTEN), and the Fierce Advocate for Entrepreneurs award from SheSpeaks2Me.com. As a side note, she is related to the highest paid vaudeville performer of all-time, Eva Tanguay.

## **EMU – Entrepreneur Meet Up**

Janet also saw a need for entrepreneurs to build community and stay connected so that solo entrepreneurs don't feel isolated. She started a group that meets monthly to encourage entrepreneur engagement. The group now has nearly 500 members. Topics have included social media, branding, selling without selling, circles of influence, content management and more.

Facebook: EMU – Entrepreneur Meet Up.

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