

# 2012 Celebrating South Shore Women



Successful  
South Shore  
business  
women pave  
the way for  
the future.

In the following pages you will learn about the variety of businesses & services driven by women. Whether they work with their families, have set off on their own, created something from a seed of an idea or taken over a long family tradition, the women in these businesses have led their companies to great success.

As successful business women, these leaders are paving the way for future women-owned companies. Their entrepreneurial spirit has flourished in the creative environment of the South Shore.

Whether you need to relax, remodel, decorate, invest, retire or raise happy healthy children, these businesses are great resources for you!



Jennifer Warshaw  
5 SOUTH MAIN

A self professed stress junky, Jennifer Warshaw, owner of 5 South Main thrives in the busy environment of owning a restaurant and bakery. "Food is in my blood," laughs Jennifer, "I always wanted to be an artist and food is my medium." And the reviews prove that Jennifer is excellent at her art.

5 South Main is a small eatery in the heart of Cohasset Village. "It is wonderful to be part of a community that I grew up in," says Jennifer. "I love the town and the community has been wonderful to us. Nothing makes me happier than to chat with customers and hear firsthand what they think of our food." Cupcakes are a big hit with the younger set while the older customers seem to love the pancakes. "My mom was a baker and I worked at her side learning everything I could. I also got the entrepreneurial bug from my parents," comments Jennifer.

Jennifer had been working at a well known Boston bakery when the opportunity to buy the space at 5 South Main came available. "I hesitated; I wasn't really sure I was ready to take the plunge," remarks Jennifer, "but the sellers must have known it was my destiny, they called me every day for three weeks and eventually I agreed."

The restaurant serves breakfast and lunch and the portions are generous. Local produce is emphasized in many dishes. "We do business with local farmers including Holly Hill and Weir River Farms," says Jennifer. "I have tried to create a fresh California vibe at the restaurant." The signature dishes such as the 5 South Main sandwich featuring lemon rosemary chicken, avocado, cheddar and black bean salsa as well as the Signature French Toast made with thick Texas style cinnamon bread are big hits.

"I am so glad that I have landed back in Cohasset; that I was able to convince my mom (a baker) to come out of retirement and expand my business to include 'Baked' our bakery in North Scituate."



5 South Main Street, Cohasset  
781.383.3555



Kellie Ann Lynch  
BALANCE STUDIO

The secret to her success, Kellie Lynch, owner of Balance Studio says, is her love of working with men and women and seeing them make positive changes in their lives. This sentiment continues to inspire her everyday as she develops programs for her studio. Balance Studio opened it's doors in 2008 and has grown to a full service studio that offers Pilates, Yoga and Barre classes.

Kellie has not always been in the fitness business; she had a long and successful career in sales and began taking Pilates classes in her free time. When she discovered how much she loved it her instructor encouraged her to get certified. "Once I was certified I started teaching at a local gym and loved it!" says Kellie happily. Seeing an opportunity to build her own business Kellie started teaching Pilates in her home. The demand quickly grew so she started looking for a commercial location. A beautiful new building was going up in the heart of Cohasset village and the owner was willing to build to suit our needs. It worked out perfectly because I was able to design what I really wanted in a studio," says Kellie.

Kellie has a wonderful team of 18 instructors which includes her sister Shannon. "We offer Pilates using Reformers and also mat classes. We have yoga, both heated and non-heated and our own personally developed Barre class," says Kellie. Yoga, Pilates and Barre all help create strength and flexibility and smaller class sizes allow for specific cuing and individual attention.

The studio has an intimate atmosphere and clients are welcomed by name; no small feat when client numbers are up to 700 currently. "Susan (Peterson), our studio manager is awesome. She helps create the friendly and warm atmosphere that I wanted for our studio," comments Kellie.

"I wanted to create a place with great energy, comfort and support that reflected my own love of fitness and exercise."



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