

# PHOENIX Business Journal

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Special Report

## Staying Ahead of the Downturn



**W Eco-Chic Inc.**

Description: High-end resale stores operating under four concepts: My Sister's Closet, My Sister's Attic, Well Suited and Small Change

Owner and CEO: Ann Siner

Address: 4015 N. 44th St., Phoenix

Founded: 1991

Employees: 120

2007 Revenue: \$10.7 million

2008 Revenue: \$11.2 million

Web: [www.mysisterscloset.com](http://www.mysisterscloset.com)

Current challenge: "Government. There's too much government, and there will be even more. I'm no economist, but can't someone figure out that the way to more jobs is to make it easy to start and operate a business? The more rules, taxes and legislation for business, the less incentive to take the risk to start or even keep a business running. There are enough challenges in running a business without our own government constantly adding more."

Recession strategy: "Advertise, advertise, advertise to keep our name in front of new and old customers."

Advice: "Never rest on our laurels. Always pretend we are in trouble and need to figure out the next great thing for our customers."