

Tech titans bring in bucks

Valley's public companies see big boost in sales during recent quarter

HAYLEY RINGLE, 16



November 7, 2014



EXECUTIVE INC.

JIM LYON CASTS A LINE FOR HOME BUYERS 29



PEOPLE ON THE MOVE

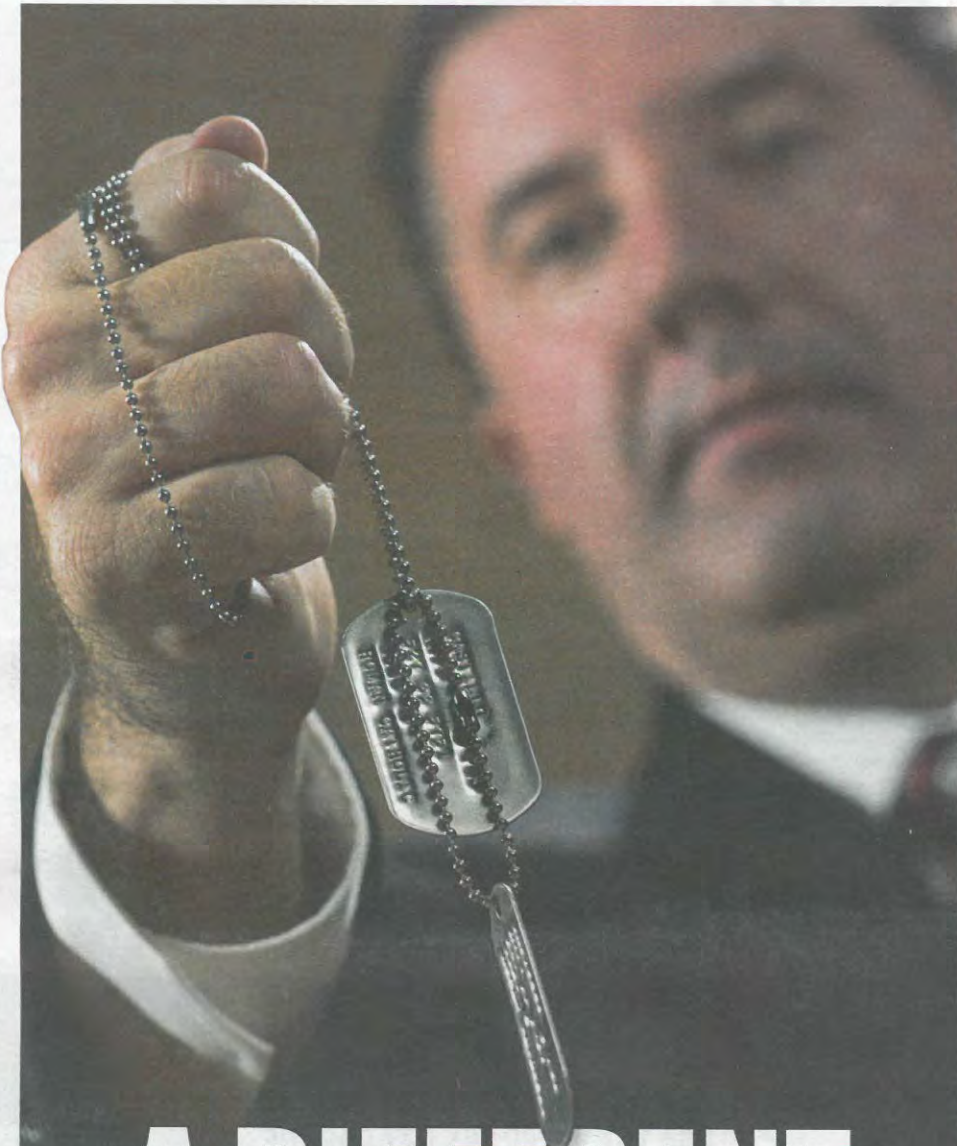
NEW HIRES, PROMOTIONS 30

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Historic Monti's to make way for new restaurant

Michael Monti is closing his iconic eatery after nearly six decades, but developers hope to lure a new concept to Tempe.

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A DIFFERENT KIND OF BATTLE

Local veteran-owned businesses face various challenges, and they don't always have access to the same assistance as other small companies.

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Lotion may provide Ebola protection

Phoenix-made product being tested as a barrier for various viruses.

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Roommates killing Phoenix home buying

More people sharing space is one reason the housing market isn't rebounding like before.

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Arizona efforts need to focus on three E's

Education, economy and exporting could lead the way out of construction-dominated state recoveries.

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ENTREPRENEUR

PetSmart trip consigned Siner, sisters to the Closet

BY ANGELA GONZALES
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In the 1980s, Ann Siner had a marketing job with PetSmart Inc., traveling all over the country for the Phoenix-based company.

During a trip to San Antonio one year, she found herself with some spare time and wandered into a consignment store.

"I had never shopped resale consignment," she said. "I got a pile of clothes and didn't spend that much."

That got her wondering what kinds of consignment stores were in the Phoenix area. When she came back home, she was sorely disappointed.

"It was awful," she said, referring to the consignment world as 3-D: dark, dirty and dingy.

In 1991, she decided to open her own consignment store representing the 3 C's: cute, current and clean. Enter My Sister's Closet, a consignment store that accepts only top name-brand clothes in excellent condition.

She created a holding com-



From left, My Sister's Closet Chief Fashion Stylist Tess Loo and co-founders Ann and Jenny Siner.

PROVIDED BY ECO-CHIC CONSIGNMENTS

pany called Eco-Chic Consignments, which owns My Sister's Closet, Well Suited, My Sister's Attic and now My Sisters' Charities Thrift Store, which opened this past summer.

Gross sales exceeded \$24 million last year, and the company now has 15 locations in Arizona

and California.

But Siner, who serves as CEO, isn't all about making money. The company gave away 32 percent of its profits in 2013.

"We realize our success should be shared, and from the day we opened our doors in 1991, we have been giving back

to the community," she said. "Our stores contribute unsold goods and revenue to help protect our environment and support abused women."

She also has an affinity for helping furry critters. Most of the company's financial donations went to the Arizona

Humane Society, she said.

"We also are passionately committed to ending the euthanasia of unwanted dogs and cats," she said.

Siner also donates time to several charities, serving on the boards of the Humane Society, Fresh Start, Phoenix Art Museum and Nature Conservancy. Earlier this year, she co-chaired the Dinner With Wolves benefit for the Southwest Wildlife Conservation Center and Defenders of Wildlife, where she serves on the national council. She also co-chaired the Fresh Start gala, which raised more than \$1 million in February.

"In a sense, charity is our middle name," she said.

What's most gratifying about running the company is that her sisters are right by her side: co-founder Jenny Siner and Chief Fashion Stylist Tess Loo.

"It's nice to have them to count on and to trust them," she said. "If you're not there, you've got other sets of eyes looking out for the best interests of the company. We're all on the same page."