

Irmo-Chapin LEADER

by Katie Gantt

Ann Scott O'Brian

Ann Scott O'Brian was born in Columbia and has lived here all her life, excluding her four years at Lander University in Greenwood, where she majored in communications and minored in public relations. During her time at Lander, she attended the College Broadcasters, Inc. conference in Minnesota, where she won the national first place award in the Best Documentary/Public Affairs category. She graduated from Lander with the "Golden L," meaning she earned a cumulative GPA of at least 3.5 in her last sixty hours of instruction through the university.

After graduation and a year of searching for the right job, Ann decided to create her own destiny and started her marketing business, Optimization Marketing, LLC. Her company will reach its first birthday in April of 2018. "Business is going well," she says.

Ann became interested in the American Business Women's Association (ABWA) when she met another business owner who wanted to open a local chapter of the association. In October, they put plans into motion and formed their group, Pearls of Success, with the ABWA. So far they have approximately twenty members with a goal of at least thirty members, if not more, so that they can officially charter with the national association. In addition to seeking members to join their chapter they also have a need for speakers at their meetings and volunteer opportunities that they can assist with. "We are ready, willing, and able to share our jewel and our success with everyone else," Ann says. She shares that the purpose of the ABWA is to bring business women of diverse occupations together to help them grow personally and professionally utilizing these four tactics: leadership, education, networking support, and national recognition.

Ann's parents live in Columbia and she has an older brother who lives in Greer with his wife. In her free time, she enjoys monogramming and spending time at her family's blueberry farm. Their farm is in Eastover, where they go every summer and work to get the crop ready. The farm is home to approximately 200 blueberry bushes and Ann classifies it as a "labor of love" for her and her family. "The name of the farm is 'O'B Joyful Farm.' In the Bible, it talks about being joyful, making a joyful noise towards the Lord and others. That's what our farm is about and it's dedicated to the Lord." ■

