

# Hello,

# *I'm Roxanne Easley!*

"My business was okay, being with Riverside Center for Innovation has elevated our company to heights I didn't imagine."-Founder & CEO,  
*Roxanne's Catering*



[INFO@RSECATERING.COM](mailto:INFO@RSECATERING.COM)



## How early did you see examples of success?

My success began when I began to build my business in 2006. The success was the support of the community that continued to help me grow to where we are today.





## What would you change about your business journey if you could go back?

I don't think I would change anything except being more proactive in obtaining my certification.

Everything else my business has gone through was meant for my growth.





## At what point did you look at your business and consider it a success?

I didn't realize how successful we'd become until before the pandemic. I heard of businesses closing and my staff still held on with me and then with the support of the restaurant revitalization, post pandemic helped us to keep remaining on our feet.

With other businesses closing it allowed our company to soar in a way it hadn't before. Opportunities continued to open up and we haven't stopped yet, new opportunities are still surfacing.

With the help of Riverside Center for Innovation they supported and pushed my business, talking about me in rooms I had no idea.

Now we are the first Minority owned companies catering in Soldiers and Sailors, The Frick Pittsburgh, and The Pittsburgh Cultural Trust which we wouldn't have had the opportunity to have without our Certification.





## What is the position of your business now versus before working with Riverside Center for Innovation?

My business was okay, being with Riverside Center for Innovation has elevated our company to heights I didn't imagine.

Ms. Judy pushed me for years to get my MWDBE certification and I kept putting it off and once I did, it has been the glue that was missing to the success of Roxanne's Catering.





## What is one short-term goal (12 months or less) you have for your business? Why is this goal important to you?

A short term goal I is to continue to cross over in a market that is predominately an industry for larger companies and non minority.

We would like to branch on all university campuses in the city and non profit and for profit companies.

Growing more contracts in places where they wouldn't expect us to show up.





## How does your business look different now vs. when you first started?

We are afforded in locations in the city where we have never had the opportunity to serve.

With the help of Riverside Center for Innovation they are constantly pushing our company in industries we haven't had the opportunity to even step through the door.

Now the doors are opening to where we growing at a rate we've not seen in our past years.





## How do you set your business apart from others in your industry?

Not only are we one of the few MWDBE Certified Catering companies in the city, we also bring to the table a ONE STOP SHOP for all your catering needs.

We want you to just show up to the event and allow us to do the rest.

We also offer bar services, staffing services, and newly added professionalism and etiquette training in the food industry.







## What model or fellow entrepreneur do you follow and/or admire, and why?

I admire one of the largest 2 catering companies in the city Bistro to Go and Common Plea catering. Bistro to go I admire their model I never see the owner at the events I always see her staff which means she has trained them to work independently.

I ride pass her shop and easily see 5 uhauls outside waiting to cater all over the city. Common Plea catering has cornered the market on being preferred caterers in large venues where they don't allow other caterers to cater on the same campus.

I would like to grow to get to the place where we can stand in those positions all over the city and be able to handle more than 3 events in one day.





## What makes a good leader?

A good leader is one that is not afraid to do everything that the people they are leading. One that recognizes the strengths in people and brings it out of them.

A good leader is easily respected by their peers and team.

A good leader is not afraid to make hard choices when it concerns their team!





## What routines do you follow each day?

We open up with prayer that is first and foremost. We go over each day the events we have for the the day and the next.

We begin preparation at the same time preparing for the week as much as possible.

I check emails first thing and follow up with questions and invoicing.

After that cooking happens, deliveries and serving the rest of the day.





## How can we find you and support your business? (Include website and social media links)

- [www.rsecatering.com](http://www.rsecatering.com)
- <https://www.facebook.com/Roxannescatering?mibextid=9R9pXO>
- [https://instagram.com/roxannes\\_catering?igshid=OGQ5ZDc2ODk2ZA==](https://instagram.com/roxannes_catering?igshid=OGQ5ZDc2ODk2ZA==)

