



Jennifer Rosenberg

- » **Age:** 38.
- » **Home:** Carmel.
- » **Occupation:** President of Acorn Distributors.
- » **Education:** Bachelor's degree in history from University of Cincinnati.
- » **Family:** Husband, Steven, a daughter and a son.

Rising Star: Jennifer Rosenberg

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Acorn Distributors President Jennifer Rosenberg is not just another heir to a throne.

The 38-year-old Carmel resident went out of her way to prove herself in the family business: providing janitorial and food service supplies.

She started from the ground up in 1999, building her own contacts and creating her own sales territory. Rosenberg beat the streets, proving her credibility.

"I didn't know if I could sell, and the last

person I was going to disappoint was my father (Al Wachter)," Rosenberg said.

She eventually turned over her accounts, started a family of her own and began working in the businessdevelopment division.

Her diligence led to a role as vice president of Acorn, and she was named president in 2005. In 2007, she purchased 52 percent of the company stock from her father.

"Coming in as the owner's daughter is hard," Rosenberg said. "I didn't want people to think I was there because of my last name. It was all about work ethic. I don't think you can teach someone a work ethic. Since I was a little girl, I was always earning my own money."

What was your first job or entrepreneurial experience? How did it impact your future?

At age 6, my dad gave me a dollar to file papers in the office. I put my first dollar in a scrapbook. Besides that, I baby-sat, worked at Mustard's Restaurant and worked retail at Chico's in high school. If you can sell clothing, you can sell anything.

How did you manage to stand out in a crowd and advance quickly in your career?

Through hard work and proving myself. Being who I was, my job was even harder. I not only had to prove myself as a salesperson but also as a hard worker.

What's the toughest mistake you ever made, and what did you learn from it?

It is still my biggest challenge today -- my work balance. Employees get emails from me at 1 or 2 o'clock in the morning. I need to do a better job of sleeping and not working all the time. I have a high energy level and don't require a large amount of sleep. I come home, spend time with my kids. They go to bed, and I get caught up on work in my home office. It is a work in progress.

How important is it to have a mentor?

A mentor is very important. In my case, I have a mentor in my industry that was in my exact position 20 years ago, coming into a family business and working her way up. I

can call her any day of the week, any time of day.

What advice would you give to other young people trying to get started in sales?

You have to be self-motivated. It is not an 8-to-5, Monday-through-Friday job. You have to want to work. You can't just put hours in. You have to like what you do.

What is the biggest obstacle you have faced in taking this role?

The learning curve. Coming into the company, sales came naturally for me. All the other departments, you have to learn, and it is a lot of hands-on learning. I had to focus and spend a lot of time learning the roots of the internal operations of the company.

What is your greatest accomplishment so far?

The culture and the people we have at Acorn. We have such an amazing group of managers and employees. They are our biggest assets. We have so much fun and work so hard. They will go above and beyond for customers and the company. That is what we are all about.

Call Star reporter Chris Sims at (317) 444-6034.