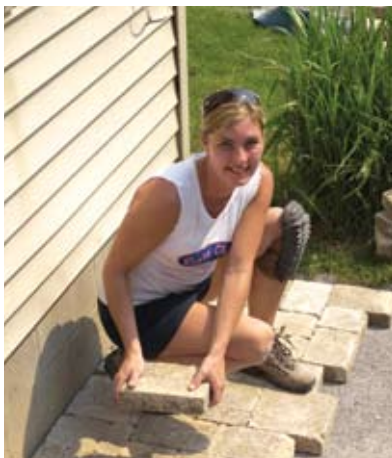


the fixie chick

brenna hartmann

MEDIA KIT



FIXIE *Chick*

learning

necessity is the mother of invention -victor hugo (1852)

At one point in her life, Brenna Hartmann found herself a single mom living in a circa 1920 cottage by the lake. A cottage she loved, but one that needed plenty of remodeling and repair. Out of necessity, Brenna taught herself how to fix whatever broke, leaked, tore off, cracked or just plain fell apart. One day as she waved hello from atop her roof while fixing a shingle, a neighbor called out, “Hey Fixie Chick, what are you up to now?”



In that moment an idea was born. “I bet there are other women like me who need to know how to fix what’s broken,” she thought, “or at least how to find the right person to get the job done, without feeling taken advantage of.” Hence her quest to share her knowledge began.

Things are different in Brenna’s life today. The old cottage is a thing of the past. Her passion for sharing her knowledge of home improvement has expanded into an endeavor to educate and empower women (and men) through print, television, radio, the web and personal appearances. She is a Renaissance Woman in the 21st century. She is The Fixie Chick.

person-to-person

honey you should really be on TV... just don't sing

-brenna's mother (2000)

Brenna considers herself an “infopreneur” – always on the cutting edge of technologies, trends and techniques in the home improvement industry. She is passionate about sharing new information that will enable women (and men) to either fix-it-themselves, or know how to choose the right person to do the job for them.

Her regular appearances on television and radio include how-to demonstrations; Q&As; community-based housing projects and more. Brenna has a friendly, humorous, natural, easy-to-understand style, which makes her popular with both viewers and listeners.



Brenna co-hosts a weekly talk radio program on WROC 950 am in Upstate New York. She is a female voice in a typically all male venue, and answers questions on roofing, siding, plumbing, and any other questions that come up, right alongside her male co-host.



As a regular segment on the WHAM 13 NEWS and the CW16, The Fixie Chick demonstrates step-by-step do-it-yourself projects like Replacing Your Chandelier; Laying a Paver Patio; Adding Carriage House Hardware to Your Garage Doors; and Tiling a Garage Floor.

sharing

friends share all things -pythagoras (582-507 BC)

Appearances

The Fixie Chick can effectively promote your business or event. She is available for how-to workshops, demonstrations, grand openings, live remotes and personal appearances. Her skill and experience at conducting educational hands-on seminars and clinics will translate into success for you.

Past Fixie Chick Appearances include:

- Home Shows
- Garden Shows
- Home Improvement Clinics and Demos
- Fund Raising Events
- Sporting Events
- In-store Appearances
- Grand Openings
- Live remotes

Endorsements

Brenna has appeared in both television and radio commercials promoting home improvement companies, philanthropic endeavors and community events. She is a skilled presenter and drives business for her clients.



reaching further

The future belongs to those who believe in the future of their dreams

-eleanor roosevelt (1884-1962)

As she developed her knowledge about home improvement projects and companies in her area, Brenna founded a free monthly publication, supported by local advertisers. Home&Yard Handbook, in its fifth year of publication, provides information as well as local resources for home improvement. Still a contributor to the magazine with her monthly Fixie Chick column and “What’s Green” environmental interview, Brenna offers information on industry trends, instructional project guidelines and information on “green” living.

Brenna’s twice weekly blog on Gannett’s Democrat & Chronicle website is the most trafficked on their site.

She is also a contributor to The D&C’s Her Rochester publication, Property Source magazine and produces her own publications.

A full library of Brenna’s articles may be found at www.homeandyardhandbook.com/archive



Her website www.fixinchix.com provides a full range of video, audio, print and interactive home improvement information for women of all ages and abilities. It also features an on-line boutique which offers her product line. The goal of the site is to disseminate non-intimidating, easy to understand, fun instruction and information. Ultimately, a community of women sharing tips, success stories, and friendship through empowered living is the objective.

new ideas

a life is not important except in the impact it has on other lives

-Jackie Robinson

The Fixie Chick is married with two children – a “tween” and a toddler – and she owns and manages a successful business. Her days are typical. She works; goes to the grocery store; manages the family calendar; makes meals; throws birthday parties; schedules carpools, babysitters, nights out with friends and business associates; cleans up spills; loads the dishwasher; lets the dog out; lets the dog in; does the laundry; flops into bed for what seems like a couple of minutes; and starts another day all over again.

What sets her apart? She doesn't have to wait for the plumber to stop the flood before the guests show up; she can change her chandelier on a whim; her broken dryer does not mean a trip to the laundromat; and if she wants to create a place to relax after work she can lay a paver patio in the backyard, or install a whirlpool in her bathroom.

What's more? She wants every woman to know what she knows, and she's willing to teach them.

Developing ways to encourage women to learn how to “do-it-yourself ” by capitalizing on her knowledge of home improvement and the building industry is an important part of The Fixie Chick's mission. She is dedicated to creating programs that will meet the needs of special interest groups and the general public.



THINK GREEN LITE
Go Green Without Going Extreme

Current special projects include:

Bonding through Building:

Moms and daughters learn the basics of tool use by working together on a repair or building project.

Divorced and In the Dark (Literally):

How to deal with a tripped circuit breaker, and other things women of any age – divorced or not – need to know about the things that make their homes run.

Livin'Green Lite – How To Go Green

Without Going Extreme:

Women learn how to undertake simple lifestyle modifications that will save energy, money, and our planet.