



Cindy Lo

Owner
Red Velvet Events

For an example of a person in constant movement, follow around Cindy Lo for a few days. You better have your running shoes on—and be ready for a real workout. She just never stops.

Red Velvet Events

As president and owner of Red Velvet Events, Inc. in Austin, Lo – who was raised in College Station and graduated from the University of Texas – organizes, plans and executes conferences, sales meetings and training seminars while also attending to business matters such as accounting, marketing, sales and administration.

Founded in October 2002, Red Velvet Events has quickly become one of Austin's premier meeting and event planning companies. The company specializes in coordinating meetings, conferences, weddings and corporate or personal parties.

"I started my business after a bit of encouragement from my friends who had more faith in me than I had in myself for running my own company," Lo said. "It started with just two basic events, and since then

through the help of word-of-mouth referrals, the business continues to grow each year, and the scope of our events continues to grow along with our client base."

Lo knows that minorities face specific issues in the business world that others do not.

"I personally would like to think that everyone is on equal playing fields, but I do know there are some stereotypes that make being a minority business owner a bit more difficult," Lo said. "My personal advice would be to take as much feedback as you can handle, and try to make your business really reflect you."

Seems like a winning formula for Red Velvet Events, doesn't it?