

newsmaker
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But her passion for beauty and the business of cosmetics didn't leave her. She held down a side gig as a makeup artist and began experimenting with her own product line. In 2003, Webb went to work for herself, opening a Wyoming-based boutique to sell E'LON products. One year later, she was recruited by a Federated diversity officer to sell her line at local Macy's stores. Negotiations with Macy's began in early 2005 and by Valentine's Day, Webb had orchestrated the first of two wildly successful trunk shows at the Tri-County store, more than doubling Federated's initial \$1,200 sales goal.

She closed her shop in late 2005 to focus on fulfilling the Macy's deal. But the agreement, which guarantees Macy's a rental fee plus a percentage of her sales, expired last month, a fact that Webb doesn't seem all that broken up about. She has her name and her lines. In the beauty industry, where palette names are as permanent as lipstick, such ownership is the equivalent of musicians owning their master tapes. "The African-American makeup market made \$9 billion last year, so somebody's buying makeup," she says.

To get her piece, Webb intends to return to the autonomy she had with her own store by opening a Tri-County Mall location this month and scouting Over-the-Rhine for a storefront. In addition, she launched the teen brand TWISY (The World Is Yours) at bigg's last December and she's even talking with investors about opening a series of E'LON franchises.

It's a varied and ambitious business plan, but the message is clear. "I want to tell women with my complexion that they can be just as beautiful as anybody else," she says.

• KATHY Y. WILSON

HOOP DREAMS

UC's women's basketball coach is one of the newest 300-game winners. And she's just getting started.

She may have some quirky pre-game rituals—watching cooking shows?—but nobody can argue with the results **Laurie Pirtle** has brought to the UC women's basketball team during her 21 years at the helm. The Columbus native knows something about winning (she's got the most victories in the program's history), postseason play (UC looks to enter its fifth NCAA tournament under her watch this month), and why a coach is only as good as the talent she surrounds herself with (hello, K.B. Sharp). We asked her to give us a refresher course. • DAWN REISS

>> MY MOM IS EXTRAORDINARY.

She put things out in front of me to push me to be the best. I played the violin and she wanted me to make Concert Mistress, the top chair. If I'd get beat, she'd tell me to go to school and earn my seat back. There was no such thing as failure, only alternative routes.

>> GREAT PLAYERS MAKE GREAT COACHES.

Tara VanDerveer, who coaches at Stanford now, was an assistant at Ohio State University while I played there. When I got the Cincinnati job, she said, "I know you think you are a really good coach, but recruiting is everything." It was the best advice because as a young coach, I was sure I could conquer the world.

>> I HAVE MY PRE-GAME RITUAL.

It's a lot of alone time. I don't do anything strenuous. My mom calls it my "psych-up" time. I'll watch the men's practice for a half hour in the glass restaurant that overlooks Fifth Third Arena to pick up an idea or two. If I'm [on the road], I'll watch the Discovery Channel or a cooking show for a half hour or 45 minutes. An hour before the game, I'm with the assistants on the floor and everything seems normal to me. It keeps me in this place where I feel calm and comfortable because the games are really stressful.

>> GET THE RIGHT TALENT.

You are only as good as the people around you. Anybody's success is due to that. I certainly believe that at Cincinnati. There have been a lot of great players. I don't step out and shoot a free throw or take the jump shot. They do. I know it sounds canned, but it's true.

>> I'M SUCH AN "IN THE MOMENT" PERSON, THAT ONCE IT'S DONE, IT'S DONE.

After the 300th win in November, I had a grilled cheese sandwich and watched some film.

>> MY FAVORITE PHRASE IS "LEAVE IT BETTER THAN YOU FOUND IT."

All those wins were all [my players] doing just that. They left it better than they found it and if I can keep doing that, I'll coach as long as I can.

