



CHAMPLAIN
COLLEGE

SPEAKING FROM EXPERIENCE
Entrepreneurship Series 2010



Idea that Goes
the Distance

From Power Patent To Politics

7:00 p.m., Tuesday, March 30, 2010
Alumni Auditorium, Champlain College
Free Admission



In 1977, Hinda Miller, along with her partner Lisa Lindahl, created the first sports bra by literally sewing two jockstraps together. Today, Jogbra is a generic name like Kleenex or Scotch tape. Annually, sports bras generate over \$500 million in retail sales. The two partners sold Jogbra to Playtex, Inc. in 1990, then to Sara Lee Corp where Hinda remained as President of Champion Jogbra Division for seven years. She currently serves as a Vermont State Senator from Chittenden County. Hinda will share her experiences and wisdom from her fascinating life.

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