



BIOGRAPHIES

Rita Folz

Rita Folz, President, Co-Founder, and Partner of Seaside Collections, LLC, is responsible for creative direction, product design, and production.

Rita has been a small business owner twice before. In her twenties and thirties, she owned and operated a cleaning business while she raised her young family. Then, she helped her husband run his electrical contracting business handling the much dreaded collections calls and weekly payroll. More recently, she has held positions in retail involving display design, sales, customer service, processing shipments, and returns.

Rita started sailing with her husband in 1998 and they have enjoyed cruising and boat ownership ever since. They have travelled to many beaches in the United States and the Bahamas and Rita has shells from every one. Rita has two children and seven grandchildren with whom she spends as much time as possible. She lives with her husband in Henderson, NV.

Tracy McKenna

Tracy McKenna, Co-Founder and Partner of Seaside Collections, LLC, is responsible for marketing including website design, advertising, and public relations.

Tracy worked for over 10 years in the website design and development industry for Automatic Data Processing as an Information Architect and Technical Communicator. She holds a Certified Usability Analyst certification from Human Factors International. Earlier in her career, she managed the Training and Development organization at a mail order catalog call center and worked in sales and customer service for a software developer. She holds a BA from Holy Cross College.

Tracy has sailed most of her life including racing, teaching, cruising, and most recently, boat ownership. She enjoys traveling and has been to England, Ireland, Austria, Germany, Switzerland, France, Greece, the Bahamas, and the British Virgin Islands. She has also travelled extensively in the United States and especially treasures the soil she collected from her grandfather's Illinois farm. Her husband has added to their sand collection from places as remote as Diego Garcia and Guantanamo Bay. Tracy lives and sails with her husband and two children in Poquoson, VA.



Rita (left) and Tracy sailing together with their husbands in the Bahamas.