

A film about women

REDWOOD

RONNE WRIGHT

THE HEART

They say her mantra is “get sh*t done.” Three little words to describe a woman who is undeniable. She’s the baby of her family by years. She’s the first one to graduate from college and paid her way by working two jobs and living at home. She got married. She had seven miscarriages. She took over her father’s printing business, worked in her parents’ painted cinder-block basement and didn’t take a paycheck for two years. When she finally had her children, two in fact, she returned to work in a week after each. “No matter where I was, I was feeling guilty when I was working... that I wasn’t with them. And when I was with them, I was feeling guilty because I wasn’t working. I’d go down, and I’d work, and then I’d go up, and I’d breastfeed, and then I’d come down, I’d work.”

Ronne Wright is the CEO of Wright Business Systems, Inc., the company she took over from her father in 1992 and restructured into a fourth-generation printing brokerage firm that is women-certified in eleven states doing business coast-to-coast. The business gave her the flexibility to be a “soccer mom” and the freedom to earn a living - not at the scale of the others in the group, she would tell you. The trade-off. Feeling intimidated by larger clients and facing repeated roadblocks that were fueled by early insecurities impeded the growth of her business.

That didn’t last long, though. She kept the company lean and pivoted. With guidance and encouragement from her dad, Ronne moved the business to her basement and hurdled her way to WPO with the others. Yvonne became a guidepost, and Jeanette helped formulate Ronne’s entry into real estate. “I just do whatever Yvonne does. WPO shifted my self-perception and expanded my business interests. These relationships help me be brave.”

Ronne runs with relentless energy. She’s an investor with Blue Tree Allied Venture Fund and Next Act Fund, was a proud member of the Hero Club, and has about a dozen properties.