



I AM
LUCKISHA
WILLIAMS
TOWNSEND

I was born in Welch, West Virginia, the youngest of six siblings. My mom died when I was nine, and I then lived with my grandmother.

I got my first job in the summer of 1986 at a dental office. The dentist's name was Dr. Lewis, who believed in me and helped me go to college after I graduated in 1987. I went to college for two years, and then in 1990 I moved to Columbus, Ohio and lived with a college friend. I got a job at a dental center in North Columbus.

I lost my job and was jobless for about eight months before I got my job at The Ohio State University College of Dentistry. I worked there for two years, when I got married and was expecting my first child. From 1994 to 2001 I started Employees for Christ (EFC). Our goal was to pray for students before their board exams. We also prayed for other employees and had Bible study. In 1997 I had my second son.

In 2000 the United States Occupational Safety and Health Administration (OSHA) said that all employees who had contact with patients had to be certified in cardiopulmonary resuscitation (CPR), so this was my chance to become an instructor. I would teach when we had classes at work and on the side teach classes for dental students when they were getting ready to graduate. My sister bought me the first manikins that I used for training the lifesaving techniques.

As this was happening, I studied for two years, and in 2002 I became an ordained minister.

Then I was told that if I were going to be teaching outside the college, it would be good to align myself with another



Luckisha with her "motivaiton": sons Joseph and Isaac.

“It’s better to regret something that you did, than to regret something you haven’t done.”



Luckisha in her 10th year teaching BLS CPR

er facility. After a long search, I found Grant Life Link. They let me teach for myself, but they also said I had to get the manikins that they used, which were a lot more expensive than the ones I had. So I used my credit card to purchase them. By the time my credit card bill came, I had the money to pay it off. I knew this is what I was supposed to be doing. Teaching people how to save lives is one of the most rewarding things you can do.

In 2004 I officially started a business called Increase Your Knowledge. I decided to get on the Web, but I couldn't do what I really wanted to do with CPR, so I tried to sell personalized candles to have another stream of income. After about five years, I saw that the only thing keeping the business afloat was the CPR classes, so I shut down the candle website and went in search of a company to create a website where I could have a calendar to post my schedule for people to see. As I was doing this, the American Heart Association created a page for instructors to post schedules as well. Now I had two ways for people to find my classes.

This is the third year I have received the Best of Columbus Award for First Aid and CPR instructor for medical and dental assisting schools. And as of 2014, Increase Your Knowledge has been in business for ten years. I'm now in the process of expanding and looking forward to see what happens next. What I would say to anyone who is thinking about starting her own business would be this: It's better to regret something that you did, than to regret something you haven't done.