

LIFE  
AFTER  
TRADING

## TOUGH COOKIE

FROM BLUE-CHIPS TO CHOCOLATE CHIPS:  
MYA JACOBSON'S DELECTABLE SECOND ACT**NAME:** Mya Jacobson**AGE:** 34**LOCATION:** Jersey City, New Jersey**LIFE IN TRADING:** 1998–2004: Traded index ETFs on the American Stock Exchange for STR Trading Partners**LIFE AFTER TRADING:** Founder and owner of Feed Your Soul, a gourmet-cookie business**THE STOP-LOSS:** Jacobson, needing a steady job to pay the rent, began trading soon after she moved to New York in 1998. At the time, she was the only female trader at STR, and she credits the frenzy of the floor with having bolstered her assertiveness. "I stood on a box with my name on it in a crowd of 18 big guys," she says. "There were fistfights, people getting hit on the head with phones. It was a volatile crowd." But after more than half a decade, the prevalence of electronic trading meant that "there wasn't as much room to make a living. The trading floor wasn't what it used to be."**SWEET DIVIDENDS:** At the end of 2004, Jacobson began baking out of her studio apartment in Hoboken. "I became," she says, "a mad scientist in the kitchen." Word of mouth plus tireless door-to-door work helped her customer base expand rapidly. "It was almost like being back on the floor: An order comes in, and you move with it." A standing weekly order with a distributor for 100,000 cookies (now 150,000) soon cemented her status. "As with the stock market, so much of life is perception. Part of the reason Feed Your Soul has been so successful is that people perceived us as bigger even when we were small. People would call for the marketing department, and I'd be washing dishes in the bathtub."**THE LONG POSITION:** Today, Jacobson's cookies are sold in Dean & DeLuca, Fairway, Whole Foods and via Saks Fifth Avenue's Web site, as well as at the Feed Your Soul café in Jersey City and online at [feedyoursoulcookies.com](http://feedyoursoulcookies.com). And although she misses the camaraderie of trading, Jacobson finds her second act richly rewarding. "There's something about making your own way and creating something," she says. "This hasn't just been a change in lifestyle, but a change in outlook and mindset. I'm a lot poorer now, but I feel better."**SWEET SUCCESS:**  
Mya Jacobson has applied her trading acumen to her new career — and made a piping-hot market in gourmet treats.

WRITER: CRISTINA VELOCCI. PHOTOGRAPH BY IAN SPANIER

## TRADERTICKER

> **6** TOTAL NUMBER OF YEARS MYA JACOBSON TRADED ON THE FLOOR OF THE AMERICAN STOCK EXCHANGE FOR STR TRADING PARTNERS> **1** PERCENTAGE OF NET PROFITS FROM EVERY FEED YOUR SOUL PURCHASE JACOBSON DONATES TO A CHARITABLE ORGANIZATION OF THE CUSTOMER'S CHOICE