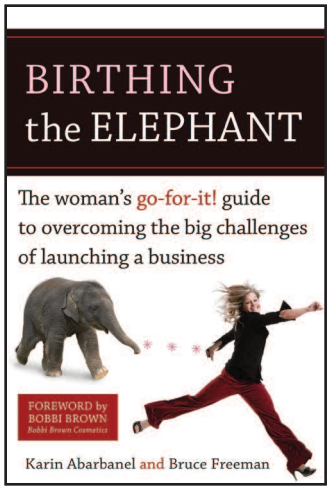

BIRTHING the ELEPHANT

The woman's go-for-it! guide to overcoming the big challenges of launching a business

Karin Abarbanel & Bruce Freeman

Featuring Entrepreneurs and Experts From Around the Country

Anne Afshari and Laura Hagler, cofounders of Exclusively RNs, LLC **(Colorado Springs, CO)**
an Internet-based phone counseling service for expectant mothers staffed by registered nurses

Alexandria Brown, Alexandria Brown International Inc **(Marina del Ray, CA)**
Internet specialist and Million Dollar Marketing Coach

Bobbi Brown, founder of Bobbi Brown Cosmetics **(New York, NY)**
beauty expert and adviser, and best-selling author

Roxanne Coady, founder and owner of R.J. Julia Booksellers **(Madison, CT)**
an award-winning independent bookstore

Karen Curro and Susan Edelman, founders and co-owners of Laugh Out Loud **(Montclair, NJ)**
a Life Is Good Genuine Neighborhood Shoppe

Monica Doss, President for the Council for Entrepreneurial Development (CED) **(Research Triangle Park, NC)**
and a leading advisor to entrepreneurial businesses

Lisa Druxman, author and founder of Stroller Strides **(San Marcos, CA)**
an award-winning franchising program specializing in fitness for new mothers and infants

Ronnie Fliss, founder of Fat Murray's Doggy Treats **(Montville, NJ)**
a company that markets healthy, fresh baked treats via pet and health food stores and the Internet

Dr. Rob Gilbert, professor at Montclair State University **(Montclair, NJ)**
and an author, peak performance coach, and motivational speaker

Dr. Edward Hallowell, founder of the Hallowell Center **(Sudbury, MA)**
and an author, psychiatrist, and instructor at Harvard Medical School

Crystal Johnson, president of Sienna at Home **(Houston, TX)**
a home fashion and decor company offering consulting, a retail store, and online services

Sharon Joseph, CEO and cofounder of Harlem Lanes **(New York, NY)**
the first bowling alley in the United States to be owned by African American women

Cathy Kerns, founder of Style Sticks, KernsAble Enterprises **(Orlando, FL)**
an Internet-based company that manufactures and markets customized, fashionable walking sticks

Liz Lange, founder and president of Liz Lange Maternity **(New York, NY)**
the fashion design and retailing company for pregnant women

Dr. Nan Langowitz, cofounder of the Center for Women's Leadership at Babson College **(Wellesley, MA)**
and an associate professor

Sarah Levy, founder and president of Sarah's Pastries & Candies **(Chicago, IL)**
a retail store and company that makes gourmet chocolates and baked goods

Suzanne Lyons, cofounder of Snowfall Films, WindChill Films, and the Flash Forward Institute **(Burbank, CA)**
a career workshop program for entertainment professionals

Gina Maschek, cofounder and owner of Beyond Blossoms **(Wilmington, MA)**
an online floral delivery service specializing in European-style bouquets

John McCarthy, cofounder of the Institute for Coaching, Yogi Berra Museum **(Montclair, NJ)**
and stress management expert

Ray Miller, founder and president of Stress Relief Solutions **(Montclair, NJ)**
a stress relief and self-improvement expert and entrepreneur

Brenda Newberry, chairman/CEO of the Newberry Group **(St. Charles, MO)**
an information technology consultancy, and an award-winning mentor to small businesses

Jennifer Lovitt Riggs, founder and president of Nota Bene Shoes **(Whitefish Bay, WI)**
a company that designs and manufactures comfortable, fashionable shoes for active women

Becky Rohrer, owner of the College Inn **(Westerville, OH)**
a charming bed-and-breakfast

Patricia and Adam Scribner, founders of Patricia's Yarns **(Hoboken, NJ)**
a specialty shop offering beautiful yarns and instruction at all levels

Dr. Al Siebert, director of the Resiliency Center **(Portland, OR)**
a leading resiliency researcher, and author of *The Resiliency Advantage* and *The Survivor Personality*

Karen Spitz, president of Licensing Link Ltd **(New York, NY)**
a leading Manhattan-based company in the global licensing industry

Marlene Waldock, founder of First Impressions Communications **(Verona, NJ)**
and the *Because We Are Women: Celebrating Possibilities* empowerment initiative