

## National Baby Elephant Tour Toasts Entrepreneurs: *Bring the peanuts and the business plans!*

Inspired by a surge in baby elephant births at the nation's zoos and by *Birthing the Elephant* (Ten Speed Press, \$15.95), a new beat-the-odds action guide for women entrepreneurs, the National Association of Women Business Owners (NAWBO) and zoos from coast to coast are collaborating to launch a national tour featuring a novel series of events for women business owners and their kids. This unique program provides an exciting venue for new and aspiring women entrepreneurs to gain the motivational tools they need to launch a business that thrives while their children enjoy supervised fun and educational activities at the zoo. The "Birthing the Elephant" tour kicks off in **Louisville, Kentucky** on October 2.

"The link between *Birthing the Elephant*, the new book about the challenges facing women entrepreneurs in the first two years of business, and Louisville's resident celebrity, Scotty the baby elephant, offers the perfect opportunity to promote NAWBO's educational services. We are planning a fun day, starting with a "Celebration of Entrepreneurship" breakfast and then moving on to the Louisville Zoo," says Maggie Harlow, president of the Louisville, Kentucky chapter of NAWBO and owner of Sign-A-Rama Downtown.

The featured speaker is Small Business Professor® Bruce Freeman (aka Professor Bruce), co-author of *Birthing the Elephant* and a nationally syndicated columnist with Scripps Howard News Service. Founder of ProLine Communications and an award-winning college educator, Freeman was the US Small Business Administration Journalist of the Year (NJ 2006).



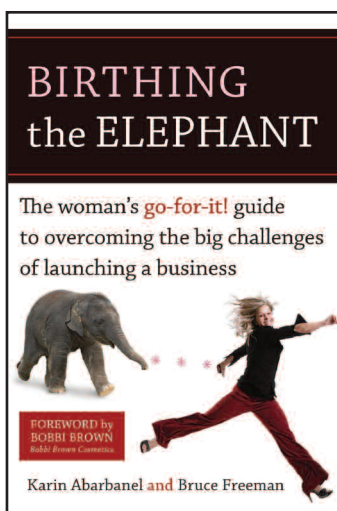
NAWBO is partnering with Family Scholar House, a local non-profit organization providing services to assist single mothers as they earn their college degrees, to host a "Toddler Book Club" at the Louisville Zoo's African Outpost, where Freeman will be on hand for one-on-one consultations with women entrepreneurs.

Co-author Karin Abarbanel, founder of Abarbanel Communications, is linking up with numerous NAWBO chapters to foster unique partnerships with local zoos and take the "Birthing the Elephant" tour nationwide.

"With its 22 month gestation period, birthing an elephant offers an innovative analogy to starting a small business and the nurturing spirit of the women who launch them. We hope to cross-promote Karin and Bruce's work with the upcoming elephant birth at the Oregon Zoo," comments Carol Hovsepian, Chairman of Marketing and Communication, NAWBO **Greater Portland/Vancouver** and President, La Moog Productions, Inc.

Jill Kummer, president of Black Tie Pittsburgh and the local NAWBO chapter, adds: "With two new female baby elephants at the **Pittsburgh, Pennsylvania Zoo**, we're very excited about taking part in this unique tour. I'll bring the peanuts!"

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# BIRTHING the ELEPHANT

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

Karin Abarbanel & Bruce Freeman

**FOREWORD by**  
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