



**GGMG** | GOLDEN GATE  
MOTHERS GROUP®

# 2012 ANNUAL REPORT

*Celebrating 17 Years Supporting San Francisco Mothers*

# our mission

The distinctive mission of the Golden Gate Mothers Group (GGMG) is to “nurture ourselves, our partners and our community; create an environment of support, information sharing and connection; learn, teach, create, have fun and provide balance in the lives of our growing families.”

This mission statement guides the actions of the more than 90 volunteer moms who run the GGMG and who drive the organization forward. As mothers, we learn how to balance our lives despite the many challenges of motherhood. As volunteers, we attempt to give back and to appreciate the community in which we live. This report summarizes the efforts our volunteers made in 2012 to help and support San Francisco moms, their families and their communities.

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# board of directors

**CHAIR, JIN SUN PARK**



Jin Sun has been a volunteer for GGMG for two years. She is a stay-at-home mom and a part time consultant for consumer startups. Prior to that, Jin Sun worked as a marketing director for a social gaming company and as head of operations and planning for a leading online beauty store. Her son, Nicholas, just turned two.

**TREASURER, SHERYL NICOL**



Sheryl has been a GGMG volunteer for 3 years. She served as the Membership Chair before joining the Board. Prior to becoming a stay-at-home mom, Sheryl had careers as both an attorney and a human resources executive. She has two kids: Olivia is five-and-a-half years old and Jamie is almost four years old.

**TECHNOLOGY, SHANA COMBATALADE**



Prior to becoming a stay-at-home mom, Shana was Vice President of Operations for a cosmetics company. She has been a GGMG volunteer for four years. Shana has two boys and one dog: Griffin is five years old, Spencer is three years old and Huckleberry is fifty-six in dog years.

**VICE CHAIR, SARAH PETERMAN**



Sarah Peterman has been a volunteer since 2009. Prior to her new role on the Board, she served as Co-Chair on the Web Team. She works full-time in ecommerce for a local retail company. Sarah has 2 boys: Isaac is four-and-a-half years old and Gabriel is two-and-a-half years old.

**PARTNERSHIPS, NANCY YEN**



Nancy is the founder/CEO of Warming Concepts. Nancy has 15 years of general management experience, and most recently oversaw new product development for an online information services provider before starting her own company. This is Nancy’s first year as a volunteer for GGMG. Nancy has two kids: Brad is 3-and-a-half years old, and Toby is one year old.

**PR/MARKETING, SUMI DAS**



Sumi is a journalist and producer with nearly 20 years of media experience. She has worked as a correspondent for CNN, MSNBC and TechTV, filing breaking news reports and feature stories for web, television and radio. She currently contributes technology reports to BBC News and CBS News. Sumi has two spunky daughters: five-year-old Aasha and three-year-old Sabine.

**SECRETARY, ELANA KONSTANT**



Elana is a former lawyer who now works as a career coach and consultant, primarily for mothers returning to work or women trying to find career/family balance. With the birth of her now two year old son Jacob, Elana found GGMG invaluable as she navigated parenthood. Wanting to give back, Elana joined the Community Support Committee in 2011, managing the Helping Hand program for a year before joining the Board.

**EDITORIAL, RYAN SILVERS**



Ryan has volunteered with GGMG for four years. She has worked as Editor-in-Chief of the GGMG Magazine, Editorial Board and Social Media. Prior to this, Ryan was a publisher, editor and writer at several different magazines throughout California. Ryan has two sons, 5-year-old Isaac and 1-year-old Zev.

**MEMBERSHIP, JENNIFER BELENSON**



Jennifer has been a GGMG volunteer for three years. Before joining the Board, she was co-chair of the Playgroups Committee. Prior to becoming a stay-at-home mom, Jennifer was an Assistant Vice President in Marketing/Product Management for a financial services company. Jennifer has one daughter, Avery, who is four-and-a-half years old.



# looking back... ..to 2012

The GGMG volunteer base consists of more than 90 volunteers serving on 13 different committees.

Here's a look at some of the major accomplishments and changes in 2012.

## COMMUNITY SUPPORT

With five new team members, Community Support expanded its reach in 2012. The committee's Member Support program provided over 100 meal deliveries, childcare, housecleaning and home organization services, counseling and other assistance for members experiencing a crisis, including members experiencing a medical crisis themselves or within their family, newly single members, and members managing postpartum, among others. In 2012, nearly 30 meals were prepared and delivered by GGMG members for the Helping Hand program, a meal delivery service supporting new moms and moms needing a break. For the second year, Community Support's Events program joined the California Coastal Commission for Coastal Cleanup Day in September. As a result, 170 volunteers collected more than 400 pounds of trash during GGMG's "Glitter Walk" on Ocean Beach. Community Support organized numerous donation drives: a Spring Home Goods Drive benefitted the International Rescue Committee; the Halloween Costume Drive brought costumes to approximately 30 families served by the Homeless Prenatal Program (HPP); and through the Holiday Meal Funds Drive, GGMG members contributed \$4500 to feed 180 families at HPP.

## EDUCATIONAL SERIES

In 2012, Educational Series continued its mission to provide moms with a diverse educational curriculum to increase their confidence as parents. In addition to our popular Preschool and Kindergarten events, we added events that addressed popular forum topics such as "Raising a Bilingual Child" and "Career Transitioning." We also initiated a speaker series featuring various topics by a popular early childhood educator. In the summer, the team secured access to educational webinars. Although, the access was short term, the webinars were well received. Finally, we continued offering monthly parenting and educational programming through our partners - Carmel Blue, Early Childhood Matters, Parents Place and Recess. Educational Series looks forward to continuing to serve the diverse needs of the GGMG community, especially based on the fabulous feedback of our recent survey. We are excited for 2013 and appreciate all your suggestions and feedback.

## ENTREPRENEURSHIP

2012 marked the first year for the Entrepreneurship committee. After recruiting a small but able team of volunteers, the committee launched its first event in May of 2012. This first event allowed members to hear from successful product company founders (Tea Collection, EO Products, and Duchess Marden); it was quite successful, with over 100 people registering to attend. The committee went on to host several additional events during the year, including another speaker series and the screening of a thought-provoking documentary. Members have come together at our events to meet and network, get in-

spired, and take away learnings that can help them in their businesses and careers. The committee has also been actively seeking feedback from the members, and as a result, 2013 will see some new event formats as well as a focus on careers.

## JUST FOR MOMS

The Just for Moms committee held 40 events in 2012 with over 400 registered GGMG attendees. Just for Moms events are a fun reminder that it's essential for moms to take care of themselves so they can be their best for their little ones. Attending a JFM event is also a great way to connect and meet other moms. Whether the events are focused on important educational needs or pampering, they re-energize and support moms. In 2012, the team organized successful neighborhood dinners, spa and shopping events, cooking classes and craft activities. The team also showcased GGMG partners via open house parties at Peekadoodle, KidsClub, Wondersitter, and Recess Urban Recreation. The committee also introduced new vendors and activities for events held exclusively for GGMG members.

## KIDS ACTIVITIES

The Kids Activities committee negotiates with popular, up-and-coming child-friendly venues to allow GGMG members to sample a variety of kids' classes and activities at a discount. In 2012, the team welcomed three new volunteers and continued to offer 25-30 activities per month. Its most popular events this year included: Neighborhood Park Playdates, Summer Berry Picking, A Trip to the Pumpkin Patch, Building Gingerbread Houses, special Nutcracker and Velveteen Rabbit shows and the ever popular Lunar New Year and Hanukkah events. Kids Activities event listings can be found in the GGMG magazine and online at [www.gmg.org/events.html](http://www.gmg.org/events.html).



## MAGAZINE

Over the last few years, the GGMG magazine has developed into a publication with a professional look and feel - adding pages, original features, a modern and sophisticated design and professional photography. As evidence of its high quality content, magazine volunteers have republished their articles in online blogs and news media sites (Huffington Post, among others), one even receiving a book deal (after publishing a series of hiking articles in the magazine). In the last two years, volunteer staff increased from approximately 12 to over 20 volunteer moms - a team that became stronger through hard work, camping trips, picnics and monthly editorial meetings. New sections were created for moms of newborns (the 4th Trimester), and expectant mothers (The Waiting Room) in an effort to engage the majority of our members who are new moms. Most recently, the magazine has started running a column profiling each GGMG volunteer team and worked with volunteers in fellow committees to create engaging content to boost attendance. Recent issues covered a variety of themes with insight and humor: The Nest, Gender, Friendships, The Wonder Years, Plugged In.

## MEMBERSHIP

Membership remained stable during 2012 and was 4,442 in December 2012. The Membership committee processed an average of 190 new membership applications per month and an additional 90 renewal applications per month, bringing the total memberships processed by the team on average to 281 per month.

At five New Member Coffees held throughout the year, new (and not-so-new) members had a chance to connect with other moms and learn about the



# survey highlights

benefits to their membership. They were able to ask questions to Volunteers from various committees and form their own playdate groups.

## PARTNERSHIPS

The Partnership team strives to identify and partner with organizations that provide exceptional resources for our members. In 2012, we renewed our partnerships with Peekadoodle Kidsclub, the Jewish Community Center of San Francisco (JCCSF), Recess Urban Recreation and Wonder-sitter. We worked with these partners to provide even more benefits for our members, increasing the duration of free trial periods, deepening discounts to popular classes and adding new benefits. Our partners also provided ongoing support for other GGMG committees, assisting with various Community Support initiatives and helping with social events. In addition, the Members Discounts committee has been able to arrange discounts for GGMG members with more than 300 organizations. The team would like to thank all its partners for the support they provide to the GGMG community.

## PLAYGROUPS

Playgroups expanded its scope in 2012 by addressing the needs of GGMG's diverse membership. We launched Toddler Playgroups held in neighborhood playgrounds and led by local ambassadors (GGMG volunteers) throughout the city. Attendance has remained strong and more playgroups are being added through outreach and the annual Toddler Playgroup Formation, held for the first time in May 2012. In November 2012, Playgroups organized the first ever formation event geared specifically towards

Working Moms looking to form baby and toddler playgroups. Throughout the year, Playgroups continued to help new mothers form long-lasting support groups in the Mommy Group Formation events held at Recess and Peekadoodle.

## PR & MARKETING

In 2012, PR and Marketing, a still relatively new committee, established itself further. Volunteers managed all external and internal communications, preserving GGMG's mission throughout its messaging. The PR and Marketing volunteers responded to media inquiries, published the annual report and worked alongside other GGMG volunteers, supporting their efforts to plan, publicize and organize GGMG events, such as Entrepreneurship committee's panel discussions. The committee played a role in the ongoing efforts to redesign the GGMG website and also participated in exploratory conversations regarding GGMG's social media strategy.

## RECRUITING

2012 was a year of restructuring for the Recruiting committee, driven by the need to recruit, hire and train a growing number of new volunteers. The Recruiting committee hosted 2 New Volunteer Brunches to support new volunteers in the onboarding process and reinstated GGMG Recruiting Drives to attract new volunteers for open positions.

## SOCIAL EVENTS

In 2012, the Social Events committee increased the capacity of its events. Approximately 2781 guests registered for the annual Spring Fling at the

Speedway Meadow; 2046 for the Summer Party at Sharon Meadow, and for the 2914 Halloween Party at Sharon Meadow. Unfortunately, there was a terrible storm which decreased attendance dramatically for the Spring Fling. The Summer Party theme was "Summer of Love". The Halloween Party at the time, with 2914 registered, was the largest event in GGMG history. The team also increased the participation of new partners to increase the number of activities, samples and prizes offered at these events.

## WEB TEAM

GGMG Forums traffic remained consistent in 2012. Based on member feedback, the Web Team revised the Forum Guidelines to allow unsolicited positive and negative opinions, provided they are first-hand accounts and adhere to forum etiquette. The Event Postings guideline was also updated to allow fundraising events that benefit schools, libraries, parks and other child-related non-profit organizations. In addition, when some graphic and disturbing news stories were posted on the Forums, the Web Team moved quickly to add a guideline requiring that any news stories of an upsetting nature be posted with a "Warning: Disturbing Content" subject line. The Web Team will continue to develop the Forum Guidelines in response to the needs of GGMG members.

2012 also kicked off the effort to redesign the GGMG technology platform. Scheduled to launch in 2013, the revamped website will offer an online experience tailored to the organization and incorporating the forums, calendar, content from the magazine, classifieds and more in a desktop and mobile site that will be easier to use and more intuitive to navigate.

In 2012, GGMG conducted a far-reaching member survey which had a significant response rate. Here are some of the findings.

Percentage of responding members who have earned an undergraduate degree: **43%**

Percentage of responding members who have earned a Master's degree: **37%**

Percentage of responding members who work full-time: **44%**

Percentage of responding members who stay at home, full-time: **28%**

Percentage of responding members who joined GGMG primarily for access to the forums: **68%**

Percentage of responding members who said that 'decreasing feelings of isolation as a mom' was a significant benefit of membership: **54%**

Percentage of responding members who said that the GGMG magazine was a significant benefit of membership: **39%**

Percentage of responding members who said that 'making friends' was a significant benefit of membership: **33%**





# member quotes

In their own words, GGMG members share what the organization means to them.

“GGMG has provided me with endless resources as a new mom who felt overwhelmed with all the choices parents face today. Now, as a “seasoned” mom of two kids, I find that I continue to use the GGMG forum not only for guidance, acceptance and support but also to give back to my fellow GGMG mommies in any way I can. GGMG helped me make the transition into motherhood by providing a sense of community in a large urban setting. I can’t imagine where I’d be without GGMG!”

- Anya Hall, teacher, partner, mother of two



“One thing I was not prepared for with motherhood was the loneliness of caring for a little baby. Like many mothers who chose to stay at home with their little ones, I left a busy career behind. There is no small talk with colleagues, no latest joke, no Friday afternoon relief and excitement. Days run together and it can be difficult to motivate, when the simplest trip to the market becomes an all-day effort. Reading about the struggles of other moms was helpful, even if they were tackling issues completely different from mine. The group also gave me perspective on time - how quickly, or slowly, things can change. GGMG provided tremendous support which I didn’t even know I needed when I joined.”

-Annemarie Fortier

“The thing I value most about GGMG is the community. It’s great to be able to tap into the experience and knowledge of the GGMG parents and I am always learning new things about everything related to being a parent!”

- Marjorie Lee

“GGMG has been such a rich resource for me and my family over the course of our membership - helping to navigate the ups and downs of becoming a mom for the first time, living in the City, and providing priceless information, guidance, perspectives, laughs, tears, camaraderie, and maybe most importantly, the realization that we are not alone on this big, scary, wonderful ride. Thank you so much GGMG! “

- Jane Lee

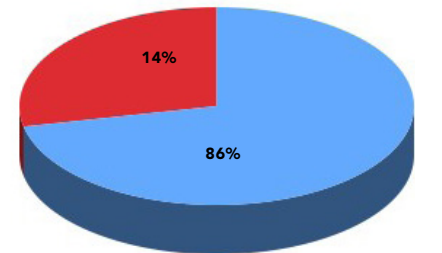
# finances

In 2012, GGMG had revenues of \$388,660 and operating expenses of \$359,727. The majority of the revenue, 86% came from membership dues with the remainder generated from magazine advertising and activity fees. As a 501(c)(7) nonprofit organization, magazine advertising revenue is limited. Activity fees are offset by BigTent transaction fees and by vendor payments for events.

The majority of the operating expenses for 2012 come from the cost of printing the magazine (35%). Operations including insurance, legal fees, accounting services, taxes, BigTent transaction fees, and volunteer logistics accounted for 31%. The remaining 34% went directly back to our members through benefits including annual social events (Spring, Summer, Fall events), partnerships (JCCSF, Peekadoodle Kidsclub, Recess Urban Recreation), educational programs (preschool nights and Parents Place events), Community Support, Just For Moms, Kids Activities, Playgroups and Members Discounts. GGMG also incurred a one-time expense for its ongoing website design project which is expected to conclude in 2013.

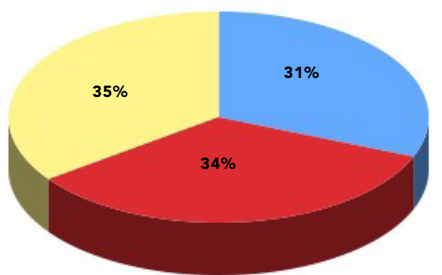
As GGMG looks forward to 2013, continued strong membership numbers are anticipated. GGMG will continue to strive toward decreasing the percentage of operational costs to 28% and increasing the percentage of member benefits to 37%, with the magazine remaining at 35%.

## 2012 INCOME



■ Membership Dues Income (86%)  
■ Activity Fees/Other (14%)

## 2012 EXPENSES



■ Operations (31%)  
■ Membership Benefits (34%)  
■ Magazine (35%)





# our future

In 2012, the continued success of our partnerships allowed us to provide even more value to members. Based on data from 2011, we tailored the benefits from Peekadoodle and the JCC to be more relevant to the membership needs. We continued our partnerships with Urban Recess and Wondersitters based on positive feedback gleaned from our forums and provided directly by our members. In 2013, we will continue to offer the same partnerships and explore a handful of new partners to broaden our overall portfolio and serve the diverse membership.

In 2013, the operations focus will be twofold. We are focusing on recruiting and retaining the strong volunteer base that runs the organization. While churn will always be a constant challenge, we hope to provide a clear and transferrable “return on investment” for our dedicated volunteers. In addition, the goal to minimize and eliminate inefficiencies across the organization continues into 2013.

In 2013, we are launching our new technology platform - a project everyone has been eagerly anticipating. GGMG.org will be the destination for members and nonmembers. The site will be ‘mobile friendly’ and we will no longer need to scroll and resize in order to read forum updates and classifieds. With the new platform comes flexibility. We will be able to execute on long-awaited improvements and enhancements, allowing GGMG to grow and adapt to the changing needs of our membership.

Through motherhood, the GGMG organization was built. Through motherhood, the GGMG organization will continue to grow and support our volunteers, members and community.



# our volunteers

Thank you to ALL of the GGMG volunteers who make this great work possible:

**Business Development** – Rio Dluzak (Chair)

**Community Support** – Lisa Shaskan (Chair); Laura Quigley; Ashley Koch; Leiann Laiks; Jenny Fan Raj; Stefanie Buchalter; Amy Bradac; Kimberly Kuni Harding; Tyler Abe-Mysen; Vicky Keston; Briony Doyle

**Educational Series** – Belen Aguayo-Jimenez (Co-Chair); Angela Cheung (Co-Chair); Ming Ming Liu; Jessica Zhang

**Just for Moms** – Shelley Wu (Co-Chair); Michelle Tom (Co-chair); Michelle Melanphy; Berit Suba; Tiana Ford

**Kids Activities** – Emily del Real (Co-Chair); Brooke Kerpelman (Co-Chair); Sharon Gee; Rachel Euretig; Kelly White; Audrey Lee

**Magazine** – Tara Robinson (Co-Chair); Kirsten Pfleger (Co-Chair); Dallas Stromberg; Rachel Metzger; Dariana Ross; Debby Lee; Anya Bosina; Lora Tomova; Kait Drace; Sonya Abrams; Sallie Hess; Clarissa Kalman; Kate Kirschner; Corinna Lu; Natasha Maresca; Teresa O’Brien Nguyen; Kaley Diaz; Rhiana Maidenber; Amy St. Clair; Laure Latham; Amber Schulenberg; Megan Bates; Jennifer Hofmann; Rhea St. Julien; Rachel Schulz; Hayley Durack

**Member Discounts** – Michele Barnowski (Chair)

**Membership** – Laurel Kellam (Co-Chair); Natasha Reckless (Co-Chair); Danielle Diedrick; Berna Martz; Jen Morrissey; Cathy Tran

**Mom Entrepreneurs** – Heather Natsch (Chair); Jodi Goldberg; Justine Simpson

**Operations** – Hye-Young Kim (Chair); Julie Suppelsa

**Playgroups** – Erica Pederson-Melvin (Chair); Shelley Daza; Rachel Schulz; Katherine Piersanti; Erin Ferrare; Sue Chan

**PR** – Sumi Das (Chair); Dhyana Levy; Natalie Flynn; Carine Blanchet; Grace Leung

**Recruiting** – Shirley Ling (Chair); Megan Brown

**Social Events** – Brook Holton Sheahan (Chair); Stephanie Francis-Jones; Sara Mitchell; Stacy Lewis; Mira Bieler Burdett

**Web Team** - Chantelle Thomas (Chair); Anya Bosina; Heather Beckstead; Jessica Taylor; Joycelyn Chung; Katherine Piersanti; Shannon Kaiser; Summer Recchi; Ushma Upadhyay; Jennifer Morrissey





# our partners

The GGMG thanks the many businesses that have contributed to its community during the past year. Over 50 merchants have donated their time, products, facilities, expertise and services to GGMG social events, newsletter contests, volunteer recognition events, member raffles and GGMG programs.

GGMG extends its heartfelt gratitude to the following businesses:

**Aldea Niños**

Urban chic from clothing to cribs.  
[www.aldeababy.com](http://www.aldeababy.com)

**Andrew Weeks Photography**

Customized service with superior results.  
[www.andrewweeksphotography.com](http://www.andrewweeksphotography.com)

**Aracely**

Hidden gem at the bottom of Potrero Hill.  
[www.aracelysf.com](http://www.aracelysf.com)

**Beaba USA**

Design and technology to create innovative products for the juvenile industry.  
[www.beabausa.com](http://www.beabausa.com)

**Bella Blue Kids**

Handcrafted children's wear.  
[www.bellabluekids.com](http://www.bellabluekids.com)

**Blo - Blow Dry Bar**

No cuts, no color. Just wash, blow, go.  
[www.blomedry.com](http://www.blomedry.com)

**BodyRok**

A fresh approach to fitness combining core-focused strength training and cardio.  
[www.bodyrokstudios.com](http://www.bodyrokstudios.com)

**Bring it Bags**

You won't forget your bags because we remind you.  
[www.bringit.com](http://www.bringit.com)

**Can Do! Kids**

For Kids of All Ages! We believe you can do anything if you have a CAN DO attitude.  
[www.iamacandokid.com](http://www.iamacandokid.com)

**CariFree.com**

Fight tooth decay the easy way because you too can be cavity-free.  
[www.carifree.com](http://www.carifree.com)

**Carmel Blue**

Provides classes, products, support and resources for parents.  
[www.carmelblue.com](http://www.carmelblue.com)

**Creative Bug**

Your go-to source for online art and craft instruction.  
[www.creativebug.com](http://www.creativebug.com)

**Early Childhood Matters**

Offering parenting workshops and play-and-learn groups  
[www.earlychildhoodmatters.org](http://www.earlychildhoodmatters.org)

**Felix The Cook**

Simply delicious, decorated sugar cookies.  
[www.felixthecook.com](http://www.felixthecook.com)

**Fiona Chan Photography**

Specializing in weddings, engagement photos and family portraits.  
[www.fionachanphotography.com](http://www.fionachanphotography.com)

**Gigi + Rose**

Pretty things for women, girls and the home.  
[www.gigiandrose.myshopify.com](http://www.gigiandrose.myshopify.com)

**Green Toys**

Classic toys made from recycled materials.  
[www.greentoys.com](http://www.greentoys.com)

**Jenny Benton**

Rolf SI practitioner.  
[www.jennybenton.com](http://www.jennybenton.com)

**Jewish Community Center of San Francisco**

The oldest Jewish center on the West Coast, providing educational, social, cultural and fitness programs to the community since 1877.  
[www.jccsf.org](http://www.jccsf.org)

**Joanna & Company**

Saving time for busy people.  
[www.joannaandcompany.com/homepage.html](http://www.joannaandcompany.com/homepage.html)

**LolaBee's Harvest**

Bringing the best of Bay Area farms directly to your doorstep.  
[www.lolabees.com](http://www.lolabees.com)

**Milvali Salon**

Salon & cosmetics.  
[www.milvali.com](http://www.milvali.com)

**Minted.com**

Products for your most personal celebrations.  
[www.minted.com](http://www.minted.com)

**Modern Playhouse**

Earth friendly products for kids.  
[www.modern-playhouse.com](http://www.modern-playhouse.com)

**Parents Place**

Support and social networks for parents and their children.  
[www.parentsplaceonline.org](http://www.parentsplaceonline.org)

**Pauline's Pizza**

True California pizza territory.  
[www.paulinespizza.com](http://www.paulinespizza.com)

**Peekadoodle KidsClub**

An interactive playspace with the largest array of educational classes in the Bay Area.  
[www.peekadoodle.com](http://www.peekadoodle.com)

**Picaboo.com**

Only Picaboo makes it so easy to get creative with your photos.  
[www.picaboo.com](http://www.picaboo.com)

**Recess Urban Recreation**

A membership-based 3,200 square foot developmentally-rich playspace offering childrens classes.  
[www.recess-sf.com](http://www.recess-sf.com)

**Skin Remedy**

Offering organic and botanically-based products, Skin Remedy sees skin as a reflection of whole body health.  
[www.skinremedysf.com](http://www.skinremedysf.com)

**Soccer Tots**

Soccer programs for children 18 months to 6 years old.  
[www.soccertots.com](http://www.soccertots.com)

**Sports Basement**

Selling the best brands at basement prices.  
[www.sportsbasement.com](http://www.sportsbasement.com)

**Susan Steingraber**

Acclaimed ecologist & author.  
[www.steingraber.com](http://www.steingraber.com)

**Sweet Lauren Cakes**

Cakes and cakepops for any celebration.  
[www.sweetlaurencakes.com](http://www.sweetlaurencakes.com)

**Tre Balm**

Twenty-five years of esthetic experience.  
[www.trebalm.com](http://www.trebalm.com)

**Tutu School**

Every child should know what it feels like to dance.  
[www.tutuschool.com](http://www.tutuschool.com)

**Weldon Owen**

A wide range of essential and visually splendid books.  
[www.weldonowen.com](http://www.weldonowen.com)

**Wondersitter**

Providing wonderful babysitters to families by making sure every Wondersitter is uniquely qualified for the needs of your family.  
[www.wondersitter.com](http://www.wondersitter.com)

**Zoli Baby**

Committed to giving parents safe, worry-free solutions to real-life changes.  
[www.zolibaby.com](http://www.zolibaby.com)



# thank you!