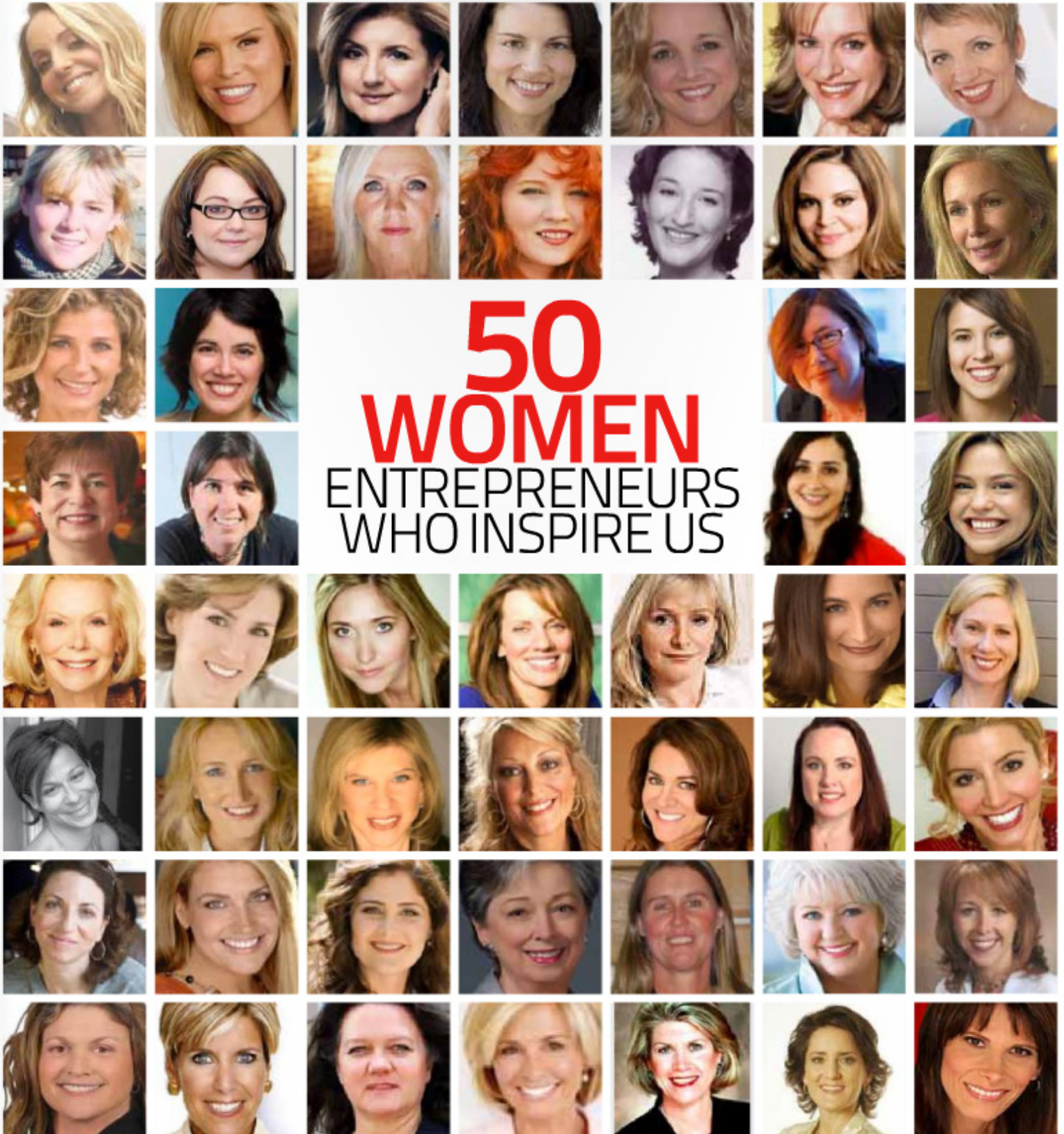


Is College *Really Necessary* for Entrepreneurs?

Self-Made

Dream / Create / Succeed / Inspire

Fall/Winter 2010



50

WOMEN

ENTREPRENEURS

WHO

INSPIRE US

BY MATTHEW TOREN

WHILE TIMELESS FAVORITES like Oprah, Martha Stewart, Mary Kay Ash, Debbi Fields, and Jenny Craig immediately spring to mind, there are hundreds more women entrepreneurs whose outstanding accomplishments inspire and motivate others toward success. In recognition of their amazing creativity, dedication, and spirit, we are honored and thrilled to present the following list of 50 Women Entrepreneurs Who Inspire Us. It is the ability to admire and learn from these strong women that keeps us all, men and women alike, passionate and focused as we persevere through all of the challenges life throws our way.

bedroom condo in West Sacramento over 19 years ago. She maxed out a credit card to pay for her first television commercial, which aired on the noon news in Sacramento. Today, Roni Deutch, A Professional Tax Corporation is the nation's largest tax resolution law firm, and Roni, who contributes regularly in magazines and TV, is a recognized authority on US tax law.



VICKI DONLAN

Author, *Her Turn: Why It's Time for Women to Lead in America*

At a young age, Vicki Donlan exhibited entrepreneurial tendencies. She put on backyard circuses at age 7 and led neighborhood kids in a babysitting coup at age 11. As an adult, Vicki has started businesses in diet consulting, PR and marketing consulting, and publishing, profiling women in business over a multi-state area. She is a business coach, speaker, and author of the book *Her Turn: Why It's Time for Women to Lead in America*. She also runs Women CEO Circles, providing peer-to-peer mentoring for women in business.



TAMARA MONOSOFF
Mominvented.com

Tamara Monosoff is the founder and CEO of Mom Inventors, Inc., a company with three branded elements: consumer products with the Mom Invented trademark; an online community, providing information, interaction, and inspiration; and educational offerings for women entrepreneurs, produced by Tamara, a best-selling author, columnist, and consummate entrepreneur. Tamara has been honored with numerous awards, such as one of the *Top 10 Influential Women of the East Bay*, *Small Business Person of the Year*, and *Woman Entrepreneur of the Year*.



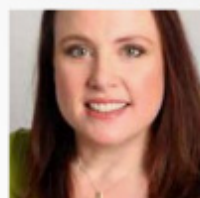
LESLEY SPENCER PYLE
HBWM.com, Inc.

In 1995, after the birth of her first child, Lesley Spencer Pyle founded HBWM (Home-Based Working Moms), a professional association and online community of parents who work at home and those who would like to. The company is comprised of six websites that help people realize their dream of staying home while making a living as an entrepreneur.



LISA STONE
BlogHer

In response to the question, "Where are all the women bloggers?", CEO Lisa Stone cofounded BlogHer.com, the largest community of women who blog. A former executive producer and Editor in Chief/VP, Programming for Women.com, Lisa is a leading expert on developing successful online communities and interactive programming for women. With 2500 unique blogs, BlogHer receives more than 23 million unique visitors per month. BlogHer also hosts the world's largest conference for women in social media.



NANCY J PRICE
She Knows

In 1999, Nancy J Price co-founded SheKnows.com, one of the nation's largest all-around women's general interest Internet communities. In the midst of starting several businesses and launching several award-winning websites, Nancy also served as editor-in-chief of four national print magazines. She now serves as SheKnows.com's executive editor.



LIZ MCKINLEY
Pinnacle Petroleum, Inc.

Liz McKinley founded Pinnacle Petroleum in 1995, after working in the petroleum industry for several years prior to that. Today, Pinnacle generates over \$130 million in annual revenues and operates in a six-state area as a petroleum wholesaler and distributor. Liz has received a number of awards for her entrepreneurialism, including the Entrepreneur of the Year award by the National Association of Women Business Owners.



PENELOPE TRUNK
Brazen Careerist

Penelope Trunk, former professional beach volleyball player and Fortune 500 company marketing department head, is the founder of 3 internet startups. Her most recent venture, Brazen Careerist, is a professional network and career management tool for next-generation profession-

als. Penelope's career advice appears in more than 200 newspapers.



ALISON MASLAN
Alison Maslan International, Inc

Alison Maslan is an author, life and career coach, homeopath, international speaker, and founder of the Homeopathic Wellness Center in Encinitas, California. Alison is also the creator and president of The Blast Off! Life Coaching Program, which she developed to help people learn to identify and release self-limiting roadblocks, and to share a solution- and strategy-oriented roadmap for creating more prosperous lives.



CHRISTIAN RUCKER
The White Company

In 1994, Christian Rucker founded The White Company after identifying a gap in the market for beautiful, affordable home accessories in white. Originally a mail-order catalog, The White Company produces eight brochures a year, operates highly successful website, has over 450,000 customers, and has become one of the UK's fastest growing multi-channel retailers.



MELISSA GRECZY
Projected Gifted and The Doman Advantage

After taking a college course called Accounting for Real Estate Millionaires, Melissa Greczy knew that she would never be an employee again—and she hasn't looked back since. She made her first million in real estate by the age of 23, and is the co-founder of both Project Gifted and The Doman Advantage.



DOE DEERE
Lime Crime Makeup

In 2009, NYC-based makeup artist and lifestyle blogger Doe Deere launched Lime Crime Makeup, a cosmetics company specializing in intensely pigmented, dare-to-wear lipsticks and eyeshadows. Since that time, Lime Crime Makeup has been featured on MTV *Buzzworthy*, *Daily Candy*, *Nylon*, *InStyle*, *Elle*, *Teen Vogue*, and *Heat* (UK), and has developed an exciting celebrity fan list that includes Katy Perry, Cat Deeley, and Isaac Mizrahi. ■