

## The Business+Balance Success Group

**Name:** Amy Adams

**Business Name:** Amy Adams Professional Communications

**Contact:** 512-426-1333, amyadams@austin.rr.com,

**What I do:** I am a freelance writer, editor, marketer, and PR/communications consultant with over 18 years experience in the high-tech, general business, and retail industries. I have provided communications, marketing, PR and promotional direction to numerous companies, ranging from high tech corporations, to e-commerce start-ups, to engineering consulting firms, and more. My freelance experience includes writing technical product marketing materials, helping clients develop a web presence, developing and polishing business plans, writing sales letters, developing communications campaigns, and all sorts of corporate communications. I have developed strategic marketing plans for product rollouts and introductions, company openings, corporate name changes, and both external and internal marketing initiatives. I can work on writing/communications projects both small and large – anything from developing a tagline or corporate story, to creating web content, to creating an integrated communications strategy. I work well with technical people, and have a knack for translating technical features into customer benefits and compelling value propositions.

**Name:** Amy Lemen

**Business Name:** Writeous Words Communications (corporate writing business)

**Contact:** 512.996-9607, alemen@austin.rr.com,

**What I do:** I'm a freelance writer with a split personality: one half of me writes corporate copy for PR agencies, graphic design firms, growing businesses and associations. The other half of me is an accomplished journalist with more than 100 features, news stories and profiles to my credit. My ideal client is: a company that needs regular help with its written materials (newsletters, brochures, press releases, etc), OR a magazine that uses freelancers on a regular basis. Also, I am starting to pitch ideas to national magazines and am constantly on the hunt for great story ideas, so would welcome those, too. As far as topics I like to write about for publications, they include: health, fitness, women's issues, parenting, kids and relationships.

**Name:** Amy M. Hufford

**Business Name:** Stellar Communications

**Contact:** 512-467-0068, amy@stellarplanet.com, <http://www.stellarplanet.com>

**What I do:** We're a small design studio with big portfolio, including more than 30 web sites and hundreds of printed pieces for associations, small businesses, government entities, and corporate clients. Prior to starting Stellar Communications in 2000, Amy led the creation of the award-winning [www.austinhomesearch.com](http://www.austinhomesearch.com) while working at the Austin Board of Realtors.

**Name:** Andrea Schulle

**Business Name:** As Such Communications

**Contact:** 512.335.1131, andrea@as-such.com, [www.as-such.com](http://www.as-such.com)

**What I do:** I am happy to work with both small and large business in any sector. My background is in Marketing Communications, where I have 13 years of experience with: advertising (design and purchasing/placement); graphic design (all forms of collateral, corporate identity, and flow-charts); event planning (conferences and tradeshow); planning and executing integrated marketing campaigns; creating and managing million dollar budgets; public relations.

**Name:** Anne Hebert

**Business Name:** Anne Hebert Marketing & Business Communications

**Contact:** 512-560-5468, anne@annehebert.com, [www.annehebert.com](http://www.annehebert.com)

**What I do:** I'm a freelance copywriter and editor specializing in marketing and business materials including brochures, websites, bios, case studies, and much more. I've been freelancing for ten years and have worked for a wide range of clients, including many technology companies, creative agencies, and non-profit organizations.

**Name:** Betsy Woldman

**Business Name:** Betsy Woldman Design

**Contact:** 452-4702, woldman.design@sbcglobal.net, [www.woldmandesign.com](http://www.woldmandesign.com)

**What I do:** I design print and web promotional material for small businesses, non-profits and arts organizations.

**Name:** Darlene MacAuley

**Business Name:** Auction Partner

**Contact:** 512-762-5388, darlene@auctionpartner.com, www.auctionpartner.com

**What I do:** Auction Partner liquidates technical and industrial assets for medium and large companies either through our revenue share program or through direct purchase. 98% of what we sell is through eBay (auction-partner).

**Name:** Darlene MacAuley

**Business Name:** Furniture Partner

**Contact:** 512-762-5388, darlene@auctionpartner.com, www.furniturepartner.com

**What I do:** Furniture Partner is our office furniture division - we buy and sell new and used office and modular (cubes) furniture. We provide installation and deinstallation of cubicle systems. We also have a showroom and warehouse and furniture is available for sale to the general public at 10615 Metric Blvd.

**Name:** Darlene MacAuley

**Business Name:** Liquis Inc

**Contact:** 512-762-5388, darlene@auctionpartner.com, www.liquis.com

**What I do:** Liquis - this is our broker division, where we buy and sell product in quantity. We don't usually touch the product, but instead serve as the middleman to match buyers and sellers.

**Name:** Darline Turner-Lee

**Business Name:** Next Step Fitness, Inc.

**Contact:** (512) 288-0827, darline@nextstepfitness.com, nextstepfitness.com

**What I do:** I am a women's health consultant, educator and fitness trainer. I help women, particularly mothers and moms to be, make informed health, fitness and lifestyle choices. As a nationally certified physician assistant and exercise specialist with over 8 years of clinical experience, I try to fill in the gaps and offer answers to questions that linger following the doctor's visit(s). Unsure how much prenatal exercise is safe? I am a perinatal fitness instructor and can safely help you exercise prenatally and in the post partum. Trying to get pregnant? I can explain procedures and help you find competent and compassionate healthcare providers. I also offer a variety of informative workshops featuring experts in such areas as massage, nutrition and women's health and write healthcare articles for local (and soon national) publications.

**Name:** Glenda Beasley

**Business Name:** Marketing Mileage, Inc.

**Contact:** 512-288-9171, glenda@marketingmileage.com, www.marketingmileage.com

**What I do:** Ad Campaign Design and Production. In addition to traditional design, planning, placement and production of ad campaigns, I also help companies bring their brand to life in the field and maximize their messages through events, partner marketing at retail and message extension with media. Projects typically include marketing planning, strategizing, hiring vendors and ensuring every detail is handled, from research, to brand message, to ad campaign to promotion in the field. I utilize vendors like graphic artists, media buyers, copywriters, fulfillment houses, talent agencies, whatever it takes to deliver the reality of a creative concept and sell the product and services of my clients.

**Name:** Kathy Jones

**Business Name:** Mama Says Wash!

**Contact:** 512.789.4789, info@mamasayswash.com, www.mamasayswash.com

**What I do:** I manufacture and sell unique and custom handcrafted glycerin soaps for all ages. I also do corporate gifts and promotional items. Handcrafted soap is very helpful for those suffering from skin conditions such as very dry skin, eczema, psoriasis, etc. Use it for bathing or for decorating!

**Name:** Kristen Card

**Business Name:** Kristen Card — practical creative writer

**Contact:** 512.394.1803, kcard@austin.rr.com,

**What I do:** I'm an independent business and marketing writer, whose greatest strengths are details, deadlines, and putting disparate information together with logic and flow.

**Name:** Lisa Trahan

**Business Name:** Realtor, Moreland Properties

**Contact:** 512-480-0848 x 149, lisa@moreland.com, www.Moreland.com

**What I do:** I'm a former PR person turned real estate agent who helps people find homes to fit their lifestyle or sell homes for those who want to make a change in their lifestyle.

**Name:** Marika Flatt

**Business Name:** PR by the Book, LLC

**Contact:** (512) 560-6787, marika@prbythebook.com, www.prbythebook.com

**What I do:** My company handles PR/ media relations for authors, publishers and some small businesses.

**Name:** Mariza Brussolo

**Business Name:** Mariza Brussolo Photography

**Contact:** 371-0345, mariza@brussolophotography.com, www.brussolophotography.com

**What I do:** I make people cry! I am a professional photographer and I specialize in children and my guarantee is that if you don't cry tears of joy when you look at the images I create for you, you don't pay me one cent! You have to absolutely LOVE the images I create for you or I'll give you all your money back!

**Name:** Megan Poore

**Business Name:** Lucien, Stirling and Gray Advisory Group

**Contact:** 512-458-2517, mpoore@lsggroup.com, www.lsggroup.com

**What I do:** I am a financial advisor. I work with individuals, families and businesses to realize their financial goals. My specialty is working with business owners and self-employed folks. Financial planning can be complicated, but I help simplify the process. I can assist with inheritance issues, 401(k) rollover, retirement planning, college planning for children or grandchildren and many others. Call me to figure out how money can provide you with freedom and security, not chaos.

**Name:** Michel Hudson, CFRE

**Business Name:** 501(c)onsulting

**Contact:** (512) 565-0142, gnugap@yahoo.com, www.gnugap.com

**What I do:** Michel Hudson, CFRE, started her own consulting firm in 2001, after more than 20 years in fundraising. Consulting services focus on strategic planning and systems development/audits for nonprofits and associations, with additional expertise in prospect management, research training, surveys and writing for fundraising collateral. The firm has also provided Website development/redesigns, online content creation and site maintenance for a number of international associations and businesses over the years. Michel has been a frequent speaker at regional and international conferences and workshops for public and private associations. An author of brochures and collateral materials for nonprofits and small businesses, Michel has also written over 100 articles on fundraising topics in professional journals. She is the editor and co-author of Prospect Research Fundamentals, and is included in several Who's Who editions.

**Name:** Misty Adair

**Business Name:** Design on the Side

**Contact:** , designontheside@grandecom.net

**What I do:** I offer realistic and creative decorating assistance at an affordable price--- color consults, coordinating fabrics and paint, shopping for the home, connections to other services like seamstresses, floorplanning, or even custom artwork. No selling and no commissions.

**Name:** Rachel Hobson

**Business Name:** Not So Suburban Design - Web, Print Design & Custom Apparel & Gifts

**Contact:** 512-925-6592, rachel@notsosuburban.com, www.notsosuburban.com

**What I do:** I design simple Web sites for small businesses and help design print materials as well. I also maintain an online shop with funny, family-related t-shirts, bumper stickers and gifts.

**Name:** Rebecca D'Amico

**Business Name:** Nannies From The Heart

**Contact:** 302-1998X3, rebecca@nanniesfromtheheart.com, www.nanniesfromtheheart.com

**What I do:** We provide full time & part time nannies, temporary nannies, babysitters, overnight nannies, and house managers for parents who want only the best caregivers in their homes for their children. Our caregivers are professional, experienced, fingerprinted, background checked, and personally interviewed by Rebecca D'Amico the owner of Nannies From The Heart, a former nanny and mom of 2 children.

**Name:** Renee Peterson Trudeau

**Business Name:** Career Strategists--career planning, coaching and marketing and

Renee Trudeau & Associates [www.reneetrudeau.com](http://www.reneetrudeau.com)

**Contact:** 512-459-6700, renee@careerstrategists.net, www.careerstrategists.net

**What I do:** We assist professionals and small business owners in integrating "who they are" with "what they do" through offering strategic coaching/consulting in the areas of: career planning/change, job search, personal branding/marketing and work/life balance. We offer 1-on-1 coaching, groups and workshops/keynotes. Trudeau is author of "The Mother's Guide to Self-Renewal: How to Reclaim, Rejuvenate and Re-Balance Your Life" and founder/organizer of Personal Renewal Groups—women's life coaching groups which are based on the book and meeting in locations throughout the U.S./Canada.

**Name:** Sara Canaday

**Business Name:** Empowerment Enterprises

**Contact:** 512-343-7991, canaday@casualpower.com, www.casualpower.com

**What I do:** Communication/Image Consultant

**Name:** Sarah Gollither

**Business Name:** GollitherDesign

**Contact:** 512-292-3329, sarah@gollitherdesign.com, www.gollitherdesign.com

**What I do:** As a freelance designer, I combine beautiful, clean design with the ability to intelligently manage all aspects of a project from start to finish - including selecting and overseeing the work of illustrators, photographers, writers and programmers. From brochures to print and outdoor advertising, websites, logos, direct mail, tradeshow graphics and other media, you can hand me the reins and expect an outcome that is true to your vision.

**Name:** Tamra Gilley

**Business Name:** Tamra Gilley Accounting Consulting

**Contact:** 512-407-9883, tgilley@grandecom.net,

**What I do:** Consulting projects for mostly SEC-registered clients. Various other accounting projects.

**Name:** Toni Tanner Scott

**Business Name:** Dinner Made Simple

**Contact:** 512-826-8816, toni@dinnermadesimple-pcs.com, www.dinnermadesimple-pcs.com

**What I do:** I am a personal chef and I help busy families (and singles) with "What's for dinner?" I save my clients 10-15 hours per week by providing meal planning, grocery shopping, and cooking services. My clients come home to delicious, healthy, and balanced meals that are ready in minutes. All meals are customized to my client's tastes and dietary requirements. My menus vary widely from ethnic cuisine to restaurant quality gourmet to comfort food to special diets. I grocery shop daily so that my clients are assured to have the freshest ingredients available. Best of all, I leave the kitchen spotless and filled with wonderful aromas. Additionally, I cater small gatherings (up to 25 people) and teach interactive cooking classes/parties.

**Name:** Wendy Papasan

**Business Name:** Blue Pencil editorial & marketing

**Contact:** 512.297.9431, wendy@puddle-wonderful.com, Bluepenciled.com

**What I do:** I help small businesses grow their businesses through strategic marketing and planning services. I also am an accomplished freelance writer, editor and marketer. I am currently not accepting any more clients because I will be giving birth to my second child in November!