



FOR WOMEN
ENTREPRENEURS


ADVANTA[®]

2004
Stevie Awards for
Women Entrepreneurs

Sponsored by Advanta

Reception & Awards Presentations

Friday, October 22, 2004
Marriott Marquis Hotel
1535 Broadway
New York, New York



WHO KNEW THERE WAS AN AWARD FOR
jumping off a cliff?



YOU JUMPED—AND TONIGHT WE'RE CELEBRATING ALL THAT YOU'VE ACHIEVED.

It took courage to go off on your own. And now there's yet another reward: the Stevie for Women Entrepreneurs, the award that's exclusively for small business. It's brought to you by the creators of the prestigious American Business Awards and it's sponsored by



Advanta, the people who've backed small business for more than 50 years. Thousands of you carry our credit cards; tonight some of you will earn our thunderous applause. Congratulations to all the Stevie Awards Finalists from everyone at Advanta.



October 22, 2004

Welcome to the Stevie Awards for Women Entrepreneurs,

Tonight we honor exceptional women who are realizing the American dream – running their own business. Their courage and passion has brought us here tonight. Advanta is proud to be the exclusive sponsor of the Stevie Awards for Women Entrepreneurs.

Advanta's strong commitment to women began in 1951 when Jack Alter, my dad, established the Teachers Service Organization with \$30 in seed money and a vision to provide loans to teachers, a group which typically had difficulty obtaining loans from traditional banks. For over the last 50 years we continued to invest considerable energy and resources to understand the needs of Women in Business and help them to grow their companies.

Advanta has grown to be one of the largest issuers of credit cards to small businesses. In fact, the Advanta BusinessCard was recommended for small business owners by SmartMoney Magazine. Today, Advanta serves over one million small business customers, including over 150,000 women-owned businesses.

Unlike our competitors, we've been in our customers' shoes. We remember the fears, the challenges and joys that small business owners experience every day. We continue to understand the passion and commitment that drives you during the best and worst of times.

On behalf of everyone at Advanta, congratulations to the finalists.

Sincerely,

A handwritten signature in black ink, appearing to read "Dennis Alter". The signature is fluid and cursive, with a large initial "D" and "A".

Dennis Alter
Chairman and CEO



SECRETARY OF LABOR ELAINE L. CHAO

Welcome to *The 2004 Stevie Awards for Women Entrepreneurs* ceremony!

I have been talking to women entrepreneurs for the past three years, and each time it is an inspirational experience. You are creating jobs, hope, and opportunity in your communities.

Nationally, women-owned businesses are growing at twice the rate of all U.S. firms. Since most jobs are created by small businesses, that means that women entrepreneurs are making a significant contribution to the economic vitality of our economy.

This Administration is committed to ensuring that you continue to prosper and that leader and policymakers in Washington understand your concerns.

That is why the U.S. Department of Labor has sponsored *five* Summits on Women's Entrepreneurship in the 21st Century during the Bush Administration.

The women at these Summits identified networking, mentoring, and training as key components of their success. So this event is right on track.

I want to commend the board of judges and advisors of the *Stevie Awards*. You are nurturing leaders on the cutting edge of our current economic growth.

And I want to commend all the entrepreneurs here tonight. Events like this one tonight are wonderful ways to make new contacts and to be inspired by the success of others.

This is an exciting time to be a woman entrepreneur. The economic news is encouraging. The recovery is strengthening. And there are more opportunities available than ever before for women in business. So don't be afraid to reach for your dreams — there has never been a better time to make them come true.

Sincerely,

E. L. Chao



October 22, 2004

Dear Friends:

I am pleased to have this opportunity to send greetings to each of you attending the *2004 Stevie Awards for Women Entrepreneurs*. I am especially pleased to join my voice with yours in honoring women small business owners who have made significant contributions in the business community.

I am grateful for the hard work, innovation and determination of the women entrepreneurs you honor this evening who play a key role in the vitality and growth of industries throughout our nation. Women-owned businesses play a vital role in ensuring that New York and its diverse communities continue to grow and thrive in an increasingly global economy.

I commend your efforts today to acknowledge the importance of women-owned businesses. Progress has been made; however, it is important that we continue to come together to empower women to become successful leaders and visionaries so that they make decisions that are best for them, their families, communities and our nation.

I send my congratulations to tonight's awardees and to each of you my best wishes for a wonderful evening.

Sincerely yours,

Hillary Rodham Clinton

Hillary Rodham Clinton
United States Senator



WELCOME!

Welcome to the 2004 Stevie Awards for Women Entrepreneurs.

The Stevie Awards were created to honor and generate public recognition of the efforts, accomplishments, and positive contributions of companies and business people worldwide. In addition to The Stevie Awards for Women Entrepreneurs, we also organize The American Business Awards and The International Business Awards. Our mission is to raise the profile of exemplary companies and individuals among the press, the business community, and the general public. You can learn more about our organization and our programs at www.stevieawards.com.

The 2004 Stevie Awards for Women Entrepreneurs attracted 646 nominations from more than 300 small women-owned businesses in the U.S.A. Nominations were reviewed and scored by volunteer business professionals nationwide in July-September, and their average scores determined the Finalists who are listed in this program book. The final judging to select each category's Stevie Award winner from among the Finalists was performed earlier this month by members of our Board of Distinguished Judges & Advisors and their staffs.

I thank the members of our Board of Distinguished Judges & Advisors who performed the final judging, and the business professionals nationwide who performed the preliminary judging. But first and foremost I thank our sponsor, Advanta. Without their sponsorship and their commitment to the success of women-owned small businesses, this program would not have happened. So take a moment to thank the people from Advanta who are with us this evening, and learn more about Advanta by visiting www.advanta.com.

Enjoy the evening!

Michael Gallagher
President
The Stevie Awards

PRODUCTION CREDITS

Producer/Director: Corniche Productions, Brooklyn, New York

Announcer: Leslie Shreve

Audio: George Cauttero

Production Assistants: Vincent Verdi, Tim Gallagher

Thank you to Genna Battagliana, Karen Donohue, and Jun Ho Ham, students in Bob Merrilees's management class at Northern Highlands Regional High School in Allendale, New Jersey, for their assistance this evening.



BOARD OF DISTINGUISHED JUDGES & ADVISORS

The participation and counsel of our judges and advisors — all of whom are leaders in the American business community — has helped to establish The Stevie Awards for Women Entrepreneurs as a preeminent business awards show. They and their staffs conducted the final judging to determine the Stevie Award winners.

Patty Abramson, *Managing Director, Women's Growth Capital Fund*

Maria Bailey, *CEO, Blue Suit Mom Media*

Kristen des Chatelets, *Chief Marketing Officer, BDS Marketing, Inc.*

Chris A. Davis, *Chairman & CEO, McLeodUSA Incorporated*

Marsha Firestone, *President, Women Presidents' Organization*

Carrie Fitzmaurice, *Vice President/Publisher, Entrepreneur Media, Inc.*

Edie Fraser, *President, Business Women's Network/Diversity Best Practices*

Aileen Gorman, *Executive Director, The Commonwealth Institute*

John H. Graham IV, *President and CEO, American Society of Association Executives*

Gerhard Gschwandtner, *Publisher, Selling Power Magazine*

Anne Holland, *Publisher and Managing Editor, MarketingSherpa*

Janet Kraus, *CEO, Circles*

Dr. Lisa Krinsky, *Chairman & President, SFBC International*

Wendy Marlett, *Senior Vice President-Marketing, KB Home*

Carol Marx, *President, American Agri-Women*

Douglas McCormick, *Chairman & CEO, iVillage, Inc.*

Terry Neese, *President & CEO, Women Impacting Public Policy*

Dr. Martha Rogers, *Partner, Peppers & Rogers Group*

Rhonda Schaffler, *News Anchor, CNNfn*

Patricia Seybold, *CEO, The Patricia Seybold Group*

Jane Smith, *Executive Director, Center for Leadership & Civic Engagement, Spelman College*

Dr. Betty Spence, *President, National Association for Female Executives*

Hollis Thomases, *President, WebAdvantage.net*

Darrell Zahorsky, *Small Business Information Editor, About.com*



2004 PRELIMINARY JUDGES

These professionals participated in the preliminary round of judging from July-September 2004. Their average scores determined the Finalists. Judges were not permitted to score nominations in categories in which they themselves were nominated. We thank them for their time, participation, and insights.

Julia Adamiak, *Director Strategic Sales*, ChoicePoint Inc., Alpharetta, GA

Penny Adams Field, *President*, The Admin Group, Inc., Boca Raton, FL

Wilma Ann Anderson, *President/CEO*, WilPower Enterprises, Inc., Jersey City, NJ

Katherine Atkinson, *MD*, Amherst Family Practice, Amherst, MA

Susan Baranczyk, *Advertising & Promotions Coordinator*, Wisconsin Public Service, Green Bay, WI

Michael Berman, *Managing Partner-North America*, Rogen, New York, NY

Lea-Ann Berst, *Principal Consultant*, Sleddogg Marketing, Raleigh, NC

Rita Borges, *Owner*, Talk of the Town Chef, New York, NY

Judy Box, *Owner*, Box Custom Homes, Marysville, OH

Marcia Brand, *President*, Creative Marketing Concepts, Inc., Alexandria, VA

Donna Brickey, *President*, D & M Brickey Group, Indianapolis, IN

Pamela Burks, *President*, Burks Consulting Group, Decatur, GA

Trish Caputo, *PR Associate*, Arrow Electronics, Inc., Melville, NY

Teresa Caro, *President*, Caro Consulting, Atlanta, GA

Nikki Conyers-Williams, *Senior Writer/Assistant Vice President*, Wachovia, Charlotte, NC

Lisa Dilg, *Senior Account Executive*, PerketPR, South Lyon, MI

Synne Magar Ferguson, *Owner*, Aurora Images, Allen, TX

Wendy Fuentes, *President*, Spin Advisors, Easton, PA

Jonas Garbovetsky, *CEO*, Clickmedios, Buenos Aires, Argentina

Pamela Gharaibeh, *Family Therapist*, Main Street Therapy for Children and Families, Plymouth, MI

Jennifer Glennon, *Owner*, A Byte Above, Colorado Springs, CO

Audrey Godwin, *Managing Member*, The Godwin Group, PLLC, Renton, WA

Kolleen Grattan, *Senior Public Relations Counselor*, The Meridian Group, Virginia Beach, VA

David Greene, *President*, Urbanomics Consulting Group, Washington, DC

Kathrine Gregory, *Founder/Director*, Mi Kitchen es su Kitchen, New York, NY

Barbara Grundy Evans, *Vice President of Business Services*, Devon Health Services, King of Prussia, PA

Cynthia Guzik, *Human Resources Manager*, Family Heritage Life Insurance Co., Broadview Heights, OH

Jovita Jenkins, *President*, Ajides International, Inc., Culver City, CA

Kelvin Joseph, *CPA, Vice President*, Samantashoes.com, Bronx, NY

Eileen Jurek, *Legal Corporate Assistant*, Chicago Mercantile Exchange, Chicago, IL

Beverly Jurenko, *President*, Best Cleaning Services L.L.C., Houston, TX

Dena Kaufer, *President*, Onsite Haircuts, San Jose, CA

Isabel Kersen, *President*, The Power Edge, Secaucus, NJ

Christine Kirkley, *Helpline Christian Outreach Ministries, Inc.*, Birmingham, AL

Noah Lam, *Vice President*, Connetquot West, Farmingdale, NY

Michele Lodin, *Director, Compensation, Benefits & HRIS*, Advanced Medical Optics, Inc., Santa Ana, CA

Catherine Marion, *Counsel*, Orrick Herrington & Sutcliffe LLP, New York, NY

Christie McMahon, *Executive VP, Director of Client Marketing*, Stobie Group, LLC, St. Louis, MO

Venus McNabb, *CEO*, 1-800-GeeksOnTime, Lynden, WA

Rosalyn Minassian, *Vice President*, The Moms' Guide to Meal Makeovers, Melrose, MA

Danielle Moten, *Marketing Manager*, US Concepts, New York, NY

Deborah Naybor, *President*, Both Your Hands, Alden, NY

Kelly O'Reilly, *President*, Shamrock Medical Management & Consulting, Appleton, WI

Erin Olsen, *President/CEO*, PCKeys Technology Solutions Inc., Boise, ID

Lauren Orsini, *Manager—Employee Loyalty & OD*, Cendant Car Rental Group, Parsippany, NJ

Daria Pannesi, *Program Manager*, Mass-ALFA, Arlington, MA

Kim Shanahan, *Owner*, Book Bouquet, Ltd., Corona, CA

Anjeanette Sherrod, *Customer Service Representative*, Dur-a-kraft Jewelry, Lansdowne, PA

Larry Sites, *Benefits Technician*, King's Daughters Medical Center, Ashland, KY

Timberlyn Smith, *President/CFO*, Mustardseed Cultural and Environmental Services, LLC, Kansas City, MO

Roz Sohnen, *Producer/Director*, Roz Sohnen Productions, LLC, Brooklyn, NY

Theavy Sok, *Partner*, Country Club Apiaries, Denver, CO

Chris Stanley, *Senior Communications Specialist*, Memphis Light, Gas and Water, Memphis, TN

Eve Tan, *Sales & Marketing Coordinator*, Campaigners, Inc., Redondo Beach, CA

Diane Tishkoff, *Owner*, Creative Concepts & Copy, Beverly Hills, CA

Leon Turetsky, *CEO*, QuestaWeb, Inc., Westfield, NJ

Imal Wagner, *President*, Phoenix Rising, PR, Gaithersburg, MD

Sean Weide, *Account Executive*, Ervin & Smith, Omaha, NE

Michael Weiss, *CEO*, imagistic, Venice, CA

Terry Wisner, *Manager-Organizational Development & Service Support*, General Motors/AC Delco, Grand Blanc, MI

Glenn Wohl, *Marketing Manager*, AT&T, Bridgewater, NJ

Pam Young, *President*, Unique Innovations Inc., Lancaster, PA

Joseph Zitzelberger, *Director of Manufacturing Development*, PACCAR Inc, Chillicothe, OH



MASTERS OF CEREMONIES



Bill Rancic

Bill Rancic knows what its like to build a business from the ground up. The son of educators, he is a true entrepreneur. He paid his way through Loyola University by running a successful boat washing and waxing business in the Chicago area. Eight years ago Bill founded Cigars Around the World from his 400 sq. ft. studio apartment. Today it is a thriving multi-million dollar national operation, since acquired by NASDAQ-listed Synergy Brands. Last season Bill beat out more that 200,000 job applicants on his way to hearing Donald Trump say "You're Hired!" in front of more than 40 million viewers on the hit television show, "The Apprentice". Harper Collins just released his book, "You're Hired" How to Succeed in Business and Life. In the book Bill discusses the secrets of his personal and professional success. Bill has also joined Advanta as its corporate spokesperson and Entrepreneur-On-Call, where he is incubating and implementing ideas designed to meet the needs of small business owners.

Rhonda Schaffler

Rhonda Schaffler is the New York Stock Exchange senior correspondent for CNNfn and CNN Business News, the division of the CNN News Group that produces business news and updates for CNN/U.S., CNN International, CNN Headline News, CNN Airport Network, CNNRadio and the Web site CNN/Money.com.

Ms. Schaffler joined CNN Business News as a field producer in 1995 and was promoted to correspondent in November 1996. She also served as anchor of *Moneyline Weekend Edition*. Prior to joining CNN, Ms. Schaffler served as a reporter and writer covering business and general news for WPHL-TV's *Inquirer News Tonight* in Philadelphia.

From 1987 – 1995, she held numerous positions in the broadcast and business news fields, including as anchor for WPEN-AM and WMGK-FM in Philadelphia, broadcast editor with the Associated Press, news writer and editor for Dow Jones Voice Information Network and freelance reporter for News 12 in Long Island, N.Y.





FOR WOMEN
ENTREPRENEURS

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FINALISTS

NOMINATION SUBMITTED BY

COMPANY WEB SITE OF THE YEAR

Affect Strategies, New York, NY
All Things Gifts LLC Candy Bouquet, Highlands Ranch, CO
Bosha Design Inc., Drexel Hill, PA
Business Know-How, Centereach, NY
Diamond Detail, Inc., Grand Prairie, TX
emusicalgifts.com Inc., St. Charles, IL
Expense Management Solutions, Inc., Southborough, MA
Families for Depression Awareness, Waltham, MA
Feather Your Nest Antiques, Superior Township, MI
Giftpile.com, Chula Vista, CA
Hoffman and Hock, Inc., Phoenix, AZ
JMJ Products, Olathe, KS
Knittingbag.com, Darien, CT
Marta Kagan, New York, NY
MeshCreative Inc., Reno, NV
Modern Salon and Spa, Charlotte, NC
MommaSaid, LLC, Kinnelon, NJ
nextSTEPH, New York, NY
Set Now Solutions, Ewing, NJ
Todd Glowka Builder Inc., San Antonio, TX
WilPower Enterprises, Inc. Jersey City, NJ

MENTOR OF THE YEAR

Deborah House, The Adare Group, Chicago, IL
EduCorp Training & Consulting, Inc, Grapevine, TX
KayRen Enterprises, LLC, Pearland, TX
Melissa Sones, New York, NY
Vickie Milazzo Institute, a division of Medical-Legal Consulting Institute, Inc., Houston, TX

WOMEN HELPING WOMEN AWARD

Alliance of Technology and Women (ATW), Dallas, TX

Beautifully Big Intimate Apparel, New York, NY
CareerWomen.com, Portland, OR

EEO GUIDANCE, Inc., Jeffersonville, IN
Information Experts, Inc., Reston, VA
Iola Carter, Philadelphia PA
LadybugPress, Sonora, CA
Melissa Sones, New York, NY
Professional Women Empower Inc, Seminole, FL
re:invention, inc., Chicago, IL
Sappington International Farmers Market, Clayton, MO
SBTV, St. Louis, MO
The Association for Senior Citizens, Denver, CO
The HomeMaker's Idea Company, Glendale Heights, IL
Women For Hire, New York, NY
Wordsworth Typing and Editing Services, Walden, VT
WorldWIT Inc., Boulder, CO

NOMINATION TITLE

Affect Strategies Web Site
All Things Gifts Website
Bosha Design Inc. Web Site
The Business Know-How Web Site
Diamond Detail Web Site
emusicalgifts.com
The Expense Management Solutions, Inc. Web Site
Familyaware.org Brings Depression into the Light
Feather Your Nest Antique Web Site
Giftpile.com
The Hoffman and Hock Company Website.
www.TotallyCatholic.com online Superstore
Knittingbag.com web site
Lifeline Coaching website
MeshCreative Web Site
A Profitable Makeover: Modern Salon and Spa Website
MommaSaid.net
The Delta Phi Epsilon International Sorority Web Site
CorpNote™— Online Greeting Cards for Business
Todd Glowka Builder Inc
Mahogany Baby Company Web Site

Deborah House, The Adare Group
Sue Murray, President, EduCorp Training & Consulting, Inc.
Lisa Hinckley, President, KayRen Enterprises, LLC
Leslie Grossman, Co-Founder, Women's Leadership Exchange
Vickie L. Milazzo, RN, MSN, JD — Owner/CEO of The Vickie Milazzo Institute

Kathryn Ullrich, President, Alliance of Technology and Women (ATW)
Silicon Valley Chapter
Gail Khan, President, Beautifully Big Intimate Apparel
CareerWomen.com ...Helping Women Achieve Success in Their Careers & Lives
Carol A. Dawson, EEO GUIDANCE, Inc.
Marissa Levin, Information Experts Inc.
Iola Carter, Director of Economic Development, Councilman Wilson Goode Jr.
LadybugPress
Leslie Grossman, Co-Founder, Women's Leadership Exchange
Linda Burhans, Founder, Executive Director, Professional Women Empower Inc.
Kirsten Osolind, Founder, re:invention, inc.
Tessa Greenspan, President, Sappington International Farmers Market
Susan Wilson Solovic, CEO, SBTV
The Association for Senior Citizens, Elizabeth Cohill
Madolyn Johnson, The HomeMaker's Idea Company
Tory Johnson, CEO, Women For Hire
Wordsworth Typing and Editing Services
WorldWIT



FOR WOMEN
ENTREPRENEURS

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NOMINATION SUBMITTED BY

WOMAN'S BUSINESS ASSOCIATION OF THE YEAR

Kansas City Council of Women Business Owners,
Kansas City, MO
The Commonwealth Institute, Boston, MA
The National Women's Business Center, Washington, DC
Women's Business Council—Southwest, Arlington, TX
WorldWIT Inc., Boulder, CO

TECHNOLOGY INNOVATOR OF THE YEAR

COOKIE WORTH DESIGN, New York, NY
Digital Frames, Inc, Mulberry, FL
Fabulous Fragrances, La Quinta, CA
MSW Interactive Designs, LLC, Washington, DC
RB Balch & Associates, Inc., Glendale, AZ
SeaTab Software, Inc, Bellevue, WA
Synne Magar Ferguson, Allen, TX

EMPLOYER OF THE YEAR

Affect Strategies, New York, NY
Applied Creative Technologies, Inc., Germantown, MD
Edge Electronics, Bohemia, NY
Executive Diversity Services, Inc., Seattle, WA
Friese and Price Law Firm LLC, Atlanta, GA
Information Experts, Inc., Reston, VA
Insight Performance Improvement, Inc., Dedham, MA
It's Your Call, Harvard, MA
Pearl Law Group, San Francisco, CA
QWIC, Inc., Palmyra, NJ
Shelley's Flowers & Gifts, Waldoboro, ME
Thorp & Company, Miami, FL
Visionary Integration Professionals, Folsom, CA

COMMUNITY INVOLVEMENT PROGRAM OF THE YEAR

Coverall Cleaning Concepts, Vicki Rhea,
Master Franchise Owner, Omaha, NE
Cynthia Driskill, CDG & Associates, Dallas, TX
Deiters Funeral Home, Washington, IL
Dimensions Therapy Center; Davie, FL
Hollister, Inc., Boston, MA
Hungry Heart Food Ministries, Chapel Hill, NC
Incite Creative, Inc., Baltimore, MD
Oliver Creative, Richmond, Va.
Rusty's Pizza, Bakersfield, CA
Shakespeare by the Sea, Redondo Beach CA
Shenita Scott, Jonesboro, GA
SPEAKING OF DANCE, Denver, CO
Sue Kozel, SK Visions, Cream Ridge, NJ
Synne Magar Ferguson, Allen, TX

Yolanda Enterprises, Inc. Waltham, MA

BEST NEW PRODUCT OF THE YEAR

Aaron Barrada, Inc., Hunker, PA

Acrostics, LLC, Broken Arrow, OK
Atlas Homewares, Glendale, CA
Bench Beach Products, Ltd. Athens, NY
Boudoir Baskets LLC, Santa Clara, CA

NOMINATION TITLE

The Kansas City Council of Women Business Owners
The Commonwealth Institute
The National Women's Business Center
The Women's Business Council—Southwest
WorldWIT

COOKIE WORTH DESIGN
Digital Frames, Inc.
Fabulous Fragrances: The 2004 ".Info" Story
MSW Interactive Designs, LLC
RB Balch Builds eWork and Excels
SeaTab Software, Inc. — Technology Innovator
Aurora Images Gallery and Gifts, Owner Synne Magar Ferguson,
Artisan and Muralist

Affect Strategies
Applied Creative Technologies — An Award-Winning Family Friendly Company
Edge Electronics
The Best Little Company On Earth
A Recipe for Success
Information Experts — Marissa Levin
Innovative Employee Practices Drive Excellence
It's Your Call
Pearl Law Group
Nancy C. Myers, QWIC, Inc.-Employer of the Year
Shelley Pease, Shelley's Flowers and Gifts-owner
Thorp & Company
Visionary Integration Professionals, Inc.

Joann Munford, Making a Difference in Her Community

Cynthia Driskill, CEOs Walk the Walk
Stephanie Deiters, co-owner of Deiters Funeral Home
Dimensions Therapy Center's Family Club
Inspire By Example
Hungry Heart Food Ministries
Incite Creative, Inc.
Kyra Oliver, President, Oliver Creative
Cyndi Duncan, President, Rusty's Pizza
Lisa Coffi, Producing Artistic Director, Shakespeare by the Sea
Youth Under Construction, Inc.
Deborah Reshotko, founder of SPEAKING OF DANCE
Sue Kozel —SK Visions — Community Leader
Aurora Images Gallery and Gifts, Owner Synne Magar Ferguson,
Artisan and Muralist
Yolanda Cellucci, President, Yolanda Enterprises, Inc.

Aaron Barrada, Inc. introduces PottieStickers portable toilet training system
that kids love and use.

Acrostics Namesakes Line
Atlas Homewares Modernist Collection
Bench Beach Products "Step'nFish" rod holder
The Talk Timer by Boudoir Baskets LLC



FOR WOMEN
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NOMINATION SUBMITTED BY

BEST NEW PRODUCT OF THE YEAR — CONTINUED

Claybank's Kids LLC, Montague, MI
Digital Frames Inc, Mulberry, FL
Dignity by Design Enterprise, Spring Lake Park, MN
Encore 1900 Puzzles, Lebanon, OR

J.J. Creations, Inc., Sherman Oaks, CA
Kaizen FrogPad, LLC, Houston, TX

NouSoma Communications, Inc., Downingtown, PA
OOZ & OZ, Inc., Annandale, VA
Smart Picks, Inc., Lakewood, OH

Style & Entertaining, San Francisco, CA
The Ridgewood Group, LLC Manchester, CT

BEST NEW SERVICE OF THE YEAR

Bosha Design Inc., Drexel Hill, PA
Braden Benefit Strategies, Inc. Norcross, GA
Creative Card Solutions LLC, Temecula, CA
HealthyGoodiesGifts.com Grosse Pointe Woods, MI
Homes 4Sale by Owner Network, Toledo, OH
JetSetBabies.com, Saginaw, MN
Main Street Therapy for Children and Families, Plymouth, MI
Marenghi PR, Westwood, MA;
MacGillivray + Lee, Portsmouth, NH
possAbilities, LLC, Bethesda, MD
Rebecca Saltman, Denver, CO
Rural Sourcing Incorporated, Jonesboro, Arkansas
The Weigh We Were, Inc., Deltona, FL

MOST INNOVATIVE COMPANY OF THE YEAR

AgraQuest, Davis, CA
Art21, Palo Alto, CA
Communispace Corporation, Watertown, MA
Digital Frames Inc, Mulberry, FL
GTK Marketing Group LLC, Brooklyn, NY
HealthyGoodiesGifts.com, Grosse Pointe Woods, MI
Her Heighness Productions, Tinley Park, IL
Hyper Hut LLC, Plattsburgh, NY
Kathleen C. Wolfe, Santa Barbara, CA
MarketingDeptNYC, New York, NY
MarketReach Inc., Hightstown, NJ
Melissa Sones, New York, NY
Mi Kitchen es su Kitchen New York, NY
PCKeys Technology Solutions Inc. Boise, ID
Puppy Enterprises, Las Vegas, NV
SCF, Inc dba Southern Cross Farm, Ocala, FL
Smart Picks, Inc., Lakewood, OH
The Fine Art of Small Talk, Greenwood Village, CO
The Weigh We Were, Inc., Deltona, FL

FASTEST-GROWING COMPANY OF THE YEAR

Brand Resources Group, Atlanta, GA
MSW Interactive Designs, LLC, Washington, DC
Salsman Lundgren Public Relations, Clayton, MO
Shamrock Medical Management & Consulting, Appleton, WI
TPS, Inc. Cary, NC

NOMINATION TITLE

Little Hands Turns Frustration Into Fun
Electronic Digital Picture Frame
Dignity by Design — Fashion Apparel for the Disabled
Carrie Charley-Franzwa, Artist and Director of Operations,
Encore 1900 Puzzles
J.J., The Bag Lady
FrogPad Portable Keyboard, The New Standard for Wireless
Mobile Computing
Girls Know How Book Series Helps Kids Consider Careers
Mirror-acular Art Activities Kit
The Smart Picks, Inc. Company's development of Food Pyramid Bingo
and Fruit Fly Bingo games
Style & Entertaining's Dinner Party Kits
The Ridgewood Group's Reading-Writing Connection Journals with
Herman-the-Crab

Bosha Design Inc. offers new service, easyproof
Braden Benefit Strategies, Inc.'s Benefits Road Map
Creative Card Solutions LLC
HealthyGoodiesGifts.com...Special diet gifts for a changing world.
Homes 4Sale by Owner Network
JetSetBabies.com: Helping traveling parents lighten their load.
Pamela Gharaibeh, Main Street Therapy for Children and Families
Marenghi and M+L: Sales Accelerator

possAbilities, LLC
Netsearch Solutions find money for all and services for all
Rural Sourcing Inc.
The Weigh We Were, Inc.

AgraQuest: A Sustainable Enterprise Working with Evolution
Art21: The Total Art Experience
Communispace Corporation
Digital Frames Inc Innovative Company
GTK Marketing Group — combining fashion with giving back
HealthyGoodiesGifts.com...Special Diet Gifts for a Changing World
Her Heighness Productions
Hyper Hut LLC An Internet & Gaming Zone
Lobo Media Productions Inc. — Expeditions for Knowledge Film Series
Cupid's Arrow Hits its Corporate Mark, MarketingDeptNYC
MarketReach Inc.
Just Ask a Woman and Founder Mary Lou Quinlan
Kathrine Gregory Founder/Director Mi Kitchen es su Kitchen
Erin A Olsen, Innovative Company
Puppy Enterprises Dog Salon & Bakery
SCF, Inc dba Southern Cross Farm
The Smart Picks, Inc. Company
The Fine Art of Small Talk
The Weigh We Were, Inc.

Brand Resources Group (BRG); Jane L. Barwis, President and CEO
MSW Interactive Designs, LLC
Salsman Lundgren Public Relations
Shamrock Medical Management & Consulting
TPS, Inc.



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NOMINATION SUBMITTED BY

BEST NEW COMPANY OF THE YEAR

Affinity Neighborhoods, Long Beach, CA
Best Cleaning Services L.L.C., Houston, TX
EEO GUIDANCE, Inc., Jeffersonville, IN
Game Day Communications, Cincinnati, OH
Jai Yoga, Brunswick, ME
Oak Park Horse & Carriage, Inc, Southwest Ranches, FL
Quails Quilts and Crafts, Onarga, IL
Sophisticated Storage Solutions LLC, Raritan, NJ
Sterling Truffle Bar, San Francisco, CA
Sweet D's Delight, Los Angeles, CA
The Weigh We Were, Inc. Deltona, FL
VESTA Executive Housing, Cincinnati, OH
ZIYI, Los Angeles, CA

LIFETIME ACHIEVEMENT AWARD

BBA, Inc., Mesa, AZ
Bear Feet Shoes, Brownwood, TX
Cynthia Driskill, CDG & Associates, Dallas, TX
Dimensions Therapy Center, Davie, FL
DuKane Allergy Asthma Associates, Ltd., St. Charles, IL
Fitzenrider Water Conditioning, Defiance, OH
Fore Hope, Galloway, OH
Guardian Family Care, Inc. LeClaire, IA
Jani-King of Dallas, Dallas, TX
New Beginnings, Inc., Olney, MD
Small Beginnings Inc., Hesperia, CA
Sterling Bio-Technologies Corporation, Sterling, CO
The HomeMaker's Idea Company, Glendale Heights, IL

BEST OVERALL COMPANY OF THE YEAR—NON-SERVICE BUSINESSES

A Byte Above, Colorado Springs, CO
AllergyBuyersClub.com, Newtonville, MA
ALOM Technologies, Fremont, CA
Bess Wilfong, Angels' Arms, St. Louis, MO
Smart Picks, Inc., Lakewood, OH
The HomeMaker's Idea Company, Glendale Heights, IL

BEST OVERALL COMPANY OF THE YEAR—SERVICE BUSINESSES

ALOM Technologies, Fremont, CA
Amherst Family Practice PC, Amherst, MA
Ashton Partners, Chicago, IL
Campaigners, Redondo Beach, CA
CareerWomen.com, Portland, OR
Collegiate Risk Management, Inc., Tampa, FL
Communispace Corporation, Watertown, MA
Constant Contact, Waltham, MA
Consummated Events, Inc. White Lake, MI
Creative Card Solutions LLC, Temecula, CA
Expense Management Solutions, Inc., Southborough, MA
GOLD QUEST GROUP, Houston, TX
Kathryn O'Connor, Fort Worth, TX
October Strategies, Inc., Denver, CO
Project Managers, Inc., Charlotte, NC
Rebecca Saltman, Denver, CO
RED BROWN KLE, Milwaukee, WI
RoadTrac, Inc, Henrietta, TX
Rural Sourcing Incorporated, Jonesboro, AR

NOMINATION TITLE

A New Approach to Real Estate Investing
Best Cleaning Services L.L.C.
EEO GUIDANCE, Inc.
Game Day Communications
Jai Yoga
Oak Park Horse & Carriage, Inc.
Quails Quilts and Crafts
Sophisticated Storage Solutions LLC
Sterling Truffle Bar
Sweet D's Delights
The Weigh We Were, Inc.
VESTA Executive Housing, Best New Company of the Year
ZIYI—ART IN FASHION

Dr. Beverly A. Browning, CEO and Visionary
Mary Stanley D/B/A Bear Feet Shoe Company
Cynthia Driskill
Valerie Herskowitz, a community leader
Dr. Virginia P. Madla, President, DuKane Allergy Asthma Associates
Meta Fitzenrider, President, Fitzenrider Water Conditioning
Mindy Derr, Executive Director, Fore Hope
Beverly Mital, CEO, Guardian Family Care, Inc.
Martha Llamas, owner/operator, Jani-King
Carol Randolph, Founder, New Beginnings, Inc.
M. Sharon Rogone, President & CEO, Small Beginnings Inc
Laurie Ganong Jones, President, Sterling Bio-Technologies Corporation
Madolyn Johnson, Founder and President, The HomeMaker's Idea Company

A Byte Above
AllergyBuyersClub.com
ALOM Technologies—contract packaging and fulfillment
Bess Armstrong, Founder of Angels' Arms
The Smart Picks Inc. Company
The HomeMaker's Idea Company, Glendale Heights, IL

ALOM Technologies
Family Care by Women
Ashton Partners
Campaigners
CareerWomen.com
Collegiate Risk Management, Inc.
Communispace Corporation
Constant Contact
Consummated Events, Inc.
Creative Card Solutions LLC
Expense Management Solutions, Inc.
GOLD QUEST REALTY & MORTGAGE CO.
Range Online Media
October Strategies, Inc.
Karen McIsaac, Founder and Principal of Project Managers, Inc., Charlotte, NC
NetSearch Solutions
Red Brown Kle—Best Company
RoadTrac, Inc.
Rural Sourcing Inc



FOR WOMEN
ENTREPRENEURS

ADVANTA

NOMINATION SUBMITTED BY

BEST OVERALL COMPANY OF THE YEAR — SERVICE BUSINESSES — CONTINUED

S&A Consulting Group LLP, Beachwood, OH
Serendipity Literary Agency, Brooklyn, NY
Sittercity, Inc. Chicago, IL
Social Enterprise Group, LLC, Seattle, WA
VESTA Executive Housing, Cincinnati, OH
Vicki C. Herridge, Charleston, SC
Viva Wireless, Inc., Hayward, CA
Women Are Wonderful Foundation, Inc., Weston, FL

BEST YOUNG ENTREPRENEUR

1-800-GeeksOnTime, Lynden, Washington
A Byte Above, Colorado Springs, CO
Affinity Neighborhoods, Long Beach, CA
Blue Whitespace Graphic Design Studio, Cincinnati, OH
Foundation Systems, San Francisco, CA
Friese and Price Law Firm LLC, Atlanta, GA
Glamajama, Austin, TX
Iatria Health Center, Raleigh, NC
Inkorpa LLC, Westlake Village, CA

J.J. Creations, Inc., Sherman Oaks, CA
Kealana Marketing, Lihue, HI
Lori's DJ Service & Designs Inc., Hammond, IN
MarketReach Inc., Hightstown, NJ
Samantashoes.com, New York, NY
Sittercity, Inc. Chicago, IL
Vantage Staffing Network, Los Angeles, CA
ZIYI, Los Angeles, CA

BEST ENTREPRENEUR — NON-SERVICES BUSINESSES

AgraQuest, Davis, CA
AllergyBuyersClub.com, Newtonville, MA
Atlas Homewares, Glendale, CA
Box Custom Homes, Marysville, OH
Breaking Ground Contracting Co., Inc., Jacksonville, FL
Claybank's Kids LLC, Montague, MI
dedemetal jewelry, Bronxville, NY
Diane Stirling, Clearwater, MN
Digital Frames, Inc, Mulberry, FL
East Coast Petroleum Quincy, MA
Edge Electronics, Bohemia, NY
Encore 1900 Puzzles, Lebanon, OR

Floral Alternatives, Raleigh, NC
I See Me! Inc., Minneapolis, MN
Jan Marini Skin Research, Inc., San Jose, CA

Kaizen FrogPad, LLC, Houston, TX
Lonna Weidemann, Helena, MT
Melissa Sones, New York, NY
Mountaincow, Providence, RI
Neutral Posture, Bryan, TX
Pachy Burns, Owner, Blue Pines Ranch, Big Timber, MT
The HomeMaker's Idea Company, Glendale Heights, IL
What Fun! Inc, Annapolis, MD

NOMINATION TITLE

S&A Consulting Group LLP
Serendipity Literary Agency
Project Sittercity Takeover
Social Enterprise Group — best service business
VESTA Executive Housing, Best Overall Company of the Year — Service
Rapid Repairs
Viva Wireless, Inc.
Dr. Ann Moliver Ruben, President of Women Are Wonderful Fdn., Inc.

Venus McNabb, Founder/CEO, 1-800-Geeks-On-Time
Jennifer Glennon, Owner, A Byte Above
Ingrid Johanns, President, Affinity Neighborhoods
Heather Fricke, Partner, Blue Whitespace Graphic Design
Jeannine Solanto, CEO, Foundation Systems
Best Young Entrepreneur: Stephanie Friese
Heather Nolte, Owner and Designer, Glamajama
Dr. Angela Baylis, Doctor of Chiropractic, Iatria Health Center
Mandy Jacob, President of Inkorpa LLC, Digital Holographics,
SA Business Club and the Global Immigration Consulting Alliance
J.J. Matis, Owner & Founder, J.J. Creations
Myrna Mendoza, Kealana Marketing
Lori Lucas-Martinez, President — Lori's DJ Service & Designs, Inc.
Amanda Puppo, Chief of Client Happiness, MarketReach
Samanta Joseph, Designer & CEO, Samantashoes.com
Genevieve Thiers: Her Sittercity Success
Meg Chang, President & CEO Vantage Staffing Network
EVELYN XU, PRESIDENT, ZIYI — ART IN FASHION

Pam Marrone: Bug-lover to Sustainability Super Star
Mercia Tapping, President, AllergyBuyersClub.com
Adrienne Morea, President, Atlas Homewares
Judy Box, President, The Box Group of Businesses
Mary Tappouni, President, Breaking Ground Contracting Co., Inc.
Mothers of Invention — Annie Rupert and Stephanie Mallery
Deirdre Sullivan, Designer / Owner, dedemetal jewelry
Diane Stirling, Owner, of Stirling Collies
Charlotte Christou-Westbrook, CEO, Digital Frames, Inc.
Loretta DeGrazia, President, East Coast Petroleum
Adrienne Giannone, President & CEO, Edge Electronics
Carrie Charley-Franzwa, Artist and Director of Operations,
Encore 1900 Puzzles
Teri Freeland-Jones, Owner, Floral Alternatives
Maia Haag, President, I See Me! Inc.
Jan Marini, "The Derma Diva", CEO and Founder,
Jan Marini Skin Research, Inc.
Linda Marroquin, President, Kaizen FrogPad, LLC.
Lonna Weidemann, President, LW Promotionals
Lauren Sharfman, President and Principal, Seno Jewelry
Megan Eisen, CEO, Mountaincow
Rebecca Boenigk, CEO & Chairman of the Board, Neutral Posture Inc.
Pachy Burns, Owner, Blue Pines Ranch
Madolyn Johnson, Founder and President, The HomeMaker's Idea Company
Susan Turnock, Founder, What Fun! Inc.



FOR WOMEN
ENTREPRENEURS

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NOMINATION SUBMITTED BY

BEST ENTREPRENEUR — SERVICE BUSINESSES

1-800-GeeksOnTime, Lynden, WA
A. Wilson & Associates Millstadt, IL
Advance Design Interactive, Erdenheim, PA
Affect Strategies, New York, NY
Amyx, Inc., Alexandria, VA
Ashton Partners, Chicago, IL
Biro Internationale, Sheboygan, WI
Blue Forest Productions, Hawthorne, NJ
Brody Communications Ltd., Jenkintown, PA

Campaigners, Redondo Beach, CA
Cat Hospital of Portland, Portland, OR
Childs Capital LLC, New York, NY
CLB Designs, St. Louis, MO
Collegiate Risk Management, Inc., Tampa, FL
CorePurpose, Inc., Phoenix, AZ
Creative Card Solutions LLC, Temecula, CA
Domus, Inc., Philadelphia, PA
Fleming Communications, St. Louis, MO
Hollister, Inc., Boston, MA
Homes 4Sale by Owner Network, Toledo, OH
Information Experts, Inc., Reston, VA
Jani-King of Dallas, Dallas, TX
Latitudes Marketing & Events, Inc, Fort Lauderdale, FL
Lori's DJ Service & Designs Inc., Hammond, IN
Lync Consulting, New York, NY
Mary S. Rodriguez, Atlanta, GA
McKinnon-Mulherin, Inc., Salt Lake City, UT
Mei Leung P.A., Orlando, FL
Melissa Sones, New York, NY
My Girl Friday, Inc. Cincinnati, OH
My Team of Experts Inc., Charlotte, NC
OK-9 Corral Bed & Biscuits, Inc. Loon Lake, WA

PerkettPR, Inc., Marshfield, MA
Providence Pediatric Medical DayCare Inc., Camden, NJ
RoadTrac, Inc, Henrietta, TX
SBTV, St. Louis, MO
Serendipity Literary Agency, Brooklyn, NY
Sittercity, Inc. Chicago, IL
Stephen-Bradford Search, New York, NY
Stone Ward, Little Rock, Arkansas
Stop-In Country Shop, Bronx, N.Y.
Stuffed Chocolate, Amherst, New York
The Castle Group, Boston, MA
The Cornerstone Group, St. Paul, MN
The RehabGYM Inc, Williston, Vermont
The Wright Place Television Show, Rancho Cucamonga, CA
Vicki C. Herridge, Charleston, SC
Viva Wireless, Inc., Hayward, CA
WilbanksJones, LLC, Birmingham, AL
Windsor Media Enterprises, LLC, Rochester, NY
Women For Hire, New York, New York
Zee Management, Inc, Tampa, FL

NOMINATION TITLE

Venus McNabb, Founder/CEO, 1-800-Geeks-On-Time
Arlene Wilson, President, A. Wilson & Associates
Ashleigh Barnett, President, Advance Design Interactive
Sandra Fathi, President, Affect Strategies, Co-founder, BabyRide.com
Cheryl Amyx, President & CEO of Amyx, Inc.
Elizabeth Saunders, Founding Partner and Chairman, Ashton Partners
Shannon Kring Biro, President, Biro Internationale
Michelle Radz, President, Blue Forest Productions
Marjorie Brody, MA, CSP, CMC, Founder & Fearless Leader,
Brody Communications Ltd.
Melissa Orr, President and CEO, Campaigners
Elizabeth J. Colleran DVM, MS
Donna Childs, President, Childs Capital LLC
Caryn L. Burstein, President, CLB Designs
Vonda White, President, Collegiate Risk Management, Inc.
Joan Koerber-Walker, Executive Director and Founder, CorePurpose, Inc.
Marilyn Kilcrease, President, Creative Card Solutions, LLC
Betty Tuppeny, CEO/Founder of Domus, Inc.
Fay Fleming, MA— President— 636
The True Test
Michelle Hudson, Founder and CEO
Marissa Levin, CEO, Information Experts
Martha Llamas, owner/operator, Jani-King
Jennifer Jones, President, Latitudes Marketing & Events, Inc
Lori Lucas-Martinez, President -Lori's DJ Service & Designs, Inc.
Amy Casey, Co-Founder, Lync.NET
Mary S. Rodriguez, President/CEO, HilRod Group, Inc.
Shauna Bona, Copresident, McKinnon-Mulherin, Inc.
mei Leung P.A.
Leslie Grossman, Co-Founder, Women's Leadership Exchange
Julie Hagenmaier, President, My Girl Friday, Inc.
Karen Mclsaac, President, Project Managers Inc.
Pam Clifner- HEAD Doggie Wrangler @ OK-9 Corral Bed & Biscuits, Inc.
An Old West Dog Camp with Class
Chris Perkett, President & Founder, PerkettPR, Inc.
Leeanna Roman Fournier
Teresa G. Covert, President, RoadTrac, Inc.
Susan Wilson Solovic, CEO, SBTV
Regina Brooks, President, Serendipity Literary Agency
Genevieve Thiers: Her Sittercity Success
Erika Weinstein, Managing Director, Stephen-Bradford Search
Millie Ward, A Strong Voice of Independent Advertising Agencies in America
Here to Serve!
Deb Naybor: Entrepreneur, Adventurer, Activist
Sandy Lish and Wendy Spivak, The Castle Group
Colleen Carey & The Cornerstone Group
Sharon Gutwin, Owner, The RehabGYM Inc.
Dr. Letitia Wright, Producer & Host, The Wright Place Television Show
Vicki Herridge, Chairman/manager, Rapid Repairs
Carolyn Pestano, CEO, Viva Wireless, Inc.
Lydia Wilbanks, Managing Partner, WilbanksJones, LLC
Smart Marketing to Women Online
Women For Hire
Ellen Zusman, Vice-President, Zee Management, Inc.

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CUSTOMIZE YOUR
ACCOUNT FEATURES

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**Ariana Thompkins,
Managing Partner**

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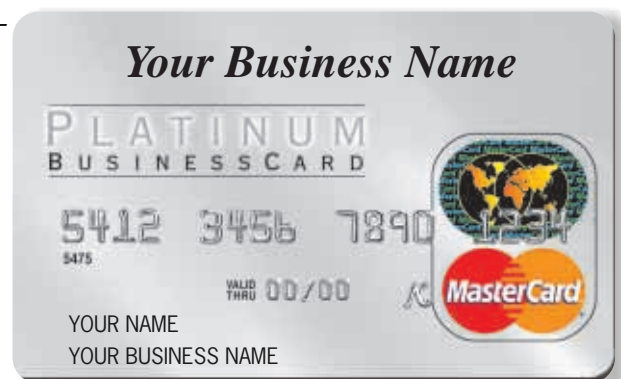
Helping women build and grow their businesses and careers.

For over 50 years Advanta has focused on supporting the success of women in business. Advanta continues its longstanding commitment by sponsoring associations and programs that provide resources to help build your business and career. These include:

- Recognizing the achievements of women in business through its exclusive sponsorship of the *Stevie Awards for Women Entrepreneurs*;
- Providing access to education, networking and advocacy resources through relationships with leading women's associations such as Women Impacting Public Policy (WIPP) and the National Association for Female Executives (NAFE);
- Providing valuable business tools and online information at www.Village.com/Advanta;
- Creating opportunities to mentor and support emerging leaders through the Women's Sports Foundation.

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STATE OF NEW YORK

GEORGE E. PATAKI
GOVERNOR

October 22, 2004

Dear Friends:

It is a pleasure to send greetings and warm regards to everyone gathered for the presentation of the *2004 Stevie Awards for Women Entrepreneurs*.

We all recognize the value and importance of business, and understand its inextricable link to our future economic prosperity. With women entrepreneurs initiating new businesses at twice the rate of all U.S. firms, it is fitting that we acknowledge their successes and contributions as well as the integral role they have in renewing and revitalizing the Nation's economy.

Tonight's distinguished finalists are a reflection of the thousands of dynamic, accomplished businesswomen whose ideas, vision, and entrepreneurial spirit bring us exciting new products and services and, at the same time, create jobs and opportunities in communities across the country.

On behalf of all New Yorkers, I join in applauding each of the exceptional nominees and congratulate each of tonight's honored recipients of a *2004 Stevie Award for Women Entrepreneurs*. Inspiring role models, their innovative leadership and outstanding abilities enhance the status of women in the business world and contribute in meaningful ways as we continue to move the economy forward here in the Empire State and throughout the entire Nation.

Best wishes for a memorable evening and every success in the future.

Very truly yours,

A handwritten signature in black ink, reading "G. E. Pataki". The signature is written in a cursive style with a large initial "G" and a prominent "E".





THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, N.Y. 10007

October 22, 2004

Dear Friends:

It is a great pleasure to welcome everyone to the 2004 Stevie Awards for Women Entrepreneurs.

The City of New York is delighted to be a part of this exciting event that recognizes successful women entrepreneurs who have made great accomplishments in the nation's business community this past year. I congratulate the Stevie Award recipients and recognize their significant contributions on behalf of their industries and the business world. They are more than worthy of this recognition and I thank them for the wonderful example they set for the next generation of women business owners.

In addition, I commend Advanta and the Board of Distinguished Judges and Advisors for recognizing the achievements of tonight's award recipients. You have been a tremendous source of support for small businesses and I commend your commitment to celebrating the important role women are playing in strengthening the economic vitality of communities across the nation.

I wish tonight's Stevie Award winners and all those gathered the very best for an enjoyable evening and continued success.

Sincerely,

A handwritten signature in black ink that reads "Michael R. Bloomberg".

Michael R. Bloomberg
Mayor