

NEWS RELEASE

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THIS IS HOW WE DO IT! LOCAL EXECUTIVE COACH SHOWS OTHER MOM ENTREPRENEURS HOW TO GET IT DONE IN NEW BOOK SET FOR SEPTEMBER 1, 2006 RELEASE

Germantown, MD – An ever-increasing segment of moms, who typically have substantial corporate or industry experience behind them, have decided to raise children *and* profits by creating their own businesses from home.

These savvy women have come together to create a how-to handbook for the journey. *The Business Mom Guide Book: More Life, Less Overwhelm for Mom Entrepreneurs* (Wyatt-MacKenzie, September, 2006), including Germantown's own Suzi Pomerantz, local Executive Coach, successful mom entrepreneur and contributor to the book.

"Being a great mom *or* a great business owner is not a choice I wanted to make," says Pomerantz. "I am proud to have a voice in this book because in it we show other moms in business how to create success in both arenas. This book reveals real strategies and ideas that prove you don't have to be Supermom to do it all!"

Compiled by Terilee Harrison of TheBusinessMom.com, *The Business Mom Guide Book* brings together the insights, tips, failures, and successes of mom business owners that are getting it done.

"These courageous moms shared their stories - what works for them as they run their businesses - little things they do to try to be the best mom possible - and how they still find time for themselves," says Harrison. "I use the word 'courageous' because all mom entrepreneurs know it's a challenge to raise their family and run a business, but hardly anybody talks about how they get it done." You can find out more about Harrison and the book at www.thebusinessmom.com.

Suzi Pomerantz is the owner of Innovative Leadership International LLC, an executive coaching and training company that provides leadership and team coaching for organizations and leaders. For more information, visit www.innovativeleader.com.

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