

Marriage Doctors Know How to Make Love Last

Doctors Elizabeth and Charles Schmitz, authors of *Golden Anniversaries: Seven Secrets to Successful Marriage*, know what it takes to make a marriage work. They have been happily married for 42 years, have one child and two grandchildren, they work and play together, and each considers the other their best friend. It has been, in their own words, “almost magical.” Oh, and Charley still thinks Liz is “hot.”

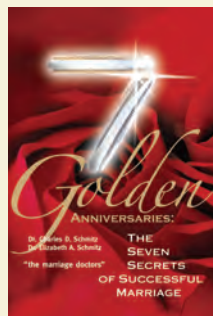
Not bad for an era when roughly half of all marriages end in divorce. Known throughout the counseling industry as “the marriage doctors,” they felt the personal impact of that ugly statistic 20 years ago: of the original 12 couples they had developed as a circle of friends, none of the marriages had survived. Not one. So Liz, the professional educator, and Charley, also an educator who specializes in counseling therapy, decided to find out what exactly makes a marriage successful.

What they discovered is not only fascinating and practical, but inspirational, as well. “First of all,” said Charley, “we knew that studying failed marriages was a dead end. The only way to find out why some marriages succeed is to study successful marriages, and that approach has set us apart from other marriage practitioners over the years.” Despite the statistics, most marriages are not doomed to failure, and the solutions are easier to implement than one might think.

“Generally,” says Liz, “we start with couples that have been together for at least 30 years, and we’ll literally go anywhere in the world to find them.” The doctors ask a couple to complete a lengthy questionnaire and interview that highlight the details of their relationship, touching on everything from meeting circumstances to family histories to comparative personal values and habits. What they have concluded is stunning in its simplicity.

“Trust is the basis of any sound relationship,” says Charley, “marital or otherwise.” But there’s more to it than that. “It really comes down to the simple things,” adds Liz. “Random acts of kindness, holding hands, supportive words, mutual respect—these are the building blocks and the glue that creates and sustains strong marriages.” Sound too good to be true? According to the Drs. Schmitz, it’s not.

And they don’t limit themselves to U.S. couples as a source group. Their approach thus far has been exceptionally cosmopolitan. “We’ve been to five of the seven continents so far,” explains Liz, “and Africa is our next stop.” What they have found is that, with the exception of cultures that feature arranged marriages, the principles guiding the creation of solid marriages in this country apply just about everywhere else. “We’ve just scratched the surface in places like China,” says Charley, “but because the circumstances in those places are so different than in the West, especially the role and place of women, we have decided to back away from the area and concentrate on contemporary Western societies.”



Responding to repeated requests to collect their insights into book form, the authors have distilled 25 years of interviews representing more than 15,000 years of marriage into a handful of relationship-sustaining principles.

They explain these insights through poignant stories gathered from hundreds of couples, including secrets they’ve learned from their own 42-year marriage. “Marriage is worth saving,” according to Charley, “and the candor of our subjects has allowed us to create a kind of guidebook that can improve just about any relationship.” Although some marriages are simply, and sadly, too abusive to save, most can be rejuvenated by following the seven secrets described in the book. *Golden Anniversaries: Seven Secrets to Successful Marriage*, is the capstone to this couple’s life’s work.

At the end of the day, though, there is really nothing mysterious about marriage, a point the couple emphasizes repeatedly. “There are really no magic tricks involved,” says Charley. “The suggestions we make are rather plain and down to earth. But once a couple begins to see the light by following these secrets, a whole new world opens up to them, sometimes in a single instant of liberating self-awareness. And that’s when marriage morphs from the mundane to the magical.” But it doesn’t hurt if your spouse thinks you’re “still hot” after all those years.



Drs. Charles D. and Elizabeth A. Schmitz

Read and learn more about the Drs. Schmitz and their Mom’s Choice Award-winning book, *Golden Anniversaries: Seven Secrets to Successful Marriage* at www.goldenanniversaries.com.

“Trust is the basis of any sound relationship... marital or otherwise.”

Dr. Charles D. Schmitz is a highly successful faculty member and administrator and has been in higher education for 40 years. His teaching has focused on the areas of counseling psychology and leadership development. He received his Ph.D. degree from the University of Missouri-Columbia and is currently Dean of the College of Education and Professor of Counseling and Family Therapy at the University of Missouri-St. Louis.

Dr. Elizabeth A. Schmitz was an award-winning administrator and educator in K-12 schools for 36 years and has lectured in numerous college courses in the areas of counseling and leadership since receiving her doctoral degree from the University of Missouri-Columbia. She is president of Successful Marriage Reflections, LLC.

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Each plush leather seat has its own TV with remote control, offering access to 100 channels of XM Satellite Radio®, 36 channels of DirectTV® and four movie channels (\$5.00/movie with a credit card swipe). Kids love the fact that one of the movie options is a children's movie and that a number of children's channels, such as Nickelodeon and The Cartoon Network, are offered. Parents appreciate that educational channels such as the History Channel, Discovery Channel and Animal Planet are also available. Not only are there wonderful viewing options for children, but there will be no more fighting over the remote control—each seat has its own TV with remote!



Don't expect to get a little bag of peanuts during your movie/TV time. On jetBlue Airways flights, you will be offered a variety of complimentary snacks, including Blues® Chips, Doritos® Munchies Mix, Chocobillys™ chocolate chunk cookies, All Nuts Jumbo Cashew Halves, Mamma Says Pistachio Biscotti, Mrs. Good Cookie Jungle Crackers and Lorna Doones. Also available are a variety of sodas (the whole can, not a little glass) and juices such as apple, orange and cranberry. Complimentary warm beverages include freshly brewed Dunkin' Donuts® coffee, hot chocolate and even Lipton® Cup-a-Soup®. Want more than one? The flight crew won't be upset if you ask for seconds. Adult beverages are available for a minimal charge.

It isn't uncommon to be waited on by jetBlue Airways CEO Dave Barger on your flight during his own personal travel. What better way is there to meet passengers? This is the same man who got off a flight in Fort Lauderdale in the airline's first months and positioned himself at the door. The plane from New York had to stop en route so a passenger who suffered a medical incident could receive help. Barger apologized to each passenger for the delay, handed out his phone number, and told them to call his secretary to book a free flight!

It goes without saying that jetBlue Airways is all about customer satisfaction and improving the family travel experience. Parents can check strollers at the aircraft door and pick them up as soon as they step off the airplane. Kids who have always wanted to check out an airplane cockpit while boarding or deplaning can just ask—flight crew members will be happy to let them check out the cockpit and take pictures.

So, there you have it—new planes with plush, roomy seats, individual remote-controlled TVs, wholesome family-friendly programming, a variety of complimentary snacks and beverages, and superlative service—all for very competitive fares.

It's no wonder that jetBlue Airways is the Official Airlines of The Mom's Choice Awards®.



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Kids Keep Celebrity Mom Down to Earth

Award-winning television journalist Alisyn Camerota always questioned the idea that she would have to have children in order to feel truly fulfilled.

After all, as a national correspondent at FOX News Channel, Alisyn had covered some of the nation's most sensational breaking news stories, including the crash of JFK Jr's plane and the launch of the Iraq War. She was live on the air when the Space Shuttle Columbia exploded, and reported from Ground Zero following the 9/11 terrorist attacks. She has interviewed major political, entertainment and sports figures. And of the television program *America's Most Wanted*, she says, "I would put together a story and air it, and that night we'd catch the fugitive who'd been on the run for 20 years." Fulfilling, indeed.

But as a mother, she now experiences "a deep, inexplicable level of contentment that I hadn't had before."

Her firstborn were twins, and she wasn't prepared when they came nine weeks early.

"I didn't have cribs ready, the room painted, any of the necessities," she recalls. "But my friends fixed up the room while I was in the hospital."

Always ready to laugh at herself, Alisyn is quick to point out that she's not supermom; one person can't do it all. In New York City, she says, there are wonderful twin support groups and email networks, and she found a website offering valuable advice. There's child care for the weekdays, and on weekends her husband, Tim, "rolls up his sleeves, cooks breakfast, and does the entire morning routine till I come back at noon. I don't know how single parents do it."

"The only time my kids have thought my job was cool was when I got to interview Miss Piggy and when The Wiggles played live on our show."

Her parenting challenges began before the usual sleep-deprivation woes, however. Once she and Tim decided to start a family, they ran into a major problem: infertility. Even now, three children later, Alisyn can still remember the pain from that time. "As anyone who has experienced it can tell you, the deep desire to have children and to believe it won't ever happen is a daily trauma."

The ordeal inspired her to get involved with RESOLVE: The National Infertility Association, and she now leads peer-support groups to help other families who face this challenge.

As to balancing career and family, Alison says she's fortunate to work for the FOX News Channel, which she considers a very family-friendly place. "Before, I might be at a family function and my beeper would go off—and I'd have to get on a plane and fly to another country," she says. "It was a big challenge. Now, I've reached the level in my career where I never get grief if there's a pressing family situation. Which is great, because journalism often makes you choose."



She's also delighted that she now works "only" 40 hours a week at FOX, because her first job, with Ted Koppel, saw her putting in 100-hour weeks.

When she's not on the air at FOX or being wife and mom, Alisyn finds time to write entries in her blog, *Alisyn in the Green Room*, which gets about 3500 hits a day.

Alisyn was surprised and delighted to receive the MCA Celebrity Mom of the Year award.


"I see it as a huge accomplishment," she says, "as much as any of the journalism awards. It's an honor to be recognized for parenting, because so much of our work is toiling in obscurity."



Alisyn Camerota

Of course, there's little opportunity to feel like a celebrity at home. "The only time my kids have thought my job was cool," she notes, "was when I got to interview Miss Piggy and when The Wiggles played live on our show."

When asked what's next for her, Alisyn says that for the first time in her life, it's not all planned out; she's not striving and climbing. "I'm feeling content right where I am."

She still doesn't believe that children are necessary for everyone's fulfillment. But she's so glad they're a part of her life. 

Alisyn Camerota is an award-winning journalist and TV anchor who regularly hosts *FOX & Friends Weekend*, a lively current events show.

As a member of the *Koppel Reports*, she helped produce documentaries that received two Emmys and an Edward R. Murrow award. As a crime reporter on *America's Most Wanted*, Alisyn was responsible for jailhouse interviews with murderers, serial rapists and child molesters. For her reporting, which led to the capture of dozens of fugitives, she received honors and awards from the FBI, U.S. Marshals and state police agencies. She was known as the correspondent to extract the most surrenders and confessions from criminals.

She has appeared on numerous talk shows, including *The O'Reilly Factor* and *On The Record with Greta van Susteren*, and has been featured in many newspapers and magazines.

Alisyn lives in New York City with her husband, Tim Lewis, and their three young children.

Building Pathways to Peace, One School at a Time.

One false step can mean disaster when climbing Pakistan's treacherous K2, the world's second-highest mountain. But for Greg Mortenson, losing his way during the descent led him to discover his life's purpose.

In 1993, during a failed attempt to reach the peak of K2, Mortenson became disoriented and wandered away from his fellow mountaineers into the most desolate reaches of northern Pakistan. Ill, he stumbled into an impoverished mountain village where he was nursed back to health. During his recovery, Greg observed the village's 84 children scratching their lessons in the dirt with sticks. When he learned that the government didn't provide a teacher although the cost was just a dollar a day, he was astounded. Before leaving Korphe, he promised to repay the villagers' kindness by returning to build a school.

In an effort to raise money, Greg wrote letters to 580 celebrities, businessmen, and other prominent Americans. His only reply was a \$100 check from NBC's Tom Brokaw. Selling everything he owned, he still only raised \$2,400. But his outlook brightened when a group of elementary school children donated \$623.40 in pennies, inspiring adults to start taking action.



Greg, Saida, and her father read a letter from a U.S. student.

When Greg returned to Pakistan, he first had to build a 283-foot bridge over a deep chasm to get building materials to the remote mountain village. The Braldu Bridge was completed in 1995 and the Korphe School was completed the next year.

That first successful effort at school-building has since grown into a remarkable humanitarian campaign. Through Greg's Central Asia

Institute (CAI), he has built nearly 90 schools in the most remote regions of Pakistan and Afghanistan—all without government assistance. The CAI provides building materials, skilled labor and teacher training, and in return the communities provide free land, tools and labor.

The obstacles Greg has faced over the years have been staggering. He has had to deal with wrenching separations from his wife and family, face daunting cultural barriers, and travel through desolate, bandit-ridden areas.

Mortenson has survived a 1996 armed kidnapping by the Taliban, fatwas issued by enraged mullahs, a firefight with feuding Afghan warlords, and repeated threats—some from fellow Americans for educating Muslim children.

THE POWER OF A PENNY

In the U.S., a penny is virtually worthless, but in the impoverished countries of Pakistan and Afghanistan, a penny will buy a pencil and \$12 will purchase a desk that seats two.

Greg's program, Pennies For Peace (P4P), educates American schoolchildren about the world beyond their experience and shows them they can make a positive impact on a global scale, one penny at a time.

P4P encourages children—ultimately our future leaders—to be active participants in the creation of global peace.

Approved by the National Education Association for use in public school curricula, the program has grown from 270 schools its first year to 3,580 schools just a year later, and raised more than 100 million pennies last year—one million dollars.

EDUCATION, THE TEMPLATE FOR PEACE

Greg's greatest satisfaction comes from helping tens of thousands of children realize their dreams and hopes through education. "With each school, I'm more convinced education should be the top global priority."



Greg with schoolgirls from Lalander village school, Char Asiab valley, central Afghanistan, in 2005. Courtesy Central Asia Institute

But his outlook brightened when a group of elementary school children donated \$623.40 in pennies, inspiring adults to start taking action.



Greg with Sarhad village students, Wakhan corridor, Pamir mountains in 2006—the first students to attend school in their region. Photo: Teru Kuwayama

He speaks specifically about the importance of educating girls and women: "Until girls are educated, society won't change." Rural Afghanistan and Pakistan have staggering infant and maternal mortality rates. "When we educate girls to the fifth-grade level, we see reduced infant mortality and improved quality of life and health."

The CAI has introduced maternal healthcare training programs, installed water wells to improve hygiene and reduce disease, and established poultry farms and women's vocational training centers so that the schools would generate their own revenue.

There are other benefits—a kind of ripple effect—such as reducing the number of Muslims who might become terrorists. “Often, educated women refuse to allow their sons to join the Taliban,” Greg comments, and points out that although the 9/11 hijackers were educated men, few of their mothers were literate. “The real enemy is ignorance. Ignorance breeds hatred, and hatred breeds violence.”

STRENGTH THROUGH RELATIONSHIP-BUILDING

Greg and journalist David Oliver Relin coauthored *Three Cups of Tea: One Man's Mission to Promote Peace...One School At A Time*, which has been translated into 32 languages and created widespread interest in Mortenson's work. At the Pentagon, the book is mandatory reading for officers in counterinsurgency training.



The *Wall Street Journal* recently reported that Mortenson has “a surprising new job: advising the U.S. military on how to fight Islamic extremism.” Greg was invited to the Pentagon to meet with Admiral Mike Mullen, chairman of the Joint Chiefs of Staff, who has stated that the U.S. needs a less-militarized foreign policy. General David Petraeus, Commander of the U.S. Central Command, has recommended that his staff read *Three Cups of Tea*. There's been a shift in thinking on the wars in Iraq and Afghanistan; military leaders are trying to build stronger relationships with tribal leaders.

TOWARD AN EVER-BETTER FUTURE

Mortenson spends four months a year in Central Asia, then another two on speaking tours across the U.S. These efforts take him away for months at a time from his Montana home and his wife, Tara, and their daughter Amira and son Khyber. “That's the most painful part of my job,” he says. “I didn't get to see my kids learn to walk or tie their shoes or ride a bike.”

Never one to slow down, Greg is working on a new book, *Stones into Schools*, which focuses on Afghanistan and how education is the key to peace and prosperity there.

Meanwhile, *Three Cups of Tea* continues to impact international relations and improve the lives of children in the remote lands of Central Asia, one school at a time. Says Mortenson, “Our best hope for a peaceful and prosperous world lies in the education of all the world's children.”



Admiral Mike Mullen, chairman of the Joint Chiefs of Staff, and Greg Mortenson.

“When we educate girls to the fifth-grade level, we see reduced infant mortality and improved quality of life and health.”



Greg Mortenson with school children from Nouser village, Neelam Valley, Azad Kashmir, Pakistan. Courtesy of Central Asia Institute.

Greg Mortenson is the co-founder of the Central Asia Institute (ikat.org), Pennies For Peace (penniesforpeace.org), and co-author of *Three Cups of Tea*, which has been a New York Times bestseller since its 2007 release and is currently #1.

The former mountaineer has been featured on National Public Radio, all major TV networks, and in numerous publications, including *Parade Magazine*, *Christian Science Monitor*, *Philadelphia Inquirer* and many others.

Mortenson received Pakistan's highest civil award, *Sitara-e-Pakistan* (“Star of Pakistan”) for his efforts to promote education and literacy. Among his numerous other awards are the Vincent Lombardi Champion Award for humanitarian service, the *Men's Journal* ‘Anti-Terror’ Award by Senator John McCain, and two Mom's Choice Awards®: Author of the Year and Volunteer Organization of the Year (Pennies For Peace).

The recipient of 11 honorary doctorates, Mortenson was nominated for the Nobel Peace Prize by several bipartisan members of Congress. The recipient will be announced in October 2009.



Hushe schoolgirls look at a photo album of a U.S. school.

“Our best hope for a peaceful and prosperous world lies in the education of all the world's children.”

IN THE SPOTLIGHT

This year, the Mom's Choice Awards® is pleased to honor ten special individuals or organizations whose exemplary products and services improve the lives of the moms and families they touch.

Authors Of The Year

GREG MORTENSON AND DAVID OLIVER RELIN

For *Three Cups of Tea*



In *Three Cups of Tea: One Man's Mission to Promote Peace...One School at a Time*, Greg Mortenson and journalist David Oliver Relin recount the journey that led Mortenson from a failed attempt to climb Pakistan's K2, the world's second-highest mountain, to successfully establish schools in some of the most remote regions of Afghanistan and Pakistan. By replacing

guns with pencils and rhetoric with reading, Mortenson combines his unique background with his intimate knowledge of the third world to promote peace with books, not bombs, and successfully bring education and hope to remote communities in central Asia. *Three Cups of Tea* is at once an unforgettable adventure and the inspiring true story of how one man really is changing the world—one school at a time.

In 1993, Mortenson was descending from his failed attempt to reach the peak of K2. Exhausted and disoriented, he wandered away from his group into the most desolate reaches of northern Pakistan. Alone, without food, water, or shelter, he stumbled into an impoverished Pakistani village where he was nursed back to health.

While recovering, he observed the village's 84 children sitting outdoors, scratching their lessons in the dirt with sticks. The village was so poor that it could not afford the \$1-a-day salary to hire a teacher. When he left the village, he promised that he would return to build them a school. From that rash, heartfelt promise grew one of the most incredible humanitarian campaigns of our time.

In an early effort to raise money, Mortenson wrote letters to 580 celebrities, businessmen,

and other prominent Americans. His only reply was a \$100 check from NBC's Tom Brokaw. Selling everything he owned, he still only raised \$2,400. But his efforts changed when a group of elementary school children in River Falls, Wisconsin, donated \$623.40 in pennies, who inspired adults to begin to take action. The 283-foot Braldu Bridge was completed in 1995 and the Korphe School was completed in 1996. Since then, he's established 78 schools. In pursuit of his goal, Mortenson has survived an armed kidnapping, fatwas issued by enraged mullahs, repeated death threats, and wrenching separations from his wife and children. Yet his success speaks for itself. *Read the Greg Mortenson Special Feature on pages 14 -15.*

Business Of The Year MOM 4 LIFE

Mom4Life.com is an online boutique that caters to moms looking for unique products for themselves and their children. It was birthed in



2003 by Heather Ledeboer, an ambitious wife and mother wanting to combine her passion for helping moms with her desire to contribute to the family finances. She achieved this goal by creating a business that focuses exclusively on unique and useful products that are 100% mom invented. Often these products are what Heather calls, "fantastically fresh, brand new to the market and not available in any big-box stores."

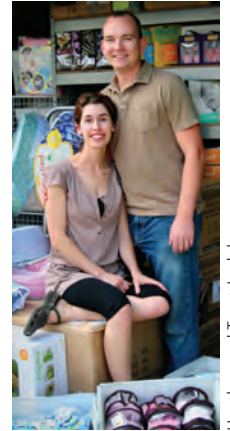
Believing firmly that when you are blessed, you should reach out to be a blessing to others, Mom 4 Life donates 10% of its proceeds to a local crisis pregnancy center. "Children are a gift from God," says Heather, "but I understand that for many women, the news of their pregnancy can be very scary. It is my desire that no mother go down this road alone."

Focusing on making the customer's experience a great one, Mom 4 Life offers free shipping, free gift wrapping, gift registry and a free gift with purchase. There is also a weekly giveaway on the blog (blog.mom4life.com) allowing customers the chance to get something fun for free.

Heather maintains a mission or practice of "Mother knows best"—doing business like a wise

mother would parent: intentionally, creatively, and with love. Her goal is to make the experience at Mom 4 Life "one you will want to tell your friends about."

Since 2003, Mom 4 Life has grown from one product to more than 900, and from the walls of Heather's home into a warehouse. Heather's hard work has brought her numerous publicity opportunities and awards, including the 2008 Winner of the Pregnancy & Newborn Reader's Choice Award for "Best Online Baby Store," the 2006 "Mom Approved Award" by 5minutesformom.com, and most recently the 2009 Mom's Choice Award for Business of the Year. *Read more about Heather and Mom 4 Life on page 27.*



Heather and Trent Ledeboer

Mom 4 Life
Motherhood's a journey. Gear up.



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Celebrity Mom of the Year
ALISYN CAMEROTA



Alisyn Camerota serves as a co-host of “FOX & Friends First” and news anchor for “FOX & Friends.” She began her career at the network in February 1998 as a correspondent for the Boston bureau where she also contributed reports for FOX News Edge, the affiliate news service.

Alisyn has anchored coverage of most major news stories, including the War in Iraq shortly after U.S. troops entered Baghdad and while Saddam Hussein’s palace was seized. Some other stories Alisyn covered extensively include the Beltway sniper case, the Columbia Space Shuttle disaster, the funeral of Britain’s Queen Mum from London and the U.S. Cardinals meeting at the Vatican in Rome. In 2001, she reported from Ground Zero in the wake of the September 11 attacks.

Prior to joining FNC, Alisyn served as a correspondent for WHDH-TV (NBC) in Boston, where she provided reports for the station’s late night newscast. Before that, she was a substitute host/correspondent for “Real Life,” NBC’s national daytime newsmagazine. Alisyn also spent four years as a correspondent for FOX’s national crime program “America’s Most Wanted,” and covered spot news for WTTG-TV (FOX) in Washington, D.C.

A graduate of American University in broadcast journalism with a minor in criminal justice, Alisyn began her career at Koppel Communications, where she worked on ABC newsman Ted Koppel’s critically acclaimed primetime documentaries.

Alisyn is also the mother of three children—all under the age of two (two are twins). *Read more about Alisyn on page 13.*

Founder’s Choice Award
VANESSA VAN PETTEN

Vanessa Van Petten brings the rants, complaints, joys and praises of kids to the ears of parents—finally balancing out the kid variable in the parenting equation. Van Petten wrote a parenting book when she was 17 called *You’re Grounded!* and is now on a national speaking tour, reaching out to both parents and teenagers about how to cope and thrive as young people

today. She is also working as a popular young parenting coach in California.

Van Petten’s daily blog, RadicalParenting.com, which she writes with 15 other teenage writers from ages 12 to 20, is read by thousands of teens and parents daily and includes webinars, videos and ebooks produced by teens. She was featured on CBS 4 Miami and Fox 5 New York and has been in the *Wall Street Journal*, *Teen Vogue*, *Atlanta Insite Magazine* and the *World Journal*. She has been an expert on Playboy Radio, KBUR, WCOJ Philadelphia and other



stations for giving a young perspective on awesome parenting.

Van Petten is one of the nation’s youngest experts on parenting and youth. As the first parenting blog from the kid’s perspective, [RadicalParenting](http://RadicalParenting.com) has been featured on hundreds of other mom and dad blogs as “a groundbreaking view into the secret world of teens and kids,” says Van Petten. Van Petten writes regular columns for *Epoch Times* newspaper (New York edition), *WhateverLife* and *Drug Free America Blog*. She also appears regularly on numerous radio shows and podcasts including the *Vic McCarty Show* and the *MomScoop* podcast for truly bridging the gap between parents and kids.

Magazine Of The Year
KIKI MAGAZINE

For little over a year, *Kiki* magazine has been providing tween and teen girls an alternative to the often mature and sexually influenced content found in many fashion magazines. In *Kiki*, creativity and design are front and center. “You won’t find gossip, dating tips, celebrities, sex, or advertising,” says founder Jamie Bryant. “And we don’t push fashion on girls. Instead, *Kiki* presents fashion as a lens through which readers can explore their own creativity and develop a sense of self-confidence.”

The magazine’s staff and contributors are girls and successful women who respect *Kiki* readers and are committed to providing them with intelligent and fun coverage of a variety of topics—art, craft, design, science, business, and world culture are all fair game for *Kiki*. Each issue features 7 departments. *From the Studio* showcases design, fashion history,



designers, textiles, and shoes; *Art Bin* offers tips for using art tools, plus sewing techniques and how-to projects. *World Beat* profiles cultural trends and cities with design traditions; *Biz Buzz* covers the fashion industry, finance, and managing money. *Kiki Care* addresses grooming, health, and exercise. *Your Style* is on everyday life, such as summer camp, technology, and friends. *Kiki Fun* is full of games, puzzles, and quizzes.

Kiki readers encounter fashion as a design student would and explore how fashion relates to their lives—how they use it, how they make it, how they change it, and how they feel about it. Interactivity is a critical part of the magazine. Readers can transform each issue into a personal creativity journal by writing and drawing directly on the pages. “Our goal,” says Bryant, “is to inspire girls to engage with the world around them and become creators rather than just viewers.”

Girls across the nation are getting excited at the prospect of becoming creators. Already, *Kiki* has subscribers from 48 states, Canada, Puerto Rico, the U.S. Virgin Islands, Guam, and Japan. And the magazine’s message of being “for girls with style and substance” is resonating with readers outside *Kiki*’s original tween and teen markets: the youngest *Kiki* subscriber is 6; the oldest, 96.



Mom Entrepreneur Of The Year
SHARI CRISO



Shari Criso is a Certified Nurse Midwife, International Board Certified Lactation Consultant, nationally recognized parenting educator, entrepreneur and, most importantly, loving wife and proud mother of two amazing daughters, Jade and Talia (ages 7 and 4).

Educating, empowering, and supporting couples throughout pregnancy and new parenthood has been Shari's passion and focus since she started her professional career back in 1990. Shari began as a Labor and Delivery nurse caring for thousands of mothers and infants, but soon realized she wanted to provide more personal, one-to-one care for her patients, so she returned to school where she earned her Master's Degree in Nursing and her Certification in Midwifery. Within one year, she established her own thriving medical practice, providing full obstetrical and gynecological care, and went on to deliver over 600 babies during her seven years in private practice.

Soon after experiencing the birth of her first daughter, Shari realized there was so much missing for new parents in the marketplace. So she created a specialty store where her new and expectant patients could go to find all the products, services, and expert advice they needed under one roof. *The Birth Boutique* was born! Over the following six years, *The Birth Boutique* has grown into a 5,000-sq-ft facility, including a full learning center supporting new parents through pregnancy, birth, breastfeeding and new parenting. It is extremely well-known throughout the entire New Jersey and New York area, and is widely recognized as "the place to go if you are having a baby."

With the addition of an eCommerce website, *BirthBoutique.com*, the development of her own line of nursing loungewear (*Nurturewear*), and the creation of educational products under the brand name, *My Baby Experts*, Shari has quickly become a "go-to" expert for the media and has recently made appearances on FOX and NBC, as well as many leading websites like *Breastfeeding.com*. Her signature class, *Simply Breastfeeding: The Criso Breastfeeding Method*, is now available on DVD at *MyBabyExperts.com*, making Shari's unique style of parenting education available to everyone.

Product / Product Line Of The Year
BABY EINSTEIN - CELEBRATING 10 YEARS OF DISCOVERY



Over a decade ago, Baby Einstein was founded by Julie Clark, a mom who wanted to share her love of humanities with her baby. Her intent was to create products that offered interactive experiences for her and her daughter to discover the world together. While Baby Einstein has grown over the years, this same philosophy is at the heart of the company's mission. Baby Einstein products are designed to encourage discovery and inspire new ways for parents and little ones to interact.

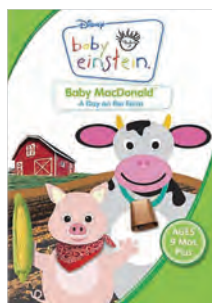
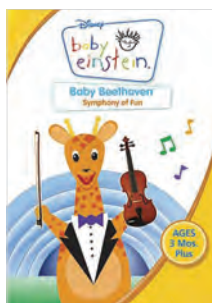
Baby Einstein offers a wide range of developmentally appropriate products for babies and toddlers. What makes Baby Einstein products unlike any other is that they are created from a baby's point of view and incorporate a unique combination of real world objects, music, art, language, poetry and nature—providing parents an opportunity to introduce their baby to the world around them in playful and enriching ways. This simple principle is the

foundation for The Baby Einstein Company and its products.

All Baby Einstein products, including its video line, are designed as interactive tools for parents to use with their babies. Since the debut of the very first title, Baby Einstein videos/DVDs were developed with the idea of creating a "digital board book," allowing a parent to have two free hands while enjoying and experiencing the video with their little one—leaving their hands free to clap, point to objects and interact with their baby.

The Baby Einstein Company believes, along with the child development experts with whom they have consulted, that parent-child interaction is one of the most critical elements to the development of a healthy and happy baby during the first three years of life. Baby Einstein products are not designed to make babies smarter. Rather, Baby Einstein products are specifically designed to engage babies and provide parents with tools to help expose their little ones to the world around them in playful and engaging ways—inspiring a baby's natural curiosity.

"I have no special talents. I am only passionately curious." ~ Albert Einstein

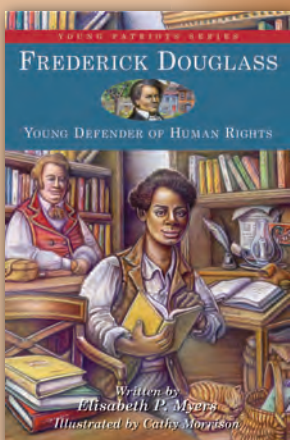


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Volunteer (or Volunteer Organization/Program)
Of The Year

PENNIES FOR PEACE, A PROGRAM OF CENTRAL ASIA INSTITUTE (CAI)



Pennies for Peace educates children about the world beyond their experience and shows them that they can make a positive impact on a global scale, one penny at a time.

The best hope for a peaceful and prosperous world lies in the education of all the world's children. Through cross-cultural understanding and a solution-oriented approach, Pennies for Peace encourages children, ultimately our future leaders, to be active participants in the creation of global peace.

The penny, 1% of a dollar, is symbolic of the 1% of Gross Domestic Product goal set by the United Nations. The goal was for wealthy countries to give foreign aid to impoverished nations each year.

Pennies for Peace teaches children the rewards of sharing and working together to bring hope and educational opportunities to children in Pakistan and Afghanistan. A penny in the United States is virtually worthless, but in Pakistan and Afghanistan a penny buys a pencil and opens the door to literacy.

The mission of Central Asia Institute (CAI) focuses on community-based education, especially for girls. A fifth-grade education for a girl improves not only the basic indices of health for her and her family, she will also spread the value of education within her community. Literacy, for both boys and girls,



provides better economic opportunities in the future and neutralizes the power of despot mullahs and other extremist leaders. *Read more about the power of a penny on pages 14-15.*

Website Of The Year

GENERATIONCURES.ORG

Generation Cures is an innovative web-based philanthropic community designed for tweens (ages 8-12) and their parents to raise awareness and financial support for pediatric medical research. Created by Children's Hospital Boston, this first-of-its-kind website uses fun game-play and digital entertainment to inspire kids to care about others, understand the concept of giving, and believe they can make a difference in the world.

Along the way, kids learn about science and medicine and strengthen their skills of logic, reason, critical thinking and creativity. The original online games, animated stories and kid-directed videos at Generation Cures were created by award-winning educators and designers to spark kids' natural curiosity and compassion. While all of the game and story content was developed with tweens in mind, the accompanying parent site offers suggestions and tools for sharing in the experience with children.

"In an increasingly consumer-driven and cynical culture, parents are finding it tougher than ever to teach their kids important life lessons about caring, helping others and what it means to be a good member of a community," said Jan Cady, chief philanthropy officer at Children's Hospital Boston. "At the same time, it's hard to drag kids away from the computer. Many parents worry about what kind of impact so much computer time has on their kids. With the launch of Generation Cures, parents can now turn to a safe online destination that kids will love, and they can feel great about supporting."



Introducing Family-Based e-Philanthropy: leveraging the power and reach of the Internet, Generation Cures represents a new e-Philanthropy approach that centers on families. The collective giving of the Generation Cures community will support doctors and scientists at Children's Hospital Boston who are dedicated to discovering life-altering cures for childhood diseases around the globe.



A Passion For Improving Moms' Lives

ONE • MOM • AT • A • TIME

She's been featured on *CNN*, *The Today Show*, the *Early Show* and *48 Hours*, and been written up in *The Washington Post* and *Newsweek*. She's been quoted in *USA Today* and *Parenting* magazine, and is the CEO of several businesses. An author and nationally syndicated parenting columnist, she was nominated as the 2002 Entrepreneur of the Year by the Loudoun County (Virginia) Chamber of Commerce, and was awarded Entrepreneur of the Year in 2003 by a Northern Virginia networking group.

Yet Tara Paterson, creator of the Just For Mom™ Foundation and the Mom's Choice Awards®, insists she is “very accessible—the woman next door.” And she considers her most important roles to be those of wife and mother.

The Conception of Just For Mom™

Tara Paterson has a passion for helping others achieve their dreams. Especially, she points out, if they're moms.

A certified parent coach and nationally syndicated parenting columnist, Tara offers—on her website, in presentations and in coaching sessions—tips on self-development, spirituality, education, and parenting. This is advice born of her own experience, and the seeds of this outreach were planted nearly a decade ago, when Tara was pregnant with her first child.

“I wanted to start a foundation that would make it possible for moms to stay home with their children while nurturing their own individual passions,” she says. “I always knew I wanted to stay home with my children, but I learned that in order to nurture the people you love, you must first nurture and pamper yourself.”

She explains, “It is not possible to nurture and grow the spirits of our children when we have lost faith in ourselves and do not view ourselves as valuable, successful individuals.”

Her website, JustForMom.com, is rich in helpful information—and a healthy dose of nurturing and pampering. There's a Daily Motivator, instructive articles, delicious home-cooked recipes, soul-nourishing features, and a reading list with synopses of recommended titles.

Knowing what to include didn't prove difficult. “I looked at all the obstacles I've overcome,” Tara says. “I thought, where would I have liked help? What would have made this easier for me?” Then she made those tools available to other parents.

The Mom's Choice Awards®

Tara says that the Mom's Choice Awards (MCA) were an extension of the programs she created for the Just For Mom Foundation.

“The goal of the MCA is to honor and recognize persons and/or companies that have created books or products specifically to support families and children,” she says.

She adds that the MCA seal helps parents and educators select quality materials for children.

Tara is enthusiastic about the quality of submissions and notes that MCA entries have often won other prestigious awards. In addition, the creators of *The Doo-its Show* credit winning a Mom's Choice Award as being instrumental in getting their show on PBS.

She is also delighted with the caliber of judges for the MCA: “Our panel of judges is outstanding. We are honored to have these individuals working on behalf of the MCA.”

Amazing Grace: Living With Loss

Within the past few years, Tara experienced devastating personal losses and astonishing lows and highs. Her niece died within hours of birth, her mother attempted suicide, and, just days before Tara was due to deliver her third child, her father had a fatal heart attack. Yet Tara not only kept going, she was able to see the blessings amid her grief.

Of the night she spent in the hospital waiting to see whether her niece, Grace, would pull through, she says, “The greatest gift Grace gave me that night was the ability to be present with my sister at that moment and in the days



Tara Paterson

“I wanted to start a foundation that would make it possible for moms to stay home with their children while nurturing their own individual passions.”

that would follow. I learned to be with someone else in their pain without allowing myself to turn it into my own.”

How have these events affected Tara's outlook and plans?

“You can't suffer loss without coming to a new understanding about the suffering we each undergo on our own personal journey,” she acknowledges. “I have come to realize that these experiences will help me better understand how to assist other families who are also going through major crises.”

When the time is right, she hopes to help other families who have been bereaved.

Tara also discovered that she had developed an intolerance to wheat. While that might not seem to require a very difficult adjustment, she learned otherwise. “It's a form of mourning to lose the ability to eat most of what you're used to. To learn that half of your diet is now off-limits is a life-altering event. It sent me in a tailspin for several weeks.”

“I looked at all the obstacles I've overcome.”

Becoming a Certified Parent Coach

While Tara believes in the vitally important functions of moms in every society, she also believes that children bring in a special energy to the world, and that children are some of our best teachers. She sees the parents' role as "staying positive, not feeding all the negative influences in our and our children's lives."

In her book *Raising Intuitive Children*, co-authored with Dr. Caron Goode, Tara shares her real-life experiences with her intuitive children and what it takes to parent these sensitive beings. "Intuitive intelligence has risen to the forefront and children with intuitive gifts may be as many as a fourth of all children. These children are open and connected to non-physical worlds beyond those of normal human perception. More aware and sensitive, they learn and process in ways that are different from how most schools teach. It is my goal to be one of those teachers for our children," Tara says.

She practices what she preaches, and is the quintessential "upbeat" mom. With her enthusiasm, experience, and charisma, Tara is much in demand as a speaker. She was tapped to speak on the topic of raising self-empowered children at the first-ever "Momference," a global telephone conference that allowed busy moms to listen to experts in many areas without leaving home.

"Being a parent is the most difficult job on the planet," she says, "and kids don't come with a how-to guide on this most important journey. I love to share the message of connection, not coercion, with parents."

Tara is also an online columnist for *American Chronicle* newspapers, *Children of the New Earth*, and an expert blogger for the Partnership for a Drug Free America.

Fulfilling Her Mission

Although she already does so much, Tara believes in "giving back." She, along with her son Caden, collected pennies for the organization *Pennies for Peace*, a program she heartily endorses.

As to whether or not she is achieving her goals, she says, "I absolutely am—by touching each mom's life, one mom at a time."

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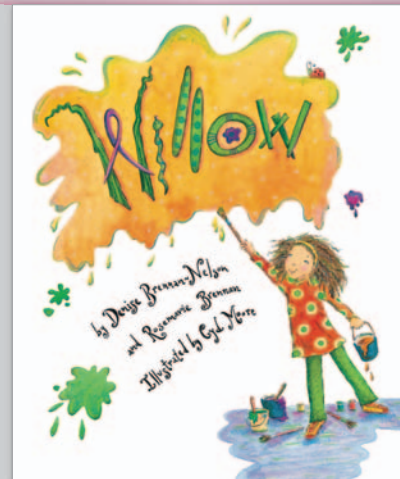
Her personal goals include the successful marketing of her new book; launching national workshops with colleague Vanessa Van Petten on *Radical Parenting: Using Your Intuition*—a training program for the Academy for Coaching Parents in the Intuitive Parenting niche; and speaking nationally to parents and schools about the importance of tuning into children's intuition.

She says her husband, Chris, has been her greatest supporter. "He has never doubted my passion and ability to make a difference in the lives of others."

Tara adds, "It is very clear to me what a tremendous difference we can make in others' lives when we work to improve the human condition. And it is enormously fulfilling."

As it says on her website: "You are the sum total of all of your choices up until this moment. There is only one corner of the universe you can be certain of improving, and that's your own self." Tara resides in Northern Virginia with her husband Chris and their four children.

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