

# WORKING MOTHER

**WIN**  
A MAKEOVER  
FOR YOUR  
HOME OFFICE

**DON'T MISS YOUR  
KID'S BIG MOMENTS**

APRIL 2006 [www.workingmother.com](http://www.workingmother.com) THE ART OF MAKING IT WORK

## **BEST SMALL COMPANIES THAT HELP MOMS MOST**

Learn From Our  
Entrepreneur  
Mom Winners

Find Your Freedom  
By Franchising

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**HOME ALONE:  
HOW TO KEEP  
YOUR CHILD SAFE!**

**EASY CURES  
FOR YOUR  
ACHING BACK**

Do's & don'ts from a top doc

MY OWN  
BUSINESS  
IN A BASKET  
**AMANDA  
POSES**

**SAMPLE**

2006 WORKING MOTHER

**SAMPLE**

# BEST Small COMPANIES

If you've ever dreamed of being your own boss, you'll easily relate to the passion that fuels the 25 businesses we've selected as our inaugural Working Mother Best Small Companies. Nationwide, companies launched by women are booming: 10.6 million women-owned businesses generate nearly \$2.5 trillion in sales, according to the Center for Women's Business Research in Washington, DC. Our winning companies diversify across a wide spectrum of industries, from travel and IT to architecture and special-ed therapy. What they share is innovative, family-friendly workplace practices that women value. Even without the deep pockets of major corporations, they've found creative ways to take care of their employees. Many provide lactation rooms, encourage moms to bring their infants to work, offer an expansive definition of "flexible schedules" and have programs that foster professional development. Some provide paid leave for both birth and adoptive parents, while others are on the cutting edge by allowing phased-in reentry. Most impressive is that many of our smaller winning companies opt to provide FMLA benefits, even though the law requires this only of companies with 50 or more employees. We're proud of the 17 women—including 16 working moms—and the eight men who helm these employers of choice. To salute mom-owned companies, we introduce our Entrepreneur Mom Awards honoring three enterprising women. We also share franchise ideas for moms interested in having some of the legwork of starting a business done for them. To learn how you can turn the spark of an idea into a red-hot company, read on.

COMPANY PROFILES BY SUSAN GERSTENZANG, KATHERINE LEE, TERESA PALAGANO, SUZANNE RISS AND CANDACE SHEPPARD  
EDITED BY SUSAN LAPINSKI AND SUZANNE RISS

**METHODOLOGY** We asked you to help us find small companies with family-friendly benefits and a culture that helps employees balance their work and family needs. Our only caveat was that companies have five to 100 employees. We received close to 250 nominations. Our editors scored applications based primarily on three areas of emphasis: work/life benefits, entrepreneurial spirit and programs to help women advance. The winning companies often were creative in finding ways to offer work perks to their employees. Each of the women chosen for our Working Mother Entrepreneur Mom Awards has succeeded in launching a promising

**COMPANY Affect Strategies, Inc.**

**LOCATION** New York, NY  
**EMPLOYEES/MOMS** 10/4  
**FOUNDED** 2002



**CEO Sandra Fathi\***

**WHAT THEY DO** Offer marketing, communications and public relations services  
**HOW THEY FLEX** True to Sandra's vision of creating a work environment where employees can enjoy family-friendly benefits without having to sacrifice career opportunities, her company allows employees to work part-time or job-share. Full-time employees enjoy FMLA benefits, and even part-timers can telecommute.  
**SOMETHING COOL** The firm's philosophy is "to nurture and retain talented women." Employees are encouraged to take seminars, workshops and other courses—on the company's dollar—so they can gain skills to advance professionally.

**COMPANY Atlas Travel International**

**LOCATION** Milford, MA  
**EMPLOYEES/MOMS** 60/34  
**FOUNDED** 1986



**CEO Elaine Osgood\***

**WHAT THEY DO** Provide travel services  
**HOW THEY FLEX** About 80 percent of the company's staff is female, and an impressive 85 percent of moms work from home. Part-time work, flexible schedules and job-sharing are also available.  
**SOMETHING COOL** Employees and their families (even pets!) are flown in from satellite locations to attend the company picnic. Every employee's anniversary with the company is recognized with gifts, such as a weekend getaway for the whole family or tickets to a theme park, in addition to lunch with the president.

**COMPANY Beacon Publishing Services**

**LOCATION** Ashland, OH  
**EMPLOYEES/MOMS** 41/15  
**FOUNDED** 1981



**CEO Bob Beer**

**WHAT THEY DO** Provide production and engineering services for publishers of textbooks, reference books and scientific journals  
**HOW THEY FLEX** All 33 female employees work flexible schedules, and 13 of them—including eight moms—telecommute as part of a "remote" program. This program provides participating staffers with a computer and Internet access.  
**SOMETHING COOL** Though most "remote" employees work a part-time schedule, they're still eligible for paid vacation and holidays, as well as profit-sharing bonuses.

**SAMPLE**

**COMPANY Beacon Technologies, Inc.**

**LOCATION** Greensboro, NC  
**EMPLOYEES/MOMS** 21/4  
**FOUNDED** 1997



**CEO Mark Dirks**

**WHAT THEY DO** Specialize in software development, e-commerce solutions, Web development and design and search-engine marketing, as well as hosting services  
**HOW THEY FLEX** Four employees take advantage of telecommuting and flexible schedule options. All parents can work reduced summer hours as needed. FMLA and phased-in reentry are among the company's benefits. Moms can leave early to pick up their kids at school, or work longer hours to have a day or morning off each week. New fathers aren't forgotten: They receive three days off.  
**SOMETHING COOL** All the female employees are shareholders in this IT company. When kids are sick, employees can bring them to the office or work from home. The whole family is invited to catered picnics and holiday parties.

**Beacon Technologies** All the female employees are company shareholders.

**COMPANY Computation**

**LOCATION** Chatsworth, CA  
**EMPLOYEES/MOMS** 65/15  
**FOUNDED** 1980



**CEO Ellyn Lueros-Elson\***

**WHAT THEY DO** Provide software solutions to food and nutrition departments in hospitals, long-term-care facilities, colleges and correctional institutions  
**HOW THEY FLEX** Employees get the flexibility they need. The company also adapts to changing needs. If a new mom no longer wants to travel, Computation tries to switch her to another position or enable her to work from home  
**SOMETHING COOL** Employees can log 40 paid hours a year of volunteer work as long as it's related to family, such as coaching a soccer team.

**COMPANY Data Dog Interactive Marketing**

**LOCATION** Milwaukee, WI  
**EMPLOYEES/MOMS** 8/3  
**FOUNDED** 2001



**CEO Johnathan Crawford**

**WHAT THEY DO** Specialize in email marketing and providing interactive solutions for business clients  
**HOW THEY FLEX** Moms create flexible schedules that include shortened workweeks. Top-notch technology allows them to remain connected to clients from a home office. Moms can also bring their children to work, and the whole staff chips in to take care of the young ones.  
**SOMETHING COOL** New moms can relax in a designated lactation room equipped with a refrigerator to store breast milk.

\* She's an entrepreneur mom

