

Resource Guide

Over the years we've been in business for ourselves, we've read countless books, websites, and magazines that purported to impart business wisdom and inspiration—some of them were awesome, while others wasted our time. We'd love to save you the trouble of separating the wheat from the chaff, so we've compiled a list of our favorite resources. Many of them delve more deeply into areas that we could only touch on in the preceding pages: topics like personal finance and the exciting world of business insurance.

The other resource we'd very much like to point you to is our website: www.laurenandemira.com. We've been writing a business blog there since 2006, which is an ever-growing archive of our thoughts, advice, and favorite links, along with comments and ideas shared by our fabulous readers. The site also contains worksheets, sample budgets, and various resources that just wouldn't fit into the pages of our beloved book. And because the web evolves constantly—unlike books, which need to be marked “final edit” and sent off to the printers—we'll be adding to the list you see here over time as we come across new resources and books worth sharing.

Writing a Business Plan

It's not for everyone, but many entrepreneurs find that writing a formal business plan is the quickest path from dreaming to doing. It's also a must if you're seeking start-up funding. Here's the best business plan resource we've come across...

Interactive Business Planner

www.canadabusiness.ca/ibp/

Even the U.S. Small Business Administration (www.sba.gov)—a great resource unto itself—recommends the Government of Canada's Interactive Business Planner, which we used when we first started Raised Eyebrow. This free tool guides you through the process of writing a business plan step by step, and allows you to save your work and log back in to view it anytime, online.

Government Resources

Whether you're looking to familiarize yourself with tax forms, or looking for government-funded programs for new businesses, plenty of the most valuable stuff around can be found on these government-run websites. Be prepared, though: nothing can really make this stuff any less dry.

U.S.A.

SCORE: Counselors to America's Small Business

www.score.org

This nonprofit organization provides tons of free resources, as well as counseling services for small business owners and self-employed people. Highly recommended.

IRS: Small Business & Self-Employed One-Stop Resource

www.irs.gov/businesses/small/

Everything you need to know to keep your taxes in order. Don't miss the "Online Classroom," a step-by-step lesson in what every small business owner needs to know about all things tax-related. And believe it or not, it's actually very accessible.

Women's Business Enterprise National Council

www.wbenc.org

The WBENC offers certification for women-owned businesses, which can help land you government contracts (if that's your sort of thing).

U.S. Small Business Administration

www.sba.gov

If you're in the market for training, loans, and/or government contracts, this is the place to start.

Business.gov

www.business.gov

A site run by the U.S. Small Business Administration, but that's easier to navigate, and chock-full of helpful tools and info on everything from licenses and permits—the site has an easy-to-use tool to help you find the right info for your business, based on location and business type—to small business grants, workplace health and safety, and much more.

Canada

Women's Enterprise Centre (B.C.)

www.womensenterprise.ca

Several Canadian provinces have Women's Enterprise Centres—we just happen to live in B.C. so we can speak personally to the value of the services this group provides. From online resources, to workshops, to phone counseling from seasoned entrepreneurs, the WEC is an invaluable resource for Canadian women in business.

Legal Advice

Nolo Press

www.nolo.com

Nolo writes about the law in accessible language, and offers a great deal of very helpful legal advice free on its website. From patents and trademarks to ownership structures and your legal duties as an employer, they've got you covered. They sell legal guides as well, should you need more in-depth information.

Licenses & Registration

The processes for obtaining the right licenses and permits vary widely from state to state, so we simply

can't list them all here—but SCORE (www.score.org) has a helpful and thorough list of all the hoops you'll need to jump through. Just head to their home page and search for “permit.” Your next-best bet is to run a web search on your city's name and the phrase “business license,” e.g. “Minneapolis business license”—that should pull up the relevant government website that will get you started in the right direction.

Copyrights, Trademarks, and Patents

Cover your butt—make sure your precious goodies (a.k.a your bread & butter) are protected by law. You'll sleep so much better at night.

Worldwide

Creative Commons

www.creativecommons.org

Established in 2002, Creative Commons allows content creators (i.e. writers, artists, photographers, designers, filmmakers, musicians, etc.) to label their work on a spectrum of rights, from “all rights reserved,” to “some rights reserved,” to “no rights reserved.” Their website puts it best: “With a Creative Commons license, you keep your copyright but allow people to copy and distribute your work provided they give you credit—and only on the conditions you specify.”

U.S.A.

U.S. Copyright Office

www.copyright.gov

If it's intellectual property you want to protect, this is the place to start. Essential reading for writers, composers, and artists, in particular.

United States Patent and Trademark Office

www.uspto.gov

Your first stop for all things trademark and patent related. You can even file your trademarks online.

Canada

Canadian Intellectual Property Office

cipo.gc.ca

CIPO manages the vast majority of intellectual property rights in Canada, including copyright, patents, and trademarks, as well as industrial designs.

Personal Finance

We assume this is pretty obvious by now, but if you're going to be the boss of you, you also need to be the boss of your bank account. Big time. While you ought to set your business finances up to run separately from your personal finances, getting your personal finances and financial goals in order before you take the big plunge is a must. We don't mean you need to have a year's salary socked away or anything, but it's oh so important to have a firm grasp on what kind of cash you need to bring in to pay off your debts, save something for a rainy day, and eventually what you'll need take care of your

future retired self.

One of the myths about reading personal finance books is that you need to have an abundance of personal finance to bother with them. Well, consider that myth busted now. Whether you start by taking control of your daunting debt or your extra savings, know that taking positive action with your finances is definitely not just for the rich.

On My Own Two Feet : A Modern Girl's Guide to Personal Finance by Manisha Thakor and Sharon Kedar (Adams Business)

There are lots of excellent resources out there to help guide you through the world of personal finance. What's great about Manisha and Sharon's book—aside from it being authored specifically for women—is that it's short, to the point, and has lots of action items to help you grasp the theory and apply it to your wallet. Also, they don't assume you're an idiot, or rolling in cash just looking for a place to invest. We like that.

She Laughed All the Way to the Bank: Financial Empowerment for Canadian Women by Cindy Skrukaw (Raincoast)

Written for a Canadian audience (hello, fellow Canucks!) this now-oldie-but-goody is sadly out of print, but you can still find copies of it on ye olde Internet. Like *On My Own Two Feet*, *She Laughed* is aimed at helping empower women—regardless of their current financial state—take control of their finances. It will help you see the steps between here and your dreams, and give you the tools to make some of them a reality.

Smart Women Finish Rich by David Bach (Doubleday)

Cheesy cover alert! Ok, while this series (there's also a *Smart Couples Finish Rich, Start Late, Finish Rich*, etc.) is a bit too gimmicky for our usual tastes, Lauren swears by some of the basics of organizing your finances she got out of this book—in particular, the filing system for financial records. The author also makes a point of insisting that you get clear on your personal values before setting your financial goals. So, while it may not be an obvious choice, it's well worth a look. (And if you're like us, i.e. guilty of judging books by their covers, do what we did: take it out of the library.)

Bank websites

While they're not necessarily the sexiest of websites, bank websites contain a host of financial tools for the eager beavers amongst you. With everything from retirement planning calculators to loan and mortgage calculators (and sometimes rent vs. owning comparisons), banks have lots of fancy tools that you can plug dreamland numbers into and see what comes out the other side. Great for helping you see just how that extra \$20 a week in savings or on debt payments can pay off in the long run.

Health Insurance

Ah, the great dividing line between Canada and the U.S.—no, not the 49th parallel, universal healthcare. We confess to being woefully ignorant of stateside healthcare options, so we turned to our friend and colleague Michelle Goodman, author of *The Anti- 9 to 5 Guide* (see below) for advice. She kindly pointed us to these resources for getting health coverage when you're self-employed:

Access to Health Insurance/Resources for Care

www.ahirc.org

A huge database of affordable health insurance options, organized by state. Not only does it include information for small businesses and self-employed individuals, but there's also a ton of info for other underserved groups, from people with HIV, to immigrants and refugees, to people with substance abuse problems—so it's worth spreading the word about this excellent resource.

Professional Organizations

Depending on your industry, you may be able to access affordable health insurance by joining a professional association. There are associations for people in almost every field, from graphic designers to farm workers, so if you're not already aware of associations in your area, you can try a web search and see what comes up. For example, freelance writers and editors can get insurance through Media Bistro (national: www.mediabistro.com) or the Freelancers Union (New York: www.freelancersunion.org).

General Business Resources

The Anti 9 to 5 Guide: Practical Career Advice for Women Who Think Outside the Cube by Michelle Goodman (Seal Press)

Just when we were waxing on at length about the lack of smart, fun, and useful info for the would-be self-employed gal, out came Michelle's *Anti 9 to 5 Guide*. If you're thinking freelancing is more your gig than small business, then Michelle's book is for you. Full disclosure: we've had the pleasure of getting to know Michelle personally since her book came out, and as co-cheerleaders in the world of self-employed women, we became fast friends. But don't for one minute think that the bias of friendship would lead us to include this book out of hand. Michelle's book is so full of useful information about everything from finding the career that might work for you to getting your taxes in order, that we found several pages worth tagging with post-it notes.

Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes And Stay Out of Trouble! by Bernard B. Kamoroff (Bell Springs Publishing)

This book was recommended to us by Jenny Hart, of Sublime Stitching, as an invaluable resource for answering common business questions like: "How do I pay my taxes as a business owner?" "Should I incorporate?" "Do I need a permit to do this?" etc. If a recommendation from the highly successful and oh-so-smart Jenny Hart isn't enough for you, Amazon tells us this book is now in its 27th edition. Seriously. Kamoroff will not give you examples of guerilla marketing on the cheap, nor is his target women business owners specifically, but when it comes to the nuts and bolts of business hoop-jumping, he's got it covered.

Business For Beginners (3rd Edition), by Frances McGukin (Eastleigh Publications)

Though not specifically aimed at the female business owner, *Business For Beginners* is a Canadian volume that was helpful for us in the early days; it combines many of the basics around taxes, insurance, finances, incorporation, etc. all in one place and all in a Canadian context. You're not going to find sassy advice or much in the way of real-life examples here, but you will find plenty of answers

to common bureaucracy-related questions.

Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham (Portfolio Trade)

Among the shelves of books touting growth, growth, growth, this book stands out as an inspiration for every entrepreneur who believes there's value in keeping a lid on corporate sprawl. Bo Burlingham profiles some incredible businesses—from Ani DiFranco's Righteous Babe Records to Zingerman's Deli and Clif Bar—that made a conscious decision to stay small and remain true to their values, despite pressure to get bigger. It's also engagingly written by a veteran business journalist who does a beautiful job of conveying the personalities behind each business.

Inc. Magazine

www.inc.com

To be perfectly honest, we don't read much in the way of business magazines (they tend to be a little too heavy on the suits and mergers for our tastes), but we love the website for Inc. magazine—it's full of incredibly helpful articles and how-to guides for entrepreneurs, and it's impressively easy to get around, given the depth and breadth of information. We also love their email newsletters.

ReCourses

www.recourses.com

If your business falls in the category of creative consultancy, as ours does, we can't recommend this firm's website highly enough. Their whitepapers offer some of the most valuable business advice we've encountered anywhere.

Business Resources for Crafters

Craft Inc.: Turn Your Creative Hobby Into a Business by Meg Mateo Ilasco (Chronicle Books)

An indispensable handbook for craft entrepreneurs, *Craft Inc.* provides detailed and specific guidelines for starting a successful craft business—from keeping your creative vision alive, to navigating tradeshow and sourcing suppliers.

Craft Mafia

www.craftmafia.com

The first Craft Mafia started in 2003 in Austin, TX, with nine crafty, entrepreneurial women joining forces to support each other's work; now there are at least forty Craft Mafia groups across the U.S., Canada, and the UK. Check the site to see if there's one near you.

Craftster

www.craftster.org

A long-running online forum for craft / DIY projects—here you'll find tons of project ideas and how-to guides, and most importantly, a community of passionate, committed crafters. Don't miss the "Crafty Business Advice" forum.

Etsy

www.etsy.com

An online marketplace for all things handmade, Etsy was designed to help crafters connect with buyers. Creating an online store couldn't be simpler, and the fees are low enough that even hobbyists and part-time crafters can afford to get in on the action. They've also got great forums—and other resources—for crafty business people. (For more on using Etsy to sell your goodies, flip ahead to the “E-commerce on the cheap” section.)

The Sampler

www.homeofthesampler.com

Get the word out about your business by contributing samples of your goods (or promotional materials) and pooling them with other DIY goodies. The sample packs are sent out to subscribers, contributors, and members of the press.

Glitter

www.supernaturale.com/glitter/

Another fantastic craft-related forum, Glitter has a section called “The Business Side” that's a must-read for crafty business women.

Resources for Moms

While we expect moms to make use of the other resources 'round here too, let's face it: moms have some extra balls in the air when it comes to being their own bosses. Many of the entrepreneurial moms we spoke to found that networking with others in similar situations has been vital. If you aren't in a place where meeting other mom-bosses is easy to do in the flesh, check out these websites:

Mothering

www.mothering.com

A site for all issues related to mothering and becoming a mom, the real gem here for the working mom is the forums. There they have spaces for moms to set up local discussions for different cities/areas; if there isn't one there for your location already, try starting one up. Often the moms will get together in real life for play dates and group activities, which might help you meet other moms in your situation with whom you can share resources—like swapping childcare hours for alone-work-time hours—and empathize about the unique challenges of squeezing business calls into nap times. The community is very active about supporting WAHM (Work at Home Moms) so you're likely to find some kin here. Do take note, however, that Mothering.com is a site geared more at alternative lifestyles and parenting, so if the idea of vegetarian babies and shared family beds gives you the wiggins, move on.

Workitmom.com

www.workitmom.com

Unlike Mothering, which is a broader parenting resource, this site is all about working and moms. (The site address probably gave that away already, huh?) Full of resources, articles, and again, discussion

forums, the site isn't exclusively for entrepreneurial moms but there are lots of them on there. If you are an entrepreneurial mom, this may also be a great place to get some PR about your business, so include them on your list for press releases, email announcements, etc.

Marketing

There are mountains of books about marketing and branding out there, and most of them feel to us a bit like they were written by your stereotypical, much-maligned, used-car salesman. Few of them speak about marketing from your heart, feeling proud of your products/services, or nonstandard/el cheapo ways to get the word out. In fact, that's why we have an entire section on marketing in this here book. To that end, one of the resource tips we'd like to give you around marketing is to use whatever creative processes work for you. If you're having trouble figuring out what colors should be on your business card, go to the library and search the design, interior decorating, art, or travel sections — or whatever section appeals to you. Take out a bunch of books with lots of pictures and see what colors/moods and looks feel right to you. If you're stuck on what an ad should look like, flip through magazines to see what others are doing, invest in a few of those pricey graphic design magazines, and check out some of the best designs in the field. Our point: marketing is a creative pursuit. Don't feel limited by how-to books on selling widgets; get your creative juices flowing and see what happens.

Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success by Robin Fisher Roffer (Broadway)

Off the top let us just say that we are typically *very* skeptical about any book that promises its knowledge comes in the form of a numbered list. Because of that, we likely never would have picked up *Make a Name for Yourself* if it hadn't been recommended by a trusted colleague. The book is not a traditional marketing book, and in fact is not aimed specifically at entrepreneurs, but rather at women interested in success in their careers regardless of who writes their paycheck. That said, for those of us who see our own personalities and vision closely wrapped up in the identity of our business/services/products, there are some useful exercises in the book.

Marketing Genius by Peter Fisk (Capstone)

If you're looking to really submerge yourself in the world of marketing, this book does a good job of talking about marketing principles without focusing exclusively on examples that only big businesses can learn from. One of the things that sets this book apart from many of the others filling the marketing shelves is that Fisk actually spends some time discussing the ethics of marketing.

Duct Tape Marketing Blog

www.ducttapemarketing.com/blog: John Jantsch is the author of the book *Duct Tape Marketing: The World's Most Practical Small Business Guide*, but frankly we think his blog is a better resource. He's a marketing guy, he speaks in marketing speak, and frankly he's a bit of a rock star in the web world, but he's got some goods to back up the fame. It's well worth spending some regular time weekly or monthly thinking about how you market your business, and checking in on John's blog is a good way to get your thoughts going.

Guy Kawasaki's Blog

blog.guykawasaki.com:

If John Jantsch is a bit of a web rockstar, Guy Kawasaki is Elvis and the Beatles put together. Guy stays on top of web technologies and marketing in particular. So if you're wondering how you might work Facebook into your marketing plan, Guy will have ideas. He's also got brilliant advice on public speaking, should that factor into your marketing (or perhaps PR) plans.

Media Bistro

www.mediabistro.com/bbs/

This site is aimed at people working in the media, especially freelancers—but anyone can glean excellent advice from the forum. Of particular interest is the “Publicists’ Corner” section, where you can get expert tips on how to get mentioned in magazines and newspapers.

How to Set Up Your Own Blog

If you don't already have a blog and are thinking it might be a good part of your marketing plan, then you've got many options before you. And fortunately, the price tags start at “FREE”. Each of these blogging tools has its advantages and disadvantages, and they all offer free trials, so it's worth getting a free account and playing around before you make a final decision about which tool is best for you.

Here's a list of the more common and reliable blogging tools at press time:

Blogger (www.blogger.com): One of the originals. Absolutely free, and quick and easy to get up and running.

Movable Type (www.movabletype.org): This one requires having the software set up on a hosting account somewhere. The hosting will cost you monthly; currently, the software is free. If you're not super tech-savvy, and don't have a pal who can help you out with installing and configuring software, you may want to move along to Movable Type's cousin, Typepad.

Typepad (www.typepad.com) Typepad is essentially a hosted version of Movable Type. That means they've already taken care of setting it up for you somewhere and your subscription fees cover the cost of the hosting. Costs range from \$4.95 per month to \$29.95/month for varying levels of service. You can start out with a free trial.

Wordpress (www.wordpress.org) At Wordpress, you can either download their free blogging software and set it up on a hosting account somewhere—as with Movable Type you'll need to pay the hosting fees and learn to install the software—or you can hie thee to www.wordpress.com and get a hosted Wordpress blog, that like Typepad is pre-installed for you for free.

E-commerce on the cheap

We often tell our clients that e-commerce, done well, is really expensive. And, if you need to set up e-commerce at a totally professional level that is true. Fortunately for you, there are lots of ways to dip your toes into e-commerce for much lower costs, to see what the web may hold for you in the ways of revenue, before you make a serious investment. There are two main pieces to e-commerce: the online account that allows you to take money (important!) and the actual site and shopping cart that allow you to display your wares and sell them to your lovely customers.

Helping You (Legally) Take Other People's Money Online

Having a VISA terminal for your store doesn't mean you can accept credit cards online. Banks consider "merchant terminals"—the kind that live on the counter in your shop—and "online accounts"—the kind that let folks securely enter their credit card number on a website—to be totally different things. If you have the former, you still need to get the latter in order to process payments online. And banks—or the financial institution you use—will charge you additional fees for that separate account. Kinda lame, *non?* We totally encourage you to speak to your bank about getting online Merchant Accounts if you think that's what you need, but we'll warn you that you should figure out the fees and decide how much volume in business you'll need to do to make the additional fees worthwhile.

If getting more accounts (and paying more fees) with the bank isn't going to work for you, fear not! There's always Paypal. Seriously. If it works for eBay, it can work for you. The thing that's nice about Paypal is that they only charge you a percentage of your sales, they don't charge you for keeping the account active even when you have no sales. And while they do get to take a portion of your money just for transferring money from your customers to you, you can recoup some of that cost in how you price your goods.

As of the writing of this book Google has also set up a similar payment system called Google Payment, but we've not had the chance to check that out, as it isn't available for us folks north of the border.

Online Shopping Carts/Ecommerce Systems

If you've got a pal who is a whiz at these things, or if your primary source of business is going to be online and you have the funds to invest in building a kick-ass custom e-commerce store, go for it! After all, this is what we do for a living—we're big fans of the 'net. That said, if you're not sure how things are going to go, and you don't want to make a big investment up front, there are a couple of great (cheap!) services out there for the trying. Both allow you to set up free accounts and play around a bit before you commit. One of the other big advantages of these systems—aside from their low cost of entry—is that they help expose your goods to the public, as there are many folks who browse these sites for the perfect hot pink enamel lightning bolt earrings, framed lithographs, or banjo strap.

Etsy.com: Tell me you've heard of Etsy by now? Etsy, the place where you can sell anything handmade in your own little Etsy store. Like PayPal, there's no cost to get started, they simply take a portion of your sales. Again, you should work that fee into your cost of goods.

Shopify.com: Shopify is quite similar to Etsy in how they make their money, i.e. they take a percentage of all your sales. It's different from Etsy in that you can choose from a number of templates to change the look and feel of the site to suit your liking—and a Shopify site will let you have a few extra basic pages for things like a bio page, information about your products, shipping policies, and so on. In fact, you can even run a blog through your Shopify site. Shopify does not include the same stipulations about selling only handmade goods. You can also—unlike Etsy—give your site its own personalized site address: you know, a nice www.myfancywebsite.com kind of thing.

Networking and Swapping Services

Sometimes what you need most is a little help from your friends. If you need some help finding the

right people to talk to, start here.

The Switchboards

www.theswitchboards.com

The Switchboards is an online community for women entrepreneurs, where you can seek out people who are willing to share their expertise—and possibly even swap products and services with you. Who says you can't trade legal advice in exchange for a one-of-a-kind wristwatch?

Upcoming

www.upcoming.org

Find out about entrepreneurial and networking events in your area, and add them to your calendar. Of course, you can also promote your own events, should you decide to start your own haven for like-minded entrepreneurs.

Meetup

www.meetup.com

Networking give you the heebie-jeebies? Start by finding people with similar interests; visit Meetup and locate groups in your area that cater to your particular persuasions. Great for hobbies, too, but try searching for “entrepreneurs” and see what comes up. (Of course, if you don't see anything interesting, start your own Meetup group!)

Hiring & Employee Retention

Love 'em or Lose 'em: Getting Good People to Stay by Beverly Kaye and Sharon Jordan-Evans
(Barrett Koehler)

The hard truth of most HR books is that they're painfully cheesy and almost exclusively geared toward managing employees or leadership skills for large corporate settings. And frankly, a lot of the advice on managing office politics and team building exercises just are not going to apply to your small company. That said, although *Love 'em or Leave 'em* assumes you're in a bigger company, a lot of the advice can be extrapolated for those of us with one or two people on staff. With concrete advice for hiring, firing, and employee reviews, and tools and tips for making sure you're appreciating your staff, there's some good stuff here. One warning: their diversity chapter feels a bit antiquated, but maybe we feel that way 'cause we figure you're ahead of the curve on issues of discrimination and diversity in the workplace.

Hiring at Monster.com

hiring.monster.com

Monster.com's “Monster for Employers” site is mostly aimed at getting you to post jobs on their site, but they also have a great little resource center (yep, just click on the “Resource Center” link) with some wickedly useful articles on recruiting and retaining the best employees possible.

Our Glorious Colleagues

Hopefully, by the time you've arrived here, you'll already know just how brilliant the women are who

agreed to be profiled in this book. Their wisdom and generosity humbled us beyond belief and kept us committed to this project when we had grown tired of listening to ourselves talk. If you'd like to learn more about them or their businesses, or want to send some love their way in the form of supporting their fabulous ventures, here's where to find them all:

Julia Beardwood, Beardwood and Co., LLC

www.beardwood.com

Alex Beauchamp, mistress of many a web empire

www.hyggehouse.com

www.girlsguidetocitylife.com

www.alexthegirl.com

www.anothergirlatplay.com

Grace Bonney, DesignSponge

www.designsponge.blogspot.com

Elizabeth Clark, Bring Your Own Bag Manufacturing Co.

www.bringyourownbag.ca

Cinnamon Cooper, Poise Bags

www.poise.cc

Teri Dimalanta, GiddyGiddy & KukuNest, LLC

www.giddygiddy.com

www.kukunest.com

Amy Dolby, Betsy Ross Patterns

www.sewbetsyross.com

Jenny Hart, Sublime Stitching

www.sublimestitching.com

Adrianna Hepper, Knotty Boy Dread Stuff

www.knottyboy.com

Hannah Howard, Lizzie Sweet

www.lizziesweet.com

Jennifer LaBelle, Romp

www.rompbklyn.com

The Boss of You: Everything a Woman Needs to Know to Start, Run and Maintain Her Own Business
Resource Guide Excerpt

Valérie Parizeault, Rose Flash

www.roseflash.ca

Megan Reardon, The Organized Knitter

www.organizedknitter.com

Madeleine Shaw and Suzanne Siemens, Lunapads International Products

www.lunapads.com

Beverley Steinhoff, Broadway @ Yew Chiropractic and Massage

www.vancouverbackpain.com

Trish Tacoma, Smoking Lily

www.smokinglily.com

Tiffany Threadgould, RePlayGround, LLC

www.replayground.com

Signy Wilson, Signy Wilson & Associates

www.signywilson.com