



June 9, 2010

Moms on the Move

We want to support and acknowledge moms. Each of you is making a difference whether you are a stay at home mom, working mom, or volunteer mom. When you become a mom, it is often easy to forget the side of you that is also a woman who may have had a career, hobbies and education before you became a parent. As a mom we spend our days multi-tasking and juggling. We are now the CEO of our households. Our job description includes diapers, dishes, carpooling, and an endless amount of laundry. Below are great tips, information and links for moms in the workplace.

Mom in the Spotlight

Beth Bailey



Congratulations to Beth Bailey who just launched [Kiddo!](#)

Kiddo, the Santa Barbara-based food company, has a mission to provide the healthiest organic snack food options for kiddos. Kiddo launched Kiddo Squeezies at Whole Foods and Lazy Acres last month. Kiddo Squeezies are all-natural and organic, single serve, squeezable pouches filled with the freshest ingredients from organic fruits and vegetables.

The Kiddo concept did not form behind the closed doors of a corporate executive looking to cash in on the kids' food market. Rather, its modest beginning began in the home kitchen of a hard-working, proud Santa Barbara mother, who simply wanted the very best for her two kiddos.

"As a mom, I'm concerned about my kiddos' health and the food they eat," said Beth Bailey, founder and Kiddo team leader. "In a nation with an astounding rate of child obesity, more parents understand the importance of knowing exactly what kinds of food they feed their children. The Kiddo Squeezeie is a convenient and fun way to give kiddos of all ages a serving of delicious organic and local vegetables and fruit parents can feel good about, while promoting healthy living."



Volunteer Involvement: Junior League of Santa Barbara, The Howard School, Sunrise Montessori Pre-School

Profession: Full time mom, + (secret) Entrepreneur

Education: B.S. in Industrial & Systems Engineering from The Ohio State University, Masters of Business Administration (MBA) from UCLA Anderson School

Children: 2 children, Mary Jane (6) and Vivian (4 1/2)

Fun Q & A with our Spotlight Mom:

Personal:

Inspiration: My parents, my sister, my husband, my children, and my friends.

If you could teach your kids one thing and have it impact them, what would it be?

Self-esteem is invaluable, and it takes work to get what you want - you can.

How do you measure success?

I measure success by making sure my time each day is spent with who and what is most important to me - with my family, with my work, with my friends, and with my community.

Greatest Accomplishment: ask me tomorrow.

Proudest Moment: Being "around" to experience all the little things with my kids.

Biggest Challenge: finishing all of the things I put on my to-do list.

Wildest Dream: that more people would give a little, work a little, save a little, and take a little less.

Sport/Exercise Program:

I love triathlons and swimming. I love running with my kids on their bikes, doing Nite Moves, and am an aspirational surfer.

What would people be surprised to learn about you?

I cut my own hair. No time for a salon! I still need to do my wedding album - soon, ... soon!

Where did you grow up: Cincinnati, OH

How many siblings: 1, Laura

Childhood Ambition: To own a restaurant

Favorites:

Favorite Local Restaurant: Julienne

Favorite Coffee Spot: Daily Grind

Favorite Soundtrack/song: California, by Tom Petty and the Heartbreakers

Favorite Movie: Say Anything

Favorite TV Show: Ohio State football games

Retreat: the beach, the ocean, a long bike ride, a long run, a deep tissue massage

Last Book You Read: Little House on the Prairie

Indulgence: opening a really good bottle of red wine

Tell us about a product or item that you can't live without as a parent: my iPhone. No ties to an office!

Your Perfect Day: no internet connection, go for a run, go to the beach with my family, nice wine, food from the farmer

Other:

What inspires you to go to work every day?

not having to "go" to work! I fit it in...early mornings, after school drop off, between workouts, before school pickup, and after bedtime.

[Business Owners] What motivated you to start your business?

I want to make a difference in the accessibility of healthy snacks, and fruits and vegetables, for all children.

[Business Owners] What is the hardest part about owning your own business?

The hardest part is the learning curve required for every little facet of the business...want to buy something? need checks! Every aspect starts with a blank page, and it's up to you to define it, develop it, and/or network to find it