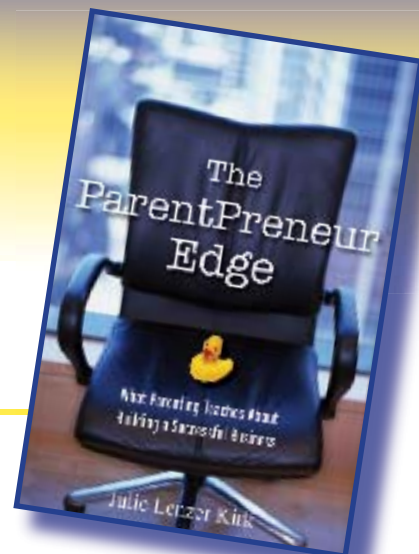


For Immediate Release

# *Parents Can Lead Entrepreneurial Explosion!*

## *Author Shows How Parenting Skills Provide Edge in Business*

The Small Business Administration indicates that 177 million people have said they want to start a business some day...



### **Can that many people have the skills to start a business?**

Julie Lenzer Kirk believes aspiring entrepreneurs who are also parents already have many of the critical skills required. In her upcoming book, *“The ParentPreneur Edge: What Parenting Teaches About Building a Successful Business”* (John Wiley & Sons, June 2007) she points out these parallels. By using familiar analogies, she makes business concepts, from starting a business, to growing it and finally exiting it, accessible to anyone who has been a parent or part of a family.

“Who needs an MBA?” declares Mary Cantando, author of *The Woman’s Advantage: 20 Women Entrepreneurs Show You What it Take to Grow Your Business.*“ Julie’s book teaches you how to use your parenting experiences to build a business. Brilliant stuff!”

“Whether you already have your own business or are thinking about starting one, you need to read this book.” claims Dr. Tom Hill, co-author of the recently released *Chicken Soup for the Entrepreneur’s Soul.*“ (the book is) full of actionable ideas that, when adopted, will bring benefits to your business before you’re even done reading the book!”

It is clear that the trend is towards people going into business for themselves, and Julie’s book will provide insight on just how they can leverage what they already know to make that dream come true.

### *About Julie Lenzer Kirk*

Julie Lenzer Kirk is an award-winning entrepreneur and mother of two. She grew her business to multi-millions in revenues while raising her family. She cashed out of her company after selling to a business partner and now teaches entrepreneurship at the University of Maryland, writes a column for *Enterprising Women* magazine, and is the entrepreneurial “Ask the Expert” on *Working Mother Magazine’s* website. She is a sought-after speaker on topics of entrepreneurship, business management and leadership, and balancing work and family.

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## **The ParentPreneur Edge**

In bookstores June 22, 2007

