

earth angels

We all have them. Have you ever stopped to recognize or thank yours? Life on earth is a joint venture. Regardless of your business legal structure, every business owner knows deep in their heart that their success has been influenced and sometimes guaranteed by earth angels. I'm not talking about Angel Investors. That's something altogether different. I would like you to meet BABM's earth angels.



Ray Murray



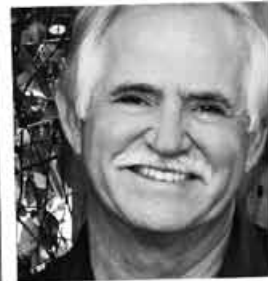
Lauren Coogan



Jay Winchester



Keti Kerkovic



Brian Beirl



Judy Trice

Ray Murray: With my very first issue in hand, hot off the press, in April 2007, I sat across the table from Ray at a PACE Center for Girls event. His warm smile, slow, deliberate voice and intense, knowing eyes grabbed me within minutes. He reminded me so much of my gentle and caring grandfather. Page by page he thumbed through the magazine, making comments and suggestions of who else I needed to interview. Ray understood my vision from the beginning. Ray understood that BABM was my way of serving in this life on earth and walked me through some very tough decisions and challenges. He has believed in me and my mission when other seasoned businessmen thought I was crazy.

Lauren Coogan: This lady can drive you crazy with "corrections". She is a very dear friend who has helped me out with copy editing from the very first issue in 2007. That first year of editing was a learning process for both of us — as we sat for hours at a time on the phone and computer until 2:00 and 3:00 in the morning, walking through every single sentence. It was quite a challenge for me since Lauren would just get warmed up about midnight when I was heading to bed for 7:00 am meetings. After three years, we've developed a system that works well. My dilemma now — who's going to edit this page since this is a surprise tribute to my angels.

Jay Winchester: Can you believe it — a Buckeye and Wolverine working together and loving it? Jay was the first new acquaintance to show up in 2007. We met at Panera, soon to become my satellite office. I knew from the first minute he was a man I could trust. Jay stepped up to help me launch the BABMinute™ in 2008 and has worked long tireless hours to produce the first class business feature that is delivered daily on NewsTalk 820

Keti Kerkovic: Sometimes you find your angels in the least likely places. Keti works at the SPC Dental School. She's also a MBA student and my husband noticed her reading an entrepreneurship text book on a break one day. Last year Keti began working with me as an intern and the most amazing thing happened. Keti is full of questions — questions that every business owner should be asking themselves but rarely do. As I would sit with Keti answering or explaining why we were doing something a certain way, I would always go away thinking differently. The young, fearless, and inquisitive are great catalysts for business creatively.

Brian Beirl: There are few husbands who would have lasted through these past 3 years, living with a driven, sleep deprived, overwhelmed and totally committed to the mission business woman. He's a saint to be sure. He's also the person who constantly told me to look beyond ink and paper — he nudged me to think bigger and more creatively. Brian reviews our business books and is the force behind our sticky headlines. He's delivered 100s of boxes of magazines, been my overqualified gofer for three years, does all the grocery shopping and most of the cooking. Most recently Brian became the voice of the BABMinute™. Having a supportive spouse makes all the difference in the world when launching a new business. An interesting side note: Brian and I are so much on the same page (no pun intended) that we purchased the exact same anniversary card for each other on our 21st wedding anniversary this year.

Judy Trice: We met in a dojo in 1993. Judy was my sparring partner as we both trained to earn our black belts. Although at the time, the most I knew about Judy was that she was a tough loyal lady with incredible integrity, I also knew she was a photographer. Through the years we lost contact. However when the time came to assemble my team of experts, I began searching for Judy. We had a reunion meeting at guess where? Panera. I explained my plan to her and before I could even ask, she said "let me help you." Judy has done 99% of the photography for BABM — and every cover but 2.