

Mothers Of Invention

“Four Bay area “mompreneurs” juggle family and work as they create new products and sell them from home.”

By KARLA JACKSON
The Tampa Tribune

be because of office politics, demands or a persistent dream won't die. Whatever the reason, mothers are telling their boss of me" and going

W-owned, home-based businesses, according to Women's Business Bureau, there are more than 10 million women-owned businesses in the U.S.

Four Bay area "mompreneurs" juggle family and work as they create new products and sell them from home.

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Amy Burton 'Exercise With Mommy' DVDs

ST. PETERSBURG — As a fitness fanatic, Amy Burton was eager to get back into shape after her son, Luke, now 6, was born.

Unfortunately, Luke, like many infants, was less than cooperative with his mother's workout routine.

"I'd try regular exercise videos at home, and I would get through about five minutes and he'd be over it," says Burton, 35, a television sales representative and a certified fitness instructor.

After all day at work, leaving Luke at home to go to the gym was out of the question.

"So I thought, 'What if I can create fun ways for children to be with the person they most want to be with — Mom — and still make it a good workout?'"

The idea took hold of her and won't let go. Burton envisions a set of six "Exercise With Mommy" DVDs that mother and child can watch together, each one designed to keep baby or child entertained

Mom exercises. She designed the first and second series, funded by her own money.



Amy Burton created a series of exercise DVDs designed to keep a young child entertained while Mom exercises.

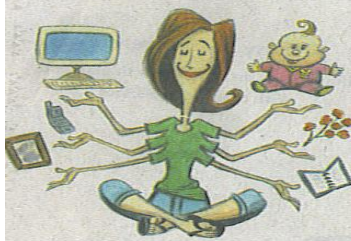
Photo from Amy Burton

IN BAYLIFE

Juggling Family And The Family Business

Meet four Bay area women who have joined the growing ranks of "mompreneurs."

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“We talked to four Bay area “mompreneurs” -an inventor, an artist, a fitness expert and an author of children’s books-about the risks and rewards of turning their dreams into reality.”

much since she divorced work. "It's taking a lot longer than I thought it would. I've been on the sidelines for a few months until I had enough money to move on to the next stage," she says.

She made the first and last DVDs because she wanted to show the progression of the exercises and animation. The first DVD, "Back in Shape With Baby," features simple, slow-moving graphics designed to capture the attention of infants 6 weeks and older. It also incorporates some low-impact moves using the baby as a weight while Mom smiles, sings and coos to him.

The last DVD, "Energize and Exercise With your Preschooler," incorporates aerobic exercises that mother and child can do together, as well as

on that teaches preschoolers to walk and days of the week. "I'm so passionate about the concept that I can't give up."

The key is to keep her priorities straight, she says.

"I'm a mom first, then a full-time employee second, and the third thing has to be my business."