

WOMEN IN BUSINESS

Look, I Did It!



A newcomer to the Virginia Beach area, Judit Roth, MAT, CET just did what she said, in January, she would do. She established a non-profit organization for physically challenged children to help them reach a higher level of independence. Pediatric Life Skills Specialists' first project is an eight-week-long therapeutic educational summer camp for children with Cerebral Palsy (CP).

"This program does not offer your typical summer camp experience," said Judit. "Children under the age of eight are working hard four-six hours a day, five days a week to achieve new life skills, such as sitting independently or drinking from an open cup."

"Our CP specialists are with

them every step of the way to a higher level of self-esteem, a higher level of self-sufficiency—ultimately to a higher quality of life," continued Judit. The program is specialized to utilize the world-famous philosophy called Conductive Education that has been featured on CBS News' 60 Minutes program. This is the only program with such focus in the Hampton Roads area.

"Besides the established record keeping, we will measure our camp's success by counting how many times the attending children will try new skills and claim proudly 'Look, I did it! I learned something!'" said Judit. "Those words and the accompanying smiles will give us the stamp of approval and will help us focus on our long-term goals for the Hampton Roads area. We are launching a fundraiser to enable us to provide services year-round for children with motor developmental delay or life-long motor disabilities."

If you would like to visit the summer camp or are able to assist, please call today.

Pediatric Life Skills Specialists

Judit Roth

757.228.5390

www.pedlifeskills.org

Bountiful Gift Baskets

With the summer now upon us, Lynda Waddell and her design team at Oceans of Notions stay busy with what's new on the market. From chocolate fish and sand dollars to white chocolate lemon cookies, they will have it all. New gourmet items, such as Jack Daniel's grilling sauce and Gunther's black bean salsa, are some recent favorite additions. Other top sellers are jumbo cashews and dark chocolates.

Their gift line includes many unique items, such as steel drum island CD's, Beach Breeze bath and body sets, upscale new baby outfits, scented candles, and more. Many of her customers have been ordering from Oceans of Notions since Lynda started her business thirteen years ago. This means she must keep with trends, designs, and new product lines.

Lynda has two main assistants to help: Pam Hagood (six year veteran of Oceans of Notions) and Debbie Bedwell, the newbie, who received her training with the baptism by fire method, having been hired right before the Christmas rush.

Lynda laughs and says, "If they can make it through a holiday season with me (kind of a gift basket perfectionist), then they can pretty much make it anywhere. Luckily, most of our employees stay on for years, and it's great to watch them go from someone who doesn't think they are very creative, to someone who steps



back from their finished product and says, 'Wow, I did that!'"

As a business owner, that's a different kind of reward—maybe the best kind.

Oceans of Notions Gift Baskets

Lynda Waddell

We deliver locally and ship nationwide!

757.496.8989

www.oceansofnotions.com

Selling Soon? Home Staging Brings Results



My goal is your goal," says Kimberly Cash, owner of Tidewater Home Staging. "I want to help you sell your home for top dollar as quickly as possible." As one of the first Accredited Staging Professionals™ in Tidewater, Kimberly uses her specialized training to reduce clutter and rearrange furniture and accessories in unique ways to ensure that your home makes the best first impression. She is careful to point out that staging is nothing like interior decorating.

"We can do as little or as much work as you'd like," Kimberly explains. "First we meet with you for a consultation to define the specific needs for staging® your home. From there, you can handle it based on our guidelines or we can do it for you."

Kimberly, who has a background as a paralegal and a real estate investor, received her training from the creator of the home staging® concept, Barb Schwarz. She wants to educate realtors, buyers, sellers, and the public on the benefits of staging® performed by an Accredited Staging Professional™.

"Home staging® helps the buyer visualize your home as their own," Kimberly said. "More buyers want to see staged® homes, and more realtors want to show them."

Other services are available, such as spruce-up staging® for special occasions and staging® new home move-in's. She even carries an inventory to stage® a vacant house.

Kimberly believes a positive attitude and compassion for people are crucial ingredients to her success. Her enthusiasm for what she does shows in her commitment to making your home look its absolute best, thereby making a lasting impression.

Tidewater Home Staging Kimberly Cash, ASP

757.348.1981 • 757.547.7653 x8

tidewaterhomestaging@cox.net

The final piece of the puzzle to selling your home quickly for top dollar.