

WORKING MOTHER

WIN
A MAKEOVER
FOR YOUR
HOME OFFICE

**DON'T MISS YOUR
KID'S BIG MOMENTS**

APRIL 2006 www.workingmother.com THE ART OF MAKING IT WORK

BEST SMALL COMPANIES THAT HELP MOMS MOST

Learn From Our
Entrepreneur
Mom Winners

Find Your Freedom
By Franchising

**HOME ALONE:
HOW TO KEEP
YOUR CHILD SAFE!**
**EASY CURES
FOR YOUR
ACHING BACK**

MY OWN
BUSINESS
IN A BASKET
**AMANDA
POSES**

*Congratulations to Powell & Tiller Dental Care
One of the 25 Best Small Companies for Working Mothers*

powell
& tiller
gentle dentistry for
a lifetime of smiles

25

BEST Small COMPANIES

COMPANY **Powell & Tiller Dental Care**

LOCATION Austin, TX

EMPLOYEES/MOMS 9/6

FOUNDED 1994

WHAT THEY DO Run a dental practice for adults and children

HOW THEY FLEX All employees work three-day weeks and cover for one another when family needs arise. Phased-in re-entry and a lactation room and program are among the company's perks. An on-site child-care area and caretaker allow moms to squeeze in a little playtime with their children.

SOMETHING COOL A co-op helps busy moms at this dental practice manage their evening meals. Once a week, employees take turns cooking for each other's families.



CO-CEO Ada Tiller



CO-CEO Juli Powell

If you've ever dreamed of being your own boss, you'll easily relate to the passion that fuels the 25 businesses we've selected as our inaugural Working Mother Best Small Companies. Nationwide, companies launched by women are booming: 10.6 million women-owned businesses generate nearly \$2.5 trillion in sales, according to the Center for Women's Business Research in Washington, DC. Our winning companies diversify across a wide spectrum of industries, from travel and IT to architecture and special-ed therapy. What they share is innovative, family-friendly workplace practices that women value. Even without the deep pockets of major corporations, they've found creative ways to take care of their employees. Many provide lactation rooms, encourage moms to bring their infants to work, offer an expansive definition of "flexible schedules" and have programs that foster professional development. Some provide paid leave for both birth and adoptive parents, while others are on the cutting edge by allowing phased-in reentry. Most impressive is that many of our smaller winning companies opt to provide FMLA benefits, even though the law requires this only of companies with 50 or more employees. We're proud of the 17 women—including 16 working moms—and the eight men who helm these employers of choice. To salute mom-owned companies, we introduce our Entrepreneur Mom Awards honoring three enterprising women. We also share franchise ideas for moms interested in having some of the legwork of starting a business done for them. To learn how you can turn the spark of an idea into a red-hot company, read on.

COMPANY PROFILES BY SUSAN GERSTENZANG, KATHERINE LEE, TERESA PALAGANO, SUZANNE RISS AND CANDACE SHEPPARD EDITED BY SUSAN LAPINSKI AND SUZANNE RISS

METHODOLOGY We asked you to help us find small companies with family-friendly benefits and a culture that helps employees balance their work and family needs. Our only caveat was that companies have five to 100 employees. We received close to 250 nominations. Our editors scored applications based primarily on three areas of emphasis: work/life benefits, entrepreneurial spirit and programs to help women advance. The winning companies often were creative in finding ways to offer work perks to their employees. Each of the women chosen for our Working Mother Entrepreneur Mom Awards has succeeded in launching a promising business that helps her find balance in her own life and offers policies that benefit other moms as well.

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