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A TREND: GRANDMOTHERS ARE TAKING THE ENTREPRENEURIAL WORLD BY STORM

SAN CLEMENTE, Calif. (September 22, 2008) – Regardless of age, one thing holds true: entrepreneurial spirit knows no age boundary. As Americans are living longer, the number of grandmothers starting their own businesses is rising. According to the Bureau of Labor Statistics, the number of women ages 55+ that are self-employed more than doubled in the last 30 years. As the focus shifts to grandparents in September, the time is ripe to focus on these deeply motivated women and the unique resources and opportunities available to them. (See more on Sue Pierce and other unique grand-momprenuers on page 2).

“Even though I was ready to retire from the corporate world, I wasn’t ready to stop working. I decided *now* is the perfect time to give my dream a shot,” says Sue Pierce, 60-year-old grandmother and founder of Posh Party Box. “In this day and age, there are amazing tools available for entrepreneurs of all ages – organizations like Ladies Who Launch and SCORE – making it easy to get started.”

Business Resources for Grand-Momprenuers:

- The U.S Small Business Administration (SBA) administers the [Small Business Development Center Program](#) to provide management assistance to current and prospective small business owners.
- [SCORE](#) is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide.
- [Ladies Who Launch](#) connects women online and in person to foster creativity, community and support.

General Tips for Grand-Momprenuers:

- Draw from 401K at age 59 ½ – don’t use if this is the only source for retirement
- Social security is available at age 62
- Medicare is available at age 65
- Utilize friends and family as resources for knowledge and connections
- Do extensive research on competitors; differentiate yourself
- Seek inspiration for site design, key words, etc. through competitor and other web sites

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Below is a snapshot of what some Grand-Mompreneurs are doing:

Sue Pierce, [Posh Party Box](#), a web-based company that provides award winning parties in a box
Headquartered: San Clemente, Calif.

Age: 60

Grandchildren: 10

About Posh Party Box: While raising five children in San Clemente, Calif., Sue also worked in the corporate world gaining experience in sales and marketing, special events, meeting planning and incentive programs. Despite her busy schedule, Sue's reputation grew for giving the most-talked about children's parties and elegant soirees in town. The more parties she planned, the more she realized it was time to make a major change in her life. As Sue's children began having children, the grand-mompreneur retired from the corporate world and began focusing on her skills full-time. After careful research, Sue launched Posh Party Box. More than a party supplier, Posh Party Box takes the guesswork and the legwork out of arranging the perfect party by compiling stylish supplies into one themed box. Since launching Posh Party Box in 2007, Sue received two awards from [iParenting](#), a Disney Internet Group media property and premier media site focused on parents.

Grandma Janet Mary, [My Grandma and Me Publishers](#), a family-run publishing company of award winning children's books

Headquartered: St. Johns, Mich.

Age: Unknown

Grandchildren: 11

About My Grandma and Me Publishers: With deep writing experience and a love for books, Grandma Janet Mary decided to launch her own publishing company, My Grandma and Me Publishers. Established in 2003, the family run business has published six books – five children's book and one inspirational book.

Elissa Oppenheim Schreiner

Business: [Grandma Rocks the House](#), a company devoted to producing unique music that captivates both children and adults

Headquartered: New York, NY

Age: 74

Grandchildren: 2

About Grandma Rocks: Besides composing music and playing jazz gigs, Elissa Oppenheim Schreiner teaches piano and composition, conveying a love of music to her young and not so young students. Her most recent endeavor, an album of 13 unique, songs, is designed to teach kids a love for music while exposing them to the diverse sounds of pop, swing and Latin music.