



# THE ADVISOR

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## Area woman is entrepreneur finalist

AARON BARRADA, INC. of the Hunker area was named a finalist in the Best New Product of the Year category for the patented portable toilet training system, PottieStickers(r) in The 2004 Stevie Awards for Women Entrepreneurs.

The Stevie Awards for Women Entrepreneurs, is a new national awards competi-



Tammie Aaron-Barrada

tion recognizing the accomplishments of women small business owners in the United States. The awards are produced by the creators of the prestigious American Business Awards, hailed as "the business world's own Oscars" by the New York Post (September 22, 2002).

Winners will be announced on Friday, Oct. 22 at the Marriott Marquis in New York City's Times Square. The master of ceremonies will be Bill Rancic, spokesperson for Advanta, which is sponsoring the awards and winner of the hit television show "The Apprentice."

National nominations from small companies in virtually every industry were submitted for consideration in 18 categories, including Best Entrepreneur, Best Young Entrepreneur, Best New Product of the Year and Mentor of the Year. After months of judging, Aaron-Barrada, Inc.

was named as a finalist in the category for BEST NEW PRODUCT OF THE YEAR for their innovative solution to today's family-on-the-go-lifestyle for consistent portable toilet training called PottieStickers(r).

Aaron Barrada, Inc. is a company focused on the development and marketing of children's educational products dedicated to helping children learn new tasks in a manner that promotes independence and enhances self-esteem. They are committed to developing high quality products at reasonable prices with the goal of educating and empowering children. The company introduced PottieStickers(r), a new patented creative toilet-training system that offers portability, structure and success in March 2004 to assist parents in providing day-to-day consistency throughout toilet training. PottieStickers stresses positive reinforcement, imagination development and motivates the child in the toilet-training process in less time with less hassle. The product comes in a variety of 12 assorted designs with 3 different design sets per package and is designed to be user friendly and flexible.

Through the creative design concept "No Wrong Way", PottieStickers builds a child's self-esteem and creates pride. Children place the PottieStickers in any direction onto a portable foldout scene creating a picture and will always be correct. Parents are encouraged to visit the company's web site located at <http://www.PottieStickers.com/> to print over 30 free Reward Certificates to give the child throughout toilet training.

Tammie Aaron-Barrada was also honored as a 2003 WriteIdea business plan competition winner. Open to women start-up businesses or businesses in operation for less than one year in select Pennsylvania counties, the competition is administered by Seton Hill University's National Education Center for Women in Business.

This is a great honor," said Aaron-Barrada. "Just to be a

finalist among the caliber of women entrepreneurs is humbling. I invented PottieStickers to assist my children who were frustrated with mainstream toilet training methods. The kids loved it and the product took off. I am especially proud that 10 percent of every sale goes to aid cancer research, a cause that is special to my family."

Aaron-Barrada is a graduate of Yough High School, attended Westmoreland County Career and Technology Center, and has taught classes at Westmoreland County Community College.

Advanta Corp. is the exclusive sponsor of The 2004 Stevie Awards for Women Entrepreneurs, and has been committed to supporting the success of women in business for over 50 years. Founded as Teachers' Service Organization, originally providing needs-based loans to teachers - mostly women - at a time when banks often did not, Advanta is now one of the nation's largest issuers of MasterCard business credit cards to America's small businesses through its subsidiary Advanta Bank Corp.

"The Finalists for the first-ever Stevie Awards for Women Entrepreneurs comprise the most dynamic women in business today. These entrepreneurs have accomplished innovative and extraordinary things while building their business," said Dennis Alter, chairman and CEO of Advanta. "We congratulate all of them on their achievement."

The Stevie Awards for Women Entrepreneurs are governed by a board of Distinguished Judges & Advisors that features many leading women entrepreneurs and figures in American business, including Carrie Fitzmaurice, publisher for Entrepreneur Media Inc.; Dr. Lisa Krinsky, chairman & president for SFBC International; and Dr. Betty Spence, president of The National Association for Female Executives.

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R. S. Owens, the same company that makes the Oscar and the Emmy, designed the elegant Stevie trophy.

Aaron Barrada, Inc., is dedicated to educating and empowering children by developing products that help children learn new tasks in a manner that promotes independence and enhances self-esteem while helping to make life easier for mothers and childcare-givers. Hailed as "the business world's own Oscars" by the New York Post (September 22, 2002), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide.



**NO MORE DIAPERS!** toilet training is easy with **PottieStickers®** so stick with it!