



This article is courtesy of www.Todaysparent.com

The Mother Corp.: Meet Five Mompreneurs

Meet five women who turned family-inspired ideas into thriving businesses

By Astrid Van Den Broek

Page 4: Parents at Work

[Back to main article](#)

Aimée Israel

Parents At Work

Toronto

Business D.O.B. 2004

"As a working parent, I knew that I felt really alone and unprepared to thrive as a parent," says Aimée Israel. "When you return to work after having kids, you don't get the information and support that you typically experience when you're on mat leave and you're in moms' groups." Missing the mom network after returning from her second maternity leave gave Israel the inspiration to found Parents at Work, a workplace program that provides parents with lunchtime seminars on various child-related issues, from health to discipline. It's quite a different world from Israel's previous life as a corporate lawyer on Bay Street. But the gamble paid off. Today she has 15 major corporate clients and is expanding into Vancouver, Calgary and Montreal. (Israel also expanded her family recently with the birth of her third child.)

Highest high "When I attend workshops, I see the impact on the parent employees as they listen to an expert and realize there are tangible things they can change to improve and affect their parenting style."

Lowest low When a deal falls through. "I was always part of a larger organization and if you didn't get a deal or something like that, it was a combination of so many things out of your control. When you're at the helm, even though there are certainly other factors, such as clients having a bad year, you take it so much more personally."

Money matters Israel says salary sacrifices were made in going from lawyer to mompreneur, but it's been worth it. "And as we continue to grow, we're certainly investing back into the company as well."

Tips for aspiring businessmoms Get buy-in from your family. "My husband's been incredibly understanding. Me going into work early could mean putting on my bathrobe and going into my office, but I am at work and I need him at home until 8 a.m. when the nanny comes." Daughter Lauren, five, had to learn the distinction too, but Israel came up with a creative solution to help her out: Israel hands her one Visit Mommy ticket each morning. "I found working at home, she was popping up and down and coming in to show me what she was doing. Now she has one ticket and she knows once she comes in, she has to tell me everything about everything, and then she doesn't see me until I'm finished work at the end of the day."

Next Page: [Amandamarks Business Solutions](#)
Originally published in Today's Parent, March 2006

[Back to main article](#)

Copyright: "Copyright 2005. Todaysparent.com All Rights Reserved"

Close

This story can be found at:

<http://www.todaysparent.com/lifeasparent/workfinance/article.jsp?>

in this article:

- [Robeez Footwear](#)
- [Enchanted Events](#)
- [Salsa Babies](#)
- [Parents at Work](#)
- [Amandamarks Business Solutions](#)

also check out:

- [Home Sweet Home Inc.:](#) How to start your own home business
- [Direct Sales Businesses](#)
- [How to Kid-proof Your Home Office](#)