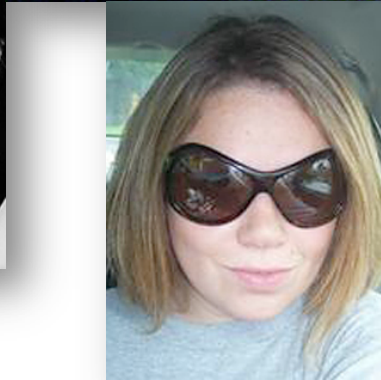
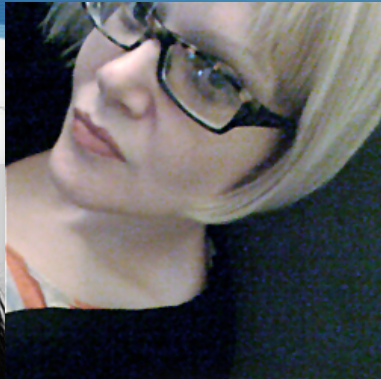


Get to know our Power Mom Board of Advisors



bTrendie

*“We are inspired by these
accomplished women.....”*

*.....and honored to have the benefit of their experience
as we focus on growing our business and expanding
our service. The passion and creativity of our advisors –
combined with their range of expertise in business,
technology, blogging, fashion, law, and, of course,
parenting – gives us the inside story on what our
members expect, and how we can best exceed those
expectations.”*

bTrendie Co-Founder Emily Rayson

bTrendie



Kristen Chase

motherhooduncensored.typepad.com

imperfectparent.com/mominatrix

Kristen Chase is the author of the popular weblog *Motherhood Uncensored* and writes *Mominatrix*, a featured column at *The Imperfect Parent*. Her first book, “*The Mominatrix's Guide to Sex*” will be released in December 2009. Kristen is also Publisher and Chief Operating Officer of *Cool Mom Picks*, a cheeky product and service review blog, and Principal at *Parent Bloggers Network*.



Lisa Estall is a busy mom blogger with two children under the age of 4. She maintains two blogs, Mogul Baby and Mrs. Mogul. Lisa's career background includes working in television and film in NYC. She currently writes about pop culture and the latest baby and parenting products at Babycenter and Babble.

Lisa Estall

mogulbaby.com

mrsmogul.blogspot.com

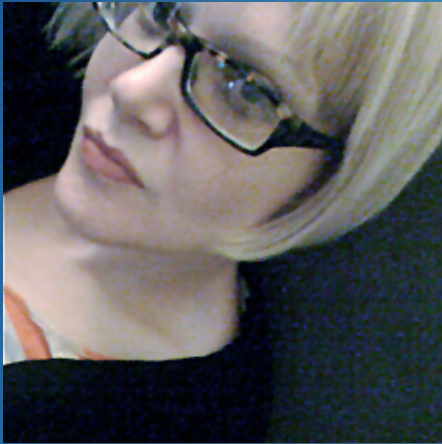
bTrendie



Leslie Flinger

mrs.flinger.us

Leslie Flinger has been blogging personally for six years at what she now calls The Little Black Dress Edition. She owns and is the lead developer at Catapult Web Development and holds a Masters Degree in IT. Mrs. Flinger is a self-professed nerd, over-shares at Room 704 and Seattle Mom Blogs. She is a wife, mom of two, wine lover, and lover of sexy code. She can be found tweeting on Twitter as @MrsFlinger.



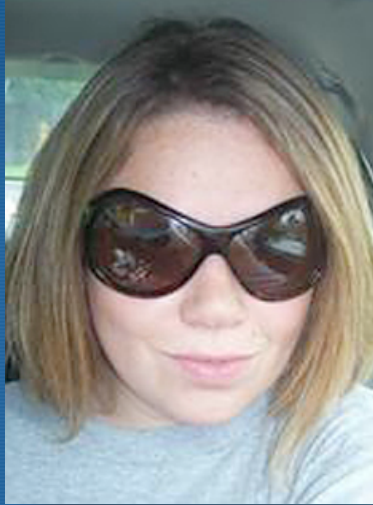
Armed with a blackbelt in sarcasm, Tracey Gaughran-Perez writes about her life at Sweetney and about famous people's lives at MamaPop. Tracey is a PhD dropout and ex-college professor turned parental unit and internerd blogger. She adores Jon Stewart, Indie Rock, science geekery, and underdogs in all their various incarnations.

Tracey Gaughran-Perez

sweetney.com

mamapop.com

bTrendie



Amanda Hill

shamelesslyassy.com

Amanda Hill is a freelance writer and blogger from Kentucky who writes for her own blog, Shamelessly Sassy, as well as contributing to several others, including Babble's Droolicious and AOL's Lemondrop. The mother of a sassy four-year-old redhead, Amanda is a lapsed vegetarian and an avid shopper.



Denise Howell

www.bagandbaggage.com

Denise Howell is a technology lawyer, blogger, columnist, and hosts this WEEK in LAW on TWiT.tv. Denise created one of the first law-oriented weblogs, Bag and Baggage, and writes for The American Lawyer and CBS Interactive. Her expertise on emerging technology and law has been recognized by The New York Times, The Wall Street Journal, Wired News, The ABA Journal, The American Lawyer, and others.



Haley Overland is queen of the slash factor – a mom/writer/blogger/consultant/art dealer/freelance writer and yoga teacher. In addition to her love of chai lattes, Haley blogs at Cheaty Monkey, contributes to Canada Moms Blog, and promotes art for kids at Kids Deserve Art. In her spare time, she shares her observations on Twitter as @cheaty

Haley Overland

www.cheatymonkey.com

www.kidsdeserveart.com

bTrendie



Liza Sabater

www.culturekitchen.com

www.dailygotham.com

Liza Sabater is founder of two of the most influential political blogs in the United States, Culture Kitchen and The Daily Gotham. Liza was rated in the top 10 of last year's Now Public MostPublic Index, a list of the 50 most influential individuals in New York's new media market. She has been a guest on CNN.com TV, PBS' NewsHour Online, and others. When she is not blogging or evangelizing, Liza returns to her secret life as her boys' gym and basketball mom in New York.

bTrendie



A netizen since 1997, Jeneane Sessum is a social media pioneer. She started her personal blog Allied, in 2001 and launched the first woman's group blog, Blog Sisters, that same year. Jeneane was a founding Advisory Board Member and Contributing Editor for BlogHer and has been featured in Business Week, The New York Times, and The Times Online for her insights on marketing and social media. She currently blogs on these topics at jeneane.net.

Jeneane Sessum

allied.blogspot.com

www.jeneane.net

bTrendie



Halley Suitt

halleyscomment.blogspot.com

Halley Suitt is the CEO of Wellness Mobile, a start-up with offices in Boston, MA and Mountain View, CA. She was CEO of Top Ten Sources where she acquired the social media fashion site, Stylefeeder. She is a NASM Certified Personal Fitness Trainer and a long-time blogger, having launched Halley's Comment in 2002. Halley has been an advisor to TotSpot, Club Mom (now CafeMom), and a keynote speaker at BlogHer. She wrote the first Harvard Business Review case study on blogging and has appeared on Oprah.

bTrendie