

Entrepreneur of the Year

Laura Kronen

Founder and CEO, Baby is a Star, Inc.
Duluth - GA US

After a decade of working in fashion, I felt unfulfilled and explored other opportunities. What ended up inspiring me the most, was having my first baby. Baby is a Star, Inc was formed almost days after the birth of my first son. Inspired by a road trip from NYC to Florida, I developed a video series for babies and toddlers called BABY ROAD TRIP. In the past three years, I have created four award-winning videos. A portion of the profits goes to benefit the JDRF. I am a Type 1 diabetic who is helping to find a cure.

While pregnant with my second son, in Spring 2005, I was reminded of how bad my maternity clothing fit during my first pregnancy. My pants and skirts kept falling down. Tired of always tugging and pulling them up, I created a "suspender of sorts" that attached to my bra and my pants, and wore it everyday. After a bit more research, BELLY UPS – Maternity's answer to a belt, were born! And now I have additional products in the works!

I am 36 years old and originally from NYC. I now live in Atlanta, with my husband, and 2 young sons.

Comments:

Awesome!!!
Lisa Hayes - Buford, Ga

Great job! It's refreshing to find a mom who identifies a problem, then jumps in to find (and follow through with) a solution. A nice touch that a portion of the profits go to a worthwhile cause. Best of luck!
Michelle Suzal - Suwanee, GA

Not only a wonderful person, but her products are right on target!
Tracy Lammons - Ind. Jafra Consultant - Hot Springs, AR

What a wonderful idea!!!
Brenda - Peachtree City, GA

Truly a talented woman!
Jennifer Englade - Shreveport, LA

Awesome products!
Cheryl - Mililani, HI

Awesome lady & truly deserves the award!
Dawn Busch ~ from MomPack - Holley, NY

I love stories that tell the beginnings of a great idea.
L. Willis - Stone Mountain, Ga

This is an awesome woman. And a very creative one. Kudos to Laura she really deserves this award
Beverly Byrd - Sevierville Tn

I wish these were around when I was pregnant. Way to go!
Toni Saussele - Waterford, Michigan

Laura is not only a great mom, she's a well-respected entrepreneur as well and deserves recognition for her efforts to help find a cure for diabets! I wish I had had her "belly up" suspenders for my five pregnancies! She provides great service to her "mom" customers! Laura is someone I am proud to call my friend! Thank you!
Linda Anderson - Topeka, KS

An inspiration for others who want to work from home to be with their children.
Erica Bodner - Oak Park, CA

I love her products, she truly has found something that all women need!
She is a great business woman!
Jessi Bannon - Oxford, KS

This product Belly Ups is absolutely incredible - and will make life so much easier for many pregnant woman. I wish this was around 12 years ago for my first pregnancy! Also, the customer service at Baby is a Star cannot be matched!
Rebecca Wildfong - Holland, MI

This is someone who is out there making it happen!
Kimberly Brooks - Bradenton, FL

Great to see a Mom and a entrepreneur able to put her great ideas into actual practice that benefits everyone. That's what it is all about!
Tammy Dickinson - Pleasant Grove, UT

Kudo's to you for helping women in more ways than one!
Jess - Irmo, SC

Fashion trends in the materinty department ae a much needed eye opener to say the least. For ages the maternity lines of clothes from one department store to the next was justa rack or two of a few tops and pants if you as lucky enough to even get that. Many over look the maternity fashions and needs of the mother to be. I think Laura has a great force behind her when she works on such projects,and such an inspiration to others she works with. Cant wait to see her next line of adventurous projects she ahs in store. way to go Laura.
Pastor Deb Bailey - hot springs arkansas

Most women who have had a child can agree that pregnancy is difficult. Anything no matter what the size that can help make life as a pregnant woman a little easier is a God send. Belly Ups definitely makes life a little easier.
Rosalie L - Strasburg, CO

She sounds like someone who really put effort into giving back to society (with the diabetes donations) as well as coming up with practical products for woman and their children!
pamela - commack, ny

I consider myself very fortunate in finding Baby Road Trip as entertainment and instructional videos for my grandchildren. Mrs. Kronen has hit upon a wonderful idea. I am always looking for what is to come in the future.
Gerry Daube - Kings Park, NY

I think Belly Ups is a very creative, inventive product for moms-to-be. I have seen the Baby Road Trip videos. They are cute and entertaining. The music and content is cheery, as well as the themes, which are different from some of the other educational videos out there.
Jennifer - Melville, NY

This would have helped during my wife's pregnancy.
Kevin Keeton - Nashville, TN

I am a HUGE fan of the Road Trip videos. Both my children adore them. I really admire a woman who can establish a company, and make it succeed, and have a family at the same time.

Joanne Harrison - Colts Neck, NJ

Great product ideas from a successful Mom who also donates to charity.

Two thumbs up!

Elaine K. Stephen - Henryville, PA

I have seen these before and thought they were ingenious! I wish they had them when I had needed them. Great idea.

Lorraine Spencer - Salt Lake City, Utah

Not only a great business woman, but what a generous mom to share these needed products with us!

Tiffany Holley - Williams, AZ

Laura really has looked out for the everyday prego mom's needs when it comes to feeling good about how they look!!

Laura Beulke - Encinitas, California

I have purchased Laura's products for a few months now. She has been on top of things and provided me with excellent executive support. The items sell well, and that tells me she knows exactly what the maternity crowd needs. She is approachable and friendly, too, which is not the norm in today's busy industries!

Harriet Oakley - Salinas, CA

Great candidate! Very deserving!

Heather Hill - Saint Petersburg, FL

Laura is brilliant!

Daniel - Ventura, California

My daughter absolutely adores the Baby Road Trip series and I am so thankful that this was started! Thanks Ms. Kronen!

stephanie - midland park, nj

WOW, I wish I had been more creative and thought of making different things to help me keep my clothes fitting and staying on better when I was pregnant. Tracey Carlson Mom to an almost 6 and a 3 1/2 yr old Owner of Home Business Events www.homebusinessevents.com Photomax Distributor www.photomaxbytracey.com Tradition Consultant with Once Upon A Family www.onceuponafamily-tc.com

Tracey Carlson - The Dalles, OR

Baby Road Trip has been a favorite of ours since my kids were toddlers,
(now 6 and 4. I am a big fan of baby is a star products.
e. zuccoli - greenlawn, NY

The Baby Road Trip videos were a fantastic find for my twin girls! My
girls were entertained by them and I thought the music on them was
engaging rather than annoying. I am so pleased with them that if we
decide to have another child, I'm going to have to check out the "belly
ups" and make sure to break out my Baby Road Trip videos again.
Sydney - Roseland, NJ

I love these videos, they are well made and are very unique. The Belly
Ups are also a great item that fills a need for pregnant moms!
Heather Ledeboer - Loma Linda, CA

I'm amazed that with a new baby someone can find the time to create new
ideas to help other people. I have two kids of my own and I know how
much time it takes to be a mom. You come up with great ideas but to be
able to put it out there for other parents and soon to be moms is
outstanding.
Lori Moreno - Cumming, GA

Thank You for all your great work!!!
Christina Tadjeran - Citrus Heights

What you have done is amazing!!!
Christina Bettencourt - Modesto Ca

I love your work!!!
Melissa Owens - Modesto Ca

awesome person
Terrie Faye - mesa arizona

Love these videos!!!!!!!!!!!!!!!!!!!!!! Also love the idea of belly ups, although I
don't plan to get pregnant again...I am sending some to my friends
ariana quattrocchi - ballston lake, ny

I've seen some of the Baby Road Trip videos and they are fun & unique.
I'm impressed with the creativity behind the products Ms. Kronen's
company devlops and sells -- and her decision to donate to a good cause
along the way!
Liz - Greenlawn, NY

Laura is not only very creative but looks for practical ways to take an idea and make it a reality.

Mike Janc - McKinney, TX

I love to see Stay at Home Moms managing their own business!!!!

Ciera Mowbray - Dothan, Alabama

How inspiring and so true. What a great product!!

Debbie Danley - Kings Park NY

This is a wonderful idea! Much success to you!

Jessica Reyes - Sunrise, FL

I think that is a splendid idea. I have so many clients that are pregnant right now and looking for something like this. I'll be referring them to this product, for sure.

Arturo - New York, NY

It's nice to have someone who knows first-hand the pitfalls of modern maternity clothes and is determined to make life easier for all pregnant moms like me! The fashion world usually ignores us.

Liz Hodapp - Lawrenceville, GA

Ms. Kronen sounds like a very energetic, creative person. It's nice to know that although busy with children, she can still follow her ambitions. I wish her much success in both her ventures and will look for her video's in the market

Norma Daube - Buford Georgia

I have used her products in the past. My kids loved the videos and my wife can now keep her pants up!

George Daube - Cumming, GA

Great products and friendly service!

Heidi Sargent - Orlando, FL

**LOVE BABY ROAD TRIP - BABYSITTING MY 2 YEAR OLD GOD-
SON WENT FROM SCARY TO BLISS - HE LOVES BABY ROAD
TRIP - GOOD WHOLESOME FUN WITH GREAT GRAPHICS!
ADRIAN GILBEY - NEW YORK NEW YORK**

Go Laura!!! Hope this helps... ~30 Weeks Pregnant~ ~MySpace~

Dee - Norco, CA.

Recently I purchased her belly ups product while pregnant with my 2nd child. It has been a tremendous help to make me feel more normal in my

maternity clothing. All the hip new styles never fit properly over my swelling belly. Such a simple innovative product I can't believe the maternity clothing manufactures didn't figure this one out for themselves, go leave it up to a mom! I've told all my friends all about the product and they too love it! It's not a lifesaver - it's a clothingsaver!

Tina Steinberg - Mahopac, ny

Very innovative product!

christina Butorac - douglasville, georgia

Laura has wonderful products with the most inovative ideas! All this and children too. As a fellow mom and woman business owner I think Laura's dedication is present in all she does. I believe this makes her the perfect candidate for Entrepreneur of the Year!

Christine Schmitt - Ocean, NJ

I've seen that new Baby Road Trip...Man, is it great.

D. Feldman - Bedford Corners, NY

As a mother of a 7 1/2 month old who just LOVES the baby road trip tapes, I think Laura of Baby Road Trip is a genius...my son is totally enthralled by the tapes, far more than its counterparts in the marketplace - it's a joy to get some things done around him while watching him learn!

Pam Webb - San Francisco, CA

wicked idea!

lisa williams - U.K.

I admire you and everything you are doing. I think you have awesome ideas and I want to wish you the best of luck in everything you do! Luv,

Sarah Skylar Magazine Owner and Editor In Chief

SkylarMagazine00@aol.com

Sarah - Dayton, Ohio

You keep strong

Melissa - Wisconsin

Very innovative concept!

Gabby Corea - Miami, FL

Just wanted to say keep up the great work.

Valerie Valtierra-MomExecs - Hillsboro, OR

Simple and Awesome...love it!

Michelle - Burbank, CA

Awesome brand! Great ideas:)
Elenie Reese (Owner Lil Punk) - Laguna Hills, CA

Great Idea
J Frank - Wilmington N.C.

Thank you! Smart products for babies and a cure of pregnancy "wardrobe malfunctions". This lady knows what women want!
Jennifer - New York, NY

Gave a gift of belly ups to my daughter. She loves the product. Good luck Ms Kronen with this contest,your products, and also with your diabetes
N. Jean Paternoster - Georgia

terrific success story!!! and it sounds like there is more to come!
Bob Grassie - Boerne, Tx.

Laura Kronen is very creative. As a brand new Grandma, I love her Baby Road Trip DVDs and look forward to more to come. In my opinion she is very deserving of Entrepreneur of the Year.
Maxine Hancock - Chippewa Falls, WI

I really admire people like you who think of a great idea and then actually follow through with it so it benefits others. I wish you the best of luck with your new endeavour.
Kathy Grassie - Boerne Tx

What an enthusiastic, intelligent, hard-working young mother. Not only doing things to benefit children, but also mothers and on top of that, giving towards a cure for Juvenile Diabetes. We need more people like her in this world. She gets my vote 100%
Lucille Muto - Cold Spring Harbor, New York

Laura definitely fills the bill of being extraordinary. Her ability to see a problem and develop a solution suitable for all is great.
Bart E. Grassie - Akron, Ohio

Laura Kronen seems to me to be a very intelligent business entrepreneur who not only is talented, creative and successful in what she sets out to do, but also is an excellent multi-tasker. With that, I think that she not only works hard to be successful in her career but also has the ability to multi-task allowing her also to be a full-time mom to her 2 sons. This is very impressive to me.
Lisa Ferezy - Palm Beach Gardens, Florida

It is obvious this young mother has several innovative/useful ideas and has followed through by marketing her products in a very productive way.
Diane Grassie - Copley OH

We are neighbors: <http://HeartMDPhD.com>
Andrew B. Chung, MD/PhD - Atlanta, Georgia

Sounds great
Peg Boughton - Latham, NY

Scaming for votes in a Diabetes newsgroup is pretty low. Trading on the fact that you have diabetes JUST to get votes is pretty stupid.
Ted - Memphis

So you like to chum for votes on usenet? Here's my vote.
Amy King - Maui, Hi

Fantastic ideas
greta evans - wa

This women is truly inspiring. I can't wait to check out her products. My husband and I are planning on starting a family soon and I look forward to the videos and the belly ups!
Eileen Forrester - Northport, NY

Wonderful woman - wonderful new product - LOVE her site and she's such a peach! :) Keep up the GOOD HARD work, your going to "do it" I just know it!
Jennifer Sprague - Vienna, VA

Many have ideas, few follow an idea on to fruition and then continue with more ideas turned into reality! As a mother with young children, I know how easy it can be to set aside your "great ideas" on the back burner where they simmer then are forgotten completely. I think you are following your dreams! Way to go!!
Tracey C - Gainesville, FL

Laura has helped me regarding part of my business. She took the time out of her busy schedule to speak with me. She is nice and caring! She is innovative and a true entrepreneuer.
Gloria Lane (Cards by Missy) - Tucson, AZ

What a woman should do is fine a need an fill it jsut as Laura did .. where were you years ago when I was having kids... LOL
Tonya Dale -- from Mompack - Brunswick MD

Nice comments! She certainly has earned the award! Thank you!
L.Anderson - Topeka, KS

Great ideas, great making it happen and great giving back!!
Kelly - Bar Harbor, ME

Ms. Kronen - You have truly created products that are unique and useful. I have two small boys who absolutely adore the Baby Road Trip series of videos and I have given them as gift to many expecting parents - with great reviews. Your generosity of donating proceeds to the JDRF is very gracious and more should follow the wonderful example you are setting. Bless you and your family.....
Irene - Florence, New Jersey

Baby Road Trip and Belly Ups are just the beginning! Laura is a talented, intelligent, creative hardworking mom and entrepreneur. No one deserves this award more than she does.
Kristy Fallon - Staten Island

Fantastic!
Meredith Liepelt - Dublin, Ohio

I have given the BRT DVD series to so many new parents and the positive responses are just overwhelming..it's a must have for young children...Thank you Laura for all your hard work and determination..you are a fantastic person that developed a fantastic product...
Vincent Gubin - East Setauket, NY

Laura's entrepreneurial talents are an inspiration to all women!!! What amazing products-she really has her eye on the pulse of the needs of new mom's and the modern woman. Congratulations on this incredible achievement!!!
Kim Waite - West Hollywood, CA

Think I have heard of something like this before-not an original.
Portal - St. Charles, MO

I commend Laura Kronen for the successes of the products she's worked so hard on. Although I am very impressed with her creativity and actions, I am blown away by her desire to help parents, children, and those afflicted with diabetes. Great work!
Kristy L. Alcaidinho - New Bedford, MA

It's nice to see a woman here who is accomplishing it all - being a full time mom, running a business. and giving back to society. You go girl!
Jennie Marks - Wilmington, DE

Apparently the Baby Road Trip series was just the start. Both of my kids are hooked. Your story is truly an inspiration to parents everywhere. Its clear from the quality you put into your product that you care about making your customers lives better. I don't know how you find the time to do it, but keep it up! Not to mention a sweetheart to deal with directly.
C Vassallo - New York

Aside from being an AMAZING mom and wife, Laura has a incredible passion for business and the products she develops. She also has an unprecedented work ethic and focus in whatever she sets out to do. Most importantly Laura never compromises on being honest in business and I truly admire her for being herself!
Shawn Kronen - Atlanta

Laura – What a incredible entrepreneur. We need more innovative people like you around. You have accomplished more than most. Keep up the good work, and I look forward to seeing what your new inventions will be.
Kevin Chauncey - New York, NY

Laura was an amazing mentor during my internship with her in NYC and has remained so in the years since. Belly Ups exemplifies what a product should accomplish; solve a problem and improve quality of life. Her work with Baby Road Trip and the associated charitable giving have been inspirational. She IS the entrepreneur of the year.
Taryn Milillo - New York, New York

Deserving woman, great products
Irene Deromedi - Brooklyn, NY

Interesting woman. Definitely an entrepreneur
Marion Weber - Wilmington NC

It seems that Ms Kronen is a talented and hard working person. I wish her much success in her life. She started with nothing more than a thought and made it a reality by working hard. I believe that she should be recognized as the entrepreneur of the year
Caterina Giacobelli - West Babylon NY

Very deserving of the title Entrepreneur of the year
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Dedication, creativity, passion and hard work seem to be a value of Ms Kronen's. I wish her good luck with her enterprises
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Sound like the entrepreneur your looking for. Good luck Laura Kronen

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