

Cynthia McClain-Hill, immediate past president of the National Association of Women Business Owners recently said, "As the fastest-growing segment of the market, women entrepreneurs are vital to the growth of the nation's economy and are at the heart of any sustainable recovery through job creation and revenue growth."



Jennifer, Ireland, Jude, Noé and Jeff.

"People don't go out on a limb when everything is going well. It usually takes something drastic, such as losing a job or getting a grim diagnosis to make us really evaluate our life and go

after our dreams," Jennifer says.

Websites available at Pure eCommerce include coolbabytoys.com, ecostylish-moms.com, sosweetstationary.com, and ladolcedog.com, to name just a few. In addition, the company offers professional eCommerce consulting, search engine optimization services and custom turnkey business creation. For more information, please visit www.pure-e-commerce.com.

Indeed, despite today's economy – or perhaps because of it, Gault-Varner anticipates a strong year for women entrepre-

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— Gault-Varner

neurs going out on their own. In fact, she anticipates Pure eCommerce sales will be five times higher than last year. "I've spoken with lots of stay-at-home moms whose husbands have recently been laid off. They want to know how they can help contribute to the family's income without taking on a traditional 9 to 5 job," Gault-Varner says. "Thanks to today's technology, more and more stay-at-home moms are morphing into work-at-home moms."

In fact, it took a tragic occurrence in Gault-Varner's own life for her to go after her dream. Ten years ago, her husband was diagnosed with Stage Three colon cancer and given a grim prognosis. Gault-Varner began living each day to its fullest, and eventually decided to pursue her dream of launching an online maternity store, working late in the evenings from her kitchen table.

She taught herself as she went along, and her hard work paid off. Gault-Varner's business was enormously successful, and she has since sold that company to focus on helping other women realize their entrepreneurial dreams. And happily, her husband not only beat the odds, but today is training for a triathlon to celebrate his ten-year survival mark.