

## WE MAGAZINE for Women Announces the Winners of our *Family Business Cover Story Competition*

**Fort Lauderdale, FL (Tuesday, April 28, 2010).** In early February WE Magazine for Women ~ for busy women on the move, hosted an online competition to showcase a family-run business with a woman in a decision making capacity. The woman we chose among the entrants would then grace the Cover of our Spring 2010 Issue.

In retrospect, this was by far one of the most difficult tasks our team has had to date. According to one judge, *"All the entries could easily be our next cover story. Each one was inspiring and interesting in its own way. Which made it that much more difficult to pick just one!"* Although it was a challenging task, the judges rose to the occasion and chose one woman who stood out among all the others. **That woman is Georgia Durante of PerformanceTwo ([www.performancetwo.com](http://www.performancetwo.com)).**

Criteria included business acumen, working well with family members, community service and life experiences. In addition to these qualities, Ms. Durante was chosen because her story was a particularly compelling story of challenges and success of working in a family-run business! Here's an excerpt from her entry: ***"You have to separate family and business. Business is business. You need to treat family members as you would any other employee or it does not work. If you favor a family member over another employee you will have resentments causing your business to unravel."***

Ms. Durante's story along with 12 other inspiring women's stories will be featured in the Spring Issue. In addition to the front cover, Judy Curry of Curry's Auto Service ([www.Curry'sAuto.com](http://www.Curry'sAuto.com)) will grace the back cover. Each of the 13 finalists will receive a **Commemorative Cover** with their picture on it.

Even though we could only choose one COVER STORY, we are featuring all the entrants on the WE Magazine for Women site over the next two months. And each of the 13 women will also be included in our upcoming WE Magazine Hall of FAME section for 2010 which will also include our 2010 Small Business Women Interviews!

According to Heidi Richards Mooney, Publisher & Editor in Chief, *"I am honored and delighted to showcase Georgia Durante! Her story needed to be told and I am sure it will inspire and motivate other women who work with family members.* You can check out the current issue of WE Magazine for Women here: <http://wemagazineforwomen.com/WEMagWinterSpring2010.pdf>.

We magazine for Women is a business and lifestyle magazine for busy women between 25 and 65 who are making a difference where they work, live and play every day... these are Today's Women on the Move. WE is published by The Women's eCommerce Association, International – an organization whose mission is to "help women do MORE business on the WEB." To contact the publisher write Heidi Richards Mooney at P.O. Box 550856 ~ Fort Lauderdale, FL 33355-0856, call her at 1-877-WISDOM7 (947-3667) or visit: [www.wemagazineforwomen.com](http://www.wemagazineforwomen.com). We'd love to hear from you. Please let us know what you think!

### Contact

Heidi Richards Mooney, Founder & CEO  
[heidi@wecai.org](mailto:heidi@wecai.org)  
954-625-6606

###