



Gentle Saline Wipes for Stuffy Noses™

Boogie Wipes  
7874 SW Nimbus  
Beaverton, OR 97008  
[www.boogiewipes.com](http://www.boogiewipes.com)

**Contact:** Mary Blanton/Heidi Raker  
Raker Goldstein & Co.  
(201) 784-1818  
[mary@rakergoldstein.com](mailto:mary@rakergoldstein.com)  
[heidi@rakergoldstein.com](mailto:heidi@rakergoldstein.com)



# NEWS

FOR IMMEDIATE RELEASE

## *The Boogie Moms®, Mindee Doney and Julie Pickens, Selected as Key-Note Speakers for Moms in Business Unite Conference*

*First Annual Conference to be Held September 16<sup>th</sup>, 2009 at  
The University of San Diego,  
Joan Kroc Institute for Peace and Justice*

(April 13, 2009: Portland, OR) The co-founders of Little Busy Bodies, Inc.® and inventors of Boogie Wipes®, Mindee Doney and Julie Pickens, have been selected as the key-note speakers for The Moms in Business Unite Conference to be held at The University of San Diego, Joan Kroc Institute for Peace and Justice on September 16<sup>th</sup>, 2009. This conference is the vision of Mom Business Associates (MBA), a networking group for mom business owners who are looking to join a group that is sensitive to their needs and understands the challenges of being both a business owner and mother. MBA provides support, training and resources for moms who already own a business, as well as a Mom-to-Mom mentorship program for new entrepreneurs. The full day educational conference will include the key-note address from The Boogie Moms®, panel discussions, breakout sessions, networking, award ceremonies, a resource marketplace, and on-site childcare to support and promote the growing number of women/mom-owned businesses.

"When we heard about the Moms in Business Unite Conference, we knew we wanted to get involved to exchange ideas and help be a resource to moms," said Mindee Doney, VP and Director of Marketing for Boogie Wipes. "We've been offering individual consulting to fellow mompreneurs trying to get their businesses off the ground. Being able to directly reach so many moms at the conference will be an amazing experience," she continued. "We consider ourselves very lucky to be able to share our experiences and knowledge, both as moms and business owners, with fellow budding mom entrepreneurs," said Julie Pickens, President and CEO of Boogie Wipes®. "Hopefully our insight and advice will help bring these women the success they deserve," she added.

In addition to the key-note address from Mindee and Julie, educational break-out sessions will be divided into four tracks: GETTING STARTED, the ideal sessions for women who want to learn how to start her own business; RUNNING EFFICIENTLY, the perfect sessions for women who have established businesses but want to learn how to run them more efficiently; NEXT LEVEL, a jumping off point for those who have a thriving business and want to get ahead of the curve; and INVENTOR FAST TRACK, taught by the The Boogie Moms®, where attendees will benefit from real-world knowledge and learn how to take their inventions from "concept to cart". More conference details are available at [www.momsinbusinessunite.com](http://www.momsinbusinessunite.com).

"As the Key Note Speakers and facilitators of all four Inventor Fast Track sessions, The Boogie Moms® will provide exceptional value by offering tangible, relevant knowledge to our attendees, who represent the fast growing segment of women/mom business owners," said Randa Cote, Moms in Business Unite Chairwoman, mom, and founder of SPE Solutions, a growing management consulting company.

### **About Boogie Wipes®**

Mindee Doney and Julie Pickens, often referred to as The Boogie Moms®, developed Boogie Wipes® in 2007 as a solution for their kids' runny, red noses. After trying to use saline spray, bulb syringes and regular dry tissue, they became certain there had to be a better way to treat a stuffy nose. Months of market research resulted in an answer as plain as the nose on their face - a saline-infused moist wipe that soothes chapped, sore noses while dissolving mucus. After an extensive development and manufacturing process, and keeping their noses to the grindstone, Mindee and Julie shipped their first order of Boogie Wipes® in December, 2007. Since then, Boogie Wipes has found the smell of sweet success selling in 30,000 retail stores nationwide. The Boogie Moms® are thrilled their innovative idea helps parents and kids boogie through cold season without missing a beat!



Doney and Pickens project 2009 sales to hit \$6 million. The brand includes Fresh Scent, Great Grape, and Magic Menthol scents. The wipes come in 30 count packs and have a suggested retail price of \$3.99. The Fresh and Grape scents are also available in handy individually wrapped packs of 10, known as Boogies on the Run™ and are ideally suited for backpacks, lunchboxes or purses, and have a suggested retail price of \$2.99. Boogie Wipes and the Boogie Moms, Mindee Doney and Julie Pickens, can be reached at their corporate offices: Little Busy Bodies, INC. 7874 SW Nimbus, Beaverton, OR 97008, and by emailing [info@boogiewipes.com](mailto:info@boogiewipes.com). News media interviews with the Boogie Moms may be coordinated or additional information/artwork/samples provided through Mary Blanton or Heidi Raker by emailing [mary@rakergoldstein.com](mailto:mary@rakergoldstein.com), [heidi@rakergoldstein.com](mailto:heidi@rakergoldstein.com) or calling 201-784-1818.

### **About The Boogie Moms®**

**Julie Pickens** – Co-Founder – President & CEO

After 12 years in the beer and wine business working as a sales manager for a Gallo and Miller distributor, Julie moved into the franchise business, opening and developing for two franchise chains, Cold Stone Creamery and Wetzel's Pretzel's. She owned and operated six different locations and implemented many successful sales and operations programs that Cold Stone and Wetzel's took to their franchise communities. Julie has worked closely with several non-profit organizations including Boys and Girls Aid Society. A graduate of University of Oregon, Julie lives in Tigard, Oregon with her husband Dean and her three daughters, McKenna (13), Molly (10) and Gabby (4).



**The Original Boogie Moms®  
Mindee Doney and Julie Pickens**

**Mindee Doney** – Co-Founder – VP & Director of Marketing

Mindee managed West Coast consumer marketing programs for Procter & Gamble for 5 years, serving as a Regional Marketing Manager, planning and executing marketing promotions. Prior to her work with P&G, Mindee was a Community Marketing Manager for McDonald's Corporation for 3 years and assisted with the marketing efforts of several start-up companies. Mindee is an active member of Ladies who Launch, Women Entrepreneurs of Oregon, Mompreneurs Online, Mamapreneurs Inc, and Working Mothers. A graduate of Western Oregon University, Mindee lives in Beaverton, Oregon with her husband John and their three children, Aidan (6), Avree (3) and Austin (4 months).

### **About Mom Business Associates**

Founded in 2007 by Dr. Sherry Nouraini, the mission of Mom Business Associates (MBA) is to remove barriers for Mom Business Owners and the growing community of Stay At Home Moms, so that they can become successful as both independent income earners and care givers for their families. MBA supports Mom Business Owners by providing a business networking environment that is sensitive to their challenges and needs as mothers. MBA supports its members in their efforts to gain financial independence, by providing free business coaching, education and guidance. The true measure of success in life is the degree by which balance is maintained between work and personal endeavors; MBA has been established to help moms achieve that balance. [www.mombusinessassociates.com](http://www.mombusinessassociates.com)