



Ask SCORE for Business Advice

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Mom Creates Business to Be Home by Tina Dettman-Bielefeldt

Ruth Fett is a single mom with eight children ages 10 to 16. The kids have interests ranging from drama to sports to leadership. That means a full calendar of activities that Fett wants to attend. However, when working as a full-time counselor for the Howard-Suamico School District, Fett found she was missing too much.

“It was difficult to make it to their activities and support them the way I wanted to,” Fett explained. “Working full-time was so draining that even helping with homework was hard. We didn’t get to do the fun stuff like just playing.”

For the last few years of her employment, Fett debated her desire to be around more for her children versus the security and benefits of her job. She tossed around various business concepts and attended the Urban Hope Entrepreneurial Center class. By the time she graduated, she was ready for her new venture.

“Urban Hope set me off on my journey with confidence. They took me step by step and by following the program, I ended up with a polished business plan,” Fett noted.

Her business, Parent Team, was launched in February 2008 (www.parentteamgb.com). In her words, it is a parent coaching business that seeks to empower parents with critical information about raising their children. Her coaching is unique and she was quick to report that “time outs” are out and “time ins” are in. In four to 12 weeks, depending on the family, she teaches parents how to create a more positive atmosphere.

“They think they need to fix their children,” Fett said. “The basis of my practice is that you can only change you, not your child. You can modify your approach, and the strategies you employ will flow to your children.”

She is proud of her successes, and the positive impact she makes. Unlike a traditional job, her schedule is flexible and her success is controlled by how hard she works. In addition to the parental counseling, Fett has a second business, Inform Books 4 Families, where she buys and sells family-oriented books on-line. Her goal is to develop both businesses and become one of the premier sources of parental information in the nation.

“This doesn’t feel like a sacrifice,” Fett reported. “I get up every morning saying I’m the richest person in the world. I’ve got kids that are fantastic and love me so much. I know

I brag about them constantly, but I want other parents to walk around thinking the same thing about their kids.”

Fett can now attend school events. She can help with homework and play a game in the driveway. But, her favorite part is being a mom and providing for her children financially and emotionally. The statements in her children’s homemade birthday cards will probably be echoed again this Mother’s Day. They wrote, “Thanks for being here and thanks for being such a loving mom.”

If you’d like to learn more about starting a business, contact the Green Bay Chapter of SCORE. Visit www.greenbayscore.org or call Cindy Gokey at 920-496-8930 for information.

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