

The FWE Gala last month was a huge success!

Drawing in 450 people to celebrate women entrepreneurs in Vancouver and listen to guest Julie Aigner-Clark; founder of The Baby Einstein Company.

Aigner-Clark took the stage to share the lessons she learned through her experiences as an entrepreneur. "Do what you love. Make what you love. Love what you make," began Aigner-Clark, a former schoolteacher. It was her passion for humanities and the arts that was the inspiration for Baby Einstein. Aigner-Clark wanted to find a way to share that passion with her children, so she took on the project of self-directing, producing and editing the first Baby Einstein video.

Listening to her instincts, Aigner-Clark never gave up on her belief that there was a need for an engaging video to expose children to new cultural, musical and artistic experiences. Her first big break came when she convinced a baby retailer with 45 stores to test her video in six of their shops. Aigner-Clark freely admits that the response to her video was amazing.

It was only years later when Julie Aigner-Clark took her own words of advice to heart: "Be realistic. Sell when the time is right." In 2001, with her company at \$21 million in annual sales, she sold The Baby Einstein Company to the Walt Disney Co. for an undisclosed amount.

Here are all Aigner-Clark's words of wisdom which she shared with the FEW Gala Dinner participants:

- Do what you love.
 - Make what you love.
 - Love what you make.
 - Listen to your instincts.
 - Come up with a great name.
 - Fill your own need.
 - Make sure it's others' needs.
 - Innovate.
 - Do it yourself.
 - Know your weaknesses.
 - Identify your target.
 - Be brave.
 - Do what you say you do.
 - Apply the golden rule (personal service, care about customers).
 - Establish trust.
 - Have fun.
 - Prioritize.
 - Be realistic.
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- Sell when the time is right.
 - Be realistic.
 - Give back.

Also featured at the FWE Gala Dinner were other role models in the media and entertainment industry, who shared their stories and what they do to give back to the community. The 2008 featured entrepreneurs were:

- Katheryn Bechthold, Publisher & Editor, The Mompreneur Networking Group
- Alice Mathieson, Producer, Director & Founder, Life and Times Productions

- Kristina Matic and Anna Wallner, Creators, Hosts & Executive Producers of The Shopping Bags TV since 2001
- Sarah McLachlan, Songwriter, Musician & Founder of the Sarah McLachlan Music Outreach Program and Shahrzad Rafati, President & CEO, BroadbandTV Corporation.