

the Envoy

The Official High Avenues Newsletter

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Business Beat

“Our book is unique because it gives expectant moms creative control over how they use the book.” Karen says of her new product that went on sale September 2006.

Have you ever had a product in mind and searched every store to try and find it? Angela Horiuchi-Yvkoff and Karen L. Vardeny were looking for something unique to keep mementos and journaling for their pregnancies on two separate occasions. After searching, they both realized they were looking for the same type of book and that no one really made what they were after. So, the two decided to partner together in another business venture. Their entrepreneurial spirit led them to start Tummy Talk. Karen is a resident of the neighborhood and who we have our eye on in this month's business beat.

Karen and Angela have been in business together with their other company, The Fusion Factory, for almost 5 years. Fusion Factory has been a business-to-business company with their main product being corporate event planning services. Tummy Talk is a new endeavor for the pair with a more consumer target. The idea for Tummy Talk began in May 2005 and became official in September 2005. It has taken them a year to write, design, and develop the book, but they wanted to make sure the book contained all the important aspects of the pregnancy term while also ensuring the small details of the book would make it a special keepsake for years to come.

The market of pregnancy journals already has books that are meant only for journaling and pregnancy albums that are meant only for photos. There are not many high quality pregnancy books that combine the journaling, keepsake and album aspects into one book. They have combined 3 different types of books and ideas into one unique idea. Tummy Talk was able to encompass all three albums into one book without the clutter of medical information that can be outdated in 5 years or text that dictates to the consumer on how they should use the book or what publishers “think” the consumer should write about and journal. There are 105 unique color pages in the Tummy Talk pregnancy book with spaces for photos and memorabilia, hand-drawn illustrations and a section for weekly journal entries for the whole pregnancy term.

“Our book is unique because it gives expectant moms creative control over how they use the book.” Karen says of her new product that went on sale September 2006. “By letting the customer decide what to put in the book, through elegant, yet classically designed pages that can be customized with the customer's own thoughts, scapbooked photos and keepsakes, the book serves as a memento that parent and child can look back on with each passing year.”

Details do matter in Tummy Talk. Each book is covered in suede-like fabric and has a hand-placed Swarovski crystal on each cover. The book comes in three colors, This Little Pinky, Binky Blue and Peaches and Cream.

Karen is proud to say that the book is printed locally in Salt Lake and a true product of the USA. Despite its local origin, the duo plan to market the book nationwide. “Putting together the book has been a tremendous process that has involved many people, all with the goal of putting together a perfect book that we could use to record our own experiences with our children and future pregnancies. It's a book that parents will be proud to look at years to come.”

Karen's business partner, Angela, was raised in Salt Lake and is a University of Utah alum. She moved to Seattle in 2000 where she worked in advertising, which included working on the Westin Hotels account. Angela comes to Utah often to visit her uncles Randy Horiuchi and Vince Horiuchi and their families. She also comes often for business meetings with Karen and their Fusion Factory business. They have worked with clients that include Microsoft, Yahoo! and CDW Computer Centers.

Karen was raised in Logan and has lived

in Salt Lake since she graduated from the U with a degree in communication. After working for the Salt Lake Organizing Committee for the 2002 Olympic Games and a four-year stint as an account manager at a local advertising and public relations agency, she decided it was time to find an occupation that would allow her to raise a family, while working from home. With both companies being home-based businesses, Karen now has the ability to work from home while also being able to spend time with her 17-month old daughter Lauryn every day.

The rest of the Vardeny family consists of Karen's husband and Lauryn's dad, Gil. He and Karen enjoy running down 11th Avenue with Lauryn along for the ride in her jogging stroller. During the winter, Gil snowboards the local resorts. Karen's favorite pastime is tennis and enjoys playing in the local Utah tennis leagues. She is also a member of the Salt Lake Mom's Club and enjoy traveling and shopping. Little Lauryn loves playing in her sandbox, playing with the dog and pool time! Karen hopes she'll gain a love for tennis when she's older so the whole family can play together. The Vardeny family loves to travel and before having Lauryn, they visited various countries such as Spain, France, Italy Hong Kong, Japan and China. “We haven't been brave enough to take Lauryn on an overseas flight yet, but she's already been to 6 states and Canada.” Karen also says they are an active family and enjoy water sports, river rafting, skiing and snowboarding.

Karen and Gil have always loved the Avenue's area. Gil's college apartment was in the lower Avenues and once they were able to buy a house, they knew there was no other place that could compare to living in the Avenues. They have lived in the Avenues together for the past 3 years.

“We love the diversity and sincerity of the neighborhood. It's great to see people walking at night, other parents with their children (young and grown), our single friends, grandparents, etc., and we feel like the Avenues is a tight-knit community that looks out for each other.”

Thanks Karen for letting the Envoy spotlight your business! Tummy Talk pregnancy books can be purchased online at www.tummy-talk.com. Books went on sale Sept. 21, 2006. You can also order a book by calling Tummy Talk at 877-210-0122.

Do you have a business that wants the spotlight for a month? Please email Kara at kgallagher@n2pub for more information.

