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THE BOSS IS BACK: See photos from Springsteen's concert Sunday in Sunrise.

FALCONS ROUGH UP CLUMSY DOLPHINS

Miami commits four turnovers, Wildcat falls flat in 19-7 defeat
In Sports



Leno keeps chin up, expectations down

All joking aside, he's laid back before show's debut tonight
In Accent



The Palm Beach Post

Monday, September 14, 2009

The Home Page of Paradise

First edition | One dollar

Multi-tasking women weather the downturn

Their work's never done, but these business leaders thrive on feminine touch

Communication and relationship-building skills give local owners an edge over men in adapting to the marketplace, researchers say.

By SUSAN SALISBURY
Palm Beach Post Staff Writer

As the recession eats into the restaurant business, Sheila Mains has decided to plunge her 17-year-old brownie company deeper into retail territory. For years, she had focused primarily on selling her gourmet brownie line to the food service industry. "People aren't eating out in restaurants as much as they used to. When they do, they are not ordering dessert," Mains said. "Our brownies normally move on a restaurant menu as a brownie sundae. That is not happening."

Her quest to find a new niche is typical of many women-led businesses, which are rising to the challenges of the economic downturn. In fact, female business owners are looking to draw upon what many consider innate skills such as multi-tasking, communicating and relationship building more than ever.

For instance, Mains' West Palm Beach-based Sheila G Brands Inc. brownies, distributed under the Brownie Connection label by Cheney Brothers Inc. of Riviera Beach, are served at dozens of restaurants and sold directly to Walt Disney World. That market, however, has been shrinking.

For Mains, the solution was looking for ways to go retail. That meant reaching out to brokers and distributors to sell more directly to the consumer. As a result, one of Mains' newer products — a thin and crunchy brownie crust called Brownie Brittle — has been sold since March at Big Y, a 57-store chain in Massachusetts and Connecticut, as well as other independents.

By Nov. 1, Mains expects to launch www.1.800.brownie.com to

See WOMEN, 10A ▶

Sheila G Brands Inc. | West Palm Beach
OWNER: SHEILA MAINS



BILL INGRAM/Staff Photographer

What's her business strategy?

Sheila Mains, whose company typically sells brownies to restaurants, realized she needed a new market when people scaled back on dining out. She reached out to brokers and distributors to sell more directly to consumers. Now her Brownie Brittle is being sold at Big Y, a 57-store chain in Massachusetts and Connecticut.

Ragtops Motor Cars | West Palm Beach
CO-OWNER: PAGET KIRKLAND



ALLEN EYESTONE/Staff Photographer

What's her business strategy?

Solidifying her Palm Beach County niche, Paget Kirkland, who founded Kirkland Event & Destination Service in West Palm Beach, has become a co-owner of Ragtops Motor Cars, an antique car showroom and event venue. She has started doing social events for individuals, such as weddings and bar mitzvahs.

Extolled for excellence: Browse photos of the Athena Award nominees. PalmBeachPost.com/postpix

In Business & Local

The 2009 Athena Awards

A look at the nominees:



Stacey A. Dowdle
American Heart Association



Anne M. Gannon
County tax collector



Becky Hachenburg
Principal engineer, MWH



Johanna S. Kandel
Alliance for Eating Disorders Awareness



Rocki Rockingham
Public relations expert



Dr. Elise Zahn
Physician in several local ERs

Obama to tout stable economy

He visits Wall Street today to push financial overhauls while insisting government control is temporary.

By EDMUND L. ANDREWS and DAVID E. SANGER
The New York Times

WASHINGTON — When President Obama travels to Wall Street today to speak from Federal Hall, where the Founders once argued bitterly over how much the government should control the national economy, he is likely to cast himself as a "reluctant shareholder" in America's biggest industries and financial institutions.

But one year after the collapse of Lehman Brothers triggered a series of federal interventions, the government is the nation's biggest lender, insurer, automaker and guarantor against risk for investors large and small.

Between financial rescue missions and the economic stimulus program, government spending accounts for a bigger share of the nation's economy — 26 percent — than at any time since World War II. The government is financing nine out of 10 new mortgages in the United States. If you buy a car from General Motors, you are buying from a company that is 60 percent owned by the government.

See ECONOMY, 15A ▶

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Yearn for an urn at state alma mater? You might die happy

By KIMBERLY MILLER
Palm Beach Post Staff Writer

Death may be final, but allegiance to the Gator Nation is forever. Same goes for the 'Noles.

And soon, die-hard fans of both the University of Florida and Florida State University may be able to rest eternally at their beloved schools.

A state law that went into effect July 1 allows Florida's 11 public universities to build columbariums on their campuses for cremated remains.

UF started the idea in 2007 with a proposal for a red brick columbarium in the Medicinal Gardens next to Lake Alice. Columbariums are wall-like structures with niches for urns.

Problem is, UF isn't a cemetery and un-

See ASHES, 4A ▶

Extra Credit blog

Get an inside look at the world of education.
PalmBeachPost.com/schools



Obama confident health bill will pass

He backs off emphasis on public option. **Story, 2A**

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MARTIN SCAM REFLECTS LEGAL PUZZLE



Photos by SARAH GRILE

Sole offenders? The case of Rodney and Shalonda McGill, who were sentenced to prison, involved reckless banks, investigators say.

In labyrinth of lending, who's at fault for fraud?

By DAPHNE DURET
Palm Beach Post Staff Writer

STUART — It was 2006, and though the housing market had begun to crash, the three women who invested with Rodney McGill's Young Millionaires Group thought the pastor and self-made real estate guru could teach them how to make the millions he'd made buying and selling property.

All of them said they trusted McGill and his mortgage broker wife, Shalonda, so much that

they didn't hesitate to sign mortgage loan applications with highly exaggerated incomes and other false information the McGills had filled out for them.

Now Patricia Kelly, Sharon Schofield and Cynthia McNair have ruined credit, and McGill and his wife last week were sentenced to 20 and 10 years in prison, respectively, on racketeering, grand theft and mortgage fraud charges.

As cases of mortgage See FRAUD, 12A ▶

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