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Forums

ECO-MOMPREENEURS - TERRI YAMATE-OTTENGHEIME AND STACY BURLERSON

These founders of Beyond Zebra have profited from their sustainable strategy

By: Katherine Bowers



After leaving The Walt Disney Co. in 2000, colleagues Terri Yamate-Ottengheime, 47, and Stacy Burlerson, 38, set out to offer an eco-friendly alternative to the so-called "trash and trinkets" of traditional promotional items. By convincing major companies to choose sustainable freebies, not tossable ones, these two moms have seen eco-items soar to 35 percent of total company sales. (They've worked with factories to source product created from post-consumer glass, leather, rubber and cork.) Last year, they outfitted attendees of ESPN's

ESPYS sports awards with bamboo-fabric T-shirts, sustainable lanyards and biodegradable water bottles. The company walks its talk by locating its headquarters near the Metrolink commuter rail, using timer lights and a recycling program in the office and offering flexible hours so employees who want to drive can do so at off-peak hours. Moms can telecommute or, in a child-care pinch, bring children to work. Says Terri, mother of 8-year-old daughter "The little table with coloring books is always ready!"

Beyond Zebra: Burbank, CA

Mission: To provide environmentally responsible promotional items

Founded: 2000

First Profitable Year: 2000

Employees: 7