



Women are Finding Themselves *In Good Company*

New York, NY--October 25, 2007: **Women business owners searching for an innovative work space have found their oasis!** On September 17, 2007 *In Good Company Workplaces*, opened their first offices at 16 West 23rd Street, 4th Floor, in Manhattan, offering women who are launching and growing their businesses a place to ***work.meet.learn***.

After years of consulting many talented and enterprising women, Amy Abrams and Adelaide Fives, co-founders of *In Good Company*, identified several common themes and challenges that affected their clients' success. These challenges included isolation as business owners, difficulty finding affordable office space, lack of a cohesive community with which to share resources, and not knowing where to go when faced with challenges. 18 months later Abrams and Fives developed a solution that addresses these common needs of women business owners: ***In Good Company Workplaces***—an innovative business designed with women business owners' success in mind!

In Good Company* WorkPlaces** attracts women who are starting their dream business or growing a small one, who aspire to create meaningful work on their own terms, and/or need to balance work and family commitments gracefully. ***In Good Company does this by providing affordable and flexible office space, a community of like-minded women, seminars and private consulting to help women further their business. **Amy Abrams**, a born entrepreneur, “believes women are innately creative and enterprising with the ability to realize their own success. With ***In Good Company***, we have built a catalyst to help guide women to achieve their goals.”

Marissa Lippert, a registered dietitian, who helps clients lead balanced lifestyles, enjoying food while actively achieving dietary, weight, health and wellness goals, discovered ***In Good Company*** was a great headquarters for her company, ***Nourish***. “Joining ***In Good Company*** was a multifaceted decision for myself and my company,” stated Lippert, “its affordability, cohesive structure, and working professional environment allows me to conduct my business surrounded by supportive entrepreneurial women. The workspace provides me a beautiful space to see my clients and the collaboration plus support of other women working towards similar goals as myself. Any female entrepreneur will find ***In Good Company*** a fantastic resource for networking and enjoy the encouragement and energy of other businesswoman like themselves.”

Amy Abrams, co-founder, has over 10 years of entrepreneurial experience. Abrams excels at recognizing and identifying business potential and opportunity. Her strengths include helping women articulate their business visions and develop a strategic execution plan to achieve these goals. Abrams provides structure, accountability and encouragement to help women business owners stay focused and motivated. She has helped numerous individuals launch, grow, and manage their own careers and businesses.



Abrams's professional experience includes serving as a Principal Partner at Berkman Fives, LLC, a consulting firm for women professionals and entrepreneurs, starting two businesses: Artists & Fleas, a marketplace for emerging artists and designers, and Interactive Pipeline, a recruiting firm specializing in placements for start-up companies. Prior to these ventures, Abrams worked as Marketing Director at a software company and at an investment bank and consulting firm in Israel.

In addition to her MA in Counseling Psychology from Fordham University, Abrams has a BA in English Literature from the University of Wisconsin – Madison.

Adelaide Fives, co-founder, is a successful entrepreneur with experience in organizational development, career counseling, psychological counseling, and teaching. Her strengths lie in strategic planning, operational development, group facilitation, and individual consultation. Fives has leveraged her training, experience and strengths in the management of her own companies as well as in service of her clients. Over the course of her career, she has conducted work in numerous corporate, non-profit, educational, and start-up settings.

Fives was co-founder and Principal Partner of Berkman Fives a consulting firm that helped women professionals with career development and advancement and women entrepreneurs with business growth and efficiency.

Fives earned a M.Ed. in Counseling Psychology and a M.A. in Organizational Psychology, both from Columbia University. She also earned her B.A. degree in Sociology and Anthropology, Educational Studies, from Colgate University. Through her education, Fives has also received advanced training in group dynamics, conflict resolution, and multi-cultural competence. She leverages this as well as her experience in both psychological counseling and organizational psychology in her work with individuals and in the facilitation of groups and businesses.