



FEATURED WBE

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Featured WBE Interview

Jodi Carr

As We Grow, LLC

Tell us a little bit about As We Grow, LLC .

As We Grow LLC manufactures and distributes a patented emergency bag for nausea called the Red E Bag. It's a durable bag with a large opening and carries tissue and mints. People who have morning sickness, cancer and other illnesses use our bags, as well as travelers and others who want to prepare for motion sickness, migraines and the flu.

Other product includes leak-proof plastic liner bags. Also, we designed note cards with 100% of the proceeds donated to American Cancer Society.

What made you go into this business?

It started with pregnancy and morning sickness. As I was growing and my baby was growing, I was getting sick. After the birth of my first child, As We Grow LLC was founded to develop and market a discreet and effective nausea bag. It helps people suffering from nausea keep their dignity.

I tested the Red E Bag when I had morning sickness with my second child. I was relaxed and mess-free when I used the bag and felt confident just having it handy. The alternative was a lot of anxiety and often a mess. Actually, the results of testing the bag under stressful conditions were instrumental for us to continue what we had started. The number of people suffering from nausea who hide in confinement and exclude themselves from activities or who get sick in public and experience embarrassment is really significant. We can help them stay active and experience much less embarrassment.

What has been the worst or the biggest obstacle you've faced or had to overcome?

Public speaking has been my biggest obstacle. I didn't realize when starting our business that someone would have to be the spokesperson for our company. I enjoy it, but in a challenging sort of way. I joined Toastmasters to help me feel more comfortable with public speaking.

What had been your biggest triumph?

Our biggest triumph is our Robert Coval Note Card project. My dad, Bob Coval, had Melanoma and wondered what he should do with his thousands of slides taken over a twenty year period. I selected 4 photographs with him, and we made note cards with 100% of the proceeds donated to American Cancer Society. He named and described each photo and also included a heartfelt personal message. I am very proud of this accomplishment. Especially since it took teamwork to complete it in time for him to see and tearfully approve the finished product.

What is the best advice you've ever received?

Some of the best advice I've received is to network with the principle of giving. When I meet someone, rather than focusing on marketing to a potential client, I think of whether I could use this person's services, whether anyone I know could benefit from this person's business and whether I have a resource for this person. **It's an effective way to make friends and build relationships that can be mutually beneficial.**

Is there anyone who inspired you and why?

I am inspired by people I meet on a daily basis -- people who face challenges and overcome life obstacles with a positive outlook; people who by example make me want to be a better person, and people who believe in me.

What is the best book you ever read and would recommend?

I would highly recommend the book *Think and Grow Rich* by Napoleon Hill.

What is your favorite quote?

There are so many great quotes. I like one that inspires action by Eleanor Roosevelt, "The future belongs to those who believe in the beauty of their dreams."

What are your goals now and where do you see yourself going?

Our goals are to expand brand awareness. At the request of my father, I have a personal mission to see that we get the Red E Bag into the hands of cancer patients. I see us partnering with other companies and adding new products and personnel.

How has being a member of the WBDC and WBENC helped you?

Being a member of the Women's Business Development Center (WBDC) has provided us with more exposure. I love reading the Newsletter and learning of members' successes, and I am impressed at the coverage of Inventor members in the November 2006 Newsletter.

The member profiles book that was recently published is fantastic! It's convenient now for companies to learn about us and for us to find other women to do business with.

Also, I enjoy the matchmaker and business events. They provide connections and information to help us succeed. It is helpful to us that some of the events and training are offered online or through teleconferences, since we are located in Southwest Florida.

Being certified as a woman owned business with Women's Business Enterprise National Council (WBENC) has allowed us to register as a potential supplier with companies we want to do business with. Certification provides access to supplier diversity contacts, which is a huge plus for us. Also, we post our certification on our web site, giving us more credibility.

What do you want to be remembered for?

I would like to be remembered for being a gracious person.

How does someone get in contact with you at As We Grow, LLC?

We can be reached through our web site, <http://www.redebag.com/>, e-mail to jodicarr@redebag.com or by calling 239-822-2956.