

SPECIAL
ENTREPRENEUR
ISSUE

BLISS *Victoria*

DECORATING, ENTERPRISING WOMEN, TRAVELING, ENTERTAINING

STARTING YOUR
DREAM BUSINESS
TURN YOUR PASSION
INTO PROFITS

Secrets of Success
Tips from our
favorite entrepreneurs

JANUARY/FEBRUARY 2011

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Romance

A VALENTINE'S TABLE FOR TWO

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THE BUSINESS of BLISS

Daring to let their dreams guide them, these exceptional women live meaningful lives of success.

As the fresh white canvas of another new year unveils itself—hopeful, optimistic, and full of promise—we have once again gathered an outstanding group of entrepreneurs who are sure to inspire you with their stories of self-discovery. Following only their hearts and their strengths, these gifted women pursue life with passion and positivity. TEXT JEANNE DELATHOUDER



KATE HINES



CATHY DEALE



EILEEN EISELE



DEE MOORHEAD



CAROLI ESGUERRA



BO BARTLETT

Sustainable Beauty

Guided by her love for nature, Caroli Esguerra left a career in teaching and turned to the great outdoors for inspiration. Through her unique company, The Rose Lady, she creates gorgeous works of art from natural elements that have been preserved with gold.

Caroli Esguerra's deep connection to nature stems from a childhood spent roaming the family farm amid the hills and forests of southern Indiana. "I was very lucky to grow up in one of the most beautiful places in America," Caroli says. "My father knew all the trees by name from their bark and leaves, and I was just amazed by this," she recalls.

Now living in Southern California, Caroli has extended her fascination with the outdoor world well beyond her own backyard. A former teacher with a master's degree in social studies and education, she quickly discovered she couldn't be confined to a classroom and that entrepreneurship was in her blood. Through the creation of her own company, The Rose Lady, Caroli began preserving real elements from nature—leaves, shells, and flowers—by plating them in gold and other precious metals. "My first trade show was in Louisville, Kentucky, in March of 1993, and the result was very positive," she says. "I just kept expanding and adding products, and am still doing so today."

Her inventory includes jewelry, ornaments, napkin rings, bookmarks, night-lights, and suncatchers designed with roses and other flowers, seashells, and an array of leaves in many shapes and sizes. "It is always interesting to see how a flower or leaf will react to the plating process," says Caroli, who also loves sharing her designs with customers and hearing about how her special gifts were given or received.

"There are so many sweet and romantic stories attached to my rose collection," she reveals. "I've discovered that the rose really touches people's hearts more than any other flower."

Inspired by her father, who started his own business, Caroli remembers working together as a family and aspires to do the same thing with her husband and daughter. "They are both creative, highly involved in the growth of the company, and invaluable to me," she says. "I need to work without fences and barriers, in the free way in which I grew up, and this way of life allows me to do that."

