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## Local “Mom” Firm Ranks Nationally Just Before Mother’s Day

**Winchester, VA – May 9, 2012** – With just a few days before Mother’s Day, “Mom” owned businesses show how running a family and business is not only possible, but enjoyable. From among thousands of contestants, **TreatmentDiaries.com**, the only health based social media company with users in 132 countries, has been recognized as a winner and ranked **#68** in StartupNation.com’s 2012 Leading Moms in Business competition (*to learn more, please visit the winning page at the following address*)

[www.startupnation.com/leading-moms-in-business/contestant/11660/index.php](http://www.startupnation.com/leading-moms-in-business/contestant/11660/index.php), sponsored by Web.com and Sam's Club In addition, three other firms in Leesburg, Alexandria, and Roanoke also ranked nationally. Over 350,000 votes were cast in support of the 2012 contestants, reflecting immense interest and supportiveness for moms building businesses at the same time they tend to their families.

“There’s been a sea change among moms as they’ve come to realize that adding entrepreneurship to their lives brings exhilaration and immense gratification, not to mention supplemental—sometimes primary—income to their families in these dicey economic times,” says Rich Sloan, chief *startupologist* and co-founder of StartupNation.

“It is a wonderful honor to be listed amongst the best of the best with my fellow “Mom” owned organizations,” said Amy Ohm, President of Treatment Diaries. “Balancing family, work and clients is challenging but not impossible. At TreatmentDiaries.com we maximize the limited time we have every day to help inform, connect, educate and inspire those with medical needs and the effects of life changing events. Our fellow “Moms” are busy, but never too busy to make a difference helping those in need with innovative products,” she continued.

The 2012 Leading Moms in Business ranking highlights some of the dominant trends, motivations and attributes among moms in business. They include:

- A great eye for providing attractive discounts, coupons, savings and value, all especially important to consumer moms of the recession era.
- A likelihood to come up with innovative products and solutions to address the challenging maze of motherhood. It’s an environment that demands resourcefulness.
- Conscience-driven business, where “doing well” is just fine, but the real rush comes from doing good.
- The attraction of being your own boss looms large for moms wanting to take control they just can’t find in a day job.
- Sustainable solutions and responsible business practices are increasingly paramount.
- Making the most of social media for business benefit is seemingly a birthright for the socially adept moms.

The full results of the 2012 Leading Moms in Business ranking are available on StartupNation’s website at <http://www.startupnation.com/leading-moms-in-business>.

Treatment Diaries Inc. [www.TreatmentDiaries.com](http://www.TreatmentDiaries.com) is a unique social network which launched in late 2010, providing REAL information exchange between people coping with or caring for anyone with a chronic illness, mental health condition, or rare disease. This virtual support is free and always available; offering a safe place to keep diaries anonymously of your daily journey, across multiple conditions - either privately or shared with others, enabling the exchange of treatment insight, mutual support, and encouragement.

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