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Business success played here.

Minnesota Firm Launches Website to Educate, Inspire and Influence Women Entrepreneurs Through Cutting-Edge Learning.

Minneapolis (November 14, 2007) – Edgestone Consulting, Inc. a Minnesota-based consulting firm that brings focus, guidance and results to leaders of growing businesses, announced today the launch of its new venture EntrespectSM (www.entrespect.com) which is designed to educate, inspire and influence the estimated 10 million women entrepreneurs in the United States.

Entrespect helps women business owners to become more powerful leaders by increasing their wisdom and evolving their leadership skills. Entrespect delivers valuable business insights and inspiration in the form of engaging, monthly podcasts. We combine cutting-edge learning with the collective wisdom and experience of successful women in a convenient and straightforward format.

“Entrespect grew out my experience as a business consultant and coach”, said Wendy Kram, company president and podcast host. “I witnessed how hard my clients worked and the struggles they faced as business owners and thought- how can I make this easier for them? The answer was podcasts. Our podcasts are designed to give women entrepreneurs real life information and strategies in a cutting-edge way that fits into their hectic schedules. Corporate sponsors make it possible for us to offer the site free of charge to women business owners. Our sponsors benefit by having their brand associated with an indispensable business resource for these women”.

About Edgestone Consulting, Inc.- Edgestone Consulting, Inc. is a consulting firm dedicated to coaching business leaders to overcome challenges and seize opportunities to realize their growth goals.

Edgestone Consulting is lead by Wendy Kram, a respected business consultant and leadership coach. Wendy shares 16 years of business experience in 20 different industries with her clients. Wendy is the host and founder of Entrespect.

She holds a Bachelor of Science Degree in Mechanical Engineering from Michigan Technological University. She is a graduate of the FastTrac II Entrepreneurial Program at the University of St. Thomas where she has returned as a guest presenter. Wendy received her training as a coach from the Coaches Training Institute.

Wendy is currently serving on the board of directors for the Association of Women Contractors. She is a member of the National Association of Women Business Owners and the Minnesota Coaches Association.

For more information visit, www.edgestoneconsulting.com and www.entrespect.com.

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