

MAKING BREAD

THE MAGAZINE FOR WOMEN WHO NEED DOUGH™



FEATURES

BIZ WHIZ

Seven Is Her Lucky Number.....Page 26

Advice from a Serial Small Business Owner Working on Her Seventh—Count 'Em—Startup

By Allison Acken, Ph.D.

CHOICE CAREER

She Builds 'Lovable Buildings'.....Page 30

Our Approach to Architecture Is Different from Men's, According to This Designing Woman

By Danielle Bullen

Men Dish on Women & Money.....Page 34

Knowledge About Money Is 'a Turn-On' and Other Surprising Findings Uncovered by Our Survey

By Gail Harlow, with reporting by Danielle Bullen, Nicole Pugliese and Emily Shebak

Why You Should Consider 'Wearing the Union Label'.....Page 40

Women Who Belong to Unions Get Bigger Paychecks and Better Benefits

By Danielle Bullen



Celebrity Products Are Coming to 'Getcha, Getcha, Getcha'!.....Page 46

Stars Are Putting Their Names on Everything from Scents to Stockings—but Are They Good Deals?

By Emily Shebak

How to Pick a Winning Stock—and a Loving Husband.....Page 50

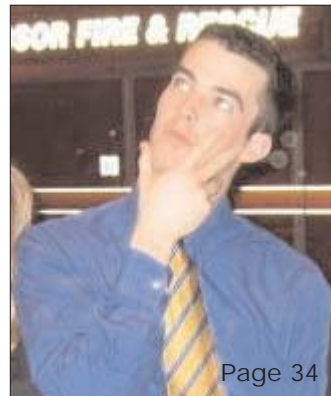
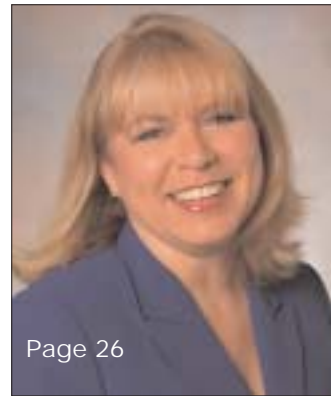
Intuition, Research, and Luck Work for Both, Says This Wise Old Lady

By Elizabeth Kaminsky

You Gotta Know When to Hold 'Em—and When to Fold 'Em.....Page 56

Playing the Stock Market Is a Lot Like Playing Poker

By Archana Sahay



Fall and winter vacation packages are on sale in our 'Loafing' guide on page 10.

CONTENTS

"Great Reading—Without the Ink Smudges & Paper Cuts!"

DEPARTMENTS

Editor's Note.....Page 2
Still in Our Formative Years: Never Stop Growing & Learning!

Female Finance.....Page 18
Don't Make It Easy for the Scam Artists Who Target Women
By Elizabeth Lewin

The Working Mom's Shrink.....Page 22
It's Hard Enough Being Good Enough: Saying No to the Cult of Perfect Motherhood
By Marcia Eckerd, Ph.D.

Funny Business.....Page 60
If Your Budget's Going to the Dogs (Literally), It May Be MONEY WELL SPENT!
By Jane Resnick



TIP BANK

Saving & Spending.....Page 4
Low-Budget Girls' Night Out: Paint the Town Red Without Going in the Red

Cheap & Easy Eats.....Page 6
Skimpy, Shrimpy Meals Just Right for Hot Weather

Success Guide.....Page 8
Help for the 'Trailing Spouse' Who's Looking for Work in a Strange Place

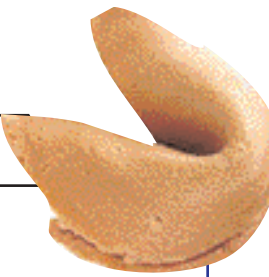
Loafing.....Page 10
Ready for Another Vacation? Plan Now for Big Savings on Fall Getaways.

Cheap Chic.....Page 12
What Your Purse Reveals About You—Plus Back-to-School Bargains: 1 Outfit, 3 Prices

Health=Wealth.....Page 16
First Line of Defense: Web Sites That Let You Play Doctor

Page 6

MAKING BREAD Fortune Cookie



COMING SOON on www.makingbreadmagazine.com

- Identity-Theft Solutions: How to Protect Yourself On & Off Line
- Is America Female-Friendly Enough?
- Real Estate Plays for 20-Somethings
- Companies We Love Because They Love Us Back

PLUS

- More CHOICE CAREER and BIZ WHIZ Interviews
- Can We Talk About Money? What's Taboo—What's Not
- Coping with Climbing Interest Rates
- Making Your Home Equity Loan Work for You

SUBSCRIBER BENEFITS

As an added benefit, subscribers to **MAKING BREAD MAGAZINE** will automatically receive access to the **PREMIUM** content on www.makingbreadmagazine.com. The link to access all the savvy, sassy success stories and expert advice set aside for subscribers online will be e-mailed to you when we receive your payment. For more information, or to request your link, e-mail subs@makingbreadmagazine.com.