

**Toy Business Designer Badge****Inspiring Entrepreneurs****Lizz Whitacre  
to the Animal  
Rescue!**

As a teen, Lizz Whitacre volunteered at a pet shelter to help furry friends find forever homes. By the time this animal lover graduated high school, she co-owned the shelter! Lizz discovered that one problem with running a pet shelter was filling out all the paperwork to manage the animals' adoption. What did she do? She came up with a computer program to make it easier! Soon, rescue shelters all over the country were using her program called Pawlytics. "The world needs people who are willing to think differently," says Lizz. "Why not you?"

**Kathryn "KK"  
Gregory Greer Keeps  
Your Wrists Warm**

Kathryn "KK Gregory" Greer was a 10-year-old Girl Scout when she invented a fleece sleeve that can be worn underneath coats and mittens to keep kids' wrists warm while playing in the snow. She tested her "Wristies" on her Girl Scout troop by making 12 pairs for a sledding day, and they all loved them. Local stores soon started selling Wristies and her company grew quickly. "I never planned to start a business. I just came up with an idea to solve my problem," says KK. "The hardest part for me was when I was young, some of the men I would meet for business would ignore me, reaching to shake my mother's hand, thinking she wasn't able to get a babysitter. I would have to stand up straight, look them in the eyes, smile, and introduce myself as the inventor."

**Miko Branch  
Finds Help for  
Curly Hair**

After straightening her hair for years, Miko Branch decided to wear her curly hair in its natural state. The hairstylist's customers wanted to know how she kept her curls looking natural and soft. So Miko and her sister, Titi, took to her kitchen table to whip up mixtures from various ingredients, eventually creating products like Curly Pudding and Pillow Soft Curls. Soon, the demand for the products was so great that the sisters launched Miss Jessie's, a hair care company that sells products designed for maintaining and styling naturally curly hair.

## Shiza Shahid Is Always Changing the World

Growing up in Pakistan, Shiza Shahid spent her teens as an activist and volunteer. At age 14, she helped children of the women being held in a Pakistani prison. When a devastating earthquake ravaged her country, she worked in the relief camps. Soon after graduating from college, Shiza became a founder of the Malala Fund, an organization named for Nobel Peace Prize winner and activist Malala Yousafzai, who is an advocate for education for girls and women. Shiza is also the founder of Our Place, an ethical, sustainable cookware line, and NOW Ventures, which invests in primarily female-led startups. “You have no idea where life will take you,” says Shiza. “Just show up in the best way you can, and believe in your ability to lead.”

## Susan Bulkeley Butler Helps Women Become Leaders

Susan Bulkeley Butler is an accomplished businesswoman and the first female leader of a major financial institution. Throughout the years, Susan has helped thousands of women reach their goals by writing business advice books, and being a mentor and role model. She also started the Institute for the Development of Women Leaders to help women achieve their dreams. “Make your dreams come true and help others that follow you,” Susan says. “Make the world a better place for your having been there.”