

# Children Tug at Mom's Heartstrings and Hemlines over Business Travel

Everyday, young families across America share tearful good-byes as moms rush to the airport for their next business trip. After the final kiss and hug, no mom feels good about looking back and seeing their children in the doorway with tears in their eyes.

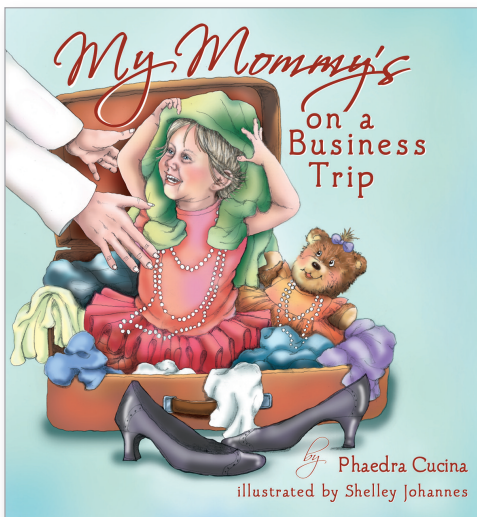
Yet business travel is an integral part of work in today's global economy. How can women balance the demands of work and family while traveling around the world, or even just on an overnight trip? Whether she's a road warrior or infrequent traveler, mom's departure leaves little hearts confused and hurting.

**Business trips are hard on kids. Moms can make them easier.** Phaedra Cucina, a career woman with two young children, is bringing light to an issue that working mothers, their families, and employers need to speak about more openly. Phaedra is sharing the best ways parents, educators, and caregivers can support children while mom is away, therefore reducing mommy guilt and increasing productivity.

## About Phaedra Cucina

Phaedra Cucina is the author of *My Mommy's on a Business Trip*, a unique children's book that eases the pain business trips cause children and their moms. It comes straight from the heart of a mom in the trenches.

When Phaedra resumed travelling for work after the birth of her first child, she saw firsthand the negative effects it had on her young daughter. Determined to find a solution for herself and other working parents, Phaedra set out to write a book that would easily explain the adult concept of work to young kids.



Phaedra Cucina is also the President of DolceVita Woman, a W2W (woman to woman) online network for executives to talk about what's on their minds – in the office and at home. Phaedra has worked in corporate America since the early 1990's. You can find out more about Phaedra and her company at [www.dolcevitawoman.com](http://www.dolcevitawoman.com).



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### Show & Story Ideas:

#### When Calling Home Isn't Enough:

Creative keep-in-touch tips for moms tight on time

#### Pre-Trip Prep:

What to do when breaking the news of an upcoming trip

#### Interactive Show Idea:

Viewers/callers share personal family stories while Phaedra coaches on how to make things better for the next trip

#### Success Roadblocks:

A frank discussion on how performance is effected when home stresses cause hotel room blues – and how employers can help

#### It's Good for You:

How business travel can benefit children

## DolceVita Woman – Define Success. Enjoy Your Life.

DolceVita Woman was founded by Phaedra Cucina, a marketing and branding specialist and mother of two young children. Phaedra started DolceVita Woman because she strongly believes professional women today are in crisis. They are stressed, take on too much responsibility (particularly at home) and losing their ability to relax as to-do lists race through their minds. Even worse, what makes these women successful in the office doesn't always translate into success at home with their spouse/partner/kids.

Professional women need a network, not therapy. That's why we created the DolceVita Forum. The Forum is focused solely on professional women and their needs. Forum members know what it's like to be the boss AND the mom, wife, daughter, sister, friend, caretaker, financial advisor, partner, peacemaker, innovator, social director, chef, errand runner, and so on.

DolceVita Woman is a site unlike others you'll find on the web. DolceVita Woman believes nothing is more powerful and effective in removing roadblocks or launching innovative ideas than getting smart women together and giving them the space to do what they do best – share, support, and create. Join us today at [www.dolcevitawoman.com](http://www.dolcevitawoman.com).

### The Buzz: What others are saying about *My Mommy's on a Business Trip*

**“A must-read for every mother and child.”**

- Linda Rebrovick, Formerly Executive Vice President and Chief Marketing Officer of BearingPoint, and Mother of Two

**“I wish I had this book for my children when they were young!”**

- Shawn Dennis, Chief Marketing Officer, The American Girl Company, and Mother of Two

**“Thank you for putting some pride and happiness behind why my wife is away traveling and working.”**

- Scott Prath, Vice President, Bilinguistics, Inc, and Parent of One

**“A must for every mommy executive!”**

- Jennifer Suarez, SVP Workforce Development, CBS Inc., and Mother of Two

**“This is a wonderful book for Moms on the go!”**

- Pam Ellene Narvaez, Owner, Direct Effect Coaching, and Mother of One

**“This book is a gift to working mothers and the children they love.”**

- Marianne MacKenzie, Soul Coach, and Mother of Two

Check out more buzz at  
[www.dolcevitawoman.com/press.html](http://www.dolcevitawoman.com/press.html)