

## Stacey Kannenberg's Story

Written by Angela Newman

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Stacey Kannenberg is an author, publisher, speaker, motivator, consultant, blogger, spokesperson and MOM. As the "Get Ready to Learn Mom", Stacey is a nationally renowned education expert and award winning author with an expertise in children's education and "Mom-entrepreneurship". She is also the Founder and CEO of two publishing companies: Cedar Valley Publishing and Stacey Kannenberg Unlimited, an Imprint of Cedar Valley Publishing. She is the co-author of the award-winning and State approved Let's Get Ready series with; Let's Get Ready For Kindergarten! and Let's Get Ready For First Grade! Stacey is releasing the highly anticipated Spanish/English Bilingual Edition of Let's Get Ready For Kindergarten! ¡A Prepararse Para Kindergarten! She is also a Principal and Consultant for Mom Central Consulting and the VP of Mother Talk, where she specializes in viral, grassroots and word-of-mouth marketing to brands, businesses, authors and publishers.

Stacey has two young daughters and a husband who help with the businesses she runs. The kids help with the editing; when she completes a book for kids their age they test them out to ensure it makes sense and keeps their interest. If not, changes are made because after all, if they don't 'get it' neither will other kids. It's no surprise to see Stacey so actively involved in her businesses and climbing her career ladder every step of the way because she was determined to be successful even at the age of five. That is when she decided she wanted to go to college and even began saving her money for it. As a little girl, among other activities, she had a hot dog stand, all to earn money for college. With such determination it's no wonder she graduated.

While Stacey majored in journalism with an English and Technical Writing Minor she did not land a job in journalism after graduating. Instead she focused on a career in insurance sales but after 14 years in the corporate world she decided to be a stay-at-home mom. She knew someday she would start her own business and work from home with the flexibility of setting her own schedule. She became inspired by watching Oprah and began writing which eventually lead to creating her own publishing company, Cedar Valley Publishing.

Stacey recalls; *“My husband gave me a crystal clock back in 2004 when we started the company and had our logo engraved on it with the following: ‘The Dream is Clear- To Believe is the Reward.’ That quote became my mantra! I did believe and to me that meant creating the dream and turning it into reality!”* She started the business with a partner because she knew she did not have all the expertise in every field of management that would be required to run a business.

*“I made the mistake of selecting the wrong business partner when starting cedarvalleypublishing.com. I was unsure of my ability to wear all the hats to run the company and I have surprised myself with my own drive and passion! Looking back, I now realize that the split in our partnership was one of the best things to happen to me. It made me stronger and helped me find my voice to take charge and lead the company in the direction that it needed to go!”* Stacey was fortunate to have a lot of support from her family and friends throughout this process and knew she was on the right path. She also, *“started to realize that obstacles are opportunities in disguise. The more hurdles I jumped the easier it started to become. Obstacles truly make you stronger!”*

Since starting her business in 2004, Stacey is very proud of the fact that her books are used by schools across the country and she discovered she didn't even need to have a teaching degree to be recognized for the value she brings to many students. *“I am proof positive that anyone can do anything as long as you believe!”* This has truly become Stacey's passion and she continues to write more books and become involved in many organizations. *“I am having a blast working from home around my family schedule to make it all happen! It is working because I have the love and support of family and friends and a huge network of parents, kids and teachers who have empowered me to keep on keeping on!”*

Staying on track with all of her tasks in order to reach her goals is extremely important considering she is running businesses, raising two kids, and being involved in charitable organizations. *“Daily goals keep me on track and keep me moving forward. I run four companies from home, so having an action plan is key to my success. At night when I am in bed, asleep, many times my mind is still going, not enough to keep me up but it is processing the day. Sometimes I will wake up in the middle of the night, run to the computer and complete a task or work on my writing. It is as if my mind was working through what I wanted to say enough to wake me up and get it out. I am then able to go back to sleep the minute my head hits the pillow.”*

Stacey doesn't plan on stopping where she is today. She has loftier goals that she stays focused on and is committed to achieving in the next five plus years. She says, *"I am trying to develop a brand, the 'Good Night Moon' of Kindergarten. My goal is be the get ready for Kindergarten book that everyone thinks of when they think of Kindergarten. I will continue to build a network that keeps getting bigger and bigger, each and every year. The value of what I am creating might not be seen in my life time but maybe years from now my books will become kindergarten 'classics'."*



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