



IDEA CAFE: THE SMALL BUSINESS GATHERING PLACE® WWW.IDEACAFE.COM

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PORTALES SMALL BUSINESS FEATURED AT TOP ONLINE BUSINESS SITE

Andrea M. Pixley, Virtual Assistant, a Portales business headed by Andrea Pixley, has been selected by Idea Cafe, The Small Business Gathering Placesm, to be profiled on the Internet at www.ideacafe.com. Idea Cafe is consistently rated as a top online destination for small businesses by both independent researchers and national media.

Thousands of businesses come to Idea Cafe each month and from those, fewer than one per day are chosen to be featured on the site. Business profiles include information about the startup and operation of the company, plus personal business insights from the owner and advice for others considering starting a business.

Pixley started her business in 2000, after running across the term “virtual assistant” while searching for telecommuting jobs on the Internet. She wanted the flexibility of choosing her work hours, services offered, and staying at home with her three children; too many restrictions for most companies offering telecommuting positions. Virtual Assistants work from their own office, use their own equipment, and provide services to businesses, entrepreneurs, executives, or busy people. Assignments are usually communicated through e-mail, phone, fax, or mail.

Pixley plans to continue building her latest project, 4MilitaryFamilies.com, a “resource site, by military family members, for military family members.” Her goal is to provide military family members with tips and information for daily life. 4MilitaryFamilies.com contains pages that provide information for every US military installation. Pixley’s vision for the site is a one-stop online resource for military family members worldwide.

Francie Ward, CEO of Idea Cafe, says Pixley is among a select group of businesses profiled at Idea Cafe each year. “Idea Cafe regulars come here for inspiration and networking with their entrepreneurial peers,” says Ward. “The businesses we select to Profile are the ones who embody the essence of independence, hard work and a positive attitude.”

Idea Cafe, online since 1995, uses a trademarked “Fun Approach to Serious Business” to reach the largest segment of business owners in the U.S., companies with twenty or fewer employees. BusinessWeek Online notes that Idea Cafe’s community forum, CyberSchmooz, is “the most-visited forum for small business on the web.” Business owners from diverse vertical industries, demographic groups and locations come to Idea Cafe to solve common challenges in planning and managing a business. As the acknowledged peer authority, Idea Cafe provides the online community to help small business thrive.