



Community  
Loan Fund  
of the Capital Region



**Winner Declared in Local 2016 InnovateHer Business Challenge**  
***Tidy Tots Diapers chosen to represent the Capital Region in the National SBA Challenge***

Albany, NY - ACES (Albany Center for Economic Success) is pleased to announce that **Sandra Beck, Owner of Tidy Tots Diapers, LLC** is the Capital Region winner of the 2016 InnovateHer: Innovating for Women Business Challenge. This SBA competition is designed to discover products and services that impact and empower the lives of women and families.

“ACES is honored to be the Capital Region host of the SBA’s InnovateHER contest and to showcase some of the local businesses that are having a positive impact on women and their families,” said Linda MacFarlane, Executive Director. “All three of our semifinalists are already providing value in the Capital Region. In addition to meeting the SBA’s InnovateHER Criteria most closely, our finalist, Tidy Tots, has a national presence and could have a major influence on the diaper industry.”

Tidy Tots Diapers’ key product is a patented, hassle-free cloth diapering system that includes covers, Hemp blend No Fold Diapers, Boosters and flushable cornstarch liners called Flushies. Tidy Tots Diapers’ unique snap design allows the diaper to be resized to fit babies and toddlers of all sizes while remaining ick free, rash free and leak free.

Ms. Beck was selected by a panel of judges comprised of small business experts, including: Hon. Dorsey Applyrs, Albany Common Council Member, Ward 1; Dr. Robin Berenson, Associate Dean of Business at Excelsior College; Prof. Paul Miesing, Founding Director of Center for Advancement and Understanding of Social Enterprises (CAUSE) at the School of Business at the University at Albany; Janet Tanguay, Entrepreneurship Manager for the Capital Region Chamber; and Linda MacFarlane, Executive Director of the Community Loan Fund of the Capital Region.

Hon. Dorsey Applyrs stated “Sandra Beck is a model entrepreneur for emerging innovators. Her passion, business acumen, wit and energy will serve Tidy Tots well as this business continues to grow. Sandra’s innovative idea has transformed a quality product that is environmentally friendly and addresses the needs of mothers everywhere.”

“I never thought I would be chosen as the winner. I am excited about doing more for the environment, babies and families,” said Sandra Beck. Sandra will advance to the semi-final round of the challenge and today her name will be submitted to the SBA. Ten finalists from local competitions throughout the U.S. will be chosen by the SBA. Each finalist will then be offered the opportunity to participate in the InnovateHER Final Challenge to be held on March

17, 2016 in the Washington, D.C. metro area where they will make a live marketing pitch to a panel of expert judges selected from the private sector. The panel of judges will select the three finalists whose pitches, in their sole judgment, best satisfy the Challenge criteria and present the greatest potential for success and rank them in descending order.

Cash prizes totaling \$70,000 provided by Microsoft, will be awarded to the three highest-rated contestants in the final round of the Challenge in the following amounts: 1st Place - \$40,000; 2nd Place - \$20,000 and 3rd Place - \$10,000.

Robyn Scotland, Eco Baby Daycare, LLC and Kimberly Deso, Inspiritus, LLC were semi-finalists in the ACES InnovateHER challenge. Eco Baby Daycare, LLC, provides holistic childcare services in an environment that is eco-friendly and focused on the “whole” child. Currently, Eco Baby Daycare, LLC is the only non-home based holistic certified daycare provider in the Capital Region. Kimberly Deso, Owner of Inspiritus, LLC shared her business goal of providing innovate therapy techniques and counseling to individuals who are experiencing difficult challenges in life.

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