

The Serial Entrepreneur and CNBC

Sheila Stewart meets with Sharon Epperson, Donny Deutsch, Hearst Corporation

DENVER, CO (Oct. 15, 2008)—Sheila Stewart, author of the bestselling Backwards in High Heels: A Woman's Guide to Succeeding in Business and 99 Killer Business Ideas, met with top television personalities on a media package tour in the Big Apple on October 5-6.

Stewart—who presents the highly acclaimed programs “Backwards in High Heels”, “Dump your Head-Trash™” “Surviving the Economic Hurricane”—won the opportunity at a live auction in July through Dallas-based eWomenNetwork, the fastest growing membership-based professional women's networking organization in North America. The winning prize benefited the eWomen Network Foundation.

Sharon Epperson, CNBC Financial news reporter, accompanied Stewart to the market closing on Monday, October 6. Stewart walked the New York Mercantile Exchange floor after the closing bell with Epperson, discussing the importance of properly financing your small business and the need for more small business to receive loans and funding.

Stewart met with Donny Duetsch, host of “The Big Idea” and chairman of mega-marketing agency Duetsch, Inc. and attended a taping of the show with guests being Dan Cathy, CEO of Chick-Fil-A, Go Daddy founder Bob Parsons and Business Week columnist Suzy Welch. Stewart later toured the infamous Hearst Tower—home to Hearst Publishing and Corporation—the first “green” office building completed in New York City and the first skyscraper to break ground in the city following the September 11, 2001 attacks.

Stewart—who has formed a strategic alliance with entrepreneur guru Michael Gerber, author of E-Myth Revisited, and works with Dr. John Gray Ph.D., author of Men are from Mars Women are from Venus and TV personality and top five motivational speaker in the world, Les Brown—was eager to make a difference to small business owners throughout the U.S. through her own motivational and inspirational programs and acting as a liaison for small business to these national personalities.