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Women of Influence: Successful Entrepreneurs Set the Example for What Women Can Achieve

Marisa Petraro

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From Exit 13 to prime time, it was a rocky road.
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Tenafly's Laura Wellington wants to change the world.
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Are You Ready to Wumble?

Tenafly's Laura Wellington Wants to Know

Laura Wellington has received the President's Award of Merit from Ramapo College, her alma mater, and is also a recipient of the 2004 Business Woman of the Year Award for the State of New Jersey and the 2004 Ronald Reagan Gold Medal Award for her entrepreneurial vision and business achievements.

BY OLIA SILEO
CONTRIBUTING EDITOR

WE'VE ALL HEARD OF THE MUPPETS, BUT Kermit and Miss Piggy better watch out for some characters from New Jersey. The Wumblers, figments of entrepreneur Laura Wellington's childhood imagination, are multi-colored, bulbous-shaped characters who are poised for their television debut. They are a visual tribute to a woman who rose above adversity, and they have made Wellington an inspiration to women across the Garden State.

When her husband passed away from cancer in 2002, Wellington turned to The Wumblers to help her and her four young children get through a difficult time. These cartoon illustrations were created by Wellington to amuse herself as a teenager. When she showed them to others, the response was so positive it snowballed The Wumblers into an enterprise that includes a new television series for children—expected to air in 2007.

Wellington and her late husband, Dean, founded Wellington Financial Systems, an IT trading system widely used on Wall Street, and Wellington Consulting, an information technology company. She runs these businesses too, and The Silly Goose Company LLC—which

In this interview thoughts about the challenges of being

COMMERCE: *How a production compar*

LAURA WELLINGTON
I figured it's the me that houses childrer

Q. *Why did yo into a business and*

A. I found a t among parents with on television. I fou asked to get direct show. It presented creating the series.

Q. *Is that why?*

