December 3, 2015

Alicia Marseille

640 North 1st Avenue

Phoenix, AZ 85003

SBA OWBO

*InnovateHer Challenge*

Dear SBA OWBO:

We are submitting Erin Witmer owner of Primary Book Club LLC as our winner for the Arizona Women’s Education and Entrepreneur Center in Phoenix, Arizona InnovateHer Challenge winner.

The winner’s information:

* Primary Book Club LLC
* Owner and Founder, Erin Witmer
* c/o SEEDSPOT, 2828 N. Central Avenue | 7th Floor, Phoenix, AZ 85004
* (813) 313-6874
* [www.primarybookclub.com](http://www.primarybookclub.com)
* [info@primarybookclub.com](mailto:info@primarybookclub.com) or [ecwitmer@gmail.com](mailto:ecwitmer@gmail.com)

Host organization’s Information

* Arizona Women’s Education and Entrepreneur Center, SBA Women’s Business Center
* 640 North 1st Avenue, Phoenix, Arizona 85003
* www.aweecenter.org
* Program Director, Alicia Marseille
* 602-223-4334
* [aliciamarseille@awee.org](mailto:aliciamarseille@awee.org)

Description of Company: Our mission at Primary Book Club is to help parents be their child’s first and best teacher through books. For $18/month, our members receive a set of age-appropriate, expert-selected children’s books and a guide that educates parents on the language, literacy, social, emotional, cognitive and adaptive skills that can be encouraged by sharing the book.

Sincerely,

Alicia Marseille, MBA