



Stephanie Allen, co-founder and CEO of Dream Dinners, has the answer to your dinner dilemmas. She was a caterer who'd made dinners for her family in a "fix and freeze" style for seven years. "I told my friends to come by my catering kitchen and I'd show them how it's done," she says.

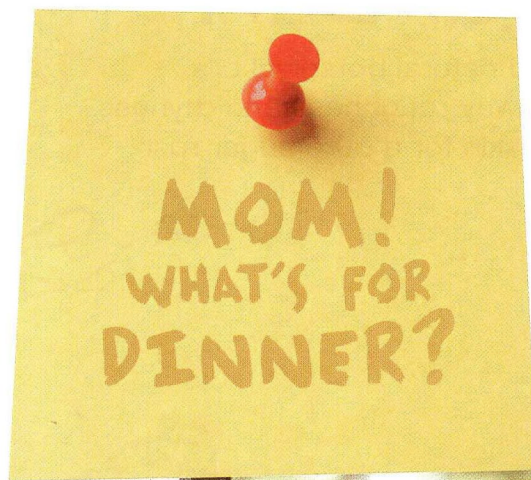
It all started in 2002 with 44 people coming twice a month. "[My friends] told me there was a business there," Allen says. Three months later, Allen and her longtime friend and business partner Tina Kuna opened their first store. "We took out a line of credit, but we didn't need a loan because clients had to prepay to use our services," says Allen, who is based in Snohomish, Wash.

Here's how it works: A customer signs up at the Dream Dinners website, chooses a time to come in and prepays (about \$200 for 12 dinners, each with six servings). Ingredients are already cut and prepped; the client simply moves from station to station following recipes provided. After two hours, she leaves with the cooked meals, ready to freeze and reheat.

After some local publicity, "we were slammed," Allen says. "We went from 250 to 500 customers in a month." Their first franchise store opened in November 2003. Today there are more than 150 stores nationwide with annual revenue of about \$4 million.

"It's exciting to see how many people are eating a home-cooked dinner," Allen says. "Through us, over a million and a half dinners are served each month."

KATHRYN WHITBOURNE



Dream Dinners divas Tina Kuna (left) and Stephanie Allen turn home cooking into big business

pink slip

This issue's PINK Slip goes to the Augusta National Golf Club, home of April's Masters Tournament and one of many golf clubs nationwide that still deny women membership or access to certain public areas.

Though Chairman Hootie Johnson announced that Michelle Wie could have been the first female to play in the Masters had she won the 2005 U.S. Amateur Public Links tournament, not even she – the world's highest-paid female golfer – could join the club. Augusta National's membership policies deny women (who can play as guests but cannot enter most areas) access to the club and to important business meetings and deals.

Martha Burk, Ph.D., former chair of the National Council of Women's Organizations and author of *Cult of Power: Sex Discrimination in Corporate America* (Scribner, 2005), tells PINK, "At Augusta, the most powerful men in business play,

eat and drink together, excluding women from places where corporate leaders get together to conduct business."

In a major victory for female golfers, the Royal and Ancient Golf Club – home of the British Open – welcomed women last October. New rules mandate that competition entry "should be based on playing ability, irrespective of gender" and reserve spots on the roster for winners of the top women's tournaments. So when will Augusta National follow suit? Johnson declined to comment. Ultimately, Augusta National is a private club and can legally exclude anyone they wish, but if this makes you mad, call them at 706.667.6000.

TAYLOR MALLORY