

WOMEN'S

BUSINESS

AUGUST 2004

MINNESOTA

Business from a different perspective.

FAVORITE

Things

by and for you



Are you a "wannabe exerciser"? If so, Vicki Sorensen invites you to take (or rather, buy) The Fitness Challenge. The Carver resident developed her "motivational reality board game" in 1998 to help her fiancé and herself stick to a pre-wedding exercise program. More recently, after two pregnancies and a diagnosis of rheumatoid arthritis, Sorensen played the game with her mother, Stephanie Crognale. The mother-daughter team determined to share the program with others. Sorensen, who has a "real job" in sales with SAP America, serves as chief wannabe exerciser; Crognale, also in high-level sales, is vice wannabe exerciser. "We're only 18 years apart and we think a lot alike," Sorensen says. "We complement each other very well." Crognale, fulfilling a fantasy of offspring everywhere, adds, "She's the boss; if she has a strong opinion, I defer to her." The two-per-

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