

**Momprenneur of the month:**  
**Laura Meyer,**  
**TheUltimateGreenStore.com**



At 5 months old, Laura Meyer's twin sons came down with a bug that turned out to be serious for infants. Worried her older son would bring home a virus and get them sick again, she became obsessed with cleaning. But after she started researching cleaning products, Meyer discovered that

the very thing she was doing to prevent her babies from getting ill might be making them worse.

*"This came out of my personal passion, and seeing what consumers wanted and my being out there in my professional life."*

So, she stopped the incessant cleaning with harsh chemicals, and started getting into other forms of natural and organic living. She wrote about going green and was invited to speak at events. Her Q&A sessions were always filled with moms dying to know the best green products and where to buy them. "That's when a light went on for me," Meyer says.



She decided to create a one-stop green shopping destination online. It took two years to develop the business, right down to finding eco-friendly shipping materials and wrapping paper. Launched in December 2008, TheUltimateGreenStore.com continues to add new products only after careful research.

The site's biggest demographic is moms with young kids, which makes its green baby shower registry a popular choice when you want to go green from the start.

**WE DIGG IT:**  
**Care.com**

It's 1 p.m. the day of your office's big holiday party—and your sitter just canceled. Luckily, there's Care-on-Call from Care.com, which lets you look up trusted sitters nearby and book them on the same day. Care.com can also help you find

**Mom on the edge?**

We know what it's like to be on the brink—and have to keep going anyway. Hallmark gets it, too. Their new line, Edge of Motherhood by Shoebox, features laugh-out-loud, spot-on messages written by real moms. Why not send one to every desperate housewife in your life? Hallmark's got a "buy one, get one free" offer that even lets you personalize your cards. Bonus: Hallmark prints and sends them for you! Go to [hallmark.com](http://hallmark.com) and enter promo code EOMB1G1 at checkout. Offer good 10/1/09 to 1/15/10.



**Find the right registry**

Figuring out what you need is only the first step. Your next hurdle is getting it—and on time. Here are our registry picks and pans:



**BEST**



**WORST**

**Registry to connect with others**

Select items from anywhere on the web and **Wishpot.com** makes sharing your list with friends and family a breeze.

The Do Not Call Registry

**Registry for value**

Due to its big buying power, **Amazon.com** offers most items at a discount, with free shipping, too.

Cash register

**Registry for maximum efficiency**

**Lullaby Lane** ([lullabylane.com](http://lullabylane.com)) is a family-run superstore for moms and babies, so you can get all you need in one place.

Registered mail

**Registry for modern swag**

Select stylish furniture, chic bedding, and the coolest parenting gear at **Giggle.com**.

National Register of Historic Places

—Eve O'Neill

experienced night nurses, pet sitters, and housekeepers. And there's Care Gigs, for help running errands during bed rest or when you just need a break postpartum. A one-month subscription, \$30, includes unlimited access to caregiver profiles, free background checks, and bonus online shopping discounts. —MM