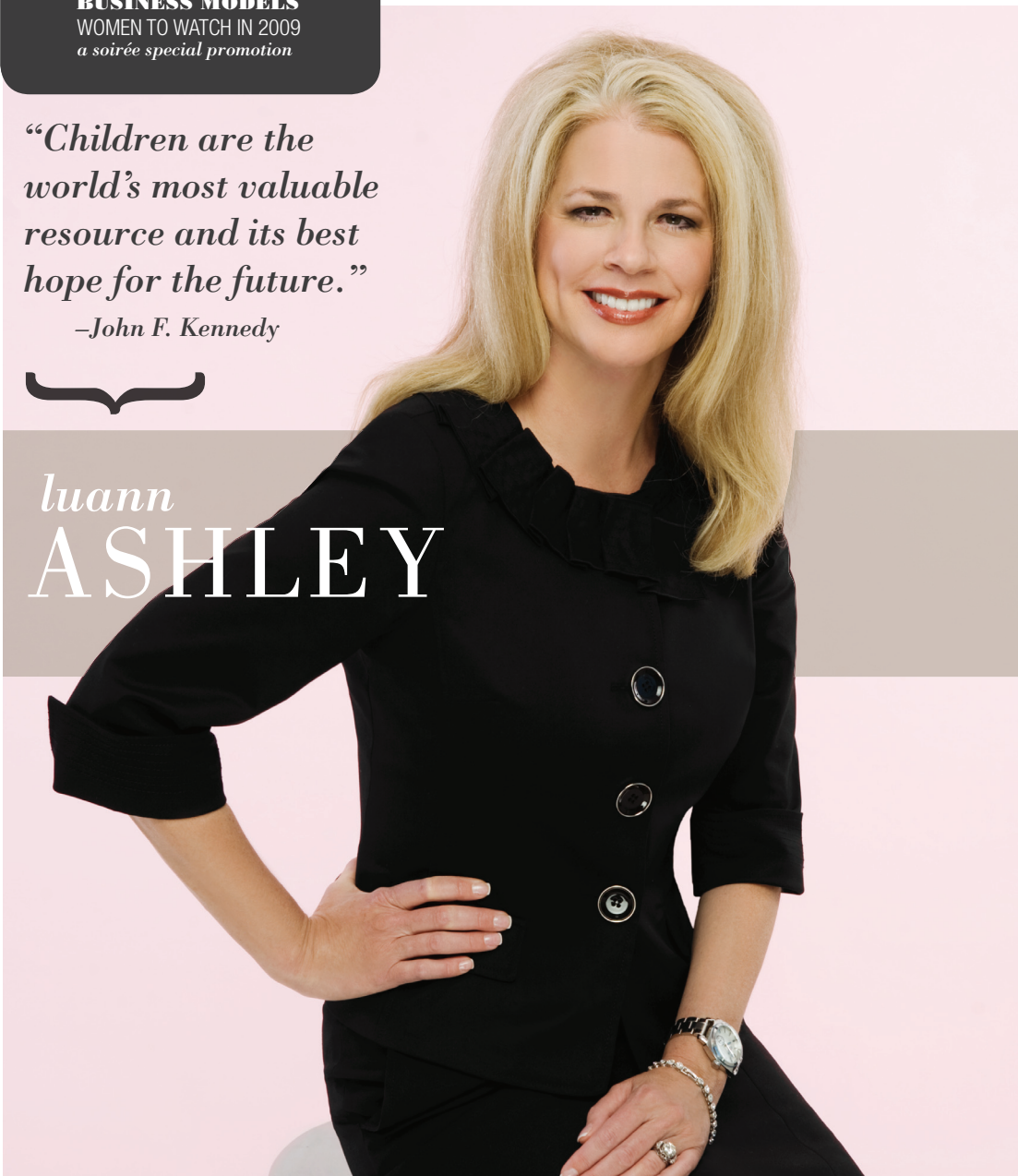


“Children are the world’s most valuable resource and its best hope for the future.”

—John F. Kennedy

luann  
**ASHLEY**



**YOU  
NEED TO  
KNOW**

**LA** LUANN ASHLEY  
TITLE : Co-Owner/Co-Creator  
COMPANY : Annie Cousins State Puzzles

My twin boys were the inspiration behind Annie Cousins Puzzle Company! It started with a simple question, “Mom, where is our Arkansas puzzle?” Being a former teacher, I began to research and discovered a puzzle of our state did not exist. I then contacted my cousin, Cheryl McCormick, who is a fabulous artist. Together we set off on the adventure of a lifetime. We immediately agreed to create puzzles to be manufactured in the USA with non-toxic materials. We now have detailed puzzles to represent each of the 50 states. Our puzzles are sold nationwide in gift shops and via our Web site, [Anniecousins.com](http://Anniecousins.com).

**why i love this**

In my years of teaching, my style was always hands-on learning with a fun and challenging atmosphere. I love what I am doing with the puzzles because I have the opportunity to continue educating children while spending quality time with my own children! I am waiting for their next great idea!

**career goal**

My personal career goal is to publish a children’s book that I have written, as well as expand our line of Annie Cousins educational items.

- Flats  Heels... definitely!  
 Left-brained  Right-brained  
Hours a week? 40+

**DAILY PLANNER** (mon-fri)

- 6:00am** :: Coffee and prayers.  
**6:45am** :: Wake up twins with rendition of “The Hills Are Alive”.  
**7:00am** :: Serve oats, chocolate milk and snuggle with Curious George and the boys.  
**7:30am** :: Load backpacks and twins in Suburban. Prayers again. Depart for school.  
**7:45am** :: Work with trainer. (burn, baby, burn!)  
**8:30am** :: Coffee with hubby, and the workday begins!  
**9:00am** :: Check e-mail, make phone calls, schedule appointments.  
**11:00am** :: Lunch with Argenta Community Theater Board Members.  
**12:30pm** :: Back to work!  
**1:00pm** :: Community service, business meeting and/or children’s school activities.  
**3:30pm** :: Pick up kids... then off to karate or T-ball!  
**6:00pm** :: Dinner with family

“Balance is a wonderful thing.”

**ADVISORY BOARD**

**Best business advice you ever received and who gave it:** Raised in an agricultural environment, I learned early on about work ethic, determination and facing challenges. The farming heritage ingrained in me a commitment to do what you love and do it well. I never get too far from the “farm” and remembering what was modeled to me through love and action. My parents, Curtis and Linnie Dooms, must get credit for instilling a value that is better than any advice I ever received. **Who consistently inspires you?** My children are by far my biggest inspiration. With three stepchildren and the birth of identical twin boys, I am inspired every day with their love and excitement for learning. On a recent road trip to Dallas, I presented the twins each with a Texas State puzzle. With bright eyes they told me how proud they were of me! **What business man or woman do you admire the most?** Definitely my husband, Rick! I admire him so much for his ability to effectively manage his Commercial Real Estate Development Company while serving as chairman of the board of Twin City Bank and director of Home Bancshares, Inc. He is a dedicated community leader, husband and father!

**FAVORITE WORKPLACE EXPRESSION**

**HOW WILL YOU KNOW**

**when you are successful?**  
I will know our puzzle company is successful when I see our puzzles in schools and gift markets across the nation; however, I truly believe success starts with the first child that learns from our puzzles.