

# Success story

## Young entrepreneur releases book on business, loaded with 'how-to' tips



**Jackie Camacho-Ruiz of Aurora, 26, is the author of "The Little Book of Business Tips." She is self-publishing the book, which includes 200 "insider secrets to success." The book will be available on the Web sites of major booksellers in early May.**  
COURTESY OF JACKIE CAMACHO-RUIZ

**By Marissa Amoni**  
FOR THE BEACON-NEWS

Jackie Camacho-Ruiz is a motivated person. So when someone told her that she should write a book, she did.

Camacho-Ruiz, 26, of Aurora, has energy and drive. She doesn't deny it. In fact, she credits those traits for helping her to be a successful entrepreneur at a young age.

Chicago radio personality Clark Weber, who Camacho-Ruiz calls her mentor, was especially impressed with the outgoing Camacho-Ruiz and her business success. Weber is the one who encouraged Camacho-Ruiz, director of JJR Marketing Consultants, to pen her story of ambition to inspire others.

She certainly has a story to tell — Camacho-Ruiz came to the United States from Mexico City when she was 14 years old, learned English in one year, attended college and now runs a profitable

marketing firm. But it's the lessons of success that she's picked up along the way that she wants to share.

"It's all these lessons that I've learned," Camacho-Ruiz said of the business knowledge she has gained from working with almost 300 clients. "I wanted to transfer the inspirations that I've had myself."

And "The Little Book of Business Tips" was born. She is self-publishing the book, which includes 200 "insider secrets to success." The book will be available on the Web sites of major booksellers in early May.

"Whether you are starting out or a seasoned professional, you can find something valuable (in the book)," she said.

Camacho-Ruiz includes practical tips on time management and billable hours, and she shares her zest for loving what you do.

"My passion is market-

ing. I'm going to do this the rest of my life. It's not a job — it's my passion. That is the key. Be passionate about what you do, and the end result is always success," she said.

Passion for marketing and public relations flows from her heart, Camacho-Ruiz said. She recently gave birth to her second child and says her business still runs like a well-oiled machine, thanks to her partner and husband, Juan Pablo Ruiz.

Other business tips promote volunteerism, mentoring and maintaining ethical standards.

"Our true treasures are all inside. All the answers are inside," she said on the importance of staying true to oneself. "Success comes from your heart and being yourself."

And do what you love every day, Camacho-Ruiz says.

For more on "The Little Book of Business Tips", visit [www.thelittlebookof-businessstips.com](http://www.thelittlebookof-businessstips.com).

## CALLING ALL PRANKSTERS

Are you a first-class prankster? Is April Fools' Day the most treasured holiday in your home? We want your best April Fools' Day story about a prank you pulled — or fell for — for publication in your hometown newspaper April 1. Send your stories to Readers' Editor Cynthia Goldberg at 495 N. Commons Drive, Suite 200, Aurora, IL 60504 or [cgoldberg@stmedianetwork.com](mailto:cgoldberg@stmedianetwork.com).

## Valley briefs

### AURORA

#### Foxfire BBQ fundraiser

Fay's Barbeque, sponsored by Foxfire District, Three Fires Council, will be held from 4:30 to 7 p.m. Thursday at Wesley United Methodist Church, 14 N. May St., Aurora. This is Drive-through only.

Advance ticket donations are \$10 until noon Thursday. They may be purchased at the Wesley Church office or by phone at 630-907-8228. Door donations are \$12.

#### Art award winners

Rep. Judy Biggert, R-Naperville, will announce the winners of the 2010 Congressional Art Competition, "An Artistic Discovery," during an award ceremony at 2 p.m. Saturday at the Aurora Public Library, 555 S. Eola Road.

Since its launch in 1982, the national contest has showcased the talent of more than 650,000 student artists. This year, Biggert received more entries than ever, with

participation from seven high schools from the 13th District.

Each year, a new group of local judges selects the winners based solely on the art. Biggert will display the artwork of the first place winner in a corridor of the U.S. Capitol, where it will be featured as part of a national exhibit highlighting the artistic creativity of students from across the country. The second place winner's artwork will be displayed in Biggert's Washington, D.C., office, and the third place winner's artwork will be displayed in her district office in Willowbrook.

The artwork entries are on exhibit at the library from 9 a.m. to 9 p.m. through Thursday, and from 9 a.m. to 5 p.m. Friday and Saturday.

### FOX VALLEY

#### Homes needed for exchange

Looking for a way to feel like you have been to Europe this summer, without the cost of traveling there

directly? Share America International Exchange, a non-profit, educational organization, is looking for families to host high school students from France this summer.

The group has two programs: June 13 to July 6 and Aug. 1 to Aug. 23. The students have two planned excursions per week, are fully insured, have their own spending money and speak English. The role of the host family is to provide a loving home, meals, a bed and a window to the American way of life. To learn more about this educational experience, call Margaret Wnek at 708-363-2120 or send an e-mail to [dmt129@sbcglobal.net](mailto:dmt129@sbcglobal.net).

### KENDALL COUNTY

#### Democratic group elections

The Kendall County Democratic Central Committee elects a new board of directors every two years by holding a county convention. The KCDCC held this year's convention on March 3. All seven members of the new board of directors were unopposed, and elected unanimously by the membership.

The KCDCC congratulates the board's newest members, Vice Chairperson

for Voter Participation Initiatives R. Jon Pavilionis and Vice Chairperson for Fundraising and Events Kevin Carrelli. The KCDCC also congratulates Chairman Chuck Sutcliff, Vice Chairperson for Marketing and Media Relations Jim Lausier, Vice Chairperson for Information Technology William Pfarrer, Secretary Kelly Pfarrer and Treasurer Robyn Sutcliff for their reelection to the board.

For more information about the Kendall County Democrats or to contact any of its board members, visit [Kendall-Democrats.org](http://Kendall-Democrats.org)

### SANDWICH

#### Poetry Contest

In celebration of National Poetry Month, the Sandwich District Library, the Plano Community Library and local poet Bill Robertson are sponsoring a poetry writing contest for area students in grades 3 through 12.

Students can submit any style of poetry to the libraries now till April 12. The poems have to be their own original work.