Guide to the Records of Small Beginnings, Inc.

NMAH.AC.0940

by Alison Oswald.

February 2007
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### Collection Overview

**Repository:** Archives Center, National Museum of American History  
**Creators:** Croteau, Kenneth S.  
Croteau, Winnifred D.  
Rogone, Mary S.  
Rogone, Philip N.  
Small Beginnings, Inc.  
Webber, Austin J., II  
**Title:** Records of Small Beginnings, Inc  
**Dates:** 1986-2006  
**Quantity:** 2 cubic feet, 6 boxes  
**Abstract:** Records relating to Small Beginnings, Inc., a medical supply company that designs, invents, manufactures, and distributes products for premature infants. The records include contacts with distributors, correspondence, product advertisements, patent and trademark files, photographs, a scrapbook, and oral history interviews with Kenneth S. Croteau, Mary S. “Sharon” Rogone, and Philip N. Rogone.  
**Language:** Some materials in Spanish.

### Administrative Information

#### Acquisition Information

The collection was donated by Small Beginnings, Inc., through Mary S. Rogone, Philip N. Rogone, Austin J. Webber II, Kenneth S. Croteau and Winnifred D. Croteau, February 2007.

#### Related Material

**Materials at the National Museum of American History**

The Division of Medicine and Science holds artifacts related to this collection. See Accession # 2007.0022:

- Bili-Bonnet mold with masking tape
- Bili-Bonnet mold with foam inserts
- Pacifier choking test stand (includes barbell and pacifier)
- Pac black foam disk
- Diapers from Children's Medical Ventures
- Diaper, prototype 1 from Mexico, Small Beginnings, Inc.
Diaper, prototype 2 from Mexico, Small Beginnings, Inc.
Diaper, prototype 3 from Mexico, Small Beginnings, Inc.
Diaper, prototype 4 from Mexico, Small Beginnings, Inc.
Diaper, prototype 5, Small Beginnings, Inc.
Diaper, final version production model
Diaper, ultra preemie production model, 2003
Diaper, Pampers Preemie Swaddler from Procter & Gamble
Oral suction device, Bebeonkers
Pacifier, Original Pacee with product literature, Small Beginnings, Inc.
Pacifier, second generation with packaging, Small Beginnings, Inc.
Pacifier, Competitor's "Soothe" Children's Medical Ventures
Pacifier "Lil' Pacee," Small Beginnings, Inc.
Phototherapy mask, competitors, Children's Medical Ventures
Phototherapy mask, Bili-Bonnet #1, Small Beginnings, Inc.
Phototherapy mask, Bili-Bonnet #2, Small Beginnings, Inc.
Phototherapy mask, Bili-Bonnet #3, Small Beginnings, Inc.
Packaging, new Bili-Bonnet, Small Beginnings, Inc.
Packaging, old Bili-Bonnet, Small Beginnings, Inc.
Phototherapy mask, original preemie Bili-Bonnet, Small Beginnings, Inc.
Posture pillow sets for preemies, Small Beginnings, Inc.
Bed Buddy 36” for ultra preemies, Small Beginnings, Inc.
Preemie nest set, Small Beginnings, Inc.
Bendy Bumpy, Children's Medical Ventures
Bulb syringe "Adult Yankauer," taken from NICU
Suction tube with collecting bottle, Delee taken from NICU (for use after c-section)
Bulb and syringe, taken from NICU
Catheter, size 6 cut, for suction, taken from NICU
Catheter for oral and nasal use (by Ballard)
Pen, Small Beginnings, Inc.
Phototherapy mask, original ultra preemie, cat #OIC 38, Small Beginnings, Inc.
Pacifier, "Nu' Pacee" in packaging, Small Beginnings, Inc.

Available Formats
Copies of born digital images taken of Small Beginnings Inc., office, factory, and employees by National Museum of American History staff members Judy Chelnick, Maggie Dennis, and Alison Oswald are available on CD-ROM and electronically at the Archives Center's Digital Library.

Processing Information
Processed by Alison Oswald, archivist, February 2007.

Preferred Citation

Restrictions on Access
The collection is open for research use.

Ownership & Literary Rights
Collection items available for reproduction, but the Archives Center makes no guarantees concerning intellectual property rights. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical Note
Small Beginnings, Inc., of Hesperia, California, was founded by Mary S. Rogone and her business partner, Austin J. Webber, II in the late 1990s. It officially incorporated on November 21, 1997, in the State of Nevada. The company specializes in products conceived and developed by healthcare professionals, specifically nurses who work with premature infants. The name "small beginnings" originated from the small amount of money used to start the company and for the tender age of the patients it serves. The company motto is "Clinicians on a Mission" with the entire company dedicated to making better, more innovative products for premature infants.

Mary Sharon Shoffstall was born August 8, 1942 and raised in the San Bernardino Hills of California. She attended Huntington Park High School where she concentrated on math and science and graduated in 1960. She earned degrees as a licensed practical nurse (LPN) in 1976 and as a registered nurse (RN) in 1980 from San Bernardino Valley College. Rogone worked a variety of nursing jobs—labor and delivery and surgical—but found her niche in the neonatal intensive care unit (NICU).

In the late 1980s, Rogone was motivated by her work in the neonatal intensive care units at St. Bernardine's Hospital (now St. Bernardine Medical Center) and San Bernardino County Hospital in California to create a better phototherapy mask for premature infants suffering from bilirubin. "Bilirubin is a brownish yellow substance found in bile. It is produced when the liver breaks down old red blood cells. The most obvious symptom of high bilirubin levels is jaundice, a condition in which the skin and whites of the eyes appear yellow. Therefore, some babies who develop jaundice may be treated with special lights (phototherapy) or a blood transfusion to reduce their bilirubin levels."
Rogone’s phototherapy mask was fashioned out of a variety of hospital materials and was designed to take the pressure off the ocular socket, transfer it to the cheekbone and reduce the ability of light to penetrate the mask. With no objections from fellow nurses or doctors, Rogone developed the Bill-Bonnet Phototherapy Mask and began using it on infants in the NICU. Encouraged by Austin Webber, a medical sales representative she met at the hospital, Rogone formed a financial partnership with Webber. Both Rogone and Webber contributed $1,500.00 to start the business. Webber provided knowledge about materials, manufacturing processes, and distribution while Rogone supplied the ideas and medical background. Rogone began the patent process for the mask in 1992 and was granted US Patent # 5,613,502 for a "Photo therapy eye mask" in 1997. This invention launched Rogone’s inventive career and her company, Small Beginnings, Inc.

In 1995, Sharon married Phil Rogone, a respiratory therapist and physician’s assistant she met while working at St. Bernardine’s Hospital. Phil soon joined the company as Vice President for Marketing and began attending tradeshows to promote the company’s growing line of products. In 1998, Ken Croteau, a respiratory specialist and close friend of Phil and Sharon’s, joined the staff of Small Beginnings, Inc., as the business manager. Croteau established the company’s website, www.small-beginnings.com, and began to recruit distributors. Croteau, along with Sharon Rogone, Philip Rogone, Winnifred Croteau, and Ted Lopez founded Caring Creations, Inc., a separate corporation on May 1, 2002. Caring Creations, Inc., is a vehicle intended to launch Small Beginnings products into the retail market. By 2000, Sharon Rogone left full-time nursing to focus on the company as Chief Executive Officer.

As the company grew, more products were developed. The company now offers: Bebeonkers (oral suction device), Lil’ and Nu’ Pacee Pacifiers, Cuddle Buns™ Diapers; Preemie Nest (swaddler and positioning device); Bed Buddy (positioning device); Baby Blotters (absorbent, moisture proof plastic blotters); Abdominal Pillow; Head Pillow; Wedge Pillow; Preemie Gown; Arm immobilier; Baby Crates™ (allows moisture to flow through and away from the baby), Baby Blankee™; Isosphere™ covers (for NICU warmers); Universal Climate Cover II, and the Privacy Poncho.

Not all products are developed and patented by Small Beginnings, Inc. The company inspires and assists budding inventors, especially nurses and other healthcare professionals to realize their dreams. The Pacee Pacifier sold by Small Beginnings (US Patent # 4,909,253) was invented by Linda L. Cook from Infrapream, Inc., of Connecticut. Cook licensed her invention to Small Beginnings in 1999 so they could commercially develop, produce and market the pacifier as the Lil’ and Nu’ Pacee Pacifier. In a 1998 letter Cook wrote to Rogone, "It is so good to know there are people like you in the world that are out there to help nurses. Thank you." Other products, such as the Cuddle Buns™ Diapers, are not patented, but the name is trademarked.

Scope and Content Note

Series 1, Background Information, 1983-2006, is divided into nine subseries and includes articles of incorporation for the business, correspondence, corporate identity branding, and journal articles and magazine and newspaper clippings about Small Beginnings, Inc. The correspondence consists of thank you letters from hospitals and medical centers for visits made by Small Beginnings staff during the holiday season and a September 2001 letter from Kenny Loggins discussing his partnership with Small Beginnings to distribute his CD "More Songs from Pooh Corner." The Entrepreneur packet was created by Kenneth Croteau of Caring Creations, Inc., to assist potential inventors/entrepreneurs in developing ideas into a patented product and bringing it to the marketplace.

Series 2, Oral History Interviews and Logs, 18 January 2007, is divided into two subseries. Subseries 1 contains reference CD-ROM copies for listening and Subseries 2 consists of master CD-ROMs. The interviews were created digitally using a Marantz PMD 660 recorder. The oral history interviews were conducted by National Museum of American History staff members Maggie Dennis and Judy Chelnick.
The interviewees include Kenneth S. Croteau, Mary S. "Sharon" Rogone, and Philip N. Rogone, founders of and business partners in Small Beginnings, Inc. Each interview has a time code log. Full text transcripts do not exist.

**Series 3, Product Information, 1994-2006**, is divided into four subseries.

**Subseries 1, Small Beginnings, Inc. Products, 1998-2004**, contains documentation on the products made available by Small Beginnings, Inc. The company offers a wide variety of products for neonatal intensive care units and newborn nurseries. This subseries is arranged alphabetically by product name. The bulk of the documentation consists of printed product literature that was disseminated to distributors and/or at conferences. In some instances, such as the Bili-Bonnet, Climate Cover, and Pacee Pacifier—correspondence, testing information, and sketches exist.

**Subseries 2, Disclosure Statements, 2000-2003**, contains waivers and agreements between Small Beginnings, Inc., and individuals which state that an idea or ideas will not be used or revealed to others.

**Subseries 3, Competitors, 1994-2004**, includes files on competitors in the neonatal medical supply business. The documentation is primarily product literature and company overviews. The subseries are arranged alphabetically by company name.

**Subseries 4, Miscellaneous, 1999, 2001, undated**, contains printed paper examples of the fabric Small Beginnings used on its products and a Neonatal Intensive Care Unit (NICU) booklet designed for parents of preemie infants. The booklet provides a checklist of tasks for parents to be conscious of when caring for their premature infant.

**Series 4, Sales Records, 1993-2006**

**Subseries 1, Catalogs, 2001-2005**, contains catalogs in hard copy and on CD-ROM for distributors and other interested parties.

**Subseries 2, Price lists, 2000, 2003, undated**, includes itemized pricing lists for all Small Beginnings products and special pricing lists designed for hospital admission kits. There is also a pricing list with similar competitor products and the savings gained by using Small Beginnings products.

**Subseries 3, Distributor Information, 1993-2006**, consists of documentation on distributors around the United States who are distributing or considering distributing Small Beginnings, Inc., products. Arranged alphabetically by the name of the distributor, this subseries consists primarily of contracts—the independent distributor contract—between Small Beginnings, Inc., and the distributor.

The contract details the sales representatives appointment, terms, permitted sales, distributor sales and service obligation, supplier organizations, prices, orders, payment, shipment, trademark protection, no competitive products, proprietary rights protection, warranty, disclaimer, and warrant service, limitations or remedies and liability, termination, taxes, duties, import permits, approvals, and general provisions. In some instances, there is correspondence with a distributor and sales report information detailing the product type, cost and to which hospital it was sold.

The Advanced Medical Systems file also contains vendor sales information. This report details what Small Beginnings product(s) were sold, to whom, when, how many, the price, and any shipping details.

The HealthTrust file documents a "purchasing group." A purchasing group negotiates with suppliers to provide member facilities with high quality supplies, equipment, and other services at competitive prices through national, regional and local supply agreements. Small Beginnings did not enter into a formal agreement with HealthTrust but explored the idea of becoming a prospective vendor.

**Subseries 4, Licenses and Agreements, 1998-2005**, includes license and compensation agreements with five individuals (Eileen Clayton, Linda Cook, Diane D'Eugenio, Ilija Kainovic, and Kathleen Porter)
for a variety of products. The agreements cover the definitions, license grants, royalties and payments; term and termination; best effort; breach and cure; patent, applications, prosecution and ownership; new inventions; infringement; representations by the licensee; force majeure; and other rights and conditions.

There are also letters of agreement for purchase and compensation documents. These agreements between Small Beginnings, Inc., and said party states what the product/idea is, how much it will cost, if the product/idea will be commercially produced and marketed, and if the product/idea can be altered. There is one agreement among the officers of Small Beginnings, Inc., dated 1999 which states that any and all future intellectual property(s) and/or product(s) and/or idea(s) shall be the property of the individual and not Small Beginnings, Inc.

Subseries 5, Finances, 2000-2003, contains sales summary data, expense allocations, invoices, and cost analyses. The sales summary provides an itemized breakdown of Small Beginnings's inventory for the period January 1, 2000 to July 10, 2000. The expense allocation spreadsheet of January 2000 to July 2000 provides a detailed breakdown of salary payments, office equipment, goods sold, and other line items such as printing, attorney's fees, and shipping supplies. Also provided is the total actual expenses, total income, difference, and starting and ending balance information. The invoice reports provide information about the customer, the invoice number, date due (0-30 days, 31-60 days or 61-90 days or over 90 days), amount due, purchase order number and the date paid. The projected cash flow from January 2000 to May 2000 details the amount of cash taken in and cash spent. The cost analyses provide a breakdown by list price, materials, manufacturing, labor costs, and packaging for six products: Bili-Bonnet, Climate Cover, Iso-sphere Covers, Baby-Crates, Security Baby Wrap, and Baby Blotters, Preemie Swaddler, Preemie Gown, Privacy Poncho, Bed Buddy, Posture Pillow, Preemie Nest, Bebeonkers and Pacee Pacifier.

Subseries 6, Neonatal Conference Programs, 1998-2002, consists primarily of conference programs and, in some instances, only the program cover.

Subseries 7, American Hospital Association Guide (partial), 1998, contains a partial print out of hospitals located in Indiana, Kentucky, Michigan, and Ohio.


Series 6, Photographs and Scrapbook, 1987-2007

Subseries 1, Photographs, 2000-2001, are arranged by topic and include color and color photocopies documenting some of Small Beginnings products, a 2001 Christmas party, a 2000 neonatal conference, and office and factory images.

Subseries 2, Digital images, 2007, consists of office, factory and employee images taken by National Museum of American History staff members Judy Chelnick, Maggie Dennis, and Alison Oswald.

Subseries 3, Scrapbook, 1987-2000, consists of nineteen pages featuring photographs of employees, products and the factory, as well as printed product information.
Arrangement

The collection is organized into six series.

**Series 1, Background Information, 1983-2006**
- Subseries 1, Articles of Incorporation, 1997-2005
- Subseries 2, Small business certification, 2006
- Subseries 4, Corporate Identity, undated
- Subseries 5, Correspondence, 2001-2003
- Subseries 6, Entrepreneur packet, undated
- Subseries 7, Articles (Perinatology/Neonatology), 1990-2002
- Subseries 8, Magazine and newspaper clippings, 1983-2003
- Subseries 9, Miscellaneous, 1988-2001

**Series 2, Oral History Interviews and Logs, 18 January 2007**
- Subseries 1, Reference copies of interviews, 2007
- Subseries 2, Original interviews, 2007

**Series 3, Product Information, 1994-2004**
- Subseries 1, Small Beginnings, Inc. Products, 1998-2004
- Subseries 2, Disclosure Statements, 1999-2003
- Subseries 3, Competitors, 1994-2004
- Subseries 4, Miscellaneous, 1999, 2001, undated

**Series 4, Financial/Accounting Records, 1967-1971**
- Subseries 1, Catalogs, 2001-2005
- Subseries 2, Price lists, 2000, 2003, undated
- Subseries 3, Distributor Information, 1993-2006
- Subseries 4, Licenses and Agreements, 1998-2005
- Subseries 5, Finances, 2000-2002
- Subseries 6, Neonatal Conference Programs, 1998-2002
- Subseries 7, American Hospital Association Guide (partial), 1998

**Series 5, Patent and Trademark Files, 1991-2002**
Series 6, Photographs and Scrapbook, 1987-2007

Subseries 1, Photographs, 2000-2001

Subseries 2, Digital images, 2007

Subseries 3, Scrapbook, 1987-2000

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Diapers
Infants--Care
Infants--Medical care
Inventions
Inventors
Medical supplies
Neonatal intensive care
Neonatology
Nursing
Pacifiers (Infant care)
Perinatology

Types of Materials:

Compact discs
Correspondence--1950-2000
Correspondence--2000-2010
Patents
Photographs--1980-2000
Photographs--2000-2010
Container Listing

Series 1: Background Information, 1983-2006

Subseries 1.1: Articles of Incorporation, 1997-2005
Box 1, Folder 1

Subseries 1.2: Small business certification, 2006
Box 1, Folder 2

Box 1, Folder 3

Subseries 1.4: Corporate identity, undated
Box 1, Folder 4

Subseries 1.5: Correspondence, 2002-2003
Box 1, Folder 5

Subseries 1.6: Entrepreneur packet, undated
Box 1, Folder 6

Subseries 1.7: Articles (Perinatology/Neonatology), 1990-2002
Box 1, Folder 7


Box 1, Folder 7: Browne, Joy V. "Developmental Care-Considerations for Touch and Massage in the Neonatal Intensive Care Unit," Neonatal Network, vol. 19, no. 1, (February 2000), 2000 February
Box 1, Folder 7  

Box 1, Folder 7  
Croteau, Kenneth S. Developmental Care in the NICU, Small Beginnings, Inc., (October 2002), 2002 October

Box 1, Folder 7  

Box 1, Folder 7  

Box 1, Folder 7  

Box 1, Folder 7  
Robinson, Karyn M. "Developmental Care of the Premature Infant. What Parents Should Know about the Developmental Care of their Premature Infant: Graduation Day from the Neonatal Intensive Care Unit until Four Months Corrected Age" (masters thesis, George Washington University, 2000), 1-34, 2000

Box 1, Folder 7  

Subseries 1.8: Magazine and newspaper clippings, 1986-2003

Box 1, Folder 8

Subseries 1.9: Miscellaneous, 1988-2002

Box 1, Folder 9
Series 2: Oral History Interviews and Logs, 2007 January 17-18

Subseries 2.1: Reference Copies, 2007

Box 1, Disk RCD 940.1  
Croteau, Kenneth S., Total Running Time: 56:13, 2007 January 18

Box 1, Disk RCD 940.2  
Croteau, Kenneth S., Total Running Time: 15:02, 2007 January 18

Box 1, Disk RCD 940.3  
Rogone, Mary S., Total Running Time: 59:45, 2007 January 17

Box 1, Disk RCD 940.4  
Rogone, Mary S., Total Running Time: 57:13, 2007 January 17

Box 1, Disk RCD 940.5  
Rogone, Mary S., Total Running Time: 26:36, 2007 January 17

Box 1, Disk RCD 940.6  
Rogone, Philip N., Total Running Time: 59:42, 2007 January 18

Box 1, Disk RCD 940.7  
Rogone, Philip N., Total Running Time: 17:39, 2007 January 18

Subseries 2.2: Originals, 2007

Box 5, Disk OCD 940.1  
Croteau, Kenneth S., Total Running time: 56:13, 2007 January 18

Box 5, Disk OCD 940.2  
Croteau, Kenneth S., Total Running Time: 15:02, 2007 January 18

Box 5, Disk OCD 940.3  
Rogone, Mary S., Total Running Time: 59:45, 2007 January 17

Box 5, Disk OCD 940.4  
Rogone, Mary S., Total Running Time: 57:13, 2007 January 17

Box 5, Disk OCD 940.5  
Rogone, Mary S., Total Running Time: 26:36, 2007 January 17

Box 5, Disk OCD 940.6  
Rogone, Philip N., Total Running Time: 59:42, 2007 January 18

Box 5, Disk OCD 940.7  
Rogone, Philip N., Total Running Time: 17:39, 2007 January 18


Box 5, Folder 13  Products overview (booklets), undated
Box 5, Folder 14  Fantastic Four(Bili-Bonnet, Bebeonkers, Lil' & Nu' Pacee, Cuddle Buns Diapers), undated
Box 5, Folder 15  Arm immobilizer, undated
Box 2, Folder 1   Baby blotters poly absorbent shields, undated
Box 2, Folder 2   BabyCrates, undated
Box 2, Folder 3   Bebeonkers, undated
Box 2, Folder 4   Bebmoostash, undated
Box 2, Folder 5   Bed Buddy, undated
Box 2, Folder 6   Bili-Bonnet, 1988-1992
Box 6, Folder 1   Bili-Bonnet drawing, undated
Box 2, Folder 7   Climate Cover/Cozy Cover (isolettes), 2000-2002
Box 2, Folder 8   Cuddle Buns, undated
Box 2, Folder 9   Lamby snuggler, undated
Box 2, Folder 10  Pacee Pacifier, undated
Box 2, Folder 11  Pacee Pacifier—testing information, 2000-2002
Box 2, Folder 12  Newborn nest Plush Pad, undated
Box 2, Folder 13  Posture Pillow Cover, undated
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Box 2, Folder 15  Preemie nest set, undated
Box 2, Folder 16  Preemie nest pattern, 1999
Box 2, Folder 17  Preemie swaddler, undated
Box 2, Folder 18  Privacy Poncho, undated
Box 2, Folder 19  Security baby wrap, undated
Box 2, Folder 20  Miscellaneous sketches, undated
Subseries 3.2: Disclosure Statements, 1999-2003

Box 2, Folder 21  Disclosure statements, 2000, 2003
Box 2, Folder 22  Mosley, B.B. (Colic comfort system), 2001
Box 2, Folder 23  Porter, Kathleen (Cuddle-Up), 1999

Subseries 3.3: Competitors, 1994-2004

Box 2, Folder 24  A Lunt Design, Inc. (diaper), undated
Box 2, Folder 25  Children's Medical Ventures, 1994-2002
Box 2, Folder 26  ConvaTec (pediatric urine collector), 1998
Box 2, Folder 27  Drager Neonatal Care Systems, (isophores and posture pillows), 2003
Box 2, Folder 28  Hy Tape Corporation (waterproof adhesive tape), undated
Box 2, Folder 29  Marquette Medical, Inc. (phototherapy eye shields), 1997
Box 2, Folder 30  Novatex International (vinyl coated fabric), 2004
Box 2, Folder 31  Rock-A-Bye (disposable diapers), 2000
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Subseries 3.4: Miscellaneous, 1999, 2001, undated

Box 2, Folder 33  Fabric samples (paper), undated
Box 2, Folder 34  NICU informational sheets, undated
Box 2, Folder 35  Small Beginnings, Inc., NICU booklet, undated
Box 2, Folder 36  Ripngrip Industries, 2001
Box 2, Folder 37  Testing (flammability requirements), 1999
Series 4: Financial/Accounting Records

Subseries 4.1: Catalogs, 2001-2005
Box 3, Folder 1

Box 3, Folder 2  Price list, 2000, undated
Box 3, Folder 3  Price list (custom admin kit), undated
Box 3, Folder 4  Price lists (hospitals), 2003

Subseries 4.3: Distributors, 1993-2006
Box 3, Folder 5  Lists, 1999
Box 3, Folder 6  Blank contracts, 2003, 2004, undated
Box 3, Folder 7  Late invoice policy, 2003
Box 3, Folder 8  ADI Medical, 2004
Box 3, Folder 9  Advanced Medical Systems, Inc., 2000-2004
Box 3, Folder 10  Align Medical, 2001-2003
Box 3, Folder 11  Aqua Guard, 1999
Box 3, Folder 12  Arbo Medical, Inc., 1993
Box 3, Folder 13  Banner Health System, 2004
Box 3, Folder 14  Cardinal Health (correspondence and invoices), 2002-2004
Box 3, Folder 15  Cardinal Health (trace sales reporting), 2003-2004
Box 3, Folder 16  Cardinal Health (sales reports), 2003
Box 3, Folder 17  Care Medical, Inc., 2001-2002
Box 3, Folder 18  Comedical, 2000
Box 3, Folder 20  Gene R. Gerondale, 2000
Box 3, Folder 21  Goldstein Medical, 1999
Box 3, Folder 22  HealthTrust (purchasing group), 2002, 2003
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<tr>
<th>Box 4, Folder 1</th>
<th>HUB Specialty Medical Products, 2000-2004</th>
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<td>Box 4, Folder 2</td>
<td>Intermountain Healthcare, 2002</td>
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<td>Box 4, Folder 3</td>
<td>International Hospital Supply Company, 2004</td>
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<td>Box 4, Folder 4</td>
<td>Kentec Medical, Inc., 2001-2003</td>
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<td>Box 4, Folder 5</td>
<td>KM Medical, 2001, 2003</td>
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<td>Box 4, Folder 6</td>
<td>Logan, Kathleen Mollihan, 2003</td>
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<td>Box 4, Folder 7</td>
<td>Marian Medical, 2006</td>
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<td>Box 4, Folder 8</td>
<td>Medical Supply Company, 2003</td>
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<td>Box 4, Folder 9</td>
<td>Metro Med, Inc., 2003</td>
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<td>Box 4, Folder 10</td>
<td>Moran, Janice, 2001-2004</td>
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<td>Box 4, Folder 11</td>
<td>Novation, 2006</td>
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<tr>
<td>Box 4, Folder 12</td>
<td>Owens &amp; Minor, 2006</td>
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<tr>
<td>Box 4, Folder 13</td>
<td>Premier Purchasing Partners, 2004</td>
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<td>Box 4, Folder 14</td>
<td>SecureMed, LLC, 2000-2002</td>
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<td>Box 4, Folder 15</td>
<td>Sentry Medical Products, undated</td>
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<td>Box 4, Folder 16</td>
<td>Tacy Medical, Inc., 2000</td>
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<td>Box 4, Folder 17</td>
<td>Ultracare Products, undated</td>
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<td>Vital Care, 2003</td>
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<td>West Branch Medical, 2003</td>
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<td>Box 4, Folder 20</td>
<td>Wren Medical, 2003</td>
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Subseries 4.4: Licenses and Agreements, 1998-2005

<table>
<thead>
<tr>
<th>Box 4, Folder 21</th>
<th>License and Compensation Agreements, 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4, Folder 22</td>
<td>Clayton, Eileen (gavage feeding system to comfort and stimulate and mature sucking in neonates), 1999</td>
</tr>
<tr>
<td>Box 4, Folder 23</td>
<td>Cook, Linda (nipple type pacifier to comfort, stimulate and mature sucking in a neonate), 1998-2005</td>
</tr>
<tr>
<td>Box 4, Folder 24</td>
<td>D'Eugenio, Diane (teaching cards), 2000</td>
</tr>
<tr>
<td>Box 4, Folder 25</td>
<td>Kainovic, Ilija (uterine massage device), 1998</td>
</tr>
</tbody>
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Box 4, Folder 26  Porter, Kathleen (Cuddle-Up), 2000, 2002

Subseries 4.5: Finances, 2000-2002

Box 4, Folder 27  Sales Summary, 2000 January-July
Box 5, Folder 1  Expense Allocations, [2000?]
Box 5, Folder 2  Invoices, 2001
Box 5, Folder 3  Projected Cash Flow, 2000
Box 5, Folder 4  Cost Analyses, 2000-2002, undated

Subseries 4.6: Neonatal Conference Programs, 1998-2002

Box 5, Folder 5  Developmental Interventions in Neonatal Care, 1998, 1999, 2002
Box 5, Folder 6  The Fetus & Newborn, 1999, 2001
Box 5, Folder 7  National Conference of Neonatal Nursing, 1998-2002
Box 5, Folder 8  First National Neonatal Nurses Conference, 2001
Box 5, Folder 9  Miscellaneous (American Association for Respiratory Care, Pacific Northwest Association of Neonatal Nurses, and Southern California Association of Neonatal Nurses), 1999

Box 5, Folder 10

Box 5, Folder 11  Trademark information, 1998-2002
Box 5, Folder 12  Bebeonkers, 2001-2002
Box 5, Folder 13  Bili-Bonnet, 1996-1997
Box 5, Folder 14  Climate Cover, 1998-2000
Box 5, Folder 15  Pacee Pacifier, 1991, 2000, 2002
Box 5, Folder 16  Positioning device/preemie nest, 1999-2001
Box 5, Folder 17  Privacy Poncho, 2000, 2002
Box 5, Folder 18  U.S. Department of Commerce Export Assistance, 1999

Subseries 6.1: Photographs, 2000-2001

Box 5, Folder 19  Bed Buddy and preemie nest, 2000
Box 5, Folder 20  Christmas, [2001?]
Box 5, Folder 20  Conference, 2000
Box 5, Folder 20  Office and factory spaces, 2001
Box 5, Folder 20  Phototherapy masks, 2002
Box 5, Folder 20  Pacee pacifier and syringe bulb, 2001

Subseries 6.2: Digital images (on CD-ROM)

Box 5, Folder 25, Disk  Small Beginnings, Inc., exterior
AC0940-0000001
Box 5, Folder 25, Disk  Small Beginnings, Inc., exterior looking down alley
AC0940-0000002
Box 5, Folder 25, Disk  Small Beginnings, Inc., exterior sign on door #16
AC0940-0000003
Box 5, Folder 25, Disk  Pacifier test with 2 lb. weight (Ken Croteau in background)
AC0940-0000004
Box 5, Folder 25, Disk  Pacee pacifier 3rd and final model
AC0940-0000005
Box 5, Folder 25, Disk  Pacee pacifier 1st model
AC0940-0000006
Box 5, Folder 25, Disk  Pacee pacifier 2nd model
AC0940-0000007
Box 5, Folder 25, Disk  3 pacifiers. R to L: 1st version, 2nd version, 3rd version and final version
AC0940-0000008
Box 5, Folder 25, Disk  Positive and negative large molds for pacifiers
AC0940-0000009
Box 5, Folder 25, Disk  Small pacifier mold
AC0940-0000010
Box 5, Folder 25, Disk  Staging area for products. L to R: Phil Rogone, Judy Chelnick and Maggie Dennis.
AC0940-0000011
<table>
<thead>
<tr>
<th>Box 5, Folder 25, Disk</th>
<th>Plastic Bebeonkers boxes</th>
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<tr>
<td>AC0940-0000012</td>
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<tr>
<td>Box 5, Folder 25, Disk</td>
<td>Cuddle Buns diaper boxes</td>
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<tr>
<td>AC0940-0000013</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Monoprene beads used in positioning devices</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Warehouse shelving at Small Beginnings, Inc.</td>
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<tr>
<td>AC0940-0000015</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Warehouse shelving at Small Beginnings, Inc. L to R: Maggie Dennis, Phil Rogone, Judy Chelnick AC0940-0000016</td>
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<tr>
<td>AC0940-0000016</td>
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<tr>
<td>Box 5, Folder 25, Disk</td>
<td>Cutting room (L to R: Judy Chelnick and Maggie Dennis)</td>
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<td>AC0940-0000017</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Dies for original Bili-bonnets</td>
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<td>AC0940-0000018</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Patterns for products</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Fabric rolls</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Finished products for shipping</td>
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<td>AC0940-0000021</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Sewing room (L to R: Judy, Maggie, Rebecca Coates)</td>
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<tr>
<td>Box 5, Folder 25, Disk</td>
<td>Rebecca Coates packing products in sewing room</td>
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<tr>
<td>AC0940-0000023</td>
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<td>Box 5, Folder 25, Disk</td>
<td>L to R: Maggie Dennis, Phil Rogone and Judy Chelnick</td>
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<tr>
<td>Box 5, Folder 25, Disk</td>
<td>Early Bili-bonnet sketch, circa 1990</td>
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<tr>
<td>Box 5, Folder 5, Disk</td>
<td>Scrapbook page featuring Sharon Rogone and Austin J. Webber, II</td>
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<tr>
<td>AC0940-0000026</td>
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<td>Box 5, Folder 25, Disk</td>
<td>L to R: Sharon Rogone, Maggie Dennis, and Judy Chelnick</td>
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<td>Box 5, Folder 25, Disk</td>
<td>New ideas/sketches folder</td>
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<td>Box 5, Folder 25, Disk</td>
<td>Competitor's diaper</td>
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<tr>
<td>Box 5, Folder 25, Disk</td>
<td>Small Beginnings, Inc., diaper (micro preemie model)</td>
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</table>
Box 5, Folder 25, Disk AC0940-0000031  
L to R: Judy Chelnick and Phil Rogone talking

Box 5, Folder 25, Disk AC0940-0000032  
Original artwork by Sharon Rogone for isolette covers

Box 5, Folder 25, Disk AC0940-0000033  
L to R: Judy Chelnick, Ken Croteau, and Maggie Dennis discussing diaper prototypes

Box 5, Folder 25, Disk AC0940-0000033  
L to R: Judy Chelnick, Ken Croteau, and Maggie Dennis discussing diaper prototypes

Box 5, Folder 25, Disk AC0940-0000035  
Ken Croteau holding diaper prototype #5 manufactured but never approved for use

Box 5, Folder 25, Disk AC0940-0000036  
Display of diaper crotch size

Box 5, Folder 25, Disk AC0940-0000037  
Diaper prototype sequence, 2000-2003

Box 5, Folder 25, Disk AC0940-0000038  
Children's Medical Ventures phototherapy mask

Box 5, Folder 25, Disk AC0940-0000039  
Children's Medical Ventures phototherapy mask

Box 5, Folder 25, Disk AC0940-0000040  
L to R: Judy Chelnick, Phil Rogone, Maggie Dennis; seated Sharon Rogone

Box 5, Folder 25, Disk AC0940-0000041  
L to R: Phil Rogone, Alison Oswald, Judy Chelnick, Maggie Dennis; seated Sharon Rogone

Box 5, Folder 25, Disk AC0940-0000042  
L to R: Ken Croteau, Alison Oswald, Judy Chelnick, Maggie Dennis; seated Sharon Rogone

Box 5, Folder 25, Disk AC0940-0000043  
L to R: Ken Croteau, Alison Oswald, Judy Chelnick, Maggie Dennis; seated Sharon Rogone

Box 5, Folder 25, Disk AC0940-0000044  
Sewing machine station in sewing room

Box 5, Folder 25, Disk AC0940-0000045  
Diaper tabs from sewing room

Box 5, Folder 25, Disk AC0940-0000046  
Preemie nest pattern

Box 5, Folder 25, Disk AC0940-0000047  
Preemie nest pattern underside with Velcro pillow elements

Box 5, Folder 25, Disk AC0940-0000048  
4 lb. baby example not anatomically correct

Box 5, Folder 25, Disk AC0940-0000049  
2 lb. baby example (Ken Croteau's demo baby)
Box 5, Folder 25, Disk AC0940-0000050
Ken Croteau holding Small Beginnings' teddy bear made in China; no longer manufactured

Box 5, Folder 25, Disk AC0940-0000051
1 lb. baby example

Box 5, Folder 25, Disk AC0940-0000052
Judy Chelnick and Alison Oswald outside a Japanese restaurant in Hesperia, CA

Box 5, Folder 25, Disk AC0940-0000053
Judy Chelnick and Alison Oswald in Small Beginnings office

Box 5, Folder 25, Disk AC0940-0000054
Judy Chelnick and Alison Oswald in Small Beginnings office

Box 5, Folder 25, Disk AC0940-0000055
World map indicating distribution of Small Beginnings, Inc., products

Box 5, Folder 25, Disk AC0940-0000056
Motivational and inspirational messages

Box 5, Folder 25, Disk AC0940-0000057
Motivational and inspirational messages

Box 5, Folder 25, Disk AC0940-0000058
Bud Lee? (Sharon Rogone's father)

Box 5, Folder 25, Disk AC0940-0000059
Rebecca Coates, Small Beginnings, Inc., employee at sewing machine

Box 5, Folder 25, Disk AC0940-0000060
Rebecca Coates, Small Beginnings, Inc., employee

Box 5, Folder 25, Disk AC0940-0000063
Baby in positioning pillow during Ken Croteau's oral history interview

Box 5, Folder 25, Disk AC0940-0000061
Pam Croteau, Small Beginnings, Inc., employee

Box 5, Folder 25, Disk AC0940-0000062
Ken Croteau, Small Beginnings, Inc., employee

Box 5, Folder 25, Disk AC0940-0000064
Baby in positioning pillow during Ken Croteau's oral history interview

Box 5, Folder 25, Disk AC0940-0000065
Baby in positioning pillow during Ken Croteau's oral history interview

Box 5, Folder 25, Disk AC0940-0000067
Baby in positioning pillow during Ken Croteau's oral history interview

Box 5, Folder 25, Disk AC0940-0000066
Baby in positioning pillow during Ken Croteau's oral history interview

Box 5, Folder 25, Disk AC0940-0000069
Motivational and inspirational messages
Box 5, Folder 25, Disk AC0940-0000071  Motivational and inspirational messages
Box 5, Folder 25, Disk AC0940-0000070  Motivational and inspirational messages
Box 5, Folder 25, Disk AC0940-0000072  Examples of baby dolls
Box 5, Folder 25, Disk AC0940-0000073  Pacifier choke test
Box 5, Folder 25, Disk AC0940-0000074  Motivational and inspirational messages


Box 6, Folder 2  Scrapbook (reference copy), 1987-2000
Box 6, Folder 3  Scrapbook (original), 1987-2000