



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

Guide to the Records of Small Beginnings, Inc.

NMAH.AC.0940

Alison Oswald.

February 2007

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Records of Small Beginnings, Inc
<b>Identifier:</b>	NMAH.AC.0940
<b>Date:</b>	1986 - 2006
<b>Extent:</b>	2 Cubic feet (6 boxes)
<b>Creator:</b>	Webber, Austin J., II Rogone, Philip N. Small Beginnings, Inc. Croteau, Winnifred D. Rogone, Mary S. Croteau, Kenneth S.
<b>Language:</b>	English  Collection is in English. Some materials in Spanish.
<b>Summary:</b>	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.
<b>Digital Content:</b>	<a href="#">Image(s): Records of Small Beginnings, Inc</a>

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## 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 Materials

#### **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 Patee with product literature, Small Beginnings, Inc.

Pacifier, second generation with packaging, Small Beginnings, Inc.

Pacifier, Competitor's "Soothie" Children's Medical Ventures

Pacifier "Lil' Patee," 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' Patee" 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

Records of Small Beginnings, Inc., Archives Center, National Museum of American History, Smithsonian Institution.

## Restrictions

The collection is open for research use.

## Conditions Governing Use

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.

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## Biographical / Historical

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 Bili-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](http://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' Patee 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 immobilizer; 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 Patee Pacifier sold by Small Beginnings (US Patent # 4,909,253) was invented by Linda L. Cook from Infracrem, 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' Patee 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.

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## Scope and Contents

**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 Patee 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 premie 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, Premie Swaddler, Premie Gown, Privacy Poncho, Bed Buddie, Posture Pillow, Premie Nest, Bebeonkers and Patee 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 5, Patent and Trademark Files, 1991-2002**, contains copies of patent and trademark information relating to Small Beginnings, Inc., products. The trademark file includes documentation with the law firm of Townsend and Townsend and Crew LLP and the United States Patent and Trademark office for Small Beginnings, Peeweeonkers, Bebeonkers, Nasalonkers (all infant nasal suction devices), and Doctor Nurse Apparel, (DNA) trademark logos. The patent files contain correspondence, drawings and narrative text for Bebeonkers, Bili-Bonnet, Climate Cover, Patee Pacifier, Positioning Device, Premie Nest, and Privacy Poncho.

#### **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 3, Women's Business Enterprise Council, 2004-2006

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

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## **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
- Women inventors
- Women inventors -- 20th century

### Types of Materials:

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

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## 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*

#### Subseries 1.3: Women's Business Enterprise Council, 2004 - 2006

*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 | American Academy of Pediatrics, "Hospital Discharge of the High Risk Neonate-Proposed Guidelines," <i>Pediatrics</i> , Volume 102, No. 2: 411-417, 1998 August                                  |
| Box 1, Folder 7 | Bond, C. "Integrated neonatal care: vital topics that complement neonatal nursing," <i>Semin Neonatal</i> , (2002): 437-439, 2002   |
| Box 1, Folder 7 | Browne, Joy V. The Colorado Consortium of Intensive Care Nurseries: Spinning a Web of Support for Colorado Infants and families, <i>Zero to Three</i> , (June/July 1995): 18-23, 1995 June/July |
| Box 1, Folder 7 | Browne, Joy V. "Developmental Care-Considerations for Touch and Massage in the Neonatal Intensive Care Unit," <i>Neonatal Network</i> , vol. 19, no. 1, (February 2000), 2000 February          |
| Box 1, Folder 7 | Cole, Jean Gardner. "Changing the NICU Environment: The Boston City Hospital Model," <i>Neonatal Network</i> , (September 1990): 15-23, 1990 September  |
| Box 1, Folder 7 | Croteau, Kenneth S. <i>Developmental Care in the NICU</i> , Small Beginnings, Inc., (October 2002) , 2002 October   |

- Box 1, Folder 7 D'Apolito, Karen. "What is An Organized Infant?" *Neonatal Network*, (August 1991): 23-30, 1991 August
- Box 1, Folder 7 Institute for Family-Centered Care. "Briefing Paper Family-Centered Health Care," (October 3, 1997), 1997 October 3
- Box 1, Folder 7 McLane, Kathleen M. "Comparison of Interface Pressures in the Pediatric Population among Various Support Surfaces," *JWOON*, (September 2002): 242-251, 2002 September
- 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 Sandor, Laszlo. Inventions: Once Upon a Time. *Neonatal Intensive Care*, vol. 13, No. 6 (October 2000): 30-32, 2000 October

Subseries 1.8: Magazine and newspaper clippings, 1986 - 2003

*Box 1, Folder 8*

Subseries 1.9: Miscellaneous, 1988 - 2002

*Box 1, Folder 9*

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## 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

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## Series 3 : Product Information, 1994 - 2004

### Subseries 3.1: Small Beginnings, Inc., Products, 1988 - 2002

Box 5, Folder 13	Products overview (booklets), undated <a href="#">Image(s)</a>
Box 1, Folder 14	Fantastic Four(Bili-Bonnet, Bebeonkers, Lil' & Nu' Patee, Cuddle Buns Diapers) , undated <a href="#">Image(s)</a>
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 <a href="#">Image(s)</a>
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	Patee Pacifier, undated
Box 2, Folder 11	Patee Pacifier—testing information, 2000 - 2002
Box 2, Folder 12	Newborn nest Plush Pad, undated
Box 2, Folder 13	Posture Pillow Cover, undated
Box 2, Folder 14	Preemie gown, undated

Box 2, Folder 15      Premie nest set, undated

Box 2, Folder 16      Premie nest pattern, 1999  
[Image\(s\)](#)

Box 2, Folder 17      Premie swaddler, undated

Box 2, Folder 18      Privacy Poncho, undated

Box 2, Folder 19      Security baby wrap, undated

Box 2, Folder 20      Miscellaneous sketches, undated  
[Image\(s\)](#)

### 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, (isopheres 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

Box 2, Folder 32      Tushies Diapers, 2000

### 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

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## Series 4: Financial/Accounting Records

### Subseries 4.1: Catalogs , 2001 - 2005

*Box 3, Folder 1*

### Subseries 4.2: Price Lists , 2000, 2003, undated

- 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 19	Finucane Enterprises, Inc., 2000 - 2001
Box 3, Folder 20	Gene R. Gerondale, 2000
Box 3, Folder 21	Goldstein Medical, 1999
Box 3, Folder 22	HealthTrust (purchasing group), 2003, 2002
Box 4, Folder 1	HUB Specialty Medical Products, 2000 - 2004
Box 4, Folder 2	Intermountain Healthcare, 2002
Box 4, Folder 3	International Hospital Supply Company, 2004
Box 4, Folder 4	Kentec Medical, Inc., 2001 - 2003
Box 4, Folder 5	KM Medical, 2003, 2001
Box 4, Folder 6	Logan, Kathleen Mollihan, 2003
Box 4, Folder 7	Marian Medical, 2006
Box 4, Folder 8	Medical Supply Company, 2003
Box 4, Folder 9	Metro Med, Inc., 2003
Box 4, Folder 10	Moran, Janice , 2001 - 2004
Box 4, Folder 11	Novation, 2006
Box 4, Folder 12	Owens & Minor, 2006
Box 4, Folder 13	Premier Purchasing Partners, 2004
Box 4, Folder 14	SecureMed, LLC, 2000 - 2002
Box 4, Folder 15	Sentry Medical Products, undated
Box 4, Folder 16	Tacy Medical, Inc., 2000
Box 4, Folder 17	Ultracare Products, undated
Box 4, Folder 18	Vital Care, 2003

Box 4, Folder 19 West Branch Medical, 2003

Box 4, Folder 20 Wren Medical, 2003

#### Subseries 4.4: Licenses and Agreements, 1998 - 2005

Box 4, Folder 21 License and Compensation Agreements, 1999

Box 4, Folder 22 Clayton, Eileen (gavage feeding system to comfort and stimulate and mature sucking in neonates), 1999

Box 4, Folder 23 Cook, Linda (nipple type pacifier to comfort, stimulate and mature sucking in a neonate), 1998 - 2005

Box 4, Folder 24 D'Eugenio, Diane (teaching cards), 2000

Box 4, Folder 25 Kainovic, Ilija (uterine massage device), 1998

Box 4, Folder 26 Porter, Kathleen (Cuddle-Up), 2002, 2000

#### 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

Subseries 4.7: American Hospital Association Guide (partial), 1998

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## Series 5: Patent and Trademark Files, 1991 - 2002

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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, 2000, 2002, 1991
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Box 5, Folder 17	Privacy Poncho, 2002, 2000
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## Series 6: Photographs and Scrapbook, 1987 - 2002

### Subseries 6.1: Photographs, 2000 - 2001

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|------------------|---|
| Box 5, Folder 19 | Bed Buddy and preemie nest, 2000<br><a href="#">Image(s)</a>      |
| Box 5, Folder 20 | Christmas, [2001?]  |
| Box 5, Folder 20 | Conference, 2000<br><a href="#">Image(s)</a>                      |
| Box 5, Folder 20 | Office and factory spaces, 2001<br><a href="#">Image(s)</a>       |
| Box 5, Folder 20 | Phototherapy masks, 2002<br><a href="#">Image(s)</a>              |
| Box 5, Folder 20 | Pacee pacifier and syringe bulb, 2001<br><a href="#">Image(s)</a> |

### Subseries 6.2: Digital images (on CD-ROM)

- |  |  |
|--|--|
| Box 5, Folder 25, Disk<br>AC0940-0000001 | Small Beginnings, Inc., exterior   |
| Box 5, Folder 25, Disk<br>AC0940-0000002 | Small Beginnings, Inc., exterior looking down alley                          |
| Box 5, Folder 25, Disk<br>AC0940-0000003 | Small Beginnings, Inc., exterior sign on door #16                            |
| Box 5, Folder 25, Disk<br>AC0940-0000004 | Pacifier test with 2 lb. weight (Ken Croteau in background)                  |
| Box 5, Folder 25, Disk<br>AC0940-0000005 | Pacee pacifier 3rd and final model   |
| Box 5, Folder 25, Disk<br>AC0940-0000006 | Pacee pacifier 1st model   |
| Box 5, Folder 25, Disk<br>AC0940-0000007 | Pacee pacifier 2nd model   |
| Box 5, Folder 25, Disk<br>AC0940-0000008 | 3 pacifiers. R to L: 1st version, 2nd version, 3rd version and final version |

Box 5, Folder 25, Disk AC0940-0000009	Positive and negative large molds for pacifiers
Box 5, Folder 25, Disk AC0940-0000010	Small pacifier mold
Box 5, Folder 25, Disk AC0940-0000011	Staging area for products. L to R: Phil Rogone, Judy Chelnick and Maggie Dennis.
Box 5, Folder 25, Disk AC0940-0000012	Plastic Bebeonkers boxes
Box 5, Folder 25, Disk AC0940-0000013	Cuddle Buns diaper boxes
Box 5, Folder 25, Disk AC0940-0000014	Monoprene beads used in positioning devices
Box 5, Folder 25, Disk AC0940-0000015	Warehouse shelving at Small Beginnings, Inc.
Box 5, Folder 25, Disk AC0940-0000016	Warehouse shelving at Small Beginnings, Inc. L to R: Maggie Dennis, Phil Rogone, Judy Chelnick AC0940-0000016
Box 5, Folder 25, Disk AC0940-0000017	Cutting room (L to R: Judy Chelnick and Maggie Dennis)
Box 5, Folder 25, Disk AC0940-0000018	Dies for original Bili-bonnets
Box 5, Folder 25, Disk AC0940-0000020	Patterns for products
Box 5, Folder 25, Disk AC0940-0000019	Fabric rolls
Box 5, Folder 25, Disk AC0940-0000021	Finished products for shipping
Box 5, Folder 25, Disk AC0940-0000022	Sewing room (L to R: Judy, Maggie, Rebecca Coates)
Box 5, Folder 25, Disk AC0940-0000023	Rebecca Coates packing products in sewing room
Box 5, Folder 25, Disk AC0940-0000024	L to R: Maggie Dennis, Phil Rogone and Judy Chelnick

Box 5, Folder 25, Disk AC0940-0000025	Early Bili-bonnet sketch, circa 1990
Box 5, Folder 5, Disk AC0940-0000026	Scrapbook page featuring Sharon Rogone and Austin J. Webber, II
Box 5, Folder 25, Disk AC0940-0000027	L to R: Sharon Rogone, Maggie Dennis, and Judy Chelnick
Box 5, Folder 25, Disk AC0940-0000028	New ideas/sketches folder
Box 5, Folder 25, Disk AC0940-0000029	Competitor's diaper
Box 5, Folder 25, Disk AC0940-0000030	Small Beginnings, Inc., diaper (micro preemie model)
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 Beginning's 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 5, 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
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Box 5, Folder 25, Disk AC0940-0000066	Baby in positioning pillow during Ken Croteau's oral history interview
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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      Motivational and inspirational messages  
AC0940-0000074

### Subseries 6.3: Scrapbook, 1987-2000

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

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

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