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Feel like life's getting out of control? *This business helps its customers get back on track*

By Barbara Lehmann
TOWNSMAN STAFF

Balancing family, work and home leaves many people with little or no free time.

GoodDeeds LLC, founded in 2003 by Wellesley resident Beth Miller, helps people regain some of that precious time by providing life management services in six areas: home project management; organizational services; personal shopping services; event planning; research and resourcing; and travel planning.

"Over the three years, we've found that the six areas are touching all areas of people's lives," Miller said, and in that same time period they've had 80 clients and done 250 projects. However, "one thing we're *not* is a concierge or an errand company."

For 13 years, Miller ran a \$13 million division for Kforce Professional Staffing, but when Kforce closed the division in 2002, Miller was ready to start a new company with her friend, Sarah Troiano.

Their goal was to create a business that reflected the things each loved to do, Miller said. Troiano had strong organizational skills and experience in event planning, and Miller enjoyed personal shopping, travel planning and being a go-to resource person. "We had great synergy on our skill sets," she said, and that was reflected in the range of services offered by GoodDeeds when

they opened in 2003.

Miller bought out Troiano's share when she left the company in 2006 to be a stay-at-home mom. Miller is now the sole owner and president of the company, but hired a senior associate, Jennifer Conley, to run the day-to-day operations. "Organizing" is one of Conley's strengths, and that has come in handy when she has had to juggle as many as 15 projects in one month.

Conley oversees the eight-person team that does most of the work for the clients. Seven women and one man make up the team, and "we [have] hired a number of ex-working moms," Conley said. Conley also fits that description, having worked for 10 years in sales operations support. She now has two children and works three days a week for GoodDeeds. "We live our own balance of life," she said.

Two recent projects illustrate some of the services they provide:

- One client family recently moved to a large new home and needed help organizing. In addition to organizing the client's home, GoodDeeds is also organizing the school work for the client's 15-year-old son. "We're giving him the skills to be organized down the road," Miller said. "It's giving the kids a little bit of an edge," Conley added.

- Another client family will be living in France for three months.



PHOTO BY BARBARA LEHMANN

Beth Miller, president of Good Deeds LLC, left, and Jennifer Conley, senior associate.

GoodDeeds will, among other things, arrange for transportation of the family dog; research cell phone and Internet providers in France; manage the U.S. household while the client is away; pay bills; and send a weekly package to France containing mail and tapes of the daughter's favorite weekly TV shows.

Often, "we start with one thing, and then they pass off more things to do," Miller said.

GoodDeeds charges \$85 an hour per person used on the project. Although a number of their clients are wealthy, Miller said that their services can be affordable for most people. "We can take what the client has for a budget and their style and make it

work," she said.

"A lot of people are just overwhelmed" with their daily lives, Conley said. "We create a master plan for them and partner with them throughout the process; we don't allow the stuff to fall through the cracks. Once we help them get a system in place, they can maintain it on their own, she said.

"We're the client's eyes and ears when they want their own time back," Miller said.

"They can use us as much or as little as they want and that's why the whole thing really works," Conley said.

For more information, call 781-235-0008 or visit its Web site: gooddeedsllc.com.