

JESSICA HONEGGER

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Jessica Honegger is a pioneer. As founder and co-CEO of Noonday Collection, the world's largest fair-trade jewelry company, she has created a new breed of social entrepreneurship that empowers women, connects cultures, and celebrates handmade beauty. Her path to award-winning business leader was anything but traditional: from serving as a midwife in Bolivia, to earning her Master's degree in Education, to renovating and selling houses in Austin, Texas, Jessica has followed her heart down several paths, gaining once-in-a-lifetime experiences that all still guide her decisions today. A mom to three, she is also a passionate adoption advocate who initially launched Noonday Collection to help raise the needed funds to bring her and her husband's third child home. Jessica shares her story, along with heartening encouragement, in her compelling new book, **IMPERFECT COURAGE: LIVE A LIFE OF PURPOSE BY LEAVING COMFORT AND GOING SCARED**, available August 14, 2018.

Why Jessica Honegger?



- Jessica Honegger does a lot, and she does it all with seemingly endless heart. Unafraid to tell her own story and share her mistakes, fears, and innovative solutions, she is the type of leader who inspires as she teaches.
- As host of The Going Scared podcast, Jessica has conversations with guests from around the world who are building businesses with souls. With a social media audience numbering in the tens of thousands and growing, her messages of fearlessly following your calling and empowering others are resonating everywhere.
- Founded in 2010, Noonday Collection was named the 45th-fastest growing business in the U.S. by *Inc.* Magazine just five years later. In 2017, Jessica accepted the Ernst and Young Entrepreneur of the Year trophy. Today, Noonday employs more than 4,000 ambassadors in the U.S. and more than 4,500 artisan partners in 12 countries including Guatemala, Ethiopia, Kenya, Rwanda, Ecuador, Peru, India, Vietnam, Nepal, Afghanistan.
- Jessica has combined local character and global reach to forge a new business model that never compromises ethics while providing a pathway to stable income. She has the kind of backbone, empathy, and vision modern business needs.
- A devoted mom and entrepreneur, Jessica speaks about the pressures and rewards of building and running a business while growing a family with honesty, self-awareness, helpful advice, and humor.

“You see, courage is not the absence of fear; a life of fearlessness is a sham. In the same way toddler learns to walk by walking, we get our ‘courage’ legs under us only when we stand to our feet and begin to move.”

– Jessica Honegger, “Imperfect Courage”

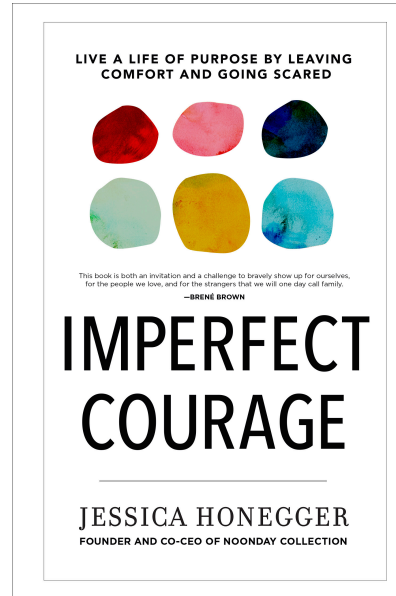


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About the Book

Imperfect Courage: Live a Life of Purpose by Leaving Comfort and Going Scared

In her new book, **IMPERFECT COURAGE: LIVE A LIFE OF PURPOSE BY LEAVING COMFORT AND GOING SCARED**, Noonday Collection founder and co-CEO Jessica Honegger shares her inspiring story in an effort to make us all see that courage is acknowledging fear and then running, with that threatening fear in tow, toward the dreams that stir and even scare us. It's a process Jessica knows intimately. Today, Noonday is the largest fair-trade jewelry company in the world, but it began as a big dream in a tiny guest room. Eight years later, Jessica has earned the Ernst and Young Entrepreneur of the Year trophy with her co-CEO Travis Wilson, and has employed 4,000 ambassadors in the U.S. and more than 4,500 artisan partners in 12 countries. Part personal call-to-action, part compelling memoir, **IMPERFECT COURAGE** traces Noonday's birth and growth, alongside Jessica's private challenges. As she opens up about her own struggles, risks, and wins through stories about business and family that span the globe, Jessica also urges us to consider our own callings.



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Why Imperfect Courage?



- **IMPERFECT COURAGE** offers a rare look behind the scenes at a successful business. A must-read for entrepreneurs and social activists alike, the book is an open invitation for other dreamers with big ideas.
- While business and entrepreneurship are a focus, **IMPERFECT COURAGE** also explores other human areas, including the complex and often heartbreaking realm of international adoption. Author Jessica Honegger shares her family's story with big-hearted honesty sure to comfort and educate.
- **IMPERFECT COURAGE** is split into three sections: Part one takes on fear; part two pushes for collaboration; and part three guides us through embracing and pursuing what we're individually meant to do. A wife and mother of three, Jessica shares gripping tales of motherhood, partnership, and friendship, traversing topics such as connected parenting; entrepreneurship's demands, rewards, and competition with family; guilt, both as a working mom and as a white woman born into privilege; and so much more.
- With tenderness and wisdom, **IMPERFECT COURAGE** urges us to stop watching and worrying about wrongs in the world and instead, to jump in, roll up our sleeves, and become part of the solution. Jessica's words form a bold call-to-action that is both moving and needed.

“My original motivation for writing this book hinged on a single thought, which is that there is a whole world out there begging for us to use the opportunity we have been given, to create opportunity for others, so that we—all of us—can flourish.”

– Jessica Honegger, “Imperfect Courage”

“Instead of waiting for fear to subside, I had made it my friend. Because when you've got a vision, you don't have time to wait around for your fears to vanish before you start moving. Perhaps the hero's journey is not for a few brave people after all, but an invitation to me, to us all, to rally our courage and go do the thing we're meant to do.”

– Jessica Honegger, “Imperfect Courage”



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