



Tina Nocera founded Parental Wisdom after frustration in not finding answers to parenting questions. Although overwhelmed with information, none gave parents a choice.

It was like trying to take a drink of water from a fire hose; you could drown and still be left thirsty. Let's face it – everyone has an opinion, but it is unlikely a parent will agree with a single source each time they have a question or face a dilemma.

While past generations relied on extended family support systems for parenting help, today's mobile families deal with increased societal issues, cultural diversity and battle powerful media and marketing influences. The questions and challenges are more complex, so a single answer from a single expert may not work for most parents. After all, if a one-size-fit-all solution couldn't work for pantyhose, why would it work for parenting?

Parental Wisdom is addressing this need by providing a vehicle for questions, responding with multiple answers from trusted advisors. In this model, parents who are the real experts in knowing their own children best, can decide which response is the most appropriate for their unique child and situation. Believing passionately that this concept would appeal to all parents, Mrs. Nocera built the Parental Wisdom model, and was awarded U.S. Patents 6,193,518 & 6,482,012.

Tina Nocera also created and served as Editor-in-Chief of *Viewpoints on Parenting* a national parenting publication for Toys "R" Us which reached millions of people annually and wrote Because Kids Don't Come With Manuals®: Contemporary Advice for Parents.

Tina lives in Nutley, NJ with her husband Mike, and children Michael and Noelle.