

SHERRI MUROFF KALT, FOUNDER THE AUTHENTIC MOM

Founded by Sherri Muroff Kalt, a Westchester-based mother and specialist in parent/child dynamics, The Authentic Mom was created to bring women together to speak honestly and openly about their true

experiences of motherhood—and ultimately live more “authentic” lives.

Ms. Muroff Kalt graduated Phi Beta Kappa from Duke University with a B.A. in psychology and has spent the past decade working for some of Westchester’s most reputable mental-health agencies, including the Center for Preventive Psychiatry in White Plains and Four Winds Hospital in Katonah. Here, she designed and facilitated therapeutic groups, provided intensive psychotherapy and prepared and implemented comprehensive treatment plans for mothers and their children. Prior to these stints, Ms. Muroff Kalt spent 10 years in marketing and sales in New York City at firms like L’Oréal, Monet Jewelers and Givenchy.

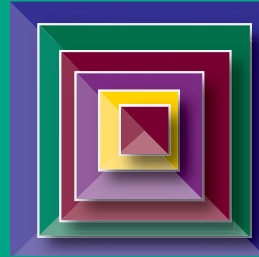
Her own foray into motherhood—and the struggles that followed—led Ms. Muroff Kalt to establish The Authentic Mom so that other moms would have a safe, intimate place to discuss personal issues, cultural pressures and expectations that make parenting so stressful.

Learn more about The Authentic Mom—and find a self-exploration group near you—by visiting our website at www.TheAuthenticMom.com.

If I don't take advantage of every opportunity to enrich my children, I worry that they'll fall behind the other kids. Everyone is so competitive.

*-Amanda K.
mother of three,
Briarcliff*

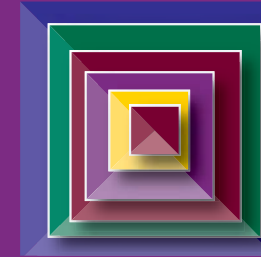
The Authentic Mom



Self-Exploration
Groups for Mothers

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MOTHERHOOD:

We know what it's *supposed* to be...





...NOW LET'S
TALK ABOUT
WHAT
MOTHER-
HOOD IS
REALLY
LIKE.

- Do you feel anxious, overwhelmed or unfulfilled?
- Do you ever feel like you're not good enough?
- Are you tired of being told how to raise your kids...and how you're supposed to feel about it?

As moms, we're constantly bombarded with messages dictating how we should raise our children—and how we're expected to feel about it. Whether it's a family member, friend or the media, everyone has a "formula" for every aspect of parenting.

But what if your experience doesn't mirror what everyone else describes? What if your feelings about motherhood are out of sync with the "norm"?

The demands on me are endless. I feel like I have to do everything perfectly. Everyone else seems to have it so together, but I'm just exhausted."

*-Sarah G.,
mother of two,
Scarsdale*

REALITY: MOTHERHOOD IS STRESSFUL

In our status-obsessed society, it's easy to get caught up in a whirlwind of performance and achievement. We send our kids to the "best" schools, enroll them in the "best" music/art/sports programs and give them the "best" enrichment opportunities, so they'll go to the "best" universities, get hired by the "best" companies and acquire the "best" things.

The result? Our kids are under constant pressure to perform—and we're stressed out by the demands of being the "perfect" mother. Buying into the notion that our children "come first," we drift away from our core selves and lose sight of our wants and needs. Consequently, we feel self-doubt, experience self-blame and lead unfulfilling lives.

Nobody talks about what they're really feeling about being a mother; maybe they can't even admit to themselves that they feel anything negative.

*Karen L., mother of one,
Hastings-on-Hudson*

So, mothers: How can you live a life that's truly right for you?



I feel like there's something wrong with me because I don't love being a mother the way other moms say they do. There's a lot about parenting I just don't like.

*- Liz Z., mother of two,
White Plains*



BECOMING A MORE AUTHENTIC MOM

The Authentic Mom puts you on the path to a more authentic, fulfilling life. Its mothers-only groups meet weekly in the greater Westchester, NY area, providing a safe place to explore the issues and pressures that make parenting so stressful.

Limited to eight moms, these intimate self-exploration groups offer the support of other mothers dealing with similar issues, along with the insights and guidance of an expert facilitator. Ultimately, you'll learn to understand and accept your feelings about motherhood and cultivate a sense of empowerment as you strive to live more authentically.

It's time we get together to speak openly and honestly about our *true* experiences of motherhood. Check out the schedule for The Authentic Mom self-exploration groups at www.TheAuthenticMom.com today. For more information, call 914-582-0801 or e-mail moms@TheAuthenticMom.com.