

## Social Superstar Spotlight

### Rosabella Consulting, LLC: EntrepreNerds™

One fantastic Social Superstar submittal came from the forward thinking organization, [Rosabella Consulting, LLC](#). Founder and Principal, Ariana Friedlander, prides herself on following her gut, and this time it really paid off. “What starts as a small, passionate need could be a viable business,” she said during a recent interview. This sentiment is at the core of [EntrepreNerds™](#), a book discussion group and Friedlander’s brainchild.



A desire to develop a strong professional stance and to inspire budding entrepreneurs led to the creation of this focused learning experience. Anybody entrepreneurially minded may participate in the “titillating discourse and quality conversations.”

According to Friedlander, the best part of the program is “fostering your entrepreneurial spirit, and the perspective you gain during this collective wisdom share. The discussions help people think of themselves as a legitimate business.” Through EntrepreNerds, a diverse crowd shares their passion in an environment that encourages innovation, creativity and paying it forward.

Beyond the book group discussion, EntrepreNerds has incorporated other ways to have a positive social impact. Books leftover from a Sip & Swap social in 2012 were donated to the county jail, repurposing them for the inmates benefit. EntrepreNerds keeps it local too, by partnering with Old Firehouse Books, an independent Old Town bookstore. This partnership has bolstered the stores sales of business books and strengthened its network of learners.

Fort Collins can expect even *more* from EntrepreNerds as it plans to develop other synergetic relationships. For now, look out for EntrepreNerds' latest; The E-Awards, which recognize the top three business books for taking a risk, challenging the status quo and providing something uniquely valuable.