



February 14, 2010

**FOR IMMEDIATE RELEASE:**

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Just in Case by Jack's Mom

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**New Travel Accessory Flies High!**

A working mom and frequent business traveler launches a fresh place to rest your head –in the air – Just in Case Airline/Travel Pillow Covers!

Ann James, of San Jose, California, is a busy entrepreneur, teacher, den mother, consultant and even a private pilot who traveled by air for her job. To keep up with her active lifestyle and craving the comforts of home on her often long business travel she created Just in Case.



**Ann's story**

I have been a frequent business traveler for years, and like most people who travel for a living have become a creature of habit in maintaining comfort and keeping home as close as possible. I always fly with my own travel pillow. It is, for me, an indispensable creature comfort when I'm away from home.

I made a pillowcase for my travel pillow with a scrap of fabric left over from a jumpsuit I had made for Jack when he was a toddler. It was my way of not only having a personal pillowcase, but the fabric kept also me close to my son by picturing him in the outfit bopping around the house!

In spring of 2009, on a flight home from Chicago, a flight attendant noticed my travel pillow covered with crazy green bugs (it really was toddler fabric!) and asked, "Where did you get that?" When I told her I had made it she said "I would buy one of those in a minute."

As fate would have it, within a month of that conversation, the recession hit our family



hard. My client of 10+ years laid me off. My husband, who is a licensed contractor, was also struggling for business. I knew a reinvention was necessary for my family to survive. I sat for hours thinking about new ways to create an income for us when I glanced over at my pillow laying dormant and said, "Bingo!" Reinvention was knocking, and now I had time to answer the door. I began earnestly making Just in Case a reality.

Fabrics selections, manufacturing partners, pricing and other details complete, *Just in Case* can now be the answer for the one item that makes traveling feel like home –your own travel pillowcase.

For the last several years, Jack has been asking me to take him on one of my trips. Unfortunately it hasn't been doable -- consultants just can't have their kids in tow on a business trip. Once I started working on Just in Case, I thought what better way to teach a child about business than to involve him in the process? "Bingo" again!

Now I can say yes after so many years of saying no. Jack was promoted from son to my new VP of R&D. Of course, I had to explain what "R&D" meant, but it didn't take him long to jump in and take his role seriously. We've been having a great time working together as I teach and he learns, and as he teaches and this "old dog" learns a few new tricks.

The neatest part is that now Jack can travel with me, because he's a vital part of the business! And I have to tell you, he loves getting suited and booted! Just ask the ladies at Robert Kaufmann Fabrics in Los Angeles. We took our first business trip together to their showroom for fabric selection, and the ladies there loved working with him. He had a blast, and can't wait for his next trip. He even has his own Frequent



Flyer number. ☺ Gone are the green bugs of toddler-hood, my son is well on his way to being a fine young (business) man. Who knows, he may even see you at the show. He is, after all, my VP of R&D.

I don't know whether *Just in Case* is a wild success or just a small ripple in a big pond. Regardless, Jack has enjoyed learning about business and manufacturing, and I have enjoyed working with an industry I have enjoyed most of my life: air travel. If we can spread a bit of *home away from home* to weary travelers then our job is well done!

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