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## The Accountability Partners



Ann Sachs (on left) and Carey Earle (on right) communicate by phone and in person at monthly WPO meetings.

*Photo Courtesy Mindy Goodfriend*

Ann Sachs and Carey Earle aren't afraid to tell it like it is. Though Sachs, 61, and Earle, 42, have very different business backgrounds, they've formed a relationship that they say has strengthened their respective businesses and themselves.

Sachs, president and CEO of New York City-based Sachs Morgan Studio, Theatre Design Specialists, and Earle, founder and chief idea farmer of South Newfane, Vermont-based Green Apple Marketing, a marketing and branding consulting company, met through their involvement in a New York City chapter of the Women Presidents' Organization.

What began two years ago as an assignment in their peer advisory group launched into a relationship they now refer to as an accountability partnership.

"It's the best practice for entrepreneurs," Sachs says. "Every entrepreneur needs it."

Despite hectic schedules, the women find one hour a week, usually on a Monday evening, to chat on the phone and discuss their respective goals and to inspire one another to forge ahead.

"It forces you to step back and look at the big picture," Earle says.

Though they aren't considered peers in regards to their age, Sachs and Earle consider one another peers on a business level. In fact, they say their 19-year age gap has been beneficial.

"At 42, I've gained a big sister who knows things I don't know, who's experienced things I haven't, and that's been really powerful," Earle, the oldest of five sisters, says.

Sachs says her relationship with Earle has pushed her out of her comfort zone and helped her articulate her hopes, dreams and failures. In fact, Earle encouraged Sachs to begin the process of writing a non-fiction book chronicling her experience applying theatrical techniques to business.

"If it weren't for Earle as my accountability partner, I may not be writing my book," Sachs says.

Earle recently completed the first draft of her work of fiction, with the working title, *Confessions of A Fat Girl*.

"The fact that we're going through this process together, it's kind of like having double energy because we're both going to find out things as we explore the publishing process that we can share with each other," Earle says. The duo exchange information on agents and book proposals and help one another stick to their deadlines.