

5 a solution in a SNAP

After raising nine children, Lisa Pinegar has had plenty of experience installing car seats. But it never became a task she enjoyed.

"Every time I would put in a car seat it would drive me crazy," she says. "Moving it from car to car, it seemed like I was always having to put it back in when I was in a hurry."

With this thought weighing on her mind, the Provo resident happened to catch an episode of Oprah where a mom shared her story of losing her child after not installing a car seat correctly.

"This gut wrenching feeling came over me and I thought, 'That could have been me,'" Lisa says. "I sat there and cried because of her. How many times have I said, 'I'm just driving down the road, I don't want to put the car seat in.' It was just consuming me."

And then, the answer came to her. She ran to a novelty store to collect the items to assemble a prototype, then spent the night researching materials on the Internet. The result? The Snap-n-go — a handy tool to ease the process of threading a seatbelt through the narrow openings in a car seat.

The process was time consuming, Lisa says, as she sought out the best materials and created attractive packaging, all while being a single mom of nine.

"I just took an idea and ran with it," Lisa says. "I had no idea how to do it because I'd never done anything like it. But things just kept falling into place."

And after launching the Snap-n-go at a baby expo and on her Web site, things continue to snap into place.

"The light clicks on in people when I show them the product," Lisa says. "I can see it's a universal concern. Seeing appreciation from other people has been wonderful. It's energizing." **UV**

Find Lisa's snappy car seat solution at mamalisas.com.



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