

## phillyBurbs' Woman of the Week: Allison Resneck

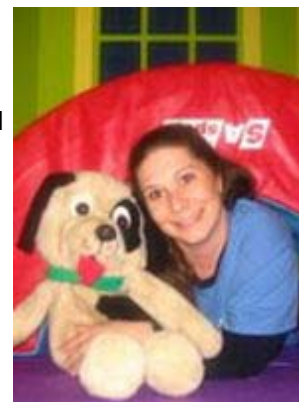
### Owner of Romp n' Roll in Limerick, PA

By: **MARILYN RUSSELL** (Wed, Mar/12/2008)

Allison Resneck is a former account executive and mother of three. While trying to come up with a solution to juggling work and family, she began brainstorming entrepreneurial ideas and seeking a business that would help working mothers multi-task daily activities while allowing them time to spend with their children. And, in spite of dealing with major health issues, luckily, her persistence paid off when she discovered Romp n' Roll.

Romp n' Roll is the nation's only one-stop children's enrichment center that allows for the strengthening of minds through exercising of bodies and imaginations via gym, art, music and more.

In Fall 2007, Allison became the owner of the first Romp n' Roll franchise in this area. With probably one of the best business philosophies ever – "Nurture the Genius and "Unleash the Goofball," Romp n' Roll is completely different than any other children's enrichment camp and features whimsical play areas with brightly colored walls, ramps, bridges, slides and tunnels, along with trapeze, balance beam and monkey bars. Not to mention, it saves Mom's lots of time by incorporating many worthwhile philosophies and activities under one roof!



**WOTW:** *How did you get started down this career path?*

**Allison:** In March 2006, I gave birth to my third daughter, another blessing for our happy, healthy family. Just one week later, however, I suffered from a minor stroke that set off a chain of unfortunate events in my life. The stroke left a cluster of blood clots in my brain and when they hemorrhaged a few weeks later, I was hospitalized for more than a month. Shortly thereafter, I was diagnosed with Fibromyalgia and was forced to live with chronic, widespread pain. The headaches and pain were so unbearable at times, I wasn't even able to hold my baby, and my desperation quickly spiraled into a serious state of depression.

With my husband's encouragement and support, I decided to regain control of my life and began searching for career opportunities that would take my mind of the pain and create a positive, rewarding environment in my life. I started researching business opportunities on the internet and came across Romp n' Roll, a one-of-a kind, children's imagination center which, at the time, had two locations in Richmond, Va. When I learned that the Romp n' Roll founders started offering franchise opportunities in early 2007, I visited the Richmond locations and knew right away that the business was a perfect fit for me and the Limerick community. I loved the idea of providing art, gym and music classes to children and their parents, all under-one-roof, and decided to sign on as Romp n' Roll's first franchisee in October 2007. Since then, the franchise has quickly expanded across the country with 13 locations in operation or under development.

**WOTW:** *What would you say is the best thing about what you do?*

**Allison:** Working with children is something I've wanted to do for a long time and opening Romp n' Roll gives me the opportunity to do this. Seeing children have fun and learn at the same time is very rewarding. The business model also provides the flexibility to leave work and be home within five minutes if I need a quick smile from my daughters.

**WOTW:** *What have you enjoyed most about starting your own business?*

**Allison:** I have never been the entrepreneurial type. I've always worked for someone else so being responsible for all aspects of the business was a great challenge. Watching our building go from an empty shell to a vibrant and successful business was very rewarding and exciting.

**WOTW:** *What is the most difficult thing to accomplish?*

**Allison:** Getting the right staff in place, which I think we have accomplished. It is very important that all staff members have a love for children, a positive attitude, are energetic, patient, always smiling and have an understanding of what the children and parents need.

**WOTW:** *You've jumped many hurdles; of what are you most proud?*

**Allison:** Romp n' Roll is a place where children can laugh, learn, grow and play. I felt that this was missing in the community for the five-and-under age group and we have made it available at an affordable price.

**WOTW:** *Allison, describe your overall philosophy and how you utilize it with your responsibilities at work.*

**Allison:** Treat everyone as you want to be treated, and that includes children. We want everyone who visits Romp n' Roll (parents, children, guests at birthday parties) to feel like they had a positive experience. This includes exceeding expectations on cleanliness, knowledge, assistance and admiration of children.

**WOTW:** *If you could change one thing in our world, what would it be?*

**Allison:** I would change all the hatred in the world. As I mentioned previously, I feel everyone should be treated as equals. There are more important things in life than basing your existence on other people's differences.

**WOTW:** *What's your guilty pleasure?*

**Allison:** Chocolate.

**WOTW:** *What CD or book would you want with you on the deserted island?*

**Allison:** A book of challenging Sudoku puzzles. At night, these help me unwind and get to sleep. The CD would be Billy Joel "The Complete Hits Collections 1973 – 1997."

**WOTW:** *What advice would you share with someone starting out?*

**Allison:** Don't be scared to take a chance. Do something you are passionate about. You spend a lot of time at work and must enjoy yourself.

**WOTW:** *What's the next challenge?*

**Allison:** I want to open additional Romp n' Roll franchise locations in the Philadelphia area so that I can be a part of even more children's lives.

Even if your not in the market for child care...take the Romp n' Roll Virtual Tour at [www.rompnroll.com](http://www.rompnroll.com) – it'll make you smile.

If you'd like to nominate an extraordinary woman you know, please submit the nomination to me via email – [Marilyn@957benfm.com](mailto:Marilyn@957benfm.com).

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