

/ fortune teller /



A MILLIONAIRE SPILLS HER SECRETS

> Once a filmmaker drowning in debt, Wendy Robbins has grossed more than \$5 million since 1999, when she attached bobby pin tips to copper wires and hooked America on the Tingle. The scalp massager, which you move through your hair like fingers, has been called “an orgasm for the head.” (Goldie Hawn nabbed one; George W. Bush bought multiples.) This month Robbins joins Kelly Ripa as a business expert on TLC’s *Homemade Millionaire*, a show that helps inventors pitch the Home Shopping Network. She also wrote the new moneymaking manual *Why Marry a Millionaire? Just Be One*. Her tips, free of charge:

/ campaign promise /



BORN (BEFORE 1965) TO RUN

The nonpartisan 2012 Project wants to help “third act” women reinvent themselves into elected office. “Women over 45 are typically at the top of their professions,” says Mary Hughes, executive director of the project, part of Rutgers University’s Center for American Women and Politics. “They’re battle tested.” To introduce women in fields like science and technology to the idea of running for office, Hughes sends a team of female former legislators to industry conferences and regional meetings. Potential candidates are then hooked up with campaign training programs. “This project is about saying to women, We need you to be part of the policy-setting conversation,” Hughes says. For more info, go to www.cawp.rutgers.edu.

/ changemaker /



IMPROVE AN EXISTING PRODUCT
A handbag is a tough sell unless you’re Marc Jacobs; a handbag with a solar-powered charger pocket for juicing your iPhone on the go has a shot.



PROMISE A BETTER LIFE (WITHOUT USING CLICHES) Robbins called the Tingle “a better way to relax instantly, without pills.”



ALIGN WITH THE STARS Robbins gave away her product at a trade show for celebrity makeup artists; they passed it on to their glittery clients. “Julia Roberts tingled Catherine Zeta-Jones on the set of *America’s Sweethearts*,” she says, adding that the benefit of celeb attention is press. After a story ran in *In Style* magazine, Robbins sold 25,000 Tinglers in two weeks (up from 3,000 the previous month). Go to tsnn.com for a list of upcoming trade shows. —KATY MCCOLL



Back to Afghanistan

Hassina Omar was delivering rice to a school for deaf children when a bomb exploded at the nearby Kabul International Airport. “The kids couldn’t hear the commotion,” she says. “So I tried to suppress my fear.” Omar, an Afghan American, runs an organization called Handicapped Children of Afghanistan (childrenofafghanistan.com), which provides food and medical supplies to kids who’ve been wounded in the war. She has personally delivered 30 wheelchairs, 150 pairs of crutches and enough pillow-size sacks of rice to feed 900 families for two months.

Omar moved with her family from Kabul to Nebraska in 1979, at age 12. The decade-long Soviet war in Afghanistan had just begun, and the country would fall under Taliban rule before it could recover. “The Taliban do not believe women have the right to do anything,” Omar says—so for 29 years, she refused to return to her childhood home.

After her mother died in 2007, Omar, who sells ads for a Denver radio station, took over the nonprofit that “Mamo” had launched three years earlier, at age 74. “She was so selfless,” Omar says. “The material things that once meant something to me, like my Chanel purse, she cared nothing about. For as long as I live, I will honor her charity.” —NANCY SHARP