

# St. Louis **Business** Journal

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## Shoptalk

# Talk of the industry

St. Louis Business Journal - by [Greg Edwards](#)



Brian Cassidy

Beth Daniels and her company, developed Creative Child magazine's 2009 game of the year "Family Talk."

**Creative Child magazine's** 2009 game of the year goes to "Family Talk," a card game that gets families talking and that was created by Beth Daniels and her company, Around the Table, in Eureka. It was selected based on reviews by more than 100 mothers and educators. "Engaging family members in real conversations can be a challenge because we think we know everything about them," Daniels said. "With 'Family Talk,' you find out how much you don't know." Sales of the game and six others the company created will exceed \$100,000 this year, she said, up 400 percent from last year.