

CAROL WIK LENTZ

1945

Carol Wik Lentz was born to Russell and Ardyce Lentz. She was an only child. She went to Grant High School where she was very active. She was the school princess in her Junior year and Vice President of the student body in her Senior year.

Carol married James Gardner in 1971 when she was 25 years old. Carol and James lived in Brazil while James was with Ford Foundation. In 1979, they had a son, Jay, in Brazil.

Some highlights of Carol's life:

- Eighteen years as CEO/President of Zelda Wisdom, Inc.
- Wrote/designed and published twelve books. (Eight gift books, three children's books, one coffee table book.) Andrews McMeel Publishing, Macmillan Publishing, Perseus Books Publishing, Beyond Words Publishing.
- Wrote/designed over 600 Zelda Wisdom greeting cards for Portal Publications, Hallmark (ZW was their #1 selling mass card line), American Greetings/CardStore.
- Licensed Zelda images on more than 200 products around the world: from calendars to cookies, from figurines and magnets to mouse pads and cutting boards, from stuffed/plush Zeldas to Zelda apparel and jewelry.
- Appeared on the Oprah Winfrey Show, Good Morning America, the Today Show, the Martha Stewart Show, CNBC's Power Lunch, CNN, FOX, etc. Print media included: the New York Times, the London Sun, Ladies' Home Journal, Parade Magazine, Animal Fair, the Wall Street Journal, etc.
- Speaker for Macmillan Speaker's Bureau and Great Women Speakers. Topic: How to Go From Underdog to Top Dog Without Barking Up the Wrong Tree. Groups include: NAWBO (National Association of Women Business Owners, Key Bank (Key 4 Women), inRegister Magazine (Head 2 Toe event for women), etc.
- Author of Zelda's Day to Day Dogmas, an on-line daily e-mail sent to thousands of international subscribers.
- Recently named to the Outstanding Women's League Hall of Notables and will be honored, along with ten other women, in Washington DC at the White House, May, 2015.

