

# A New Attitude

**Barbara Babbit Kaufman proves that in sports—and life—optimism is everything.**

## the schedule

### 6:30-7:30 a.m.

I wake up, read the paper, check my emails and, if I'm hungry, grab a bite to eat. Breakfast usually is a scooped-out, toasted, six-grain bagel with peanut butter.

### 7:30-8:30 a.m.

I drive to Leita Thompson Memorial Park in Roswell to meet my wonderful and motivating trainer, Matt Russ, and my training partners, Linda Silberman and Ruth Rosenberg.

### 8:30-11 a.m.

My training group and I do a four-mile trail run, then bike 15 miles, then run another four miles. Matt also mixes in drills and weight training to keep us on our toes. It's a hard workout, but I love it.

### 11 a.m.-12 p.m.

I shower at Body Pros in Roswell, then drive back to my office in Buckhead to work on items related to my consulting job.

### 12-2 p.m.

I work and eat lunch at my desk. Lunch is usually a salmon salad I pick up at Eatzi's or a turkey sandwich I've packed for myself.

### 2-4 p.m.

I am on the board of Omni National Bank, so I attend a board meeting there.

### 4-6 p.m.

It's back to the office, where I check my emails, return phone calls, prepare for my speeches, and work on the upcoming book, "A History of Jews in Atlanta," which will be published in June 2006. I am co-chair of the project that is spearheading this book. I also use some of this time to chat with my five adult children on the phone.

### 6-7:30 p.m.

I leave to give a motivational speech to a corporation. My speech is based on the tenants of my book, and I try to personalize the speech to each audience. I really never tire of giving these speeches; I'm too passionate about the subject matter! I usually eat dinner with the corporation before or after the speech.

### 7:30-9 p.m.

I go home and read the *New York Times*. After that, I'll usually do a crossword puzzle and catch up with my husband.

### 9-11 p.m.

I do some more reading and go to bed!



Barbara Babbit Kaufman holds her second-place plaque after the 2005 Château Élan Duathlon.

**Y**ou may remember Barbara Babbit Kaufman as the founder of Georgia's Chapter 11 discount bookstore. Or maybe you know her as the author of "Attitude," a motivational book published in 2004. Perhaps you've run into her in the Atlanta business world—after all, she has held powerful positions in more than six different fields over the span of her career. But the last time you saw her, it may have been at a place you didn't expect—the finish line of a duathlon or marathon. Fifty-year-old Babbit Kaufman, who says she didn't begin exercising until she was in her late 30s, is now a competitive amateur athlete who trains or exercises six days a week. "I love endurance athletics because I'm very goal-oriented, and my race goals keep me motivated," Babbit Kaufman says. "I've been amazed by what I can do, and it's wonderful to realize how strong I am." Read on for a glimpse into a day in the life of one of Atlanta's busiest—but most balanced—women. —Allison Weiss *Entrekin*