



FOUNDER BIO

BETH CORETS

In 2008, Beth Corets was just another carpool mom braving an afternoon of L.A. traffic with an arsenal of snacks, paperwork, magazines, makeup and a cell phone crammed into her open bag. Minutes later, her bag and its contents had slid off the seat and onto the floor. Although she was no stranger to Bag Dump, this day was different because the bag she retrieved was a recent birthday present. Wishing to find a way she could connect her new bag to the passenger seat, Beth was inspired. What if the bag's decorative hardware was also functional, like a handcuff? Conjuring what a "Handbag Handcuff" would actually look like made the afternoon drive fly by.

For the next few months, Beth used her daily commute to think about Handbag Handcuff®'s design. Somewhat obsessed, she scribbled notes on the back of her kids' old homework at red lights and during their karate, soccer, gymnastics and voice lessons. Today's Handbag Handcuff® design is faithful to her original sketches, including the signature shape of the cuff itself.

BACOR, Inc. is a socially conscious company, reflecting Beth's personal beliefs about the environment and helping people on many different levels. With success, she intends to fund and support initiatives to aid women, children, animals and the environment. Beth envisions BACOR, Inc. as a business with numerous products designed to make life easier. Beth serves on the board of Covenant House California and is passionate about the plight of homeless children. She recently participated in CHC's Executive SleepOut and spent the night on the streets of Hollywood to raise awareness and funds for its programs. Additionally, in 2012, she traveled with her oldest daughter to Guatemala and a delegation from Covenant House International to meet with girls and children who had been victims of human trafficking, sexual abuse and are of high social risk. Beth is also an animal rights advocate and has rescued a number of dogs, including current family members Lu2, a gray pit, and Redford, a retriever mix.

An unrepentant insomniac, Beth prefers the news over music, enjoys genealogical research and collects items for her never-to-be-finished scrapbooks. Beth's mission to "save the world" from Bag Dump notwithstanding, her other interests include reading, traveling, exercising, eating cheese and chocolate, and occasionally succumbing to her shoe and handbag addiction. Beth's favorite moments are when she explores a new city or decompresses with her family in a warm tropical destination.

Beth was raised in New York and moved to California after college to pursue a career in entertainment law. Beth, her husband screenwriter/producer Al Gough, and their three children live in Los Angeles with their dogs. Beth is a member of the California Bar. She graduated Phi Beta Kappa with a B.A. in English and Communications from University of Rhode Island, and received her J.D. from Loyola Law School of Los Angeles.