

# Faces Of New Bedford #111: Jennifer Potter

Meet Jennifer Potter, 34-year-old business analyst, mobile app project manager and founder of SouthCoast Mamas & Babies.



After giving birth to her and her husband's daughter, Jennifer had a desire to get to know other mothers. She wanted to have like-minded families around her and thought it would be beneficial to start a Facebook group to accomplish this. With the help from her best friend Stephanie Chace, she started the group. What started out as a small group to bring different groups of people together to host outings has turned into a group filled with nearly 3400 families, all helping each other grow and building lasting friendships.

Jennifer worked on building this group all while she has been working at her full-time job with the Turino Group, where she is a business analyst. Recently though, her role has been transitioning into their mobile app development department of the company. This has helped play a major role in her SCMB group, as Turino Group recently launched a mobile app for their group, and will be released by the end of July.

With the Facebook site, website and now mobile app, Jen is hoping to broaden the reach the group has had and bring even

more families and businesses together. She has been able to secure working partnerships with local businesses, so that most of the group events are free and the hope is to continue this in the future, allowing parents a fun and affordable way to socialize not only their children but themselves with other parents.

*“Bringing together the surrounding communities is important and that gets me excited.”*

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Faces of New Bedford is a project by Colton Simmons. If you are interested in booking a shoot or getting prints from the series email all inquiries to [colton@coltonsimmons.com](mailto:colton@coltonsimmons.com).

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Read more of the Faces of New Bedford series **here**.