WOMEN’S LEADERSHIP SUMMIT

Summit topics:

• The growing voice of women in Annapolis
• Women in cyber
• Gaining access to business capital
• Living optimally
• Tips from entrepreneurs

Series sponsor:

KESWICK
Right Care. Right Time. Right Place.
Buy for your parents, your loved ones or yourself a Community For Life Membership
(Gift certificates are available for purchase)

Community for Life at Keswick enables you to help your loved ones remain living in their homes, doing the things they love for as long as possible.

We help you help them!

What Membership Includes...

• Home Assessment
• Handyman & Home Maintenance Service
• Wise & Well Center for Healthy Living Membership
• Transportation Support
• Groceries and Medication Access
• Health and Wellness Concierge
• Personal Balance/Falls Risk Screening
• Peace of Mind

For more information, please contact:
Stephanie Pessin, PT, BA, BSPT, MPT
Community for Life Concierge
PessinS@ChooseKeswick.org
Office: 410.246.7187 | Cell: 443.890.0289
FEATURES

The growing voice of women in Annapolis ......................................................................................... 10
Breaking down the firewall: Women in cyber.................................................................................... 13
Gaining access to capital for women-owned businesses ........................................................................ 20
Living Optimally: Balancing one’s mind, body, health, faith, family and focus .............................. 22
Turning obstacles into opportunities, lessons from women entrepreneurs .................................. 24

IN EVERY ISSUE

Tech Tip ................................................................................................................................. 4
What’s in Your Purse? .............................................................................................................. 8
5 Women Who Changed My Life ............................................................................................... 30
Path to Excellence Event ......................................................................................................... 32
Movers & Shakers ................................................................................................................... 33

To advertise or order additional copies of Path to Excellence, email Advertising@TheDailyRecord.com.

Cover photo: From left Ruth Martin, vice president of Workplace Justice Campaigns at MomsRising; Caryn York, executive director of the Job Opportunities Task Force, Michelle Siri, executive director of the Women’s Law Center and Del. Ariana Kelly, D-Montgomery, at the corner of Main Street and Francis Street in Annapolis. (Editor’s note: Del. Kelly was Photoshopped into the photo.)
LETTER FROM THE PUBLISHER

Change is happening and we can see the change across all industries in Maryland. Women are in more leadership roles than ever before across various industries, they are being elected to more seats in the legislature and they are tackling tough issues to create change and awareness. They are doing all of this while still juggling families, education, health issues and a commitment to their community.

On March 20 The Daily Record will bring Top 100 Women, Leading Women and women professionals to network, learn and create change at our third annual Women’s Leadership Summit. We are proud to host this event on the campus of our presenting sponsor, Coppin State University. I also want to thank our other sponsors — series sponsor Keswick and innovation sponsor Port Covington; topic sponsor the Cybersecurity Association of Maryland, Inc.; and nonprofit leader Chimes. This issue of Path highlights the topics that will be tackled at the summit. For those who can’t join us in person you can still take away some of the ideas and lessons that will be shared by our successful panelists and moderators.

The opening session will look at the growing voice of women in Annapolis. Michelle Siri, executive director of the Women’s Law Center, will moderate a panel that includes Del. Ariana Kelly-D-Montgomery; Caryn York, executive director of the Job Opportunities Task Force; Ruth Martin, vice president of Workplace Justice Campaigns and MomsRising; and Jo Saint-George, founder and CEO of FHG Media Enterprises, LLC.

With a record-setting class of female legislators at work in Annapolis, women’s issues and concerns are playing a key role in the legislative process. Hear from legislators and advocates who are working behind the scenes to create change that impacts women and families in Maryland.

Alicia Wilson, senior vice president and senior legal counsel for Port Covington Impact Investments, will lead a panel on gaining access to capital to secure business growth and success. She will be joined by Natasha Brown-Wainwright, Natasha’s Just Brittle; Takia Ross, Accessmatized Makeup Artistry; and Audrey Johnson, mid-Atlantic regional lead for supplier diversity for Kaiser Permanente.

Christina Majerkni, senior VP, client solutions at Domain5, will moderate a panel about women breaking into cybersecurity featuring Gina Abate, president & CEO of Edwards Performance Solutions; Dr. Emma Garrison-Alexander, vice dean of Cybersecurity & Information Assurance Department in the graduate school at University of Maryland University College; and Melissa McCoy, chief technology officer at Kaizen Approach.

Coppin State’s Dr. Tracey Murray and Dr. Lori Harvin will speak about Leading Optimally, finding the balance of mind, health, faith, family and focus. They will talk about maximizing oneself at 80-percent.

Veronica Cool, founder & CEO Cool & Associates LLC, will moderate a panel about lessons from women business entrepreneurs. The panel includes Rebecca Teaff, owner of Redstart Creative; Dr. Tammina Lucas, executive director, The Warnock Foundation; Natalie Mangrum, CEO, Maryland Teacher Tutors; and Gina Ramsey, president of Pink Dog Digital.

Our next Path to Excellence networking event will take place Monday, June 17, at Towson University. Visit www.thedailyrecord.com/path-to-excellence/calendar for updates and details about the networking series events and to register to attend.

Be sure to sign up for our free Women Who Lead email newsletter, a twice-monthly newsletter with information about women leaders and issues from around the state and beyond. Visit www.thedailyrecord.com/path-to-excellence/ to check out our redesigned webpage and sign up for the newsletter. You can also join The Daily Record’s Women Who Lead group on LinkedIn to connect with other women leaders.

I hope to see everyone at the 24th annual Top 100 Women event.

Suzanne E. Fischer-Huettner
Publisher, The Daily Record

UPCOMING DATES

| March 20 | Women’s Leadership Summit | 7:30 a.m. – Noon | Coppin State University |
| April 15 | Top 100 Women | The Joseph Meyerhoff Symphony Hall | 5:00 – 8:00 p.m. |
| June 17 | Path to Excellence Networking Series | Towson University | 5:30 – 7:30 p.m. |

TECH TIP

CLAUDIA TOWLES
Owner • aMuse Toys

Let’s face it, being the boss (and a girl boss at that) has its challenges. We set the tone, creating the environment in which our businesses operate. As a leader, problem-solving and hard work are requisites for the success of our businesses. Leading requires the ability to control without suffocating, to manage without dictating and to inspire without overwhelming. It’s a balancing act and it’s not the easiest.

Whether you are a one-woman show or at the helm of a larger organization you have got 99 problems and extra time is not one. So, cue the productivity apps that make the crazy a little more tolerable.

GOOGLE CALENDAR

My life in one app. On top of organizing my own entries, Google Calendar allows me to integrate all of my schedules, with far-reaching integrations across applications. It’s the depository for all things in life in just one or two clicks. Soccer game? Order arrivals or contract deadlines? It’s all there, in one place!

WUNDERLIST

List-Queen should be my middle name. If there is something to do, there is a checklist for it. We all get pulled in a million directions, and if you are like me, you have the attention span of a gnat. Because Wunderlist is web-based, I can have it synced across all my devices — my desktop, my laptop and my phone. Even better, I can delegate to staff and family.

PDF ESCAPE

If you handle tons of files or are getting scans in separate PDFs, this app is for you. Quickly combine and merge multiple PDF files in one file. Stay organized and keep things that should be together in one electronic file.

TURBOSCAN

I do not do well with paper. I am also a recovering perfectionist. This app is worth the $5. It stores your files electronically, effortlessly framing and efficiently scanning your documents. Gone are the days of illegible scans and wasted time trying to get those perfect corners.

CAMCARD

I did already mention my ongoing losing battle with paper, right? Well, that also includes business cards. This app takes care of multiple issues: a) legibly scans the card, b) imports the information to your phone contacts and c) can integrate with CRM software (sales force). Time saved (insert checkmark).

SLACK

Stop trying to track down that email or text to your team. Slack delivers a seamless, searchable interface that allows you to effectively communicate and deposit information for your team.

DOODLE

Stop the endless availability of emails. One email, one dashboard with everyone’s availability. Done. Meeting scheduled.

IFTTT

Stands for If This Then That. You can create triggers for apps and devices to talk to each other. I manage a ton of deliveries, orders, and social media channels. One thing triggers the other. It basically makes everything play nicely together and helps you be more productive.
3rd ANNUAL WOMEN’S Leadership Summit

Wednesday, March 20, 2019
7:30 – Noon
Coppin State University

The Daily Record’s Women’s Leadership Summit brings together Top 100 Women, Leading Women and women professionals to learn, share and build their professional network.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration and breakfast, Talon Center</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Welcome and sponsor introduction</td>
</tr>
<tr>
<td>8:15 - 9:00</td>
<td>Opening panel: The growing voice of women in Annapolis</td>
</tr>
<tr>
<td>9:00 – 9:30</td>
<td>Session 1: Gaining Access to Capital to secure business growth and success</td>
</tr>
<tr>
<td>9:30 - 10:30</td>
<td>Session 2: Taking the Seat at the Head of the Table: Women Breaking into Cybersecurity</td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Session 2: Women Business Entrepreneurs - Making the choice to rise up and lead</td>
</tr>
<tr>
<td>11:45 - noon</td>
<td>Exhibitor Fair/Networking</td>
</tr>
</tbody>
</table>

8:15 - 9:00 - Opening panel: The growing voice of women in Annapolis
There is a growing voice of women in Annapolis which is creating positive and necessary change. The important role that women's issues and concerns are playing in our legislative process. Hear from legislators and advocates who are working behind the scenes to create systemic change that impacts women and families in Maryland in positive ways.

9:00 – 9:30 a.m. - Exhibitor Fair/Networking

9:30 - 10:30 - Session 1: Gaining Access to Capital to secure business growth and success
We often hear about how women business owners want to gain more access to capital, but often times people traditionally think about gaining capital in the loan context. This panel will expand the conversation to both contracts and customers and how can we market and drive capital to business through those means as well.

9:30 - 10:30 - Session 2: Taking the Seat at the Head of the Table: Women Breaking into Cybersecurity
The panel, moderated by Christina Majernik, Senior Vice President at Domain5, will discuss their journeys of breaking into the male-dominated field of cybersecurity — the highs, the lows, the lessons-learned, challenges to be overcome and potential solutions. This esteemed panel of women executives will dive deep into what it takes to have a seat at the head of the table in cybersecurity.

10:30 – 10:45 a.m. - Exhibitor Fair/Networking

10:45 - 11:45 - Session 1: Leading Optimally: Evidence-based practice aimed at optimal leadership
Guided by personal and professional experiences, the presentation addresses functionality, performance and balance of one's mind, health, faith, family and focus. The presenter provides a unique framework of how to maximize oneself at 80 percent rather than pushing to or beyond 100 percent.

10:45 - 11:45 - Session 2: Women Business Entrepreneurs - Making the choice to rise up and lead
Behind the success stories are also the obstacles every business owner faces along the way. We’re showing you how your obstacles can be the biggest growth accelerators if you let them. We will dig into how to go from obstacles to opportunities. Our panelists will share, from their experience, how the less than perfect aspects of business ownership have helped them propel their businesses to the next level.

11:45 - noon - Exhibitor Fair/Networking
Six women featured in this month’s issue are Top 100 Women honorees and one is a Leading Women honoree.

Veronica Cool  Ann Quinn  Gina Ramsey  Michelle Siri  Rebecca Teaff  Alicia Wilson

Maryland has the 6th highest death rate from breast cancer in the U.S. #unacceptable

JOIN OUR FIGHT. SAVE LIVES.
www.komenmd.org

Harford County Public Library
HCPLonline.org

Congratulations to our CEO & Wonder Woman
MARY HASTLER
Daily Record Influential Marylander Honoree 2019

Photo by Matt Button
Like many parents, Francoise Wilson yearned to find a way to combine her personal obligations with a return to the accounting world.

Francoise’s family commitments meant that a regular, full-time position would not fit well. “I didn’t want to give up anything,” Francoise recalls, “The school events, the kids’ games, volunteering. I wanted time to do all that and work too.”

Francoise, previously an auditor with Coopers & Lybrand and a 1993 Baltimore-to-Pittsburgh transplant, had heard that Bookminders was offering opportunities for accountants that wanted to work part-time. She joined the company in 2005. “With the ability to work primarily from home, my personal life and business commitments were balanced. As my children grew and I had more time, I took on more clients. I was able to easily adjust my workload. Over time, I experienced a gradual evolution of growth in both clients and responsibilities.”

Once Francoise’s children went to college, she accepted a full-time management position. “As a Client Relations Manager, I coached others through the process of integrating personal and professional responsibilities.”

In 2017, the long-awaited opportunity to transfer home to Maryland arose at her husband’s company. Bookminders decided that rather than see a valuable employee leave, they would open an office in the Baltimore market, with Francoise at its helm. As the Baltimore CRM, Francoise enjoys the structured flexibility she has come to expect from Bookminders, as well as the opportunity to positively impact the company’s small business and nonprofit clients.

Francoise is glad to be home, extending optimal work-life balance to accountants in the Baltimore-Annapolis area. “I raised my family without missing anything and I had a job I loved. I’ve been able to move back home and stay with Bookminders. My work-life balance is ideal. The best part is, now I get to help others in this region achieve it too.”

**Why Clients Use Bookminders**

- Increase mission focus
- Implement efficient processes
- Address complex requirements
- Minimize accounting cost
- Improve financial controls
- Eliminate turnover disruptions

**Why CPA Firms Refer Bookminders**

- Maintain independence
- Increase profitability
- Assure service timeliness
- Focus on high value services
- Improve engagement efficiency
- Eliminate cleanup work

**About Bookminders**

Bookminders provides timely, accurate and cost-effective bookkeeping for nonprofits and small businesses in Baltimore, Pittsburgh, and Philadelphia. Its unique approach affords work-life balance to a staff of 80+ degreed accountants, while providing access to highly skilled professionals clients otherwise couldn’t afford.

**About Francoise**

Francoise Wilson, a graduate of the University of Baltimore, is the Client Relations Manager for Bookminders Baltimore. She also serves as the Quality Assurance Manager for all Bookminders locations and is a Meals on Wheels America volunteer.
Years ago Stacey Smith was working in marketing for a homebuilder. But when the recession hit she was laid off. She started her own marketing and events planning company but was struggling to find clients.

Someone told her she didn’t seem her usual happy self and needed to change her attitude. The person told her to go home, light a candle and write a letter about everything she was grateful for. Two weeks later she landed her first client.

“I think it was that mindset shift; if you think positive thoughts good things will happen,” Smith said.

Smith created a logo —“think happy, bee happy” — and was thinking about starting a whole business around it with hats, sweatshirts, mugs, pens. She even developed a website, but life took her in another direction. Smith is now the president and CEO of the Cybersecurity Association of Maryland, Inc. (CAMI).

“I think it was that mindset shift; if you think positive thoughts good things will happen.”

Ironically, Smith is actually allergic to bees. She said she should have had her EpiPen in her purse, but she tends to keep it in her car instead.

She finds bumblebees inspirational and carries a bag of trinkets in her purse that contains a bumblebee charm and a bumblebee coin. It also has a saying about how the bumblebee shouldn’t be able to fly because its wings are heavier than its body.

“So in spite of what science says it shouldn’t be able to do, it does,” Smith said.

“Sometimes when I have a big day ahead I look at this and I’m like, ‘Hey I can do this.’

The bag of trinkets is more like a bag of inspiration to Smith. It also has a bluebird charm and a four-leaf clover someone gave her.

The bee theme is evident elsewhere in her purse. The small cosmetic bag she carries in her purse has a bee logo and her purse itself even has bee on the latch.

“Anything with a bumblebee typically catches my eye,” Smith said. “My house is filled with them. It makes it easy for gift-giving for family and friends.”
In each issue of *Path to Excellence*, we ask a successful woman, “What’s in your purse?”

The Purse

1. Keycard to her office that is in the ETC co-working space in East Baltimore. The Cybersecurity Association of Maryland has been in the space since September 2015.
2. Reading glasses.
3. Earbuds, which are usually always tangled.
4. Her favorite uni-ball pen. “I just love how it writes.”
5. Business cardholder from White House Black Market. She has a stash of them at home to give as gifts or to a new team member.
6. A bag of trinkets that help provide inspiration. It includes a bluebird of happiness, a small bumblebee coin and small bumblebee charm along with a saying that a bumblebee technically shouldn’t be able to fly because its wings are heavier than its body, but it does. There’s even a four-leaf clover in the bag, too.
7. Cosmetic bag with a bee logo on it. She carries lipstick in it, even though she often forgets to put it on during the day.
8. Coach wallet.
9. Cellphone with a Tigger case. She loves the high energy of Tigger.
11. The purse is a Bosom Buddy Bag and even has a bee as the latch.
How the growing voice of women in Annapolis are looking to uplift others

By Gina Gallucci-White
Special to The Daily Record

Ruth Martin, MomsRising’s vice president of workplace justice campaigns, says that one of her favorite things the advocacy organization has done in Annapolis is having members showing up as their full selves.

She has brought her two daughters, Vivienne, 9, and Beatrix, 7, to sessions including having them sporting superhero capes for a number of years to urge state legislators to use their legislative superpowers to pass the Maryland Healthy Working Families Act, which passed last year.

“When you show up with kids and their wagons and their toys and you make yourself seen and heard, it can have a really big impact,” Martin said. “I’m definitely excited about the time where that seems less out of the norm and you see Annapolis become overall more family-friendly.”

Vivienne has become really passionate about politics and wants to become a state legislator one day. She even wrote a school report on Del. Jheanelle Wilkins D-Montgomery.

“I think (Vivienne) sees the process and how it works and why it matters to have people show up and share their story,” Martin said. “But she also recognizes that this is not something that everybody can do and why it is so important to listen to your friends and your family members and take their stories to Annapolis and show up and be there for the people that can’t make it. ... So when we go we want to make sure we are not just there representing ourselves but we are representing all the people that can’t be there.”

For many years, women were underrepresented at the Maryland General Assembly, but that is changing. Women are becoming a growing voice in Annapolis, creating positive and necessary change. This year’s session welcomed the largest number of female representatives yet, not to mention the increasing number of lobbyists, activists and staff members.

Martin is excited by the way women are supporting each other. “For so long, people inaccurately want to write this narrative how women compete with each other, and that is just not my experience,” she said. “I think there is a real power in this squad approach, this Shine Theory approach to working together, lifting each other up and how much more we can accomplish. I think, in my experience, (this is the) way that women naturally interact with each other, and it’s really inspiring.”

A look at the growing voice of women in Annapolis will be the opening panel at The Daily Record’s third annual Women’s Leadership Summit on March 20 from 7:30 a.m. to 12:30 p.m. at Coppin State University. The summit brings together Top 100 Women,
“I think there is a REAL POWER in this squad approach, this SHINE THEORY approach to WORKING TOGETHER, lifting each other up and how much more we can ACCOMPLISH. I think, in my experience, (this is the) way that women naturally interact with each other and it’s REALLY INSPIRING.”

— Ruth Martin, MomsRising

Leading Women and the state’s network of women professionals to learn about important topics facing women, discuss community involvement and create mentoring relationships.

“It’s going to be inspiring,” said Michelle Siri, executive director of The Women’s Law Center of Maryland. “You are going to get to meet really interesting women that are doing great things. It is a chance to network and it is a chance to learn and hear things from a perspective that you might not already be considering things in... Right now (in the General Assembly), there are just so many exciting things happening.”

Michelle Siri,
The Women’s Law Center of Maryland

Siri will be moderating the panel featuring Martin, Jo Saint-Charles, political action chair of the NAACP Maryland State Conference, Del. Ariana Kelly, D-Montgomery and Caryn York, Jobs Opportunity Task Force (JOTF) executive director discussing women’s growing voices and a wide variety of topics, including workplace harassment, uplifting the voices for women of color and economic security.

Saint-George believes women understand the intersectionality of laws and bring that knowledge to politics. “(Women) are looking at things in a very holistic perspective not just what I often see is in these narrow, singular minded ‘I just want to address one thing’ (issue),” she said. “Women say ‘No. We want to address that one thing but we want to look at how that one issue impacts other issues’ and how the laws work synergistically to have an impact that is not only addressing the single issue but it doesn’t create unintended problems or it helps support other issues that are just as important as that one issue. I think because of our multitasking (abilities) ... we bring a very holistic perspective to lawmaking and lobbying.”

Raising the minimum wage and women’s equal pay are top priorities for the NAACP this session.

“The Fight for $15 is almost paramount, and the reason being is you have so many black and brown women in roles and positions in jobs where they are so sorely and grossly underpaid — that should be the fight for our life right now because women are the leaders of their homes,” Saint-George said. “They are single mothers. They are raising children. They are also leaders in their organizations, and when they are grossly underpaid it contributes to the poverty in our community.”

JOTF’s mission is to eliminate education and employment barriers to allow low-wage workers to advance to high-wage jobs. York notes a majority of their policy agenda this session is focused on decriminalizing poverty, reducing instances where individuals are interacting with the criminal justice system as a result of poverty and increasing minimum wage.

With more women getting elected, more women are becoming interested in employment opportunities that Caryn York,
Job Opportunities Task Force
allow them to be advocates and/or lobbyists.

“So you are seeing more and more women in our state houses, in our city halls, in our local government buildings and entities because they realized that for so long, we haven’t been at the table,” she said. “Many of these policies are dictating what we can and cannot do, and the policies are crafted and dictated by men — honestly, white men. You are finding more and more women are forcing themselves at the table and setting the table and then dictating what dinner is going to be served to their respective constituencies and the like.”

“The FIGHT for $15 is almost paramount and the reason being is you have so many BLACK and BROWN WOMEN in roles and positions in jobs where they are so SORELY and GROSSLY UNDERPAID — that SHOULD BE THE FIGHT FOR OUR LIFE right now because women are the LEADERS OF THEIR HOMES,”

— Jo Saint-George, CEO PHG Media Enterprises

Meet the presenters

9:30-10:30 - Session 1: Gaining Access to Capital to secure business growth and success

Moderator:

MICHELE SIRI — is the executive director of the Women’s Law Center of Maryland, a statewide nonprofit dedicated to ensuring the physical safety, economic security and autonomy of women across Maryland through free legal services, education and legislative advocacy. She is a former board chair of Planned Parenthood of Maryland, treasurer of the Maryland Legislative Agenda for Women and sits on the boards of the Maryland Network Against Domestic Violence and the Baltimore County Bar Association. She has been awarded The Women’s Bar Association’s Rita C. Davidson Award in 2018 and was twice named one of Maryland’s Top 100 Women by the Daily Record.

Panelist:

JO SAINT-GEORGE is founder and CEO of FHG Media Enterprises, LLC, the legal industry’s first woman and African-American/ Native American legal media and tech company whose mission is to promote minority and women lawyers as digital thought leaders. Her community service consists of serving as pro bono lobbyist for the NAACP Maryland State Conference, former Criminal Justice Chair for the NAACP Montgomery County Branch, Board Member of the Women Lawyers Division of the National Bar Association and she has served as President of the Maricopa County Bar Association.

Panelist:

RUTH MARTIN is vice president of Workplace Justice Campaigns at MomsRising. Previously, she worked at Planned Parenthood Federation of America, where she led a campaign to increase the public affairs capacity of affiliates. She established and led new initiatives at the Women’s Campaign Fund, including “Appoint Her,” a campaign encouraging women to seek appointed office. She also directed People For the American Way’s state policy and grassroots advocacy with a focus on election reform issues. She serves on the board of directors for the Maryland Legislative Agenda for Women.

Panelist:

CARYN YORK is executive director of the Job Opportunities Task Force (JOTF), an independent, statewide nonprofit organization that promotes policies and programs to help low-wage workers advance to high-wage jobs. She is JOTF’s youngest executive director and the first African-American female to lead the organization. She works tirelessly to encourage key policymakers and stakeholders to adopt and support policies and programs that eliminate educational and employment barriers and facilitate the successful entry, or re-entry, of low-wage workers.

Panelist:

ARIANA KELLY advocates for the diverse needs of women and families. In 2010, she was elected to the House of Delegates representing the 16th District, which includes Bethesda, Chevy Chase and Potomac. As deputy majority whip, she serves on the Health and Government Operations Committee and chairs the Health Occupations and Long-Term Care Subcommittee and the Montgomery County Delegation Economic Development Committee. She also chairs the Joint Committee on Children, Youth and Families and served as the 2018 President of the Women Legislators of Maryland.
Women represent one-half of the workforce in the United States, yet when it comes to professions in the cyber industry, female representation is lacking.

A recent report from Cybersecurity Ventures suggests that the number of women in the cyber industry is 20 percent when including a more diverse job title range and smaller companies. Even so, with a workforce shortage in the industry, there is a ripe opportunity for women to enter this field with the potential to earn top-paying, leadership roles.

Melissa McCoy, Gina Abate, Dr. Emma Garrison-Alexander and Christina Majernik — all top leaders in the cyber industry — aim to showcase the barriers women face in the cyber industry and how to break them during their panel discussion at The Daily Record’s Women’s Leadership Summit.

Melissa McCoy, who serves as the chief technology officer at Kaizen Approach, a security consulting firm based in Columbia, says that even though she has been in the field for more than 30 years, women weren’t always a minority in cyber and tech, representing almost half of her department. Even her boss at the time was a woman.

But, as time went on, McCoy noticed women in information technology roles became proportionately smaller. “In the past seven to 10 years, I’ve noticed that I am now one of the only women in the room. That can be pretty intimidating for someone just starting out,” she said.

Dr. Emma Garrison-Alexander, vice dean of the Cybersecurity & Information Assurance Department in the graduate school at the University of Maryland University College, believes media and television have played a big role in shaping views of women in the tech industry — not always in a positive way. While working with a group of girls for the Cool Careers in Cybersecurity for Girls program, she noticed that almost all of the girls wanted to do something in fashion, design or entertainment. The girls who did have an interest in STEM-related fields, she said, had some sort of influence in their life that propelled their interest in science- and math-related fields.

She and the other panelists want women to know that the cyber industry fits with any field of interest. “There are so many different dimensions of cyber that you don’t even have to touch the technical parts,” Garrison-Alexander said. “You can do policy. You can do legal. You can do law enforcement. There are so many facets to the cyber industry, and they are not relegated to just the technology piece.”

Gina Abate, president and CEO of Edwards Performance Solutions in Elkridge, would agree. “Historically, cyber has mirrored other tech industries in being a heavily male-dominated industry. But cyber is so much more. As people realize the full extent of cyber professions and we promote STEM programs earlier, the cybersecurity industry will benefit from diverse perspectives,” she said.

There is a shortage of qualified individuals to fill all the various roles in the cyber industry. According to CyberSeek, a website that tracks the cybersecurity job market, there are 285,681 unfilled jobs. The Bureau of Labor Statistics predicts that jobs for information security analysts in the U.S. will grow 28 percent by 2026. The average salary for an analyst in 2017 was $95,510.

“With cyber remaining a national focus, a major obstacle continues to be a shortage of experienced and trained professionals. We must continue to offer internships and apprenticeships that
Proudly presented by the Cybersecurity Association of Maryland, Inc. (CAMI)

Gina Abate
President and CEO
Edwards Performance Solutions

Firoozeh Azarbajani-Do
CEO
Phoenix TS

Kimberly Beam
Program Manager, Personam ITD
Bridges

Amanda Beechler
Security Engineer
Sealing Technologies, Inc.

Jillian Bennett
Lead Cybersecurity Operations Research and Systems Analyst
Jovian Concepts, Inc.

Arleen Chafitz
CEO/Owner
e-End

Wendy Chin
Assistant Professor/Cybersecurity and CSIT
Community College of Baltimore County

Linda Conrad
Principal, Corporate and Information Security Risk Management
Exelon

Christina Cooper
CEO
OmniCyber Solutions LLC

Shana Cosgrove
CEO
NYLA

Andrea DiGiacomo
COO
Think|Stack

Anjelica Dortch
Senior Policy Advisor
Executive Office of the President

Sisi Duan
Assistant Professor, Information Systems
University of Maryland, Baltimore County

Anna Elhini
Founder & Managing Director
Creatrix Inc.

Dr. Emma Garrison-Alexander
Vice Dean, Cybersecurity & Information Assurance
University of Maryland University College
MARYLAND’S CYBER
Proudly presented by the Cybersecurity Association of Maryland, Inc. (CAMI)
MARYLAND’S
CYBER
WARRIOR
WOMEN

Proudly presented by the Cybersecurity Association of Maryland, Inc. (CAMI)

Elizabeth Wharton
VP, Strategy
Prevaision, Inc.

Tina Williams-Koroma
President & CEO
TSecure, LLC

Emily Wilson
VP of Research
Terbium Labs

Corrin Woodard
Manager
Security Risk Advisors

Yelena Yesha
University Distinguished Professor, Computer Science & Electrical Engineering, University of Maryland, Baltimore County

Emma Zaballos
Director of Analysis
Terbium Labs

Maryland CYBER DAY 04.11.19
MARKETPLACE

Information. Connections. Solutions.

Attend to connect with the information, products, services and resources needed to make your business or organization cyber secure.

[ April 11, 2019 | 1:30 - 4:30 PM | Live! Casino & Hotel | Hanover, MD ]

Visit MDcyber.com/Marketplace

PATH TO EXCELLENCE
“Prepare our workforce as they enter the cyber industry,” Abate said. McCoy also thinks that the emphasis on teaching programming in schools may be turning potential candidates off. When she is asked to participate in recruitment programs or to speak at local colleges, she tries to stress that programming or coding is really such a small part of the job. “Maybe 5 percent of my time is doing programming. Most of the work in IT is configuring what software vendors put out there. You need to know how to configure, manage or troubleshoot it,” she said. “I’m worried that the focus on programming is creating an artificial barrier.”

The panelists also want to stress that everyone, male or female, starts from the bottom. “Everyone has to learn and develop their skills and we all have to go through training and education,” Garrison-Alexander said.

Christina Majernik, CEO of Domain5, a cybersecurity firm in Columbia, said that the cyber industry is no different than any other male-dominated field. The key to breaking barriers is learning new skills. “With no formal education in cybersecurity, I worked extremely hard to self-educate and build my industry knowledge, knowing that this field was only going to grow,” Majernik said. “I’ve also encountered obstacles typical of most male-dominated industries. Typically, I was and still am the only woman in the room. I’ve learned that you cannot wait to be invited to the table. You must build a thick skin and be confident; find and take your seat.”

McCoy couldn’t agree more — adding that if there were any true barrier, it would be lack of confidence. “There’s no difference between men and women as far as technology is concerned. I see no advantage that men have,” McCoy said. “I think that the only thing that gets in your way is your own insecurity. Some of the smartest women, they don’t think twice. They know they are good.”

Meet the presenters
9:30-10:30 - Session 2: Taking the Seat at the Head of the Table: Women Breaking into Cybersecurity

**Moderator**
CHRISTINA MAJERNIK is senior V.P., client solutions at Domain5, a subsidiary of FEDDATA. Previously, she was founder and CEO of Secquity Advisors. She also played a leading role in creating the Center for Cybersecurity Training at UMBC Training Centers. She is passionate about highlighting non-traditional cybersecurity career opportunities for women and minorities and serves on the Cybersecurity Association of Maryland’s Board of Directors, Workforce Development Committee and Diversity in Cyber Committee.

**Panelist**
GINA ABATE is president and CEO of Edwards Performance Solutions, helping organizations achieve secure operational performance. Under her leadership, Edwards expanded its offerings to include cybersecurity and IT services. She has 30+ years of executive, technical and business management experience in the federal government as a civil servant and a commercial sector contractor. She serves as the Cybersecurity Association of Maryland’s Board of Directors chair, where she established its Diversity in Cyber Committee.

**Panelist**
DR. EMMA GARRISON-ALEXANDER is vice dean of the Cybersecurity & Information Assurance Department in the graduate school at the University of Maryland University College. She served as assistant administrator for information technology and chief information officer for the Transportation Security Administration under the Department of Homeland Security and spent 25 years with the National Security Agency/Department of Defense. She was appointed to serve on the Cybersecurity Association of Maryland’s Advisory Council.

**Panelist**
MELISSA MCCOY contributes 30 years of security and information assurance experience to Kaizen Approach, where she serves as chief technology officer. Her background is in commercial IT environments. She has earned various professional certifications and is a current member of the Armed Forces Communications and Electronics Association (AFCEA), Information Systems Security Association (ISSA) and the International Information Systems Security Certification Consortium (ISC)².
According to a report by the National Women’s Business Council, access to capital remains one of the greatest barriers for women to launch, scale and grow their businesses. Research has shown that men tend to start their own businesses with nearly twice as much financial capital than women — $135,000 versus $75,000 — the report notes.

Alicia Wilson, senior vice president of Impact Investments and senior legal counsel to the Port Covington development team, thinks that women-owned businesses can gain access to capital beyond loans and external funds. The key, she said, is to access funding through more contracts and customers.

“We always think of capital as just a loan product. Your access to capital is also access to contracts and customers. For women, we have to be strategic about removing those barriers that prevent them from getting contracts, and gaining access to customers,” she said.

Wilson will explore the topic of gaining access to capital at The Daily Record’s third annual Women’s Leadership Summit at Coppin State University on March 20. She will moderate a panel including Natasha Wainwright, Natasha’s Just Brittle; Audrey Johnson, Kaiser Permanente’s Mid-Atlantic regional senior program manager for strategy and supplier diversity; Takia Ross, Accessmatized Make-Up Artistry; and Debra Williamson, Campus Canopies.

Wilson points out that business owners typically must have significant collateral to get loans. Women, she said, tend not to have that collateral. According to the Institute for Women’s Policy Research, men are more likely to receive start-up funding from venture capitalists, angel investors and financial institutions, while women are more likely to use their own credit, take out home equity loans in their own names, or rely on family and friends.

The Institute also notes that women entrepreneurs are less likely than men to receive the full amount they requested.

Reports have also shown that women are generally evaluated for promotions based on their past track record and performance. Men are typically promoted based on their potential. In combination with the fact that female investors prefer to work with male business owners, the odds are stacked against most women business owners.

That’s why Wilson sees her role as breaking down barriers for women-owned businesses. She oversees how the Port Covington development can give more access to minority and women-owned businesses.

“There are literally millions of dollars of services and products that are purchased by the development team that allow for the development to come to fruition. It’s my job to ensure we are giving women-owned and minority-owned businesses access to entry into the market,” Wilson said.

Doing so also opens up opportunities for women-owned businesses. Wilson will explore the topic of gaining access to capital at The Daily Record’s third annual Women’s Leadership Summit at Coppin State University on March 20. She will moderate a panel including Natasha Wainwright, Natasha’s Just Brittle; Audrey Johnson, Kaiser Permanente’s Mid-Atlantic regional senior program manager for strategy and supplier diversity; Takia Ross, Accessmatized Make-Up Artistry; and Debra Williamson, Campus Canopies.

Wilson points out that business owners typically must have significant collateral to get loans. Women, she said, tend not to have that collateral. According to the Institute for Women’s Policy Research, men are more likely to receive start-up funding from venture capitalists, angel investors and financial institutions, while women are more likely to use their own credit, take out home equity loans in their own names, or rely on family and friends.

The Institute also notes that women entrepreneurs are less likely than men to receive the full amount they requested.

Reports have also shown that women are generally evaluated for promotions based on their past track record and performance. Men are typically promoted based on their potential. In combination with the fact that female investors prefer to work with male business owners, the odds are stacked against most women business owners.

That’s why Wilson sees her role as breaking down barriers for women-owned businesses. She oversees how the Port Covington development can give more access to minority and women-owned businesses.

“There are literally millions of dollars of services and products that are purchased by the development team that allow for the development to come to fruition. It’s my job to ensure we are giving women-owned and minority-owned businesses access to entry into the market,” Wilson said.

Doing so also opens up opportunities for women-owned businesses.
Wilson argues that the likelihood of gaining capital is higher when a business can demonstrate a customer base. “It’s a much more equitable way for women to be infused with capital. If the test is — do you have customers to necessitate you needing a loan to grow, and you could demonstrate that — it’s a guarantee that your loan is worthwhile,” she said.

Wilson is also looking to develop a women- and minority-owned investment fund to give women businesses a boost. “If we, as women, want to disrupt or remedy past inequities, it’s important for us to become bold and courageous in supporting women businesses,” she said.

Meet the presenters

9:30-10:30 - Session 1: Gaining Access to Capital to secure business growth and success

Panelist

Natasha Wainwright

is a Baltimore-based entrepreneur who previously founded and ran an eco-friendly day care, Progress Place Learning Center. Natasha’s Just Brittle was conceived in the summer of 2009 as part of a business fundamentals learning project for the children at her day care. PPLC Sweet Treats, the day care’s made-to-order sweet shop, sold more than $500 in confections that summer. The brittle was the most popular item and was in high demand from parents long after, sparking the creation of Natasha’s Just Brittle. Natasha’s Just Brittle is available at Whole Foods in Riverdale, Mount Washington and Annapolis and gourmet shops throughout Maryland.

Panelist

Audrey Johnson

is the mid-Atlantic region’s lead for supplier diversity and economic impact initiatives for Kaiser Permanente. She manages the supplier diversity program and leads a robust economic impact strategy for the Washington, Maryland and Virginia areas, serving as a strategic adviser on community investments that address health equity disparities in communities the company serves through initiatives including the Inner City Capital Connections program to build small business capacity and provide them access to capital. Similar initiatives champion Kaiser’s national goals towards community health and wealth building by driving economic inclusion through job creation, small business development, and collective procurement.

Panelist

Takia Ross

is a professional make-up artist and owner of Accessmatized Make-Up Artistry, home of Pretty Mobile Baltimore, DMV’s First Mobile Make-Up Studio. In an effort to grow her business, she decided to take a non-traditional route to raise the capital she needed. She began pitching her business in business pitch competitions where she raised more than $65,000 in cash and prizes. Her artistry has been featured in more than 50 publications and has been seen on both local and national television. She has been featured in various publications for her advocacy and commitment to assisting other women in business obtain the resources they need to grow.

Panelist

Alicia Wilson

is the senior vice president of impact investments and senior legal counsel to the Port Covington Development Team. She is responsible for shaping, advancing and promoting the interests of all of the investors in the Port Covington Development Project by developing strategic initiatives that enhance its philanthropic and investment impact. She is also responsible for cultivating and building key stakeholder relationships and collaborative relationships regionally, nationally and internationally for the Port Covington Development Team. Prior to joining the Port Covington Development Team, she was partner at the law firm of Gordon Feinblatt, a full-service law firm located in downtown Baltimore.
Dr. Tracey Murray

By Meg Tully Special to The Daily Record

Dr. Tracey Murray found herself thinking a lot about leadership when her husband passed away from stomach cancer in 2016.

Could she still lead? How could she move forward when a large piece of her life was missing?

Murray, a dean at Coppin State University, reevaluated her roles and how she balanced her life.

As a result, she went from always pushing herself to 110 percent to maximizing her effort at 80 percent.

She started scheduling regular exercise like she would a meeting. She became more strategic and learned to trust and delegate, empowering her team.

And most important, she was more patient with herself.

“It’s fine because at the end of the day only you as a leader know what you were trying to fully accomplish,” Murray said. “You have to strategize and operationalize the other people more.”

Murray, dean and professor of the College of Health Professions and director of the Health Centers at Coppin, will be sharing her insights at The Daily Record’s Women’s Leadership Summit. Dr. Lori Harvin, assistant professor in the Helene Fuld School of Nursing at Coppin State University, will be her co-presenter.

Becoming an optimal leader

A lot of what Murray has to say involves inspiring and empowering the people around her, and stepping back from a role where she needs to hold hands.

Although Murray is a dean, she still occasionally practices as a family nurse practitioner. From that vantage point, she knows how important it is that leaders find a way to make time for a balanced life of health, faith and family.

“Leadership is stressful. If you don’t find balance you’re not going to be the most effective, optimal leader that you can be,” Murray said.

Murray advocates that managers make sure every employee has a professional development plan. That allows the employee to grow and set goals to progress in his/her career, while connecting the managers with valuable resources.

And from a higher position of leadership, Murray finds the plans help her make strategic decisions, such as what type of trainings to offer.

Building on how to empower staff, Harvin said she believes leaders should be visionary but also encourage others to be visionaries as well.

For instance, she worked with a team of faculty members and when she stepped back and allowed them to explore different options they found a better teaching strategy that helped students better understand information in a course.

Mentors can provide crucial advice

For Murray, one of the most important pieces of advice she got was at an immersion leadership institute before she was a dean. A presenter said don’t make your goals about just being a dean, make them about being in higher education administration.

There aren’t always deanships available, but there are a lot of higher education administration opportunities, she learned.

Murray got back from the conference and called the dean who sent her to the institute. The dean had previously offered her a leadership role that she turned down.

“I was inquiring if another opportunity came about, would she consider me?” Murray remembered.

The colleague was excited and perked up because she hadn’t yet filled the position, and Murray was able to take an important step in her career.

She has found mentorship is a proven leadership practice that yields results.

She encourages mentoring relationships between people at different stages of their careers, but also connecting with people who are at a similar stage. The camaraderie and knowledge that there are others in similar shoes, as well as learning how other people are handling similar challenges, helps, she said.

Murray has drawn from mentors across many areas of her life. Her own husband was an important mentor to her, as he was the CEO of The Murray Group LLC, which was a service-disabled veteran and minority-owned firm with a focus on cleaning and janitorial, and The Murray Group Holdings LLC, a real estate investment firm. She was the Chief Operating Officer and became CEO when he passed away.

Her husband helped her learn about administration and finance, which served as transferable skills in her roles in higher education administration.

Harvin believes now is a great time for women in leadership. She looks at people like Michelle Obama, and is eager for a future of women, and African-American women in particular, as leaders.

“There’s always a need for women to support, celebrate and inspire each other,” Harvin said.
Meet the presenters

DR. LORI A. HARVIN is committed to doing her part in eliminating health disparities in the community and received an award for outstanding community service in 2016. She is a strong believer in lifelong learning and is always searching for opportunities to improve herself and bring out the best in others. Her research focus is the effectiveness of faith-based organizations and the role of spirituality in improving health behaviors. She recently published an article addressing the role of spirituality in health care delivery. Dr. Harvin’s additional research interest includes cardiovascular disease, diabetes, health disparities, student retention in higher education, social determinants and minorities in nursing leadership.

DR. TRACEY L. MURRAY serves as the dean of the College of Health Professions and director of the health centers at Coppin State University, Baltimore. She previously held administrative and faculty positions within the Helene Fuld School of Nursing at Coppin. Her clinical experience is in medical surgical nursing, maternal-child, women’s health, family practice and end-of-life care. Her research has been focused on postpartum depression, adherence, hypertension, chronic disease management, learner-centered principles and evidence-based practice. Her sponsored research and grants have focused on health disparities and workforce development, with an emphasis on those impacted by social determinants of education and health. She has more than 27 years working in health care and nursing education. Her mantras are: Seize the day; work smarter, not harder; and seek joy, as happiness is temporary.

Chesapeake Employers Insurance makes a big difference in protecting your employees and your bottom line. In 2018, we declared and started paying a $20 million corporate dividend for qualifying policyholders – ten million dollars a year to be paid out over two, consecutive years beginning with July 1, 2018 renewals. Many of these policyholders are small businesses whose loss ratios prove they have a commitment to workplace safety, preventing injuries, and helping their employees return to work. Competitive coverage pricing and a corporate dividend, more reasons why we’re Maryland’s largest writer of workers’ compensation insurance.

Connect with your local agent for a coverage quote today or visit CEIWC.com
Every business owner has faced an obstacle. Growing pains, not having enough capital, lack of time, or trouble finding good employees are just a few of them. Often, how a business owner responds to those obstacles can determine the business’s success. That’s why Rebecca Teaff, owner of Redstart Creative, believes business owners should turn obstacles into opportunity.

She, along with other female business owners, will discuss the less than perfect aspects of business ownership that have helped propel their businesses to the next level at The Daily Record’s third annual Women’s Leadership Summit at Coppin State University on March 20.

Veronica Cool, founder & CEO, Cool & Associates LLC will moderate the panel that includes Teaff; Dr. Tammira Lucas, executive director, The Warnock Foundation; Natalie Mangrum, CEO, Maryland Teacher Tutors; and Gina Ramsey, president, Pink Dog Digital.

“Businesses are poised for great growth because of an obstacle,” Teaff said. “There are so many challenges to being a business owner. You have to have resilience — if you let every little thing knock you down, you’d be out of business.”

After 10 years in business, Teaff faced her biggest obstacle: her largest client decided to cut ties. That client, alone, contributed to a significant portion of her revenue. She realized then that she had only three ways to react: Do nothing, whine about it, or do something about it. Realizing that the client was outside the core of her business, she decided to double down on her market, catering to organizations that were making a positive change in the world.

Natalie Mangrum, CEO of Maryland Teacher Tutors, started her business three years ago. When she came up with the idea for her business, she was told countless times that it would never work.

“Despite people telling me that hiring certified teachers as tutors was a bad idea, I went with my gut,” she said. “I overcame that obstacle by going against the odds and now I couldn’t be happier that I did.”

While there will always be naysayers, Mangrum said, the key is to follow your instinct. She also said you won’t know the outcome unless you try.

Sometimes the biggest obstacles aren’t other people — it’s yourself. Gina Ramsey found this out after having a dream of creating her own digital agency. Despite this dream, she continuously talked herself out of actually doing it. She’d already worked for a digital agency and made a great salary and had a flexible work environment. Why would she want to leave?

“I was living someone else’s reality. My reality was about helping business owners grow their digital footprint. I wanted to be a part of their business and really impact their bottom line. After some soul-searching and terror, I decided to start my own agency. I was terrified, but I had to be true to myself,” Ramsey said.

Ramsey’s firm, Pink Dog Digital was opened in August of 2018. She believes that living authentically is the key to overcoming obstacles.

As co-founder of Moms as Entrepreneurs, Dr. Tammira Lucas spends her days providing entrepreneurial training, financial education and support to the mom entrepreneur community so that they can start sustainable businesses. But, just as her clients must do, Lucas had to overcome any thoughts of giving up — especially as a woman trying to start her own business.

“Being a woman in business with an innovative idea that wasn’t being done and getting everyone to believe in it was one of my biggest obstacles. No matter how many ‘no’s’ I received, I continue to share my story and my why of creating this social enterprise,” Lucas said.

She also said it’s imperative that women build a solid network that they can lean on during the tough times.

No matter what stage a business owner is in, or the obstacle they face, there are steps that can be taken to make it an opportunity, said Teaff.

“It all boils down to four things — look at what’s working, get advice from other people, make a plan, and day after day get the work done. Be in for the marathon, not the sprint,” said Teaff.
Meet the presenters

10:45-11:45 - Session 2: Lessons from Women Business Entrepreneurs - Making the choice to rise up and lead

**Panelist:**
REBECCA TEAFF is a creative entrepreneur, problem solver and dreamer. She is the owner and founder of Redstart Creative a branding and digital marketing company building and supporting brands for women-owned small businesses and nonprofits in the educational, environmental and family support space. Redstart Creative helps those driving positive change in the world — those striving for social impact and equity. She has a passion for helping change-makers that matches her passion for running a business.

**Panelist:**
NATALIE MANGRUM is the founder and CEO of Maryland Teacher Tutors, a private tutoring company that hires certified teachers to provide in-home academic support to K-12 students. Prior to launching MTT, she served as a reading specialist for Baltimore City Schools. She founded Maryland Teacher Tutors in 2015 and now has more than 35 certified teachers working under her leadership. Beyond work, she can be found spending time with her husband and two teenage children, kickboxing and learning all she can from people with more wisdom and life experience.

**Panelist:**
DR. TAMMIRA LUCAS is recognized as one of Baltimore’s Top 40 under 40. She is an award-winning thought leader, author, speaker and philanthropist in the areas of entrepreneurship, social innovation and economic development. She is currently the executive director of The Warnock Foundation where she implements strategies, programming and investments into Baltimore’s innovators and communities. She is also a professor in the College of Business at Coppin State University. With more than 14 years of experience and research in business and social innovation, she has dedicated her life and work on building communities through leadership, innovation and entrepreneurship.

**Panelist:**
GINA RAMSEY is the president of Pink Dog Digital. She has been involved in digital media since 2006. Her role allows her to help businesses grow through their digital footprint. Her services include website development, search engine optimization, content creation, social media management and consulting and digital ad campaigns. She is a two-time Maryland Top 100 Women, BRAVA, Executive Management Award and most recently Women of Influence winner. Additionally, she gives back to the community by serving on the Board of Directors for There Goes My Hero, The Girl Scouts of Central Maryland and the Maryland Small Business Development Financing Authority.

**Moderator:**
VERONICA COOL launched Cool & Associates, a management consulting firm to bridge the mainstream world to the Hispanic segment in the United States, after 20 years in the corporate sector. The firm specializes in an integrated model providing solutions including marketing, workforce development and training. She has blended her financial expertise and operational experience with her nonprofit activities to drive engagement and growth. Her expertise includes commercial banking, lending, financial analysis and sales management, working with Wells Fargo and Bank of America, and leading and operating the state-wide Maryland Hispanic Chamber of Commerce.

Were you a Girl Scout?

Whether you were a Brownie for a year or you earned the highest award, connect with us and share how Girl Scouts influenced your life and career. Sign up for GIRL Talk to learn about alumnae news and events, including our upcoming Cookies & Wine pairing, May 18 at Boordy Vineyards.

Visit gscm.org/alumnae
Finding and training new employees can be difficult. Chimes can help businesses connect with people with intellectual disabilities, who are eager to work.

Chimes was founded in 1947 as a school for children with disabilities whose parents rejected the then prevailing wisdom that their children would never achieve meaningful or productive lives. From those modest beginnings, Chimes has grown into one of the industry’s largest providers of services and supports for people with barriers to independent living.

Today, Chimes Family of Services offers a wide range of programming, including day habilitation, residential, educational, vocational, behavioral health services, employment and supports for nearly 26,000 individuals annually in six Mid-Atlantic States and the District of Columbia.

Chimes challenges business influencers to say “I have a job for a dedicated worker.” Chimes provides dependable, motivated, well-trained and loyal workers who have job coaches at no cost for your business.

Various businesses, government agencies and nonprofits have hired people with disabilities through Chimes. Some of their business partners include: Maryland Institute College of Art, Stevenson University, Sodexo, Safeway and numerous federal agencies. Chimes can provide your business with culinary associates, hospitality, retail, custodial, and business support services.

For more information about the program and employment services call: 410-358-6400 or visit https://chimes.org/services/employment-services/hire-our-workforce/.

**Benefits of hiring people with disabilities**

Statistics show:

- Equal or higher job performance rates
- Higher retention rate
- Lower absenteeism
When Excellence is Essential …
For Your Next Meeting, Conference or Trade Show.

Epsilon Registration offers:
• Online Registration
• e-Commerce
• Real-time Reporting
• e-Marketing
• Badge Printing
• On-site Services
• Follow Up Surveys
• Charity Auctions
• Banquet Seating
• Trade-Show Floor Plans
• Full Service Registration

www.EpsilonRegistration.com • 410.276.4016

A Creative Uptown Baltimore Restaurant and Bar at Hotel Indigo
Offering a Vibrant Regional Food and Drink Scene

Featuring:
= Breakfast, Lunch & Dinner
= Thursday Jazz Nights
= Private Parties
= Validated Self Parking

For information on specials and events call 443-961-3400
24 West Franklin Street = Baltimore, Maryland 21201

Baltimore County’s Small Business Resource Center
Ready to start, grow or improve your small business? Contact us for expert assistance and advice...all at no cost. Services include:
• one-on-one counseling  • financial assistance  • trainings
• business plan development  • marketing advice

PLUS, ask about our Boost Fund for small, minority, women and veteran owned businesses!

Baltimore County’s Small Business Resource Center
102 W. Pennsylvania Avenue, Ste 101 I Towson, MD 21204 I 410-825-6200 I BaltimoreCountyMD.gov/smallbiz

The Maryland Medical Cannabis Commission is proud to support The Daily Record’s Women’s Leadership Summit, Top 100 Women and Leading Women.
The Natalie M. LaPrade Maryland Medical Cannabis Commission develops policies, procedures, and regulations to implement programs that ensure medical cannabis is available to qualifying patients in a safe and effective manner. The Commission oversees all licensing, registration, inspection, and testing measures pertaining to Maryland’s medical cannabis program and provides relevant program information to patients, physicians, growers, dispensers, processors, testing laboratories and caregivers.

Please visit mmcc.maryland.gov for additional information
Women-owned businesses continue to grow in Maryland. The Daily Record and Port Covington will selected three to five businesses to showcase through the Path to Excellence Networking series. The businesses will be selected six times a year from applications at www.thedailyrecord.com/path-to-excellence/innovation-exhibitor/. If you have a women-owned business that targets professional women please apply and share your story.

The following is information about exhibitors that were at the Feb. 5th Path to Excellence Networking Series event at Hotel Indigo as well as those that will be at the March 20th Women’s Leadership Summit.

**More Than a Pretty Place**
Brought to you by design powerhouse and veteran, Deandra Coleman, At More Than A Pretty Place we love to mix affordable design with unique pieces that spark conversation, emote feelings and bring a sense of pride in your home or office. Specializing in virtual design or full service, we are able to meet our client’s where they are while still creating amazing places that are full of personality.

Coleman is passionate about people living in a place that is more than pretty but also is indicative of who they are at their core.

**Wight Tea Company**
Wight Tea Company is a luxury loose-leaf tea company based in Baltimore City. Owner Brittany Wight and her brother/business partner Joseph know good tea and have been studying and pursuing their passion for it for the past 11 years. All of Wight Tea Co’s blends are handcrafted in small batches using ingredients from around the world.

You can find Wight Tea Co in local boutiques, cafes, and restaurants or online at www.wighttea.com
CLEAR MASK
Imagine being unable to see the reassuring smile of a loved one during an important procedure or having hearing loss and trying to lipread and understand a hidden face. The ClearMask is the first, full-face transparent surgical mask that protects patients, doctors, and families, while allowing visibility of everyone’s facial expressions. The ClearMask improves communication and restores human connection while patients face stressful healthcare situations. Additionally, the mask is 2.2x more comfortable and breathable, transforming the surgical mask experience. Surgical mask design hasn’t changed in 120 years. Don’t we deserve something more human?

Mixolo
Mixolo disrupts the stigma around people going out on their own and the notion that relationship status should limit your personal interests or pursuits. An IRL (in real life) social network, Mixolo encourages people to embrace the “power of solo” and participate in their favorite activities — or try something new — in the company of other like-minded adults. Activities are designed for platonic and organic engagement. Members can register for events and connect on its “Going Out” mobile app. Event planners and hospitality/entertainment venues can reach this untapped audience of enthusiastic customers by posting events directly on the app’s host portal.

BeBalanced Hormone Weight Loss Centers
A non-medical approach to helping women balance their hormones naturally, so they can lose stubborn fat quickly, while resolving other hormone-related symptoms with mood, sleep and energy at the same time. Owner, Rachelle Polk recently purchased the Center in Crownsville. Our proprietary program works with the body to correct key hormone imbalances caused by the many forms of stress in modern society. The 14-week program combines all-natural supplements, a whole food diet, relaxation techniques and food sensitivity testing. Find out more about our Becoming Balanced program from our Founder, Dawn Cutillo, author of “The Hormone Shift” at www.bebalancedcenters.com/annapolis.

Taken
Our pop up shop idea is simple; we find some of the best artists and makers, whose products are quality crafted, sustainably sourced and uniquely local. We mix in vintage finds and create beautiful vignettes for a shop experience that welcomes you home.
5 Women who changed my life

Ann Quinn
Principal • Quinn Strategy Group
It is a big task to think of just five women who have changed my life. I have been fortunate enough to have wonderful female family members, mentors and colleagues over the years that have greatly impacted me. Here are a few of the big ones from pivotal moments.

**Joan Quinn, mother**

She was a woman ahead of her time who lived within the constraints of being a housewife and mother in the 1960s and '70s. When my siblings and I were all very little, she taught Head Start and literacy to migrant workers in our community because these were not full-time pursuits and she could be home with small children. Once we entered school, she completed her masters in early education and returned to teaching while I was still in elementary school. Pursuing a career was not that common among women and mothers at the time and it showed me it was possible to have a career, a family, friends and lots of other interests. She encouraged all her daughters to find our own interests, establish ourselves financially and stand on our own two feet. She encouraged me to enter the business world even though it was completely foreign to her. At the same time, her marriage to my father was a great example of partnership and love. When I think of integrity, living authentically and pushing the envelope, I think of my mother. She was a wonderful role model for me.

**Penny Lewandowski**

Penny arrived in Baltimore in the late 1990s and set about banding together the tech community. She didn’t have much to work with but before you knew it, she had established the GBTC, created a board of community leaders and had a vast network to help her with the work. She brought programs and a common vocabulary to the nascent tech community that helped us grow and get traction. I worked with Penny for years, eventually becoming one of her board members. We were good sounding boards and trusted advisors to each other. Penny encouraged me to be entrepreneurial and to take risks professionally and personally. She was intrepid and encouraged and supported me to be the same. She is a powerful example of how taking risks, even when they don’t work out, is worth it.

**Nora Zietz, Director of Abel Foundation Venture Fund**

Nora Zietz helped me think differently about my work experience. I had been working in operating roles in a number of technology startups and was trying to decide what to do next in my career. Nora helped me figure out how to translate my strong operating background into new areas. As a young professional, I didn’t have the experience to look at my work history and skills and find different applications and paths. She suggested I look at the Maryland Venture Fund and I went to work there. This job put my career on a different path and I’ve been very fortunate because of it. I have since gotten very good at being able to translate skills and pattern match to arrive at creative decisions and solutions. Nora’s interest in me and my career helped me develop this insight.

**Barbara Dryer, founder and former CEO Connections Academy**

I met Barbara at a networking event and she told me I should call her for a cup of coffee. I followed up and for the next 10 years several times a year, we would get together for lunch to catch up. Barbara was direct, driven and no-nonsense. She helped me navigate my career and get clarity on my goals. Barbara didn’t have to make time for me. She was running a large education company with its own growth struggles, technology issues and investor demands. But she did. Her generosity was a powerful example to me of the importance of giving back and of making time to help other women. Barbara died in 2014, but I often remember her advice, of her interest in my career and her stern looks when I wasn’t living up to my potential.

**Isabel Angel, my daughter**

As a mother, I feel a responsibility to be a good role model for all my children. However, as the mother of a daughter, I feel that she is watching me and how I live my life with a closer eye. Every generation has its challenges and its opportunities. I wish I could meld the best of both of our generations for her. I’d love to give her all the benefits of learning from the choices I’ve made and opportunities I’ve had and combine that with the new freedom, promise and potential that is unique to her generation. Of course, this is not possible. So instead I work hard to be someone she can trust, admire and learn from as she makes her own way. Knowing that she is watching and learning from me has a huge influence on me.

Occasionally, we ask one of our Top 100 Women or Leading Women honorees to name five women who have influenced her personally and professionally. Do you know a Top 100 Woman or Leading Woman who should be featured here? Email Special Publications Editor Patrick Brannan at PBrannan@TheDailyRecord.com.
More than 150 people attended the first 2019 Path to Excellence Networking series event Feb. 5 at Hotel Indigo in Baltimore. During the event The Daily Record revealed the new Women Who Lead brand, along with the latest issue of the Path to Excellence women in business magazine.

Women Who Lead will be the overarching brand focused on business news that is important to women professionals and dedicated to recognition programs identifying outstanding women leaders. These programs include: Top 100 Women, Leading Women, Women’s Leadership Summit and Path to Excellence.

The Daily Record also announced its new Women Who Lead twice-monthly email newsletter. You can sign up for the newsletter at www.thedailyrecord.com/path-to-excellence.

Co-hosts for the Path to Excellence event included Marie Hartman, Asma Inge-Hanif, Tenyo Pearl, Genevieve Regal, Michelle Siri, Claudia Towles and Maureen Van Stone.

Keswick is the series sponsor and Port Covington is the Innovation sponsor for all 2019 Path to Excellence events.

For the January event, Hotel Indigo was the host sponsors and the nonprofit partner was Marian House, a holistic and healing community for women and their children in need of housing and support services, which collected much-needed items donated by attendees of the networking event.

The next Path to Excellence event is the Women’s Leadership Summit on March 20 at 7:30 a.m. at Coppin State University. Purchase your ticket at www.thedailyrecord.com/womens-leadership-summit/.
MOVERS & SHAKERS

Each issue of Path to Excellence features women on the move. Please share your promotions, new positions and other professional milestones at thedailyrecord.com/movers.

AMIE LONG | Chaney Enterprises

Chaney Enterprises, a ready-mix concrete, aggregates, custom blends, and related construction supplies provider, has promoted Amie Long to human resources director.

In her new role, Long will manage all functions of the human resources department including safety, benefits, training, recruiting, staffing, and wellness. She will also oversee and lead all human resources personnel to ensure they align with the organization's strategic direction and culture. Long joined Chaney in 2015 as a director of learning and development, brought on to spearhead the integration of a new learning management system into Chaney's training curriculum.

A resident of Cape St. Clair, Long earned a bachelor's degree in family studies from the University of Maryland, College Park, and a master's in social work from the University of Maryland, Baltimore.

LISA DEHORTY | Md. Center for Addiction Treatment

Lisa Dehorty, MP, MHC was named CEO of the Maryland Center for Addiction Treatment (MCAT), a 140-bed facility providing medication-assisted detox, residential in-patient care, partial hospitalization, intensive outpatient, general outpatient care, and recovery support programs in Waldorf.

Dehorty has 20 years of leadership experience in the addiction treatment industry. In her new role, Dehorty will lead 168 employees and oversee all operations of the 140-bed addiction treatment facility. Dehorty's extensive experience encompasses a spectrum of roles in the delivery of addiction treatment from the admission process to leadership through all levels of care on the continuum. Previously, she was executive director at Serenity Acres Treatment Center in Crownsville and spent nearly 20 years at Ashley Addiction Treatment in Havre de Grace as director of admissions and director of business development.

As CEO, Dehorty's dual focus will be on providing excellence in care and on assisting in the community with efforts to break down barriers to treatment so that people who are suffering from addiction will come to MCAT to get help.

Dehorty has master's degrees in health care administration from St. Joseph's University and psychology from Towson State University, now Towson University. She also holds a bachelor's degree in psychology from Shepherd University.

CARRIE DOOHER | Crosby Marketing Communications

Carrie Dooher has joined Crosby Marketing Communications as a senior vice president, senior strategist in the firm's Washington office. She will lead national marketing and outreach programs for nonprofit organizations and federal agencies.

Dooher comes to Crosby from Ogilvy, where she was a senior vice president. For the past eight years, she led branding, recruitment and integrated marketing campaigns for clients, including the Peace Corps, Customs & Border Protection, Centers for Disease Control and Prevention and Lupus Foundation. Prior to that, she was the director of trends and consumer insights at the International Food Information Council and Foundation, creating science- and evidence-based communications on health, food safety and nutrition. Her work has received several industry awards and recognition, including a Silver Anvil for multicultural public relations.

Dooher began her career practicing law at two major Washington law firms after earning her Juris Doctorate from the Georgetown University Law Center. She received a Bachelor of Arts from the University of Michigan. She is a Fellow of the German Marshall Fund, a leadership development program to build transatlantic understanding and cooperation. She also serves as a board member of Northern Virginia Family Service, a human services organization providing financial, emotional and physical well-being to those in need, and several previous organizations, including the Y (YMCA) and Children's International Art Outreach.

ROTA L. KNOTT | Community Foundation of Harford County

The Community Foundation of Harford County has appointed Rota L. Knott executive director, bringing more than a decade of experience in nonprofit administration and fund development.

Knott comes to the Community Foundation of Harford County from the Somerset County Local Management Board on the Eastern Shore, where she served as executive director and grew the organization’s annual funding support for nonprofits and community partners that address the needs of children, youth and families.

In addition, Knott served as the executive director of Delmarva Education, a nine-county college access program supporting students in Maryland, Delaware and Virginia.

Prior to joining the Community Foundation of Harford County, Knott was a freelance writer, editor and art director with Pines Media as well as executive director of both the Somerset County Local Management Board and the Delmarva Education Foundation and the Worcester County coordinator for Women Supporting Women.

In her time outside the office, Knott volunteers with the Habitat for Humanity of Wicomico County’s ReStore, was a recycling committee member with the Salisbury Area Chamber of Commerce and was a legislative liaison with the Worcester County Landowners Association.

SHANNON WOLLMAN | Gilchrist

Shannon Wollman joined Gilchrist as its senior director of...
MOVERS & SHAKERS

Each issue of Path to Excellence features women on the move. Please share your promotions, new positions and other professional milestones at thedailyrecord.com/movers.

development, leading the fundraising efforts for the programmatic and capital needs for the entire company.

Wollman brings more than 19 years of development experience for community hospitals and academic medical centers within the greater Baltimore area. Her extensive background includes major gifts, annual and planned giving programs, special events, donor concierge services, staff development and management.

Wollman began her career as a major gifts officer at Sinai Hospital and Levindale Hebrew and Geriatric Hospital, overseeing a $20 million capital campaign for the Herman & Walter Samuelson Children’s Hospital.

In 2011, Wollman joined Johns Hopkins and in 2013 became director of development for the Heart and Vascular Institute, raising more than $40 million over her six-year tenure. Before joining Gilchrist, Wollman held the position of Vice President of Development at Howard County General Hospital.

DR. JEANETTE LINDER | Lapidus Cancer Institute

LifeBridge Health announced Dr. Jeanette Linder was named the permanent medical director of the Alvin & Lois Lapidus Cancer Institute at Sinai and Northwest hospitals. She also continues to serve as the chief of the Weinman Family Department of Radiation Oncology at the hospital as well as vice president of the medical staff.

She is board-certified in radiation oncology and has special interests in brachytherapy (prostate, GYN, LDR and HDR), breast and prostate cancers, complementary therapies (exercise and survivorship), head and neck cancers, image-guided radiation therapy, intensity-modulated radiation therapy, lung cancer, radiation therapy, stereotactic radiation/stereotactic ablative radiation therapy and TrueBeam.

Linder’s areas of special interest include prostate, breast, gynecologic, head and neck, lung and gastrointestinal cancers. She collaborates closely with the entire treatment team of medical oncologists, surgeons and primary care physicians, as well as other integrative services including social work, nutrition, pastoral care, acupuncture and physical therapy. She is a strong advocate for patients and encourages a holistic approach to cancer survivorship.
Smart. Affordable. Relevant.

COPPIN STATE UNIVERSITY
EST. 1900
ONE OF THE LARGEST URBAN REVITALIZATION EFFORTS IN THE UNITED STATES

PORT COVINGTON

The 235-acre master-planned redevelopment is projected to offer:

- Prime location in Baltimore City with 2.5 miles restored waterfront
- Three direct access points to and from I-95
- Visibility and accessibility to 42 million cars per year
- 18 million sf of new, mixed-use development
- 40 acres of parks and green space
- Vibrant retail and entertainment options
- Iconically designed office, residential, and hotels
- A massive engine for economic growth