

bizwomen

SOUTH FLORIDA BUSINESS JOURNAL

MENTORING
MONDAY

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

SOUTH FLORIDA
BUSINESS JOURNAL

Agenda

| | |
|--------------|-----------------------------------|
| 7:30-8:00 AM | Networking and buffet breakfast |
| 8:00-8:05 AM | Welcome |
| 8:05-9:25 AM | Mentoring Monday coaching program |
| 9:25 AM | Closing remarks |

Bizwomen

Gigi Alvarez

CEO and Founder, G. Alvarez Studio

Table 1

Brenda Arce

Vice President, Robert Half

Table 2

Maria Blet

Recent CEO, Wealth Management Firm

Table 3

Jane Bolin

Partner, PeytonBolin, PL

Table 4

Kelley Brown

Commercial Banking SVP - Regional Director, HSBC Bank

Table 5

Fabiola Brumley

Senior Vice President, Bank of America Merrill Lynch

Table 6

Doria Camaraza

SVP & General Manager of the Global Servicing Learning Network, Selection & Americas South, American Express Service Centers

Table 7

Connie Chiara

President & CEO, Corporate Benefit Partners

Table 8

Lisa Duke

CFO, Walter Duke + Partners

Table 9

Lisette Egues

Assistant Vice President of Customer Management, Baptist Outpatient Services, Baptist Health South Florida

Table 10

Sandra Finn

CEO, EdgeCraft Advisors

Table 11

Sheri Fiske Schultz

Co-Managing Director, Fiske and Company

Table 12

Teresa Foxx

General Manager, Barclays Bank

Table 13

Phyllis Green

Chairman, Green Advertising

Table 14

Susan Greene

Chief Marketing Officer, The Miami-Dade Beacon Council

Table 15

Anne Hotte

Executive Director, Greater Hollywood Chamber of Commerce

Table 16

Kathy Koch

CEO, Ambit Advertising and Public Relations

Table 17

Linda Lecht

President, The Education Fund

Table 18

Lisa Lutoff-Perlo

President and CEO, Celebrity Cruises

Table 19

Christine Madsen

CEO, Mad 4 Marketing

Table 20

Jody Maier

Chief Marketing and Business Development Officer, Berger Singerman

Table 21

Lonnie Maier

Vice President Sales & Marketing, Fibernet Direct

Table 22

Ginger Martin

CEO, American National Bank

Table 23

Michele Merrell

President, Merrell Consulting Group

Table 24

Peggy Nordeen

Co-Founder, Starmark

Table 25

Margi Nothard

Founder, Glavovic Studio, Inc.

Table 26

Karen O'Byrne

Chief Financial Officer and Chief Operating Officer, Modernizing Medicine

Table 27

Jennifer O'Flannery

Anderson, PhD
Vice President of Admissions and

Community Relations, Nova Southeastern University

Table 28

Christine Pallesen

Vice President, Dale Carnegie Training

Southeast Florida

Table 29

Luisa M. Perez

Director - Marketing, Communications & Office of Event Management, FIU

College of Business

Table 30

Jodie Petrone

President, Arthur J. Gallagher & Company

Table 31

Cheryl Rees

Senior Vice President and Director of Marketing, Ocean Bank

Table 32

Durée Ross

President, Durée & Company, Inc.

Table 33

Dr. Bernadette Russell

Provost/Vice President, eLearning and Instructional Technology, Palm Beach State College

Table 34

Eris Sandler

Retail Executive Broward County, BankUnited

Table 35

Rachel A. Sapoznik

President and Chief Executive Officer, Sapoznik Insurance

Table 36

Maureen Shea

CEO, Right Management Florida/Caribbean

Table 37

Lauren Smith

Managing Director, Diversified Search

Table 38

Toni Soldano

Director of Enrollment, Union Institute & University

Table 39

Ann Marie Sorrell

President & CEO, The Mosaic Group

Table 40

Dr. Jacqueline A. Travisano

COO, Nova Southeastern University

Table 41

Sandra Veszi Einhorn

Executive Director, Coordinating Council of Broward

Table 42

Mary M. Young

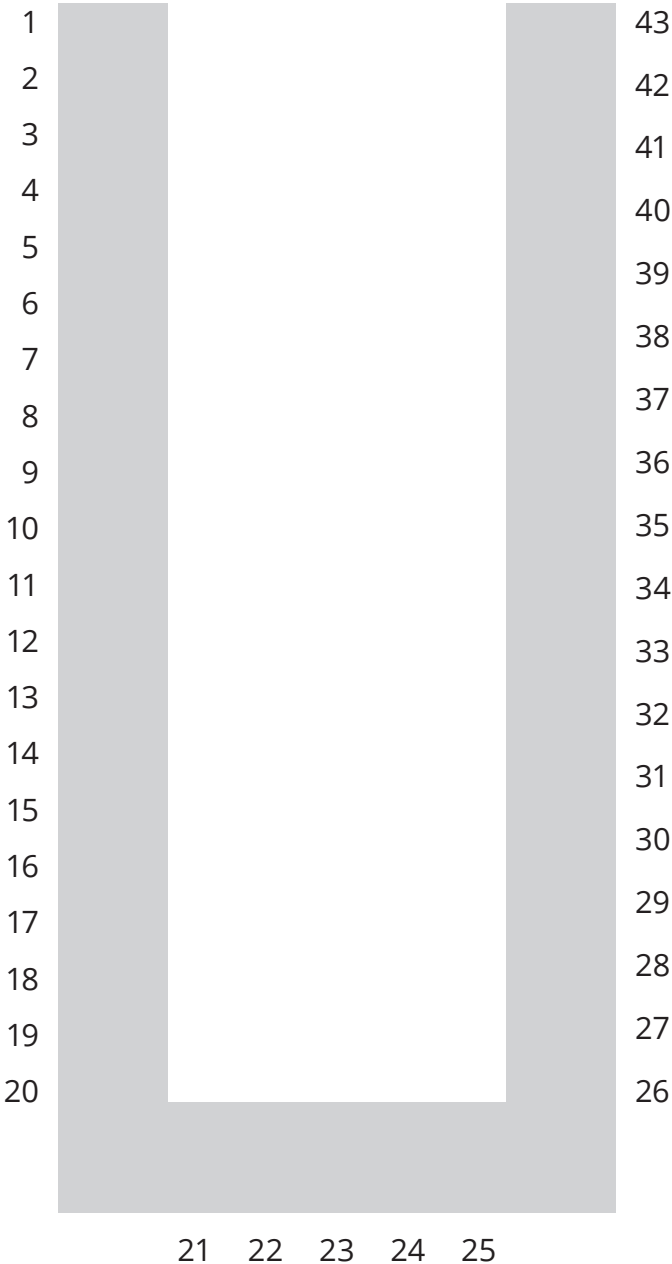
Director, Ziff Career Service Centers, University of Miami

School of Business

Table 43

Directions

The mentors will sit around the tables and the mentees will move tables every 7 minutes when the bell rings to end the coaching sessions. The mentees may stand in line to wait for a specific mentor. This will give mentees/guests a chance to talk among themselves and network while waiting. It's fast, fun and fulfilling as everyone gets a chance to meet new people and gain new insights.



Mentors



Gigi Alvarez | CEO and Founder, G. Alvarez Studio

Gigi Alvarez is CEO and Founder of G. Alvarez Studio, Inc. An Interior Architecture and Design Studio that specializes in corporate, retail, medical, and restaurant work. G. Alvarez Studio is a Minority/Women Owned Business. Gigi is Cuban born, but immigrated with her mother when she was 3 years old; making her almost a native Miamian. She studied Architecture and Interior Design in Miami Dade College and University of Miami. After working in important Architecture and Design offices, she started Slack Alvarez & Associates, Inc. with a partner in 1995. In 2012, she bought out her partner and is now sole owner. In these four years, G. Alvarez Studio has doubled in size and is proud to have expanded its book of business significantly with clients such as: Heineken, Uber, Apple, Diageo, Jones Day, Dr. Smood, and many others. G. Alvarez Studio has blossomed due to its commitment to client relationships. Creative design is what the Studio continually strives for first. After that, it's all about building relationships.



Brenda Arce | Vice President, Robert Half

Brenda Arce manages the OfficeTeam and Accountemps divisions of Robert Half, a specialized staffing firm. In her role Brenda divides her time between business development, introducing services to prospective clients and recruiting functions, all while managing a team. Brenda's business acumen and ability to cultivate and grow relationships, has led her to a successful 10-year career with Robert Half. In 2004, she was tasked with the challenge to launch a new branch for Robert Half. Some of Brenda's professional accomplishments include winning multiple times the President's Club awards for personal growth and leadership and Chairman Club award in 2016. In 2017 she achieved the Five Million Dollar Milestone personal producer mark and has actively participated in mentorship program for Robert Half as a mentee to other managers. Outside of her work with Robert Half, Brenda was name the Chair for the Women's Fund young professional group in 2014. With her leadership, the young professional group held various fundraising events involving young professionals in area to help young girls and women in the Miami-Dade community.



Maria Blet | Recent CEO, Wealth Management Firm

Maria Mas Blet was the Managing Director of BDO Wealth Advisors, LLC, a national wealth advisory firm. Her focus has been on delivering superior client service while helping clients create, preserve and manage their wealth to meet their objectives. Maria is currently the national chair of United Way Worldwide's National Women's Leadership Council (WLC) and as part of the National WLC Speaker's Bureau, shares her insight, wisdom and experience at countless conferences and events on a local and national basis. Her philanthropic efforts don't end there - Maria currently sits on the boards of the United Way of Miami-Dade, Miami Book Fair International, PhilantroGuia, the Miami Chapter of UN Women's National Committee and, Barry University Alumni. Maria has won several awards in business as well as community philanthropy.



Jane Bolin | Partner, PeytonBolin, PL

Jane F. Bolin is an attorney, entrepreneur, dynamic speaker, business coach, and a leader. Originally from the Washington, DC area, Jane is the founder and chief marketing officer of PeytonBolin, PL. Jane is an educator and adviser to board members, property managers, investor and developers. She develops and teaches the Mastering the Business of Your Association™ curriculum. Additionally, she is part of the team at Townsend Consulting Group as a productivity and performance coach. Jane has done considerable work in the area of entrepreneurship through Entrepreneur's Organization of South Florida Accelerator program, Entrepreneur's Organization of Central Florida President and board member, Entrepreneur's Council of the Wayne Huizenga School of Business at NSU as an executive committee member. She is currently a board member of the Children's Diagnostic and Treatment Center, Khushi Hona and previously served as president of the Asian Pacific American Bar Association.



Kelley Brown | Commercial Banking SVP - Regional Director, HSBC Bank

Kelley Brown has been a valuable asset to the HSBC Group for over 17 years. She has held multiple roles within the bank with proven success in addition to her latest position as the SVP – Senior Manager, Mid Corporate Banking. Ms. Brown has been the recipient of many awards including the “Living the Brand Award” and, most notably, the acclaimed “CEO Award”. She has also been recognized as one of the SFBJ's Influential Business Women of 2015. Alongside her responsibility of managing a successful corporate banking sales team, Ms. Brown is currently engaged in career development, and employee empowerment, nationwide leading HSBC's Next Gen program. In addition to her vast experience in the local market, Kelley Brown has achieved academic accomplishments including a dual B.A. in Finance and Marketing from Florida State University and a M.B.A. in International Management from Lynn University.

Mentors



Fabiola Brumley | Senior Vice President, Bank of America Merrill Lynch

Fabiola Brumley is SVP and Southeast region executive for Business Banking at Bank of America Merrill Lynch. Based in Boca Raton, she is responsible for a seven-state region in the southeastern U.S. Since beginning her career in 1982, she has served in a variety of roles, including controller, CFO, commercial lender, client manager and market manager. She is also the Palm Beach County president, a position she has held since April of 2007. Fab earned her BS in Accounting and an international MBA from FAU. She has also earned Six Sigma Green Belt certification. She is a on executive committee and past chair of the BDB of Palm Beach County, on the executive board of the Economic Council of Palm Beach County, the board of directors of the United Way of Palm Beach County and the Florida Bankers Association. She is a member of Bank of America's Global Diversity & Inclusion Council, Women's Exchange and executive sponsor of the Asian Leadership Network. She recently served as a Bank of America ambassador in Brazil under the Global Ambassador Program.



Doria Camaraza | SVP & General Manager of the Global Servicing Learning Network, Selection & Americas South, American Express Service Centers

Doria M. Camaraza provides leadership of the learning functions across our global service, credit and fraud network. Doria also works closely with HR to transform the recruitment process. Since 2005, Doria previously served as SVP & General Manager for the World Service – Americas South region. She was also president of Establishment Services in Latin America and the Caribbean. Doria joined American Express in 1987. She worked in the U.S. Establishment Services business as VP. She began her career at American Express Publishing Company in a number of functions, the latest as VP/Publisher of Departures Magazine. Prior to this, Doria was VP/associate publisher of ASTA Travel News. In 2014, she was recognized as an Ultimate CEO, and in 2011, as an Influential Business Women by South Florida Business Journal. She was also selected by South Florida Business Leader magazine as a top female business leader in South Florida and awarded the 2010 Women Extraordinaire Award. Doria is a Board member for both the Community Foundation of Broward and Broward Workshop.



Connie Chiara | President & CEO, Corporate Benefit Partners

Connie Chiara is President and CEO of Corporate Benefit Partners an employee benefits brokerage & consulting firm. CBP offers an extensive service platform with specific expertise in helping clients to create greater value from their employee benefit programs. An insurance industry executive with over 30 years of sales, marketing and operational experience Connie has held leadership positions with some of the country's largest insurance brokerage & consulting firms. Ms. Chiara founded Corporate Benefit Partners in 2015. Throughout her career Connie has served on many professional and non-profit boards including: President, Gold Coast Association of Health Underwriters – Secretary, Florida State Association of Health Underwriters – President, South Florida Compensation & Benefits Association - Executive Board Member, CBIZ Women's Advantage – Founding Board President, Dress for Success Palm Beaches. In recognition of her professional accomplishments and service to her community Connie was selected by The SFBJ in 2010 as one of South Florida's "Most Influential Business Women".



Lisa Duke | CFO, Walter Duke + Partners

Lisa Duke serves as CFO of Walter Duke + Partners, a leading provider of commercial real estate valuation solutions and trusted advice to the commercial real estate industry that was established in 1975. Lisa actively serves on a number of charitable boards in the community including the Executive Board of Winterfest and the Executive Board of the Port Everglades Association. Lisa chairs the PEA's widely acclaimed Economic Engine Performance Report Luncheon event which attracts over 600 power leaders annually and is the largest single fundraiser for the association. Lisa is a currently a member of the Fort Lauderdale Women's Club, Riverwalk, The Historic Stranahan House and Museum, the Marine Industries Association of South Florida and the Rio Vista Civic Association.



Lissette Egues | Assistant Vice President of Customer Management, Baptist Outpatient Services, Baptist Health South Florida

Lissette Egues is AVP of Customer Management for Baptist Outpatient Services, a part of Baptist Health South Florida. In her role as Assistant Vice President she oversees the Customer Management division, including two Sleep Center joint-ventures, Behavioral Health Services, Physician Business Development, Culture and Patient Experience and Community Health. Prior to joining Baptist, Lissette worked for The Miami Herald Media Company for fourteen years. She held various positions within the advertising division. Prior to leaving The Miami Herald, she was the Senior Marketing Manager, responsible for developing growth strategies and managing event marketing and community relations' initiatives in Broward County. A South Florida native, Lissette is an alumna of Florida International University, where she earned a Bachelor of Science degree in Public Relations with a minor in Marketing Management, and a Master of Science in Integrated Marketing Communications.

Mentors



Sandra Finn | CEO, EdgeCraft Advisors

Sandra C. Finn advises small to mid-sized organizations in several industries, refining and driving the effectiveness of their growth and execution strategies. During her recent 15 year tenure as president of Cross Company Home Services, she transformed a 30 year old mid-sized company, launching new product lines through multiple new distribution partners and driving highly profitable 400% revenue growth. Sandi currently serves as an Advisor to Cross Country Home Services, start-ups Tender Armor and Monikl, and as a board member of The Commonwealth Institute. Sandi has been recognized as Florida's most prominent female executive by the Florida's Women-Led Business Study, female executive of the year by American Business Awards, and an Influential Business Woman by the SFBJ. She holds a B.A. from Brown University, a M.B.A. from New York University, and completed the Advanced Management Program at Harvard University in 2013.



Sheri Fiske Schultz | Co-Managing Director, Fiske and Company

Sheri Fiske Schultz brings over 30 years of experience to her clients, offering both professional expertise and practical insight toward business valuations and litigation support services. In addition to being a licensed CPA, Sheri holds the designation of Accredited in Business Valuation and is Certified in Financial Forensics by the American Institute of Certified Public Accountants. Sheri joined Fiske & Company in 1990 and is now Co-Managing Director of the firm and Director of Litigation Support and Valuation Services. A frequent speaker on topics such as business valuation and forensic accounting, she also has broad-based tax experience in mergers and acquisitions, reorganizations, estate issues and tax compliance. Most recently, Sheri was named a 2016 SFBJ Influential Business Woman, FICPA's Woman to Watch 2014, "Key Partner" in Accounting by the SFBJ, and "Woman Extraordinaire" by Business Leader Magazine.



Teresa Foxx | General Manager, Barclays Bank

Teresa joined Barclays in 1995 as a Director in Internal Audit, based in New York. She assumed her current role in 2004, responsible for the management of the Miami office, comprising money market trading, corporate banking and front office support functions. She is the Chair of Barclays' Miami Compliance and Risk Management Committee, a member of the US Corporate Banking Business Control Committee, as well as, the Regulation W Management Committee for the Americas. Previous employers include Deutsche Bank and Credit Lyonnais. She began her career in the Financial Institutions Division of KPMG Peat Marwick. She serves as the Immediate Past Chair of the Board of Directors for the FIBA, and is a current Board Member of the British American Business Council and the Miami-Dade Chamber of Commerce in South Florida.



Phyllis Green | Chairman, Green Advertising

The career of Phyllis Green spans a thirty year history consisting of television network sales and management, retail and sports marketing, agency management and broadcast sales and traffic. Presently Phyllis is responsible for the management of the company's Boca Raton headquarters, Orlando office, and on-site television facility. With a career start in television, working at NBC-TV and ABC-TV affiliate stations in Miami; Indianapolis, and Boston. Phyllis's career path turned to network TV, and eventually to agency ownership. When ABC-TV established a retail management position in the mid-1980s, they tapped her as their first VP marketing manager for the ABC-TV stations throughout the U.S. Although network television was exciting, Phyllis wanted the challenge and the opportunity to develop a full service advertising and marketing company and chose South Florida as a business base in 1986.



Susan Greene | Chief Marketing Officer, The Miami-Dade Beacon Council

Susan Greene is Chief Marketing Officer of The Miami-Dade Beacon Council, the official economic development organization. Its mission to increase jobs and investment in Miami-Dade County by marketing Miami-Dade as a world class business location, growing local companies and shaping Miami-Dade's economic future. Susan is a veteran marketing professional having served as marketing director for Becker & Poliakoff, a multi-practice multi-state law firm, for more than 20 years. Her background also includes working in the Florida Legislature, on Capitol Hill and as a lobbyist for the National Governors' Association in Washington, D.C. She is a longtime resident of South Florida and a graduate of Miami-Dade County Public Schools. Susan received her bachelor's from Pennsylvania State University and a certificate in business coaching from Florida International University. She is a graduate of Leadership Miami.



Anne Hotte | Executive Director, Greater Hollywood Chamber of Commerce

Anne Hotte has served as the CEO / Executive Director of the Greater Hollywood Chamber of Commerce since January 2010. Through her Chamber, Anne has developed a true passion for Hollywood and its business community as well as residents. For 10 years, prior to coming to Hollywood, Hotte served as executive director of the Leadership Broward Foundation, Inc, a countywide organization dedicated to the training, support and networking of leaders to make a positive difference in the community. Hotte has received the National Community Leadership Association's Preceptor Award, recognizing an individual who has demonstrated extraordinary vision and creativity in the development of community leadership programs. She also received several other local community awards such as Woman of Substance and Style, Woman of Distinction and Regional Leadership Award.

Mentors



Kathy Koch | CEO, Ambit Advertising and Public Relations

Kathy Koch is founder and president of Ambit Advertising and Public Relations, a full service marketing agency. Ambit has been recognized as one of South Florida's largest agencies. Kathy is a board member of the Broward Workshop, the Greater Fort Lauderdale Alliance and serves on the boards of the Tower Forum and the Florida Restaurant and Lodging Association. Kathy received the Florida Achievement Award from the Florida Commission on the Status of Women for serving as a positive role model for women and girls, and was named Business Woman of the Year and one of South Florida's Most Influential Business Women by the SFBJ. She has been honored as a Woman of Distinction – March of Dimes, and Woman of the Year – Women in Communications. She was also named a 2014 Broward Ultimate CEO by SFBJ for her outstanding leadership and commitment to excellence in both business and the community.



Linda Lecht | President, The Education Fund

Ms. Lecht focuses on finding and funding solutions to the myriad of challenges facing Miami-Dade County's public school system. Since 1987, Ms. Lecht has grown The Education Fund to an organization that has provided more than \$50 million in goods and services to improve our schools. Ms. Lecht is charged with creating and overseeing the implementation of various pilot programs, including a demonstration project to change high schools' cultures, and the state's first school focused reuse and recycle center to ensure companies' excess inventory, slightly damaged goods, remnants and used equipment benefits students. Ms. Lecht holds a BS in computer science from Duke University and a Masters in Public Administration from the Wharton School of Business, Fels Center, at the University of Pennsylvania. Ms. Lecht currently serves on the Board of Directors of the Greater Miami Chamber of Commerce.



Lisa Lutoff-Perlo | President and CEO, Celebrity Cruises

Lisa Lutoff-Perlo, a true pioneer of the cruise industry, believes in opening up the world through travel. She was appointed President and CEO of Celebrity Cruises in 2014, making her the first woman to lead one of Royal Caribbean Cruises Ltd.'s (RCL) cruise line brands – and the first and only woman CEO of a publicly traded cruise line on the New York Stock Exchange. As a leader, innovator and smart disruptor, Lutoff-Perlo challenges assumptions about the cruise industry. She raises the bar on all diversity and inclusiveness, rallying young women to dream differently. She's a champion of diversity of all kinds, removing barriers so that others may thrive. In prior roles at RCL, she held responsibility for all marketing and advertising initiatives within the domestic African-American and Hispanic markets. In a groundbreaking move in her new role at Celebrity, she hired the first American woman captain of a cruise ship.



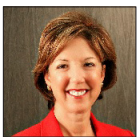
Christine Madsen | CEO, Mad 4 Marketing

Chris is the founder and president of Mad 4 Marketing, a highly creative, award-winning integrated marketing, advertising and interactive firm established in 1992. Chris serves in many leadership roles including as the 2011 Chair and current board member of the Greater Fort Lauderdale Chamber of Commerce. She supports the American Lung Association, Birch State Park, Stranahan House, Leadership Broward and Leadership Florida, Tower Forum, and more. Chris has been recognized with many prestigious awards, including the Jim Moran Entrepreneurial Excellence Award, the 2005 Good to Great Award, and Junior Achievements' Hall of Fame Award. In addition, she has been honored by the SFBJ as one of the 25 Most Influential Business Women and received the 2011 Ultimate CEO Award. The Symphony of the America's presented her with their Style & Substance award and Business Leader Magazine recognized her as a Woman Extraordinaire in 2012.



Jody Maier | Chief Marketing and Business Development Officer, Berger Singerman

Jody Maier has 20 years of experience in legal marketing and business development including ten years as a CMO at an AMLAW 100 based firm in New York City. She is spearheading Berger Singerman's marketing, business development and recruitment campaigns, focusing on regional, national and vertical markets. Her background includes successful deployment of public relations plans, cross-marketing campaigns, marketing technology, brand management, and marketing infrastructure. Jody has been a frequent speaker for the Legal Marketing Association, Marketing Partners Forum, and The American Lawyer Marketing and Business Development Leadership Forum. She was formerly the Programs Chairman for the Executive Council of New York for 14 years and Secretary for Professionals for the Cure - Juvenile Diabetes. She received her B.S. degree from Syracuse University's Whitman School of Management, where she continues to mentor young graduates in marketing careers.



Lonnie Maier | Vice President Sales & Marketing, Fibernet Direct

Lonnie Maier is Vice President, Enterprise Sales & Marketing, Fibernet Direct, responsible for the Florida market. Under her leadership, revenues derived from Enterprise business segment have developed exponentially. Lonnie's 30 year career in the technology & telecommunications sector has encompassed senior sales and leadership positions in network services, consulting and manufacturing firms. She served as Director of Enterprise Sales at Nortel, and held previous roles as founder of Maier & Associates, an independent telecommunications consulting firm, and Area VP, Large Business Sales, at BellSouth Business Systems where she worked in various capacities for over 17 years. She is a member of the Leadership Florida Class XXXV and serves as an appointee on the board for the Research Park at FAU, where she has been a member and Past Chair since 2007. She is a board member of the Greater Ft. Lauderdale Alliance and Vice Chair of the Governor's Council. Lonnie had the privilege to serve as Vice Chair of VisionBroward.

Mentors



Ginger Martin | CEO, American National Bank

American National Bank is proudly celebrating 31 years of building relationships and Ginger Martin has been with the bank 20 of those years. Ms. Martin participated in The Wasie Foundation Corporate Freedom Climb 2015 where she joined 19 others to climb Mt. Kilimanjaro in Tanzania, Africa, to raise awareness and funds for women and children who are victims of human trafficking. Under her leadership, the bank has received numerous awards for its financial performance and community involvement, such as the 2016 Bank Award from The Institute for Extraordinary Banking, Business of the Year Award from SFBJ, and Small Business of the Year from the Greater Fort Lauderdale Chamber of Commerce. Ms. Martin has been personally honored for her business leadership with awards such as 2015 Laureate by JA Business Hall of Fame, Profiles in Leadership Honoree by Leadership Broward, and Influential Business Women by SFBJ. Ms. Martin currently serves on the board of The Executives' Association of Fort Lauderdale, Extraordinary Women Leading Change, and Taylor's Closet. Ms. Martin earned an MBA from FAU, a BBA Accounting Magna Cum Laude from the University of Louisiana, and is a CPA. Ms. Martin is a graduate of Leadership Broward and Lifework Leadership. She is a certified John Maxwell speaker, trainer and coach.



Michele Merrell | President, Merrell Consulting Group

Michele M. Merrell is a senior level telecommunications and technology executive. She is the President of Merrell Consulting Group, a global consulting consortium. Formerly, she was the Vice President, Global Marketing and Communications for CSPI, a global technology company. She was also a senior-level executive for Brightstar Corp. Michele is a member of the Board of Directors for Cable Bahamas, a publicly held telecommunications company headquartered in Nassau, Bahamas. She is also a Board of Director for Aliv, the new mobile operator company in the Bahamas, as well as a Board of Director for Summit Broadband in the United States. In 2015, she was the recipient of the Women of the Channel Power 100 Award by CRN Magazine. In 2014, Michele was the recipient of the Florida Achievement Award from the Florida Commission on the Status of Women, part of the Office of the Attorney General, State of Florida. In 2013, Michele was named by the Diversity Journal as the recipient of their "Woman Worth Watching" award. The SFBJ also named Michele in 2012 as their "Business Woman of Influence" recipient.



Peggy Nordeen | Co-Founder, Starmark

Peggy Nordeen is a pioneer in the use of technology to enhance business communication and customer relationships. In the late 1970s, Starmark built its brand by taking advantage of early micro-computing technology. The agency energized Fortune 500 companies' direct marketing programs by being among the first to develop customer and prospect databases. In 1998, Starmark purchased TKONet to bring in-house website design and marketing, database integration, e-commerce, site security and site hosting. An author and speaker, Peggy's column Competitive Edge, focused on technology's ability to attract customers, appears regularly in the SFBJ. Peggy was named SFBJ's 2006 Business Woman of the Year/Entrepreneur of the Year. She was honored as a 2009 Diamond CEO Award recipient for her prowess as a business and community leader. In 2011, Peggy received the first FIU Corporate Responsibility Award. In 2013, she was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.



Margi Nothard | Founder, Glavovic Studio, Inc.

Margi Nothard founded and directs Glavovic Studio Inc. a creative design company in architecture, public art and urban design since 1999. The studio's completed housing, civic parks, museums, galleries, commercial facilities and public art interventions integrate landscape, environment, architecture, culture and urban connections in a unified spatial and transformational experience. Major works in Florida include Young Circle ArtsPark, Visual Arts Pavilion at the center of downtown Hollywood, Girls' Club Foundation, in Fort Lauderdale, NSUIMuseum of Art in Fort Lauderdale Interior Renovations over five years and exterior BridgeStair and Art Plaza renovations; LEED Gold Young At ArtIMuseum, Children's Art Museum and a public library in Davie. Nothard and her studio have designed over one hundred projects and are committed to long term environmental stewardship. She is the recipient of numerous awards and grants, in 2012 founded and hosts GSTalks, a public outreach forum engaging innovators, designers and thinkers. Current projects also include master planning for Cultural District FAT Village, feasibility studies for the Broward Urban League and working with FAU Thesis students on an Innovation Center Studio to bring concepts of Art and Technology.



Karen O'Byrne | Chief Financial Officer and Chief Operating Officer, Modernizing Medicine

Karen O'Byrne joined Modernizing Medicine in 2011 as CFO with more than twenty-five years of financial, operational and strategic experience from technology-based organizations including enterprise software, B2C technology, systems integration, web hosting and managed services. In 2014, Karen added COO to her title as well. Prior to Modernizing Medicine, Karen served as the CFO for Campus Management Corp, a software development company. Karen also served as Senior Director of Business Planning and Finance for Verio, Inc. Karen began her career in public accounting with nine years of advisory and attestation management experience serving both public and privately-held companies. Karen was named 2014 CFO of the year by the SFBJ, and one of South Florida's Most Influential Business Women in 2013. She is a certified public accountant and a certified global management accountant, and holds an MBA and BS in Accounting, both from the University of Florida

Mentors



Jennifer O'Flannery Anderson, PhD | Vice President of Admissions and Community Relations, Nova Southeastern University

Jennifer O'Flannery Anderson, Ph.D., assumed her duties as VP for Advancement and Community Relations at Nova Southeastern University (NSU) on August 2013. Under her leadership, NSU has received a national Silver Anvil award from the Public Relations Society of America and several national awards of excellence from Council for the Advancement and Support of Education. Dr. O'Flannery Anderson joined NSU from FAU where she was VP for Community Engagement and Executive Director of the FAU Foundation. Previously, she was President and CEO of the United Way of Broward. She is Board Secretary and an executive committee member for the Greater Fort Lauderdale Alliance, Secretary/Treasurer for the Forum Club of the Palm Beaches. She is a graduate of both Leadership Florida and Leadership Broward. She received her bachelor's degree from FSU; her master's degree from the USF; and her doctoral degree from FAU. In 2016, Jennifer received AFP Broward's Outstanding Fundraising Professional award.



Christine Pallesen | Vice President, Dale Carnegie Training Southeast Florida

As VP of Dale Carnegie Training Southeast Florida, drives results for the Southeast Florida Market. She delivers presentations and one-on-one coaching to South Florida associations as well as Dale Carnegie clients. Christine has previously served as the Chair of the inaugural Dale Carnegie Global Day of Giving on October 19, 2016, served on the Board of the United Way of Broward County Women's Leadership Council, an "Outstanding Women" Honoree for the Boys and Girls Club of Broward County, Board of Directors Member for the University of Central Florida Alumni Association Board of Directors, as well as the Fort Lauderdale Executives Association Board of Directors. A University of Central Florida graduate with a BS in Organization and Interpersonal Communication, Christine's studies also included Leadership Studies and Non-profit Management. She worked for the UCF department of Leadership Studies for three years developing and delivering leadership program to college students before joining the Dale Carnegie team in 2008.



Luisa M. Perez | Director – Marketing, Communications & Office of Event Management, FIU College of Business

Luisa oversees all marketing, communications and special event functions for the FIU College of Business and is a member of the college leadership team and strategic planning committee. Prior to this, Perez spent 20 years working as a marketing and advertising professional where she led programs and launched image and brand campaigns for companies including Marriott, PGA National, The Related Group, Codina Partners, and more. Luisa has distinguished herself in this capacity where she is valued for her strategic thinking, as well as her tactical and operational excellence. She has been successful in establishing College-wide brand initiatives that are in line with that of the University's message goals, and implementing production and buying procedures that will increase efficiency and provide performance measures. Perez graduated from the University of Miami obtaining her BS degree in Communications. She holds two Associate degrees from Miami-Dade College with concentrations in advertising communications.



Jodie Petrone | President, Arthur J. Gallagher & Company

Jodie is the Area President for Arthur J. Gallagher (AJG) West Palm Beach, Tampa Jacksonville and Delray Offices. Jodie has over fifteen years of benefits consulting and human resources experience. She oversees the branch operations for the four offices and provides specialized solutions to manage benefit costs, healthcare reform strategic planning, benefit administration and onsite medical centers to AJG clients. Jodie worked as a Principal with Mercer Health & Benefits prior to joining AJG, where she held the position of Enterprise Practice Leader for Florida. Jodie was the lead consultant for Mercer's largest Client in Florida, ADP TotalSource and managed Mercer's South Florida Operations. Jodie is actively involved as an alumni with Leadership Palm Beach County. She is also active with the Society for Human Resource Management, both locally and on a statewide basis as well the Florida Public Human Resource Association. She is also a member of the CIGNA, Lincoln and Florida Blue Advisory Board in Florida. She is also on the Development Committee for Families First Palm Beach County.



Cheryl Rees | Senior Vice President and Director of Marketing, Ocean Bank

Cheryl Rees, a seasoned executive with over 30 years of banking experience, is presently Senior Vice President and Director of Marketing at Ocean Bank. She assumed the position in January 2007 and is responsible for the strategic direction of the bank's marketing programs, which includes brand management and public relations. Prior to joining Ocean Bank, she was SVP at Regions Bank, a position she held for nine years. During the course of her 30 plus-year career, Ms. Rees held several positions with the former Barnett Bank, working her way up the corporate ladder from credit analyst and management trainee to SVP and retail marketing manager. She also held several senior level commercial lending positions with the bank. Ms. Rees is a 1982 graduate of the University of Miami where she obtained a Bachelor of Business Administration degree with honors. She also has a MS degree in Finance from FIU. A Leadership Miami graduate, she is a director and past chairman of the board for the South Florida Center for Financial Training.

Mentors



Durée Ross | President, Durée & Company, Inc.

President Durée Mellion Ross fell in love with public relations at the age of 19 during a fated college internship. She has since become an award-winning PR entrepreneur with a broad spectrum of experience spanning the corporate, agency and non-profit arenas for local, national and international clients. Durée & Company is a member of PR Boutiques International™. The firm was selected as a member of the Forbes Agency Council, an invitation-only organization for executives in successful public relations, media strategy, creative and advertising agencies, in 2016. Durée's awards include Three Gold Coast PR Council Bernays Awards, Five American Business Awards, also known as The Stevie® Awards, 2016 PR News' Top Women in PR, 2016 Women of Distinction Award from March of Dimes and 2015 Influential Business Women Award by SFBJ to name just a few. Born, raised and now raising a family of her own in South Florida, Durée has inherent talent and a keen understanding of the local marketplace, identifying marketing opportunities, and developing relationships with media representatives.



Dr. Bernadette Russell | Provost/Vice President, eLearning and Instructional Technology, Palm Beach State College

Dr. Bernadette Russell is a seasoned academic leader with higher education experience. Her roles have included director of institutional research and planning, dean of arts and sciences, and as an academic vice president – covering more than 20 years in higher education. Dr. Russell completed a Ph.D. in Social Sciences at Syracuse University with a major in Economics and Planning from the Maxwell School of Citizenships preceded by a Master's of Science in Urban and Regional Planning and a second master's degree in Economics. As an economist for the United Nations Development Programme her areas expertise included strategic planning and budgeting; leadership and improvement. She is a member of the Office Depot Foundation Board and the planning team for the Women's Symposium. She is the recipient of a Fulbright scholarship to Germany, the Chancellor's Award for "Professional Excellence" from the State University of New York and a fellowship to the Harvard University Management Development Program.



Eris Sandler | Retail Executive Broward County, BankUnited

Eris Sandler is Retail Executive for BankUnited's Broward County branches. Sandler joined BankUnited after spending five years as Regional President of Colonial Bank/BB&T's Retail Banking Division. She previously held leadership positions in the branch and retail divisions of Regions Bank, SouthTrust, BankAtlantic and Barnett Bank. During her 25-year career she has held positions in retail sales and product development, credit, wealth management and commercial lending. Active in the local community, Sandler is member of the boards of directors of Kids in Distress, Business for the Arts of Broward and the Advisory Board for Broward Health. She has shared her time and talents with JAFCO, American Heart Association, Jewish Family Services, Fort Lauderdale Chamber of Commerce, the Urban League of Broward County and Robert Morris Associates.



Rachel A. Sapoznik | President and Chief Executive Officer, Sapoznik Insurance

Rachel A. Sapoznik is the founder, Chief Executive Officer and President of Sapoznik Insurance, an industry leader in employee benefit and wellness solutions serving clients nationwide. She founded Sapoznik Insurance in 1987 from her home. Sapoznik is the largest employee benefits agency and one of the largest independently owned agencies in the South Florida region. In an increasingly complex legislative landscape, Rachel is recognized as one of South Florida's leading healthcare reform experts. She is a pioneer and thought leader in employee wellness initiatives. A true visionary, Rachel has built the roadmap to navigate today's healthcare challenges and provide solutions for a healthier tomorrow. Her belief in education and the ability to influence a culture of wellness are her guiding principles, helping hundreds of companies across the country develop healthier employees while positively impacting the bottom line. She is deeply involved in a number of charities with a focus on those that are dedicated to improving the lives of children - JAFCO and The Education Fund.



Maureen Shea | CEO, Right Management Florida/Caribbean

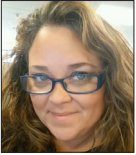
As CEO and co-owner of Right Florida/Caribbean, Maureen oversees the overall operations, presence in sales, marketing, human resources and recruitment efforts for the region. She serves as a key inspirational leader in the company. She joined Right Management in 1986 as CFO and became the EVP in 1988. Prior to joining Right Management. She had served as the Director of Recruiting for Mass Mutual Life Insurance Company and Lincoln National Life. Most recently, Maureen was awarded the "Glass Ceiling Award" by the Florida Diversity Council, the "W Award" by the YWCA and was the Irish Mother of the Year for 2013. In 2010 the SFBJ awarded her the 2010 CFO Award. Maureen has also served on the United Way of Broward County's Finance Committee. She is currently a member of the President's Board of Advisors for St. Thomas University and also sits on the Board of the Institute for Advanced Catholic Studies at the USC. Maureen received the Casimiro Global Foundation's "Most Socially Responsible Corporation" for 2013. Maureen has also received the Silver Medallion Award from the National Conference of Community and Justice and has been inducted into the JA Business Hall of Fame.

Mentors



Lauren Smith | Managing Director, Diversified Search

Lauren is a Managing Director in the Miami office of Diversified Search, a top ten search firm in the US and the country's largest woman-owned firm. She started her career in 2000 with Egon Zehnder. Before moving into executive search, Lauren had twelve years of experience leading marketing and strategy. She has a BS from Penn State and an MBA from Thunderbird School of Global Management. She is the President of the National Association of Corporate Directors. She is a board member and Chair of the Board Development Committee of the American Red Cross and is an Executive Committee Member, and past Chair of the Chairman's Circle, of Greater Miami Chamber. She serves on the board of the H. Wayne Huizenga School of Business & Entrepreneurship of NSU. She has served on the Cabinet of the Miami-Dade United Way. Lauren was named by SFBJ as a Most Influential Business Woman in 2010.



Toni Soldano | Director of Enrollment, Union Institute & University

Toni recently joined Union Institute & University as Director of Enrollment after over 30 years of leadership experience in non-profit, retail, and higher education. She holds a Bachelor of Science in Leadership and Education from Charter Oak State College, and has lived and worked in both western NY and Pittsburgh, PA. Toni's project, people, and management skills have propelled her through her career, helping form close relationships with her peers and staff. Add this to her infectious positivity and you get a leader and mentor who's just plain lots of fun to be around. Toni currently resides in Ft. Lauderdale with her husband-to-be and her dog, Blue.



Ann Marie Sorrell | President & CEO, The Mosaic Group

Ann Marie Sorrell is the President & CEO of The Mosaic Group, a full service marketing, public relations, and events management firm. The Mosaic Group is the SFBJ's 2016 Best Places to Work Small Company Winner. Ann Marie has managed more than 200 campaigns. She is also the Founder of MustAttend Events, Inc. She is an adjunct professor at Palm Beach State College where she teaches Entrepreneurship, Principles of Business, and Human Relations. She has an MBA degree from NSU and Bachelor degree in Health Care Management from Florida A&M University. She serves as a Board Member for Paragon Florida, Girls II Women, and the Black Chamber of Commerce of Palm Beach and is a member of Delta Sigma Theta Sorority, Inc. Ann Marie received the 2013 Caribbean American Community Change Maker Award and the Legacy Magazine's Most Powerful and Influential Black Professionals in Business and Industry.



Dr. Jacqueline A. Travisano | COO, Nova Southeastern University

Jacqueline has served as NSU's EVP and COO since 2011. Her career encompasses 27 years of service to higher education and non-profit organizations. She served as VP for Business Affairs and CFO at St. John's University. Prior appointments include VP for Finance and Operations at Carlow University, and AVP for Finance and Admin at Chatham University. She began her career in 1990 at Coopers & Lybrand. She was named one of South Florida's Influential Business Women, received the National Diversity Council's Glass Ceiling Award, the March of Dimes Woman of Distinction, Woman of the Year by the 1,000 Plus Club for Cancer Research. Her charitable works include the ARC, the Special Olympics, and the March of Dimes. She is also an active member of the Royal Dames for Cancer Research. She holds a Doctorate in Higher Education Leadership from NSU, an M.B.A. from Chatham University, a B.S. in Business Administration from Robert Morris University, and is a CPA.



Sandra Veszi Einhorn | Executive Director, Coordinating Council of Broward

Sandra works to provide collaborative solutions to some of Broward's most critical issues. She also serves at the Executive Director of the Nonprofit Executive Alliance of Broward. Previously Sandra served as the Executive Director of the Broward County affiliate of Rebuilding Together. Prior to this, she served in the US Capital Holdings Group and Y&S Equity Group. She is a graduate of Leadership Broward, Leadership F Lauderdale, Women Leading Broward, Horizons Leadership Program and the Jim Moran Small Business Executive Program. She currently serves on the Board for the Greater Ft. Lauderdale Chamber of Commerce, chairing the Nonprofit Committee and co-chair of the Ballot subcommittee. Sandra is a Founding Board Member of the Community Reinvestment Alliance of South Florida.



Mary M. Young | Director, Ziff Career Service Centers, University of Miami School of Business

Mary is the immediate past IBM Americas Group Location Leader for Miami. In that capacity, she provided leadership to IBM by linking activities with strategic initiatives and leveraging the resources of IBM to achieve strategic business goals. With a BBA and an MBA from Millsaps College, she has done post graduate work at both Harvard and Boston Universities and has held leadership positions at both AT&T and Price Waterhouse Consulting before joining IBM twenty five years ago. Prior to assuming her last IBM role, she held numerous client sales and distribution leadership roles including the Client Unit Executive for Florida. The first female Chair of the Coral Gables Community Foundation, Mary is an active community servant and has served on the Executive Committees of the Citizen's Board of the University of Miami, Dade Heritage Trust (DHT), CHARLEE Homes for Children and the United Way of Miami Dade.

bizwomen

SOUTH FLORIDA BUSINESS JOURNAL

MENTORING MONDAY

Local Sponsors



Baptist Health
South Florida



Robert Half®



UNION
INSTITUTE & UNIVERSITY

National Partners



NAWBO
National Association of Women Business Owners