



bizwomen

BALTIMORE BUSINESS JOURNAL

MENTORING
MONDAY

Monday, February 25, 2019

A speed coaching and networking event
powered by bizwomen.



BALTIMORE
BUSINESS JOURNAL

Mentors



Violet Apple | CEO, Girl Scouts of Central Maryland

A strong advocate for children, Violet M. Apple has been dedicated to the development and extension of services to girls for more than 25 years. Violet has a thorough understanding of the complexities of delivering safe, contemporary Girl Scout programs to girls and values the critical role volunteers play in implementing these services. She has partnered with major corporations and funders such as the United Way, PricewaterhouseCoopers LLP, Raytheon and Comcast to build program support in the delivery of the Girl Scout Leadership Experiences, the Girl Scout Gold Award and STEM initiatives for girls.

In 2016 Violet was appointed by the Governor of Maryland to serve on the Maryland Legal Services Corporation Board. She is also currently serving on the boards of Maryland Nonprofits and CASA of Baltimore City. She is a member of Delta Sigma Theta Sorority, Inc and the Executive Alliance (formerly Network 2000), and a graduate of The LEADERShip class of 2015. Prior to moving to Baltimore she served in leadership positions for numerous non-profits (MA and PA). Violet was named one of the Daily Record's Most Admired CEOs. In February of 2017 she received the Baltimore Teachers Union Women's Rights Award and in December completed the Maryland Public Policy Conflict Resolution Fellow program, 2016 Maryland's Top 100 Women, SMART CEO 2015 Winner - Circle of Excellence, SMART CEO - 2015 Brava Award Winner.

Violet holds a Master of Management degree in Business Administration from Penn State University and a Bachelor of Arts in Social Work from Millersville University of Pennsylvania. She also holds a Certificate in Non-Profit Management from Delaware University.



Katherine Armstrong | Premier Partner, Lincoln Financial Advisors

Premier Partner at Lincoln Financial Advisors, provides comprehensive financial planning in the areas of asset management programs, retirement planning, education funding, personal risk management and estate planning. With extensive experience and uncompromising integrity, Kathy delivers objective, straightforward strategies to help her clients achieve their lifelong financial goals.

In 2014, Kathy was selected as one of 67 financial planners from among 2000 financial planners across the country to join the Select Member group of Lincoln Financial Advisors/Sagemark Consulting, and has been listed in Baltimore Magazine as a Five-Star Wealth Manager every year since 2013. A faculty associate at the Carey Business School at The Johns Hopkins University for nearly 20 years, Kathy has published countless articles related to financial planning and is a frequent keynote speaker on financial issues.

Kathy's deep commitment to community service is evident through her involvement on numerous charitable and civic boards, including being appointed to the Governing Board of the Maryland Transportation Authority and serving on the Board of Directors of Executive Alliance/Network 2000 (Past President), Junior League of Baltimore (Past President), and Howard Community College Educational Foundation. Kathy twice received the Junior League's President Award for outstanding contributions to the Baltimore community. A graduate of The Leadership (GBC) and Leadership Baltimore County, Kathy was named as one of Maryland's Top 100 Women in 1997, 2005, and 2007 by The Daily Record and inducted into their Circle of Excellence. She was named one of the top 25 women entrepreneurs in Baltimore as recipient of the BRAVA Women Business Achievement Award from Smart CEO Magazine, and serves as a mentor for the Baltimore Business Journal Mentoring Monday program.

Mentors



Diane Bell-McKoy | President, Executive Alliance/Executive Director, Boys Hope Girls Hope

Diane Bell-McKoy is the President and Chief Executive Officer of Associated Black Charities (ABC), a public foundation credited for its work as a catalyst for statewide advocacy, policy design and innovative transactional and transformative strategies as it relates to the impact of structural racism in depressing the economic outcomes for the African American community, in turn depressing the economic outcomes for the region.

ABC also created several transactional programs to address the absence of social capital for worker advancement, the Volunteer Career Mentor as well as addressing the absence of social capital in supporting access to nonprofit Board leadership for persons of color, The Board Pipeline. Recognizing that research must guide and inform the work of ABC, it also commissioned several research papers about the disproportionate impacts on people of color including a look at the eco system for African American businesses. ABC's most recent research was released in May 2018: Patterns of Employment by Race in the Baltimore Metro Region and Baltimore City (2016 data).

Ms. Bell-McKoy is a graduate of the University of Maryland, both her bachelor and master's degrees and other post graduate training, including Harvard Kennedy School of Government.



Karen Bond | President, Executive Alliance/Executive Director, Boys Hope Girls Hope

Karen has more than 20 years of experience in nonprofit management, operations, training, and organizational development. In January 2017, she became the third executive director of Boys Hope Girls Hope (BHGH) of Baltimore. Prior to joining BHGH, Ms. Bond served as senior director of external relations for the Johns Hopkins University Center for Talented Youth. She is also president-elect of Executive Alliance, which accelerates the success and leadership of accomplished women by expanding their impact and influence through advocacy, education, and mentorship. Active in Baltimore's education and philanthropic community, Ms. Bond has served on the boards of the Baltimore Museum of Art, the Maryland Association of Non-profits, Friends School, Meals on Wheels, and the Greater Baltimore Committee Leadership Board. She brings a high level of energy and experience to helping boards add women directors and increase diversity within their organizations. Ms. Bond received an A.B. in English and political science from Duke University and a M.S. in applied behavior science John Hopkins University.



Edie Brown | Founder, Edie Brown Public Relations

Edie Brown, founder of Edie Brown & Associates served as the Director of Public and Community Relations for the Royal Farms Arena in Baltimore for 17 years before retiring and starting her own firm. Edie Brown & Associates clients include sports and entertainment companies such as Feld Entertainment that brings eight shows yearly to the Baltimore area. Other clients include About Faces Day Spa & Salon and Med Spas, The Lyric, restaurant, and retail shops. Edie was actively involved in promoting and organizing many events on behalf of the City of Baltimore, chairing public relations efforts for the Army-Navy Game, the All-Star Baseball Game, the NCAA Lacrosse Finals, the opening of Reginald Lewis Museum of African American History and Culture, the Miss America Pageant, and the Papal Visit. Brown has also been chosen by two different Mayors to be on their transition teams. Currently she also sits on the board of directors list for Everyman Theatre, Cystic Fibrosis Foundation, and Cool Kids Campaign.

Mentors



Karen Cherry | Vice President of Office Leasing for The Howard Hughes Corporation.

Karen has over 18 years of experience in the commercial real estate industry. Prior to Howard Hughes, she served as Principal for Lee & Associates. She has also previously worked for Cushman & Wakefield and The Trammell Crow Company. Karen was named to The Daily Record's list of the 2017 Top 100 Women in Maryland. She holds the SIOR designation and has been a CoStar Power Broker 7 times in her career. She is a 2015 graduate of Leadership Howard County and acts as the class representative. She is Co-Chair of the Leadership U Steering Committee in addition to serving as a mentor to the teen group for the last two years. Karen serves on the Board of Directors for Camp Attaway and Red Branch Theatre Company.



Veronica Cool | Founder/Managing Director, Cool & Associates LLC

After 20 years in the corporate sector, Veronica launched Cool & Associates, a management consulting firm to bridge the mainstream world to the Hispanic segment in the United States. Specializing 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.

Veronica has presented internationally in various conferences addressing topics such as Hispanic Engagement, Diverse Segment Marketing, Minority/WBE, Entrepreneurship, Financial Literacy, Access to Capital and Women in Business and Leadership. She is a columnist for Huffington Post, The Daily Record and Mundo Latino.

She is the founder of the Latino Innovators Pitch, an innovative program to showcase and empower Latino entrepreneurs to scale and grow their businesses profitably and sustainably. Veronica founded the Facebook Groups Yo Quiero Trabajo and Emprendedores Exitosos, where she curates content, resources and opportunities for Latino jobseekers and entrepreneurs.

Cool currently serves on the boards of Open Society Institute, Alliance for Hispanic Commercial Contractors, Life Lens and is a proud member of the Hispanic Leaders Association, Latino Providers Network, Latinas Think Big and SHIFT.



Karen Deeley | Senior Vice President, MacKenzie Commercial Real Estate Services, LLC

As a Senior Vice President of MacKenzie Commercial Real Estate Services, LLC, Karen Deeley brings more than 25 years' experience in the financing, leasing, and sale of commercial real estate to her every day business dealings. Representing tenants on local, regional, and national levels and among power industries such as finance, banking, and healthcare, Karen utilizes her comprehensive knowledge to assist tenants with identifying and analyzing their needs and developing customized growth, relocation, and occupancy strategies.

Karen, a licensed Associate Broker in Maryland, serves on the Greater Baltimore Committee's President's Advisory Committee. She is a member of the Executive Alliance (formerly Network 2000), a nonprofit organization whose mission is to accelerate the success and leadership of accomplished women by expanding their impact and influence through advocacy, education, and mentorship. Karen is a member of the Board of Directors

Mentors

of Keswick Multi-Care and a former member at Notre Dame Preparatory School in Towson.



Diane Devaney | President, Devaney & Associates

With more than 30 years of experience and a roster full of loyal clients, Diane Devaney is a proven leader in the strategic marketing and integrated communications industry. After successfully starting and running creative departments for other firms, she opened her own agency, Devaney & Associates, Inc., in 1991 as a one-woman shop. Since then, she has grown her company into a full-service advertising, marketing, and public relations agency that consistently generates award-winning, effective creative work.

Diane is an active voice in the Maryland business community, serving on boards, committees, and groups through which she can effect change and support her fellow Marylanders. She has served on the board for the Better Business Bureau since 2013, and is a member of both the Nomination Committee and the Standards and Compliance Committee. A new member to the board for the Girl Scouts of Central Maryland, she is also an active member of the Maryland Chamber of Commerce and the Telecommunications Advisory Group, as well as a proud graduate of the Leadership Maryland Class of 2016.

Diane is passionate about helping drive the success of the peer groups with which she is involved. She was the chair of programming for the Leadership Maryland 25th Anniversary celebration, a member of the 2017 Best In Maryland Gala committee for the Maryland chapter of the Public Relations Society of America, and a member of the 2018 LeadingAge Great Minds Gala steering committee. In addition to donating her time and expertise, she has donated countless hours of pro-bono marketing services and support to non-profits around the region through her agency.

Today, Devaney & Associates, Inc. is approaching nearly \$4 million in annual billing and continues to add new clients and grow. The agency boasts a majority senior staff, with many of the employees having been with Diane for over a decade. Coupled with her clients who have continued to work with her for as long as 20 years, it is a true testament to Diane's talent, dedication, and compassion as a leader.



Deborah Diehl | Partner, Whiteford Taylor & Preston

Former Co-Chair of the firm's Business Department, Deborah has over 30 years of experience in business transactions on both the buy and sell side, including mergers and acquisitions involving both public and private companies, as well as debt and equity financings.



Kate Edwards | Director of Quality Assurance, The Whiting-Turner Contracting Co.

Kate Edwards is the Director of Quality Assurance and National Lean Coordinator at The Whiting Turner Contracting Company – a construction management and general contracting firm with a reputation for excellence since 1909. Kate is a 2017 recipient of the Baltimore Business Journal's 40 Under 40 Honor. She is dedicated to combining methodical process with thoughtful team assignment to achieve and deliver the best value to clients. With over seventeen (17) years of construction experience, Kate is skilled in construction risk management and mitigation as well as other preconstruction and construction management controls and leadership. Kate loves building construction projects, but her true passion lies in building people and high-performing teams as well as driving a culture of tangible continuous improvement.

Kate serves on the Board of Directors and Facilities and Finance Committee for the Sisters Academy of Baltimore – a private, scholarship-based middle

Mentors

school serving economically underprivileged 5th through 8th grade young girls.



Aileen Eskildsen | Director, Ellin & Tucker

Aileen Eskildsen, CPA, is a Director at Ellin & Tucker and serves as the firm's Chief Operating Officer (COO). In her role as COO, Aileen oversees the firm's daily business operations and personnel management. She works closely with the firm's leadership team on the execution of firm strategy and long-term vision.

Her passion for and focus on the professional development of future leadership has strengthened the continuing education, training and mentoring programs at the firm. Emphasis on these career-building skills has accelerated the firm's success in building and retaining high quality talent.

Aileen has shared her insights on women in the workplace and fostering future leaders with local publications and has been a guest speaker, lecturer and panelist for university and business events. She is currently an accounting advisory board member of Loyola University and has previously served as an accounting advisory board member of Towson University.

Aileen is a member of Executive Alliance and currently serves as the chairperson of the finance committee. She was appointed by Governor Larry Hogan to serve as a member of the Maryland Legal Services Corporation's board of directors. Aileen received her Bachelor of Science degree in accounting at Towson University.



Cherita Fayton Adams | Career Development Manager in the Office of Human Resource Services, University of Maryland, Baltimore (UMB)

Cherita is a Human Resources professional with over 15 years of experience aligning and optimizing development and training initiatives in accordance with organization vision, mission, goals and strategic initiatives. In January 2013, Cherita joined the University of Maryland, Baltimore (UMB), where she currently serves as the Career Development Manager in the Office of Human Resource Services. As the Career Development Manager, she serves as an adviser, coordinator and collaborator for the purpose of building and developing an environment that encourages internal career mobility. Prior to assuming the role of Career Development Manager, Cherita was a Senior Organization and Employee Development Consultant at UMB. She provided consultation services to University leaders on the development and implementation of key strategies and training for creating and sustaining a high performing organization. In addition to her work pursuits, she volunteers her talents and time with efforts that encourage workforce stability for those that are traditionally underserved in the community.



Amanda Gianotti | President, Allogram

Amanda is a second generation awards professional with a passion for creating unique and cost effective awards. Her career with Allogram began in 1988, after 2 years of selling medical supplies. Taking the advice from her father, a Harvard MBA, she strives to acquire new equipment and technology each year. This philosophy has provided the team at Allogram the knowledge and capabilities to create a wide variety of stunning awards and gifts for any

Mentors

occasion. With more than 30 years of experience, she can select, design and fabricate recognition in any budget and for any type of program.



Nancy Hafford | Executive Director, Towson Chamber of Commerce
Executive Director Nancy Hafford has been with the Towson Chamber for over seventeen years. She served on the Board of Directors for a six-year term that culminated in her becoming President in 2004 and accepted the Executive Director position in 2007.

In 2016, the Towson Chamber hosted more than 80 outdoor events in our community, including weekly Friday night concerts, Towson Spring Festival, Gardens Day, Towson Farmers Market, Baltimore County Christmas Tree Lighting and WinterFest. The Towson Chamber also assists with the Towson Area 4th of July Parade. These events bring over 500,000 people to our community each year.

She is a strong advocate for fairness in business development with sensitivity towards the needs and wants of local communities. Nancy also serves on the Baltimore County Planning Board, Baltimore County Tourism Council, Baltimore County Personnel and Salary Advisory Board, the Baltimore County Public School Superintendents Business Advisory Council and is the first women officer of the Towson Elks.

Nancy received a \$75,000 grant from the State of Maryland for dual trash and recycling containers

In 2016 Nancy was honored to be awarded Baltimore County's Women of the Year.



Heather Harlan-Warnack | Assistant Head of School for Advancement Maryvale Preparatory School

Heather Harlan-Warnack serves as the assistant head of school for Advancement at Maryvale Preparatory School, an independent Catholic, all-girls' school in Baltimore County. In her current role, Harlan-Warnack leads an eight-person marketing, communications and development team that has increased Annual Fund revenue 70 percent during the past four years and doubled year-over-year total fundraising efforts. Since joining Maryvale almost five years ago, Harlan-Warnack has been an integral part of rebranding and repositioning the school as well as increasing enrollment to maximum capacity. She is a member of both the Executive and Leadership teams at Maryvale, which was founded in 1945.

Harlan-Warnack is an award-winning, results-oriented communications and development leader with more than 20 years of experience in media, marketing and fundraising operations along the East Coast. She is a former board president of the American Heart Association in Baltimore. She now serves as a board member for Second Presbyterian Church and the Roland Park Baseball Leagues. Harlan-Warnack and her husband John Warnack have two sons, 10 and 12. They live in northern Baltimore City.



Terri Harrington | SVP, MacKenzie

Terri Harrington is a Senior Vice President with MacKenzie Commercial Real Estate Services. Terri's commercial real estate career spans almost two and a half decades with a variety of leasing experience including executive suites, mixed use, office, retail, and new development in both suburban and urban properties. Terri began her career with a national developer responsible for both leasing and building operations and

understands both sides of the leasing transaction process.

Over this extensive career, Terri successfully leased some of the most challenging projects in downtown Baltimore including the conversion of the Federal Reserve Bank and American Urological buildings from single user to multitenant office buildings. Terri was also responsible for the lease transaction to bring the first supermarket to the Central

Business District. Terri most recently worked on the new development project of Harbor Point and was responsible for the recent lease up of Class A office building, One South Street. Terri has consistently been one of the top leasing brokers in the Baltimore market and has been involved in some of the city's more notable leasing transactions. In addition to her career in commercial real estate brokerage, Terri is active in economic development and strategic planning efforts to affect positive change in the communities where she lives and works. She serves on numerous boards and committees including the Downtown Partnership, Greater Baltimore Committee's Leadership Program, and the Charles Street Development Corporation. In addition, Terri serves on the Advisory Board of The University of Baltimore's Real Estate & Economic Development Program and the Bon Secours Health Systems Foundation Board.



Heike Heemann | Founder and President, IdeaShare Coaching

Heike Heemann, MIM, CPBC, followed her passion to help others shine in their careers when she started IdeaShare Business Coaching in 2013, after spending almost two decades in the corporate world. She coaches people at various levels of their respective organizations, from business owners and VP level executives to emerging leaders in their first management role.

Heike particularly enjoys working with successful women who want to take their careers to the next level and are determined to take action. She is great at analyzing situations and helping her clients gain new perspectives. Her primary focus is on helping her clients improve communication skills, increase their emotional intelligence and expand their personal branding.

Heike is also an avid connector, public speaker and offers workshops on a variety of topics from leadership and emotional intelligence to professional networking and LinkedIn.



Kris Hoellen | Executive Director, B&O Railroad Museum

Entrepreneurial, trusted senior executive with over 25 years' non-profit and for-profit management experience. She has served on leadership teams with fiduciary responsibility for large complex organizations and has been directly accountable for \$10+million dollar budgets. Primary attributes include highly entrepreneurial, collaborative, and results-oriented leader. Transferable skills include: fundraising/new business development, strategic planning, advocacy, engagement, and staff mentoring.

She has experience in the following industries: transportation, destination management, conservation (terrestrial/marine), sustainability, and community economic development

Mentors



Maria Johnson Darby | Vice President of Communications & External Relations, Keswick

Maria Darby is a seasoned professional with fundraising, communications and governance experience in community-based organizations. At Keswick, she manages its philanthropic, public relations, and marketing efforts and community and business partnerships. Maria has raised millions of dollars for nonprofits, led grassroots advocacy efforts and managed local/state government relations and media campaigns.

Recognizing the importance of life-long learning, Maria is a LEADERSHIP Baltimore County, Leadership Washington and Network 2000 Mentoring Program graduate. Invested in Baltimore's journey to be a healthy, safe place to live, work and play, Maria works across traditional silos to address complicated issues.

Maria is an active volunteer, serving as Vice President of the Maryland Women's Heritage Center board and as a board member for LEADERSHIP Baltimore County. She is past president of the Junior League of Baltimore, Govanstowne Business Association and Hampden Family Center boards and served on the Village Learning Place board. In 2006, BBJ named Maria one of Baltimore's Top 40 Under 40; in 2017, Maria was inducted into The Daily Record's Maryland's Top 100 Women Circle of Excellence, having been honored previously in 2009 and 2011; and in 2012, Maria was named The Spirited Woman of Baltimore for her service and commitment to Baltimore.



Kate Jordan | Principal, Lee & Associates

Kate Jordan is Principal at Lee & Associates Chesapeake Region where she focuses on industrial leasing and sales. She initially joined Lee & Associates in 2013 as a Vice President and in 2016 was promoted to Senior Vice President. In 2017 she was named Principal. Kate began her commercial real estate career in 2007 as an associate at NAI KLN. Prior to working in CRE, she worked in the Insurance Industry. Kate graduated Cum Laude from Colgate University. She serves on the Board of Trustees of Baltimore Collegiate School for Boys, an all boy's charter school in Baltimore City, which she helped found in 2015. Kate recently completed a six year term on the alumnae board of her Alma Mater, Roland Park Country School. In 2017 she was named to the board of NAIOP Maryland. She is also a member of the NAIOP Community Service Committee and previously chaired the NAIOP Developing Leaders Committee. In 2013, she was selected as one of Baltimore Business Journal's top 40 under 40. In 2016 Kate was awarded the NAIOP Maryland Rising Star award and the NAIOP National Developing Leaders award, of which only 20 were awarded for the entire country. Kate currently lists over 3.5 million square feet of space and is an SIOR Candidate



Cara Joyce | CEO, Urban Pirates, LLC, Urban Pirates National Harbor, LLC, Pirate Management Inc

Cara Hergan Joyce is the visionary behind Urban Pirates, a successful tourist attraction celebrating its 10th year in Baltimore. Urban Pirates expanded into the Washington, D. C. market last year, opening a new location in National Harbor. Her business is consistently recognized as one of the Top 5 Attractions; entertaining over 600,000 customers.

Cara sits on The White House Business Forward Leadership Council, The Maryland Tourism Development Board, The Board of the Fell's Point Preservation Society and she is actively involved with the Baltimore Tourism Association among other organizations. She served on Governor Hogan's Transition Team where she worked closely with the Division of Tourism, Film and the Arts. Cara taught Special Education for over two decades in Anne Arundel County Public Schools and has remained involved

Mentors

in athletics by teaching and coaching youth sports.

Urban Pirates has appeared on shows including MSNBC, The Food Channel, A&E, and Comedy Central's The Daily Show among many other national television shows.



Susan Katz | CEO, Susan Katz Advantage

Susan Katz is known for helping businesses drive extraordinary growth.

As a business growth advisor, Susan helps individuals and organizations align, focus on revenue generating opportunities, and create the strategic changes necessary to achieve unlimited and lasting growth.

Susan has worked with a wide range of individuals and organizations including the Better Business Bureau of Maryland, the Baltimore Ravens, Under Armour, Johns Hopkins Technology Ventures, Marriott Corporation, and a wide range of service based businesses. In addition, Susan teaches annually for the Institute of Organization Management, part of the US Chamber of Commerce and is an instructor for Business Learning Institute, an affiliate of the Maryland Association of CPAs.

Prior to starting her business, Susan was in executive management with two major publishing firms, where she was responsible for revenue and profit growth throughout most of her career.

Susan is the author of *Create Your Dream Job: Change Your Mindset Change Your Life* where she shares her secrets and practical tips for creating a fulfilling and meaningful future.

Susan's key to success is believing that everyone has unique strengths and talents, and that anything is possible as long as you align with your strengths and believe in yourself.



Julia Marciari_Alexander | Director, The Walters

Julia Marciari-Alexander has served as Executive Director & CEO of the Walters Art Museum since 2013. The fifth director of the Walters Art Museum, she is the first woman to hold the post. Early in her tenure, she oversaw the completion of a \$30 million endowment campaign, resulting in her position being named the Andrea B. and John H. Laporte Director. Simultaneously, she led the Board, staff, and community stakeholders in a comprehensive strategic thinking process that led to a major restructuring of the organization, the hiring of a dynamic team of senior leaders, and the creation of four strategic partnerships with anchor institutions in the Baltimore region: Morgan State University, University of Maryland Baltimore County, the Kennedy Krieger Institute, and the Maryland Institute College of Art. These ongoing partnerships focus on leveraging the resources and talent in Baltimore and the region to drive creativity and sustainability in the local and regional arts economy and, more broadly, to impact the cultural sector and museum field nationally and internationally. More recently, she has sharpened her focus on how to use the Walters collections, its buildings, and its people to build a better city. She is consequently engaging Board, staff, and community stakeholders on a larger, multi-year project to renovate and reprogram the 5 buildings comprising the museum's campus, which has included the successful completion of a \$10.6 million dollar capital campaign to restore and repurpose the first of the five historic buildings. She is inspired by the collaborative work that she and the team at the museum do to create exhibitions and public and educational programs that connect with and inspire the wide-ranging and diverse communities the Walters serves in the 21st century.

She came to The Walters from the San Diego Museum of Art (SDMA) where she served from 2008 to 2013 as the Deputy Director for Curatorial Affairs as well as periods in which she held the positions of Interim Co-Director (2009-2010) and Interim Deputy Director for Education (2010-

Mentors

2011). Prior to her work with SDMA, she spent more than 10 years at the Yale Center for British Art, first as a curator and then as an Associate Director. During her tenure at the Yale Center for British Art, she also taught numerous courses in the history of art.



Wendy Merrill | Owner, StrategyHorse Consulting Group

Wendy Merrill has had a successful business development career spanning over 23 years. Her strategic and methodical approach to cultivating and leveraging relationships has allowed her to construct a rich network of resourceful professionals, and help others do the same.

Never a fan of traditional selling or outdated management techniques, Wendy decided early on to approach her career with an eye on the impact she wanted to have with her clients, colleagues and community. Her positioning as a Center of Impact led to great success with her personal and professional relationships.

Wendy is a vocal advocate for creative problem solving, and has worked with both organizations and early to mid-career professionals to engineer strategic growth through an innovative approach to professional development.

Prior to forming StrategyHorse, Wendy spent 18 years in the financial services space, 12 of which were in her family's business. She rose up from a sales position to eventually taking the reins from her father as CEO. Inspired by professional lessons learned as both a survivor of and adviser to a multi-generational workforce, Wendy's practice incorporates common sense, humor and absolute honesty to prepare Rising Leaders to be more impactful. She also has a knack for igniting an entrepreneurial spirit in people – she's helped over 30 clients (and counting) to successfully start their own business!

Wendy lives near Baltimore, Maryland, and has always been an admirer of horses. She enjoys cooking, Italian travel and being silly with her husband and three children. An avid writer, her pieces have been featured in national and international publications and her speaking audiences have included global associations, non-profits and local small/mid-size businesses.

She has enjoyed mentoring a number of exceptional executives and entrepreneurs locally, nationally and internationally. Wendy serves as Board President for the University of Maryland Alumni Association Terp Entrepreneur Network and also sits on the advisory board for the University of Maryland Baltimore County (UMBC) Industrial and Organizational Psychology Department. She is also proud winner of the Greater Baltimore Committee's Bridging the Gap Award for supporting and empowering women and minorities in business.



Monica Mitchell | Vice President, Community Development Officer Maryland and Greater Washington, DC Regions Wells Fargo Government and Community Relations Group

Ms. Monica Mitchell has over 17 years' experience in banking and financial education. She serves as Vice President, leading Community Relations for Maryland and Community Development for the Greater Washington DC region of Wells Fargo Bank, responsible for coordinating Wells Fargo's affordable housing, workforce development, access to small business capital and financial education efforts for low-to-moderate income families, as well as corporate philanthropy for the region.

Monica is the founding President of the Board of the all-girls Lillie May Carroll Jackson Middle School in Baltimore City. She also serves on the boards of Junior Achievement of Central Maryland, LISC DC and DC and Greater Chesapeake Habitat for Humanity Advisory Councils. She was a founding member of the United Way Emerging Leaders United Program to

Mentors

promote the professional development and community involvement of our next generation of leaders.

Ms. Mitchell has received numerous awards including: Baltimore Business Journal 40 Under 40, Baltimore Chamber of Commerce Education Advocate of the Year, Associated Black Charities Icon Award for contributions in Corporate Leadership and Philanthropy, Girl Scouts Distinguished Women honors, The Maryland Top 100 Women Circle of Excellence, and SmartCEO Brava Award.



Sheela Murthy | President and CEO, MurthyLaw Firm

Sheela Murthy, immigration lawyer, entrepreneur, community leader and philanthropist, is the President and CEO of the pre-eminent MurthyLaw Firm. Ms. Murthy is among the Best Lawyers in America © and a Super Lawyer. Ms. Murthy is the Chair of the Board of TIE DC, a network of global entrepreneurs. Notable among her many other honors and recognitions are being among Maryland's Most Admired CEOs, Top 50 Most Influential Marylanders, United Way's Philanthropist of the Year, and Maryland Innovator of the Year. She was the Ernst and Young Entrepreneur of the Year and became a Judge of the program. Ms. Murthy and her husband, Vasant Nayak started the MurthyNAYAK Foundation after the events of Sept. 11th. The firm's website murthy.com is considered the world's most popular law firm website with useful and cutting-edge information. Ms. Murthy is passionate about the benefits of immigration to America, about entrepreneurship, motivation, leadership and women's issues, as she works with others to make the world a better place.



Rhonda Overby | President and CEO, Camera Ready, Inc.

Rhonda Overby is President and Chief Executive Officer of Camera Ready, Inc. - a strategic communications company. Camera Ready expands brands providing comprehensive Marketing, Public Relations and Media services. Incorporated in 2000, Camera Ready is based in Baltimore County, Maryland and serves clients throughout the United States and beyond. Maintaining a dedication to excellence and accountability, with a laudable work-ethic, Overby manages an investment portfolio (in addition to Camera Ready), serves as Trustee for The Baltimore Museum of Art and as Director on other charitable boards. She is a sought-after public speaker who encourages others to defy odds to achieve while perpetually setting her own "next level" goals. A dynamic team-player, with in-depth exposure to multiple industries, Overby was recruited to the board of the Global Entrepreneurs Organization and trained to lead leaders. Overby can astutely assess a matter and zero in on the important issues, never afraid to ask the tough question(s), while remaining compassionate. These skills initially developed within the competitive world of live, network television in which Overby excelled before becoming an entrepreneur. A Mindfulness practitioner, avid reader and health enthusiast, Overby enjoys international travel, fashion and the arts. She grew up in Norfolk, Virginia, completed high school early and earned a Bachelor of Arts Degree from The University of North Carolina, Chapel Hill. She conducted graduate studies, in Business, at The Johns Hopkins University and studied Creative Writing at Oxford University (England).



Laura Pasternak | Principal & Chief Brand Strategist, MarketPoint

Laura is principal at MarketPoint, LLC, a consulting firm that helps B2B, education and non-profit organizations improve their communications and drive revenue. The firm delivers a broad range of services in the areas of market research, interim and outsourced marketing management, communications strategy and marketing and branding initiatives. Laura has more than 25 years of marketing and communications experience and

Mentors

has worked in major firms like Sylvan Learning Systems, Inc. and Thomson Corporation. She combines executive-level management perspective with strategic marketing skills and has led marketing and branding campaigns at regional, national and international levels across a wide number of industries.

In 2016, Laura was appointed by the Governor to serve on the Maryland Small Business Development Financing Authority (MSBDF) and is a member of the National Association for Corporate Directors. She also served on the Executive Leadership Team for the Go Red For Women campaign. She has served as a Corporate Ambassador to Africa with Vital Voices Global Partnership, Board Member and Mentoring Chair for Executive Alliance, Trustee for the Lyric Foundation Board, and Advisory Board Member for UB's Center for Entrepreneurship. A graduate of the University of Illinois, Laura is a frequent guest speaker on brand and marketing. She was named to Maryland's Top 100 Women in 2016 by The Daily Record.



Deborah Phelps | Director, The Education Foundation of Baltimore County Public Schools Inc.

Deborah Phelps is widely recognized as an innovative, energetic and talented leader, and master teacher with more than four decades of teaching and administrator experience. The proud mother of three children and grandmother of 5, Ms. Phelps is the Executive Director of the Education Foundation of the Baltimore County Public Schools, Inc. A highly sought after motivational speaker and recent author, Ms. Phelps addresses a range of topics related to education, child development, health and life lessons.

Ms. Phelps began her career in education as a teacher at Havre de Grace Middle School in 1974 and evolved her experiences from teacher to team leader to department chair, which has served as the foundation to her successful role in administration. Over the course of her distinguished career, Ms. Phelps has developed a state-of-the-art food science lab, designed and implemented award-winning nutrition and food science curriculum and has been actively involved in the successful launch of two middle schools, North Harford Middle School in Harford County (Teacher/Department Chair) and Windsor Mill Middle School (Principal).

Her dedication and commitment to excellence in the field of education has earned Ms. Phelps honors including Baltimore County Public School's Teacher of the Year Finalist, two-time Maryland Family & Consumer Science Teacher of the Year, and Baltimore County's "Baby Boomer of the Year" (2004), The Imagination Award: Understanding Hearts Celebrating Teachers and Other Heroes and the Healthier Moms and Babies Inspiration Award and most recently in the spring was awarded The Paul Harris Fellow Award by the Hunt Valley Rotary Club for her support and contributions to the Rotary Club over the years.

Ms. Phelps is the Executive Director of The Education Foundation of Baltimore County Public Schools, Inc., which provides and facilitates community and cooperate funding to support the Superintendent's vision that align with the goal of development lifelong learners through literacy, ensuring that BCPS graduates globally competitive. The Foundation provides funding for innovative programs, and resources for students and teachers. The Education Foundation is a private, non-profit charitable organization under IRS section 501(c) (3), accepting contributions that are designated by donors for specific purposes, such as scholarships, school-based/office-based projects and 21st Century Instructional Initiative Grants as well as unrestricted funds that are then granted by the Education Foundation in response to requests for support and to fulfill school system goals. Funding is supplemental and does not replace or alter use of tax-based revenue.

Mentors



Ella Pritzker | Owner, Ella Pritsker Studio

Ella Pritsker Couture, the Mid-Atlantic's premiere couture brand, is known for timeless designs and classic trademark suit silhouettes boasting elegant and sophisticated style. Ella's designs have been featured in Baltimore Magazine, Baltimore Style, Towson Lifestyle, Baltimore Bride, The Baltimore Sun, The Baltimore Business Journal, British Vogue, Home and Design Magazine as well as New York Fashion Week. Ella Pritzker's understanding of the concepts of design and product development combined with meticulous attention to detail has made her a master instructor in helping many aspiring designers perfect their craft. She continues to mentor promising young designers while providing leadership serving on the boards of many Baltimore charities and foundations.



Ann Quinn | Immediate Past President, Executive Alliance/Quinn Strategy Group

With over 20 years of experience advising privately held companies and non-profits, Ms. Quinn's consulting practice concentrates in the following areas: strategic planning, strategies for transition, organizational assessment and development, and board governance. Ms. Quinn has spent most of her career working with organizations that are facing the challenges of developing and implementing an organizational strategy, building organizational capacity, delivering mission and services, facing a funding event, or expanding new and existing service lines. Ms. Quinn works with the management team and board of directors to develop processes and a framework to facilitate communication, accountability and transparency. In addition, she has devised executable business strategies that attracted outside funding and generated revenues, profits, and continued growth going forward. Ms. Quinn was recognized as a Top 100 Women by The Daily Record in 2016 and 2018 and as one of the top 40 metro area business professionals under the age of 40. She is a past President of Executive Alliance; Member, Board of Directors, WYPR; Member, Board of Directors, Emerging Technology Center (ETC); and Board Member, DfR Solutions and a volunteer for Reading Partners.



Gina Richmond | Senior Vice President, Abel Communications

Gina leads and manages the team at Abel's Baltimore headquarters. An award-winning PR practitioner of over 15 years, she provides creative and strategic leadership for our client teams and is responsible for the overall success of the firm's account programs and campaigns. Gina also leads innovation workshops, helping clients develop creative solutions to their biggest challenges. Gina speaks regularly at conferences and workshops--covering topics from PR 101 to the power of social influencers--hosted by organizations such as Public Relations Society of America-Maryland, Baltimore Business Journal and Betamore. In 2016, she was a "Featured Mover" in The Daily Record and was named one of Baltimore Business Journal's 40 under 40. Gina is the immediate past President of the Baltimore Public Relations Council and remains on the board. She attended Towson University where she earned her Bachelor of Science in Public Relations and a Certificate of Marketing.

Mentors



Angela Ripley | Executive Management President, V.W. Brown

Angela L. Ripley has more than 20 years of experience as a licensed property and casualty, life and health insurance agent and currently serves as President of VW Brown Insurance Service. Angela joined VW Brown in 2000, after previously working for Erie Insurance Group in her latest position as Senior District Sales Manager.

At VW Brown, Angela is responsible for managing the agency's carrier relationships, production initiatives, agency acquisitions, as well as a number of accounts, mostly working with the Commercial Department.

She is a member of the IIA of Maryland (Independent Insurance Agents of Maryland). In 2014, Angela was appointed the State National Director, served on as Past Chairman in 2013, Chairman in 2012, Vice Chairman in 2010, and Director-At-Large in 2009. Angela is also very involved within her local community, serving as Troop Leader for Girl Scouts of Central Maryland since 2010 until present day and a lacrosse coach for Howard County Lacrosse, since 2013. As a member of the Baltimore Junior League in 2002 – 2004. From 2000-2005, she organized and lead the Howard County Young Republicans and presently actively participates in the Jimmy Walker Coffeehouse Organization serving as President from 2002-2003 and Treasurer from 2000-2002.

Angela received her Bachelor of Science in Business Administration / Marketing and Advertising from Frostburg State University in 1994. She officially became a Certified Insurance Counselor in 1999, Life Underwriter Training Fellow in 2004, Associate in Insurance Services in 2009, and Certified Risk Manager in 2012.

"From 1998-2000, I had the great fortune of working for Richard "Dick" Corbin, who was my branch manager at Erie Insurance Group. He taught me how to be a professional in my field, and that the only way to do it properly was with honesty and integrity. I have always maintained my business with those lessons in mind. I have also been fortunate to surround myself with top quality insurance professionals on my staff that help us take good care of our customers."



Kirsten Sandberg | Executive Director, J.P. Morgan Private Bank

Kirsten Sandberg is an Executive Director with J.P. Morgan Private Bank. She provides comprehensive wealth management guidance to individuals, not-for-profits, and families of multi-generational wealth, to help them grow, sustain, and transfer assets over time. She brings more than 20 years of broad financial services experience to helping clients achieve their goals by leading a team of experts to take an integrated approach to planning, trust, investment, banking, and credit services. Ms. Sandberg has worked with corporate executives and owners of companies across many industry verticals, with her primary expertise being in understanding the technical challenges faced by business owners preparing for sale or succession to the next generation. She also specializes in helping individuals going through financial transitions such as retirement, major estate gifting, or divorce. Ms. Sandberg is philanthropically active in her community, serving on Planned Giving Advisory Council for the Baltimore Symphony Orchestra, and as a member of the Baltimore Women's Giving Circle. She has served on the board of trustees for the Baltimore Museum of Art, Baltimore City Community College, Junior Achievement, and the Downtown Baltimore Family Alliance. She graduated from Pepperdine University and attended graduate school at George Washington University.

Mentors



Laurie Schwartz | President, Waterfront Partnership of Baltimore

Laurie has dedicated her career to making Baltimore a better place to live, to work and to play - having been inspired by her early work for Mayor Schaefer. Laurie went on to start the Downtown Partnership which she led for 15 years, leaving to work as Deputy Mayor for Mayor O'Malley in his first term. After operating as an independent consultant for 9 years, Laurie accepted a full time spot as President with one of her clients, Waterfront Partnership, which promotes, provides services and helps manage the Waterfront areas of the Inner Harbor, Harbor East, Harbor Point and Fells Point. The Partnership operates the Inner Harbor Ice Rink and is leading the development of Rash Field into a new dynamic Park for Baltimore.



Erin Stauder | Executive Director, HASA

Erin Stauder is the Executive Director/CEO of HASA, a non-profit in that connects people to their worlds via its Language Access, Inclusion, Education, Speech-Language Pathology, and Hearing Health programming. Erin is a licensed speech-language pathologist who holds a doctoral degree in public policy from UMBC. Erin received both her master's and bachelor's degrees in speech-language pathology from Loyola College in Maryland. Erin was a previous member of both the Executive Committee for the State Interagency Coordinating Counsel for Infants and Toddlers in Maryland and the Advisory Board for North Bend Elementary/Middle School in Baltimore City. Erin is a member of the American Speech-Language-Hearing Association. She is a Professional Member of the National Academies of Practice (NAP) of speech-language pathology, which recognized her as a leader in inter-professional healthcare. The NAP works as an "interdisciplinary force to influence national health policy, legislation, and promote quality healthcare through cooperative advocacy, practice, education and research."



Deborah Tillett | President and Executive Director, ETC (Emerging Technology Centers)

Deborah is responsible for oversight of Baltimore City's innovation center. She provides the guidance, leadership and resources necessary for entrepreneurs to start, grow and succeed.

Tillett started her first business in 1985 and it led to a career of computer gaming start-ups; notably a JV with ABC/Walt Disney to produce sports games. Tillett received a B.S. from Towson and an M.B.A. from Loyola. She was named the 2004, 2012, 2016 Innovator of the Year by The Daily Record, received 2005 and 2016 Brava Award, Smart Woman Magazine and was a 2006 Distinguished Alumni, Towson University. She was inducted into the Towson Chapter of Beta Gamma Sigma Honor Society. Deborah was named one of the 100 Most Influential Women in Computer Gaming, 2006 and was one of Daily Records' 2017 Maryland Influencers and 2018 BBJ's Top Ten in Tech.

bizwomen
BALTIMORE BUSINESS JOURNAL

MENTORING MONDAY

National Sponsor



National Partners



Venue Sponsor



Local Sponsor

