



## MARIA BAILEY • BSM MEDIA

Maria Bailey brings a unique voice to today's moms. She is an award-winning author, radio talk show host, television personality, nationally known speaker and the foremost authority on marketing to moms. Each month she speaks to over 11 million moms on TV, radio, print and online.

Maria is CEO of BSM Media, a full service marketing and media firm that specializes in marketing to mothers. The client list includes Precious Moments, Dell, Avon, Hewlett-Packard, Disney, Cartoon Network, Wal-Mart, Kimberly Clark and many other top 100 global brands. She is an internationally known speaker and has spoken to nearly half of the top 100 consumer brands.

Maria is a six-time author. Her book, *Marketing to Moms: Getting Your Share of the Trillion Dollar Market* (Prima) was the first to examine the buying power of mothers and the most effective marketing initiatives to tap the \$2.1 trillion market. In *Trillion Dollar Moms: Marketing to a New Generation of Mothers* (Dearborn), Maria focuses on the emergence of Gen X and Gen Y mothers and compares them to the Boomer mom segment. Her latest book, *Mom 3.0*, examines reaching moms with new technologies, such as blogs, podcasts and social networking. She is the author of *The Ultimate Mom Book* (HCI Books, May 2009).

Maria was the original host of "The Balancing Act" on Lifetime TV and the WE-Women's Entertainment Network for Women and remains a co-host. On radio, Maria is host of "Mom Talk Radio," the first nationally syndicated radio show for moms, and is co-host of "Good Day with Doug Stephan," the #7 ranked morning talk show in America.

Online, Maria is the Founder of *BlueSuitMom.com*, the award-winning Website for executive working mothers and Co-Founder of *Newbaby.com*, the largest resource of online video for moms. Maria's articles can be found in *Orange County Family*, *Mom Magazine* and *Pregnancy Magazine*, among other magazines. She is also the Founder of National Mom's Nite Out.

Maria was named one of the most influential moms on the Internet by USA Today, and was among the Power 16 Pack by Nielsen on their list of Top Moms Online. With over 20,000 followers on Twitter, Maria was named to the Top 10 Must Follow Moms on Twitter.

Maria has been a media resource on work/life/family balance, working mothers, marketing, and women business stories for outlets such as the BBC, CNBC, World News Tonight, CNN MONEY, Hearst Publications, *The Wall Street Journal*, *USA Today*, *Self*, *Smart Money*, *Parent*, *HomeChannel News*, and *Entrepreneur*. She and her company have been featured in *O*, *The Oprah Magazine*, *Woman's Day*, *Money*, *Chicago Tribune*, *the New York Times*, *Wall Street Journal*, *Miami Herald*, as well as on hundreds of national and local radio and television shows.

She is the proud mother of four and wife to one. In her spare time, she enjoys running, traveling and fishing. She has completed 23 marathons and two ultras.



**ALISSA BAYER • MILK + HONEY**

Alissa created milk + honey after completing the MBA program at the University of Texas in 2004 with a focus on entrepreneurship. The original milk + honey spa, located in Austin's downtown 2nd Street District, has been a huge success since it opened its doors in January 2006. A second spa location opened a few years later, closely followed by the launch of SALON by milk + honey, recently named one of the country's top 100 salons by *Elle Magazine*. A second salon opened in July 2010.

Alissa plans to continue growing the milk + honey brand, bringing the concept to a national audience. She is most proud of the amazing team of over 100 enthusiastic and supportive therapists, managers, spa coordinators, and support staff that rally behind her, making milk + honey such an amazing and unique place to work and to patronize.

Prior to moving to Austin, Alissa worked for The Princeton Review for eight years. She started as an instructor while attending George Washington University where she studied English and Philosophy. Her last role at the company was as Executive Director of Operations in New York, before moving to San Francisco to start a private admissions counseling business. Alissa and her husband Shon, a busy software executive at Enspire Learning, work way too much, but enjoy cooking, running around Town Lake and Shoal Creek with their dog, and practicing yoga to help keep them sane.



**MAUREEN BORZACCHIELLO • CREATIVE DISPLAY SOLUTIONS, INC.**

Maureen Borzacchiello, President and CEO, Creative Display Solutions, Inc., has proven to be a skilled executive and visionary entrepreneur during her 15+ year career in the trade show display industry. She and her team provide innovative and seamless exhibit experiences by managing their client's exhibit and face to face marketing programs globally, through production, strategic consulting, design, storage and asset management.

She was appointed to the Customer Advisory Council for American Express OPEN® in 2007. She is on the Board of Directors of Count Me In for Women's Economic Independence and is a Board Member and Chairperson of TSEA NY/NJ (Trade Show Exhibitors Association), among other associations.

Awards include the New York State Senate 2008 Woman of Distinction award, the Make Mine a Million \$ Business award, Long Island's Top 50 Most Influential Women in Business award and 40 Under 40.

She has been featured on NBC's "The Today Show," "Good Morning America," "Fox Business News," "ABC Viewpoint," "CNBC," *Inc. Magazine*, *The Wall Street Journal*, *The New York Times*, *Newsday*, *Business Week*, *Pink Magazine*, and *TheStreet.com*, as well as other business media. Maureen resides in Long Island, New York, with her husband Frank and 8-year old son, Dominick.



**ELIZABETH BROWNING • GOOD HEALTH MEDIA**

Elizabeth Browning is Chief Content Officer, *BeWell.com*/Good Health Media, one of the fastest growing health advertising networks that aggregates more than 38 million unique visitors and 350 million impressions monthly. Good Health Media recently acquired *BeWell.com*, which she founded with Nancy Snyderman, M.D., chief medical editor of NBC News, and Susan Love, M.D, a renowned breast cancer surgeon, researcher and author. She is responsible for overseeing content for all of Good Health Media.

Elizabeth was previously Chief Executive Officer and co-founder of LLuminari, the parent company that launched *BeWell.com*, an online site featuring blogs and commentary from leading health experts on thought provocative issues as well as social networking among members. The perspectives of the BeWell experts can also be found in “Live a Little, What the Research Really Says About Living a Pretty Healthy Life,” by Drs. Susan Love and Alice Domar.

Prior to founding LLuminari/BeWell, Elizabeth served as President, DuPont Consumer Health, a division of DuPont’s Nutrition and Health strategic business unit. During her 20 year career with the DuPont Company, she held a variety of leadership positions and led the globalization of the LYCRA® brand and the company’s entry into e-business.

Elizabeth frequently lectures on global marketing and branding. A Harvard Business School alum, she has worked with the Stanford Executive Education Program and the Wharton School of Business at the University of Pennsylvania.

In 2009, she was the recipient of The Strong Smart Bold National Award for Girl’s Inc. Elizabeth was named the American Heart Association’s Love Your Heart Award winner, Go Red For Women Initiative in 2007, and was winner of the Trailblazer Award for The Agenda for Delaware Women in 2006. She was honored by The National Association of Women Business Owners (NAWBO) of Delaware in 2005 as its Business Woman of the Year.

She lives in Wilmington, Delaware, with her family.



**KARA CENAR • PARTNER, BRYAN CAVE, LLP**

Kara Cenar has been practicing intellectual property litigation and counseling for over 20 years. Her intellectual property litigation practice has primarily focused on federal and state litigation, pre-trial litigation, and proceedings before the International Trade Commission. She has represented domestic and international companies of all sizes, as well as individuals, in the enforcement of their intellectual property rights and the defense of alleged violations of the intellectual property rights of others.

Kara earned her B.A. and J.D. degrees from Loyola University in Chicago. She is a member of the Chicago Bar Association, the Illinois State Bar Association, and the Chicagoland Chamber of Commerce. She is a Fellow of the Litigation Counsel, a national board member for the National Association of Women Business Owners (NAWBO), June 2009-Present. Past involvement with NAWBO includes serving as Chicago Chapter President, 2005-2006; President Elect, 2004-2005; Advisory Board, 2003-2007; Board of Directors, 2003-2007; and Special Advisor to the President, 2007-2008.

Her civic involvement and distinctions includes receiving the Advancement Award for Advancement of Diversity, Chicago High Achievers in 2009; Champion of the Year for Women in Business – Small Business Administration, Illinois Office and Regional in 2006; and a Charter Lifetime Friend for Boardroom Bound, 2005-2010. She was named to Illinois Super Lawyers in 2010.

Kara and her husband Rick are the parents of three children – 20, 18 and 14. They reside in Chicago.



**MALLIKA CHOPRA • INTENT.COM**

Mallika Chopra has spent the last ten years working in a variety of capacities in the media world. Her strengths in creating creative content combined with strategic and marketing thinking has allowed her to successfully fuel an entrepreneurial drive in a number of arenas. Mallika is a graduate of Brown University, and has an MBA from the Kellogg Graduate School of Management.

Mallika was a founder and executive at MyPotential Inc., a multi-media company focused on the self-help industry. She was profiled in several publications, including *Forbes*, *W Magazine*, *Femina* and the *LA Times*, for her work with MyPotential. Mallika served as one of the first representative for the re-launch of MTV in India, and has also worked with MTV International, Go Network (Disney), and consulted for Yahoo! on marketing and strategic initiatives.

In 2008 she started *Intent.com*, a new trusted wellness destination on the web, to realize her personal intention to connect with others by sharing and listening to each other's stories.

She currently lives in Santa Monica, California, with her husband, Sumant Mandal, and their two daughters, Tara and Leela. She has written two books inspired by them, including *100 Promises to My Baby* and *100 Questions from Her Child*.



**M. MAITLAND DELAND, M.D. • ONCOLOGICS, INC.**

M. Maitland DeLand, M.D. is a radiation oncologist, specializing in the treatment of women's and children's cancer. One of the leaders in her field, she is President, Chief Executive Officer, and Owner of OncoLogics, Inc., a group of clinical cancer practices throughout Louisiana and Mississippi.

After Dr. DeLand received her B.S. and M.D. degrees from the University of Florida, she completed a residency and fellowship in Radiation Oncology at Duke University Medical School in North Carolina. She was awarded an American Cancer Society Clinical Fellowship and is board certified in Therapeutic Radiology. She is also a Fellow of the American College of Radiation Oncology, American College of Radiology and American Society for Laser Medicine.

She served on the 2008 Governor's Healthcare Advisory Committee and is a member of the Health Education Authority of Louisiana (HEAL), an appointment by Governor Bobby Jindal. Dr. DeLand is a clinical faculty member of the Tulane School of Medicine in New Orleans, a Tulane Cancer Center Community Advisory Board member, and an American College of Radiology Physician Surveyor for its Radiation Oncology Practice Accreditation Program.

Dr. DeLand, who has dedicated her career to helping her patients and their families lead balanced and rewarding lives, also serves as a member of the Breastcancer.org Professional Advisory Board.

One of Dr. DeLand's major interests is in quality improvement of medical facilities and the establishment of new programs with medical professionals, specialists, and local hospitals. In January 2008, she opened OncoLogics Centre-Women, the first of its kind in Louisiana, dedicated solely to cancer treatment, renewal and wellness for women. The concept is to treat patients for more than just their oncology needs. Therapy and treatment for the physical, mental, psychological and spiritual needs are addressed with the patient as well. With patients active in the healing process, maintaining each patient's identity as a woman and increasing the quality of life during treatment is the main focus of the center. The goal is to have each woman regain her active identity and focus on a balanced life – work, kids, home and self.

Dr. DeLand takes great pride in offering the most advanced cancer treatments. Through her partnership with recognized physicians and an excellent clinical staff, her philosophy of “treating cancer personally” has earned both Dr. DeLand and her staff the reputation of a facility that not only offers the very best in oncology treatment, but a facility that truly cares for all those they serve. “I love the fact that we have extended families to care for loved ones, which is not always true in large communities,” she says. “The support of families and their community of friends and faith are essential to the process of treatment and healing. Just having that kind of support makes a huge difference in outcomes for my patients. Life is short – family and faith are what transcends all medicines.”

Dr. DeLand is also a published children’s author and has written several book series. *The Great Katie Kate* is a medically based book series aimed at helping children who are diagnosed, or those who have a loved one who has been diagnosed, with serious illnesses. Katie Kate helps to ease a young patient’s worries and fears, and helps them to understand their condition. Information about her books and where they are available is available on her website, [DeLandBooks.com](http://DeLandBooks.com).



## **JULIE JUMONVILLE • UPSRING BABY**

When she’s not wakeboarding or playing in an all-mom rock band, Julie Jumoville is the co-founder and chief innovation officer of UpSpring Baby, which develops creative and convenient solutions to improve health, wellness, and safety for parents and young children.

Julie started the company in 2006 after developing Milkscreen, the first-ever home test to screen breast milk for alcohol. With several patents pending to her credit, Julie has since branched out to other products, including Walking Wings, which help teach babies to walk more naturally without the risk of falling, and Shrinkx Hips, a postpartum belt that makes a measurable change in the size of mom’s hips.

Julie is an active Board Member for the Mother’s Milk Bank in Austin, Texas, was a Profiles in Power winner in 2009, Austin Under 40 Finalist, and serves on AOL’s Small Business Board of Directors.

Julie and her husband Jeff are the parents of Grace, 10, and Reece, 8. Family is key to her success as an entrepreneur and inventor. Jeff will wear a pink shirt and talk about breastfeeding at any time because he believes in Upspring Baby and our mission. Reece offered to invest in UpSpring Baby after we explained that mommy was raising money for the company, and Grace pitched a new product idea called Paranimals that she hopes to develop with her mother one day. UpSpring Baby is truly a family affair.



### **LORI KARMEL • WE TAKE THE CAKE**

Did you hear the story about a woman who walks into a bakery to order a cake for her son's birthday and ends up buying the bakery? If so, you've heard of Lori Karmel!

Lori, the owner of We Take The Cake since 2002, admittedly knew nothing about the bakery business, except that she loved the chocolate cream cheese frosting on the cake she bought for her son. A year later, when she was looking for a business to buy, her business broker told her We Take the Cake was for sale and she bought it!

Prior to buying the then-floundering bakery, Lori was a stay-at-home mom and before that had been in the real estate business in Canada. Little did she know that a move to Florida would be life changing, in more ways than one. Two years later, in November 2004, the Ft. Lauderdale, Florida based business was featured on the Oprah show, when We Take the Cake's Key Lime Bundt Cake was chosen as one of Oprah's "favorite things." The show sparked a tsunami of online orders that knocked out her website's server, and propelled Lori's business into the spotlight.

Its gourmet cakes have been featured on The Food Network's "Challenge," "Unwrapped," and "Road Tasted." *InStyle* magazine selected We Take the Cake's prize-winning Chocolate Layer Cake as one of "the best mail order cakes." In 2009, the company grossed \$1.2 million, with about 25 to 30 percent of earnings coming from online sales. A non-traditional bakery in many ways, cakes are baked "to order" only, focusing on customer service and a customized personal touch.

From filling an order for Jamie Fox's 40th birthday cake in 2007, to designing a high-end wedding cake costing \$10,000 or more, to baking a little boy's birthday cake like Lori ordered for her son in 2001, We Take the Cake continues to grow and meet the needs of its consumers. We Take The Cakes' Key Lime Bundt Cake has been featured on the QVC home shopping network. Its gourmet items can be found on-line at [www.wetakethecake.com](http://www.wetakethecake.com), at Field of Flowers stores, and at Aventura Mall in Aventura, Florida.

Lori is a member of the Entrepreneurs' Organization of South Florida, a global organization made up of business owners grossing a minimum of \$1 million annually.

She and her husband, Patrick, and 12-year-old son, Sean, continue to enjoy life in Florida.



### **AMY LANGER • SÁLO, OBERON, AND NUMBERWORKS**

Amy Langer is co-founder of SÁLO, Oberon, and NumberWorks, three Minneapolis-based staffing firms that have grown to over \$48 million in revenue and more than 250 employees in less than eight years. SÁLO and its affiliates are among the fastest-growing contract staffing companies in the country and the top performers in the Minneapolis-St. Paul area.

Amy is active in both the Women Presidents' Organization (WPO) and Women Corporate Directors. She also serves as President of the Washburn Center for Children Board and participates on the Lake Country School Board.

Most recently, Amy received the 2010 "Forty Under 40" award from the *Minneapolis/St. Paul Business Journal*. In 2009, she was named "Enterprising Women of the Year" by *Enterprising Women*. In 2007 and 2008, Amy earned honors from *Entrepreneur Magazine* and the Women Presidents' Organization as the #1 and #13 fastest growing woman-led business in the U.S. and Canada, respectively. The National Association of Woman Business Owners (NAWBO) also recognized her as the 2008 "Woman Business Owner of the Year."

SÁLO has joined the ranks of *Inc.* magazine's "Inc. 500 List of Fastest Growing Private Companies in America" and has made numerous appearances on the *Business Journal's* "Best Places to Work" list. Further still, Amy and co-founder John Folkestad were named winners of the "2006 Ernst & Young Emerging Business Entrepreneur of the Year Award." SÁLO has also been ranked #3, #13 and #25 on the *Business Journal's* "Fast 50: Fastest Growing Private Companies" in the past three years.



**CYNTHIA MCCLAIN-HILL, ESQ. • STRATEGIC COUNSEL PLC**

As managing partner of Strategic Counsel PLC, Cynthia McClain-Hill leads the firm's regulatory, land use and environmental law practices. Public and private sector clients seek her out for her expert handling of public-private partnership issues and effectiveness before governmental agencies.

Throughout her career, Ms. McClain-Hill has served on a variety of significant public sector boards and regulatory commissions, including the California Coastal Commission, the California Fair Political Practices Commission and the CalEPA Environmental Justice Advisory Working Group. In Southern California, she served on the City of Los Angeles' Community Redevelopment Agency Board, the Small and Local Business Advisory Commission and the Los Angeles Mayor's Economic Advisory Council. She is consistently named one of Southern California's "Super Lawyers" in an annual survey of more than 65,000 of her peers, a distinction reserved for the top five percent of California's practicing attorneys.

A respected authority, Ms. McClain-Hill is frequently featured in a wide range of publications and is interviewed regularly by leading television and radio shows. She is 2008-2009 immediate past-president of the National Association of Women Business Owners (NAWBO) and is past president of the Los Angeles chapter (NAWBO-LA). During the past several years, she has been honored repeatedly for her leadership with business and civic organizations. She received the U.S. Small Business Administration's Women in Business Advocate Award, the 2005 Chapter Public Policy Advocate of the Year Award from NAWBO, the first annual Ruth Standish Baldwin Award from the Greater Sacramento Urban League, and the Thurgood Marshall Award from *Minorities in Business Magazine*. In September 2007, she was featured in *ESSENCE Magazine*.

Ms. McClain-Hill earned her bachelor's degree in political science from the University of California, Los Angeles (UCLA) in 1978, and her juris doctorate from UCLA's School of Law three years later. She was admitted to practice law in the State of California in 1981.



**ORIT • THE O GROUP**

Orit is the "O" of The O Group. And no, she will not reveal her last name unless you are a bank or a customs agent, so you'll have to just enjoy the mystery!

As president and CEO, Orit established The O Group in 1986. It is now one of New York's most successful midsize graphic design firms, one of the few that offers a truly strategic approach. Over the years, she has evolved the company's capabilities and offerings to meet the needs of an ever-changing marketplace. In 2006, after four websites, three locations and too many name variations to count, The O Group celebrated its 20th anniversary and refined its focus: Graphic Design for Luxury Brands.

With a deeply rooted passion for her company and a vision for success, Orit keeps her finger on the pulse of industry trends. She understands the complexities of developing and promoting luxury brands, and her expertise is requested by many, resulting in numerous speaking engagements across the country.

Orit has been recognized for her achievements as an entrepreneur by a variety of associations and organizations. In 2010, the National Association of Women Business Owners New York Chapter (NAWBO-NYC) selected Orit as recipient of its Lifetime Achievement Signature Award. The award is presented annually to honor remarkable businesswomen who have left their unique mark on the business community.

She is the ultimate networker and has a flair for bringing partners, clients and associates together to create brilliant collaborations. Orit's other loves include her son Zackary, husband Paul, retreating to her lake house and designing fabulous gardens, reality TV and of course, Willie, her shih-tzu, who accompanies her to the office every day.



**SUSAN PACKARD** • CO-FOUNDER, HGTV;  
EXECUTIVE VICE PRESIDENT, MARTIN FRANKEL ASSOCIATES

Susan Packard is co-founder and former chief operating officer of HGTV. Packard held a variety of senior positions at Scripps Networks Interactive, (NYSE: SNI), the leading developer of lifestyle-oriented content for television and the Internet. The company's media portfolio includes popular lifestyle television brands HGTV, Food Network, DIY Network, Cooking Channel, country music network Great American Country (GAC) and the Travel Channel.

Most recently, Packard served as President, Brand Outreach, responsible for aligning corporate citizenship activities. She has also served as president of Scripps Networks New Ventures, where she oversaw the development and launch of DIY Network, Fine Living Network, and interactive platforms. Before that, she was president of worldwide distribution for the Scripps cable brands.

In 1980, Susan began her cable career at HBO then moved to NBC to help found CNBC. In 1994 she joined HGTV and became Chief Operating Officer in 1995. Under Packard's helm, HGTV became one of the fastest growing cable networks in television history. Today, HGTV is available in more than 99 million U.S. homes and distributed in 175 countries and territories. Susan helped to build Scripps Networks to a market value of over \$7 billion.

On July 1, 2010, Susan joined the firm of Martin Frankel Associates (MFA), an advisory group to global business leaders.

Susan has been recognized by industry peers, colleagues, and employees as an innovator, pioneer, role model and mentor. She received the Woman of the Year award by Women in Cable & Telecommunications (WICT) and was profiled in *Modern Visionaries*, a book chronicling the contributions of women to the cable and telecommunications industry. *Contemporary Economics*, a high school textbook, profiled her as an entrepreneur in the field of media specialization. *Cablevision* magazine cited her as one of "12 Most Powerful Women in Cable," and *CableWorld* magazine has repeatedly honored her among "The Most Influential Women in Cable." Susan is the recipient of the

YWCA Tribute to Women Award, and in 2008, she was inducted into the Cable Center Hall of Fame. In 2010, she was admitted to The Committee of 200, a select group of global women executives dedicated to inspiring and supporting future women leaders in business.

Packard was the first woman elected to serve on the board of directors of Churchill Downs, Inc. (the Kentucky Derby) in 2004. She served on the board for two terms.

Susan is active in business and community affairs at the national and local levels. She was elected to the Scripps Howard Foundation's Board of Trustees in 2001 and served for six years. She has served on the University of Tennessee's College of Communication's Board of Advisors. In 2004, she was named a College of Arts and Sciences Outstanding Alumni at Michigan State University. She serves on the executive committee of the Denver-based Cable Center Board of Directors, is vice chair of the board of an independent collegiate day school, lectures at universities, and is an advisor on children's healthcare issues and job training programs for the homeless. In recognition of her outreach work, she received the E.W. Scripps William Burleigh Award for distinguished community service.

Susan Packard lives in Knoxville, Tennessee, with her husband and son.



**SHERI SCHMELZER • JIBBITZ FOUNDER**

Sheri Schmelzer is the founder of Jibbitz, which was launched on August 9, 2006, and acquired by Crocs one year later. Jibbitz, the shoe charms she developed, were named from a shortened version of Flibertyjibbit, a nickname Sheri was given by her husband years ago.

After the acquisition, Sheri retained the title of Chief Design Officer, with the responsibility of overseeing all of the Jibbitz Designs, including all licensed product.

On August 9th, 2008, Sheri and her husband Rich retired and are devoting themselves to raising their children. Both the launch of Jibbitz and their retirement coincided with their wedding anniversary, which in 2010 marked 14 years together.

Their children include two daughters, Alexandra, 12, and Julian, 10, and a son Riley, who is eight. Sheri grew up in Florida and graduated from Lake Highland Preparatory School, then went on to earn a degree in childhood development from Arizona State University. She and her family have made their home in Boulder, Colorado, for the past 20 years.



**KENDRA SCOTT • KENDRA SCOTT JEWELRY**

In 2002, Kendra Scott combined her love for fashion with her creative talents and began her own line of jewelry. Today, the Austin based designs of Kendra Scott Jewelry have found a home in her serene and sophisticated New York city showroom and can be found at top retailers such as Lord & Taylor, Henri Bendel and specialty boutiques around the globe. The line garners the attention of such magazines as *In Style*, *O The Oprah Magazine*, *Town and Country*, *Glamour* and *Life & Style*, all of whom regularly feature Kendra Scott Jewelry.

As Kendra continues to grow her company, she remains committed to the three philosophies that continue to direct its course: family, fashion and philanthropy. Kendra's "family first" philosophy has always been a core value for her growing company. The birth of her two sons during the initial stages of her business influenced Kendra in creating a lifestyle company that is both flexible and fun.

The heart of Kendra Scott's business philosophy is in giving back to her community. Kendra Scott maintains her position on the board of LifeWorks, a non-profit that provides services to homeless and at-risk youth and their families, in Austin, Texas. Kendra is also a co-founder and co-chair of LEAP (LifeWorks Entrepreneurs & Professionals), a fundraising and networking organization that connects individuals interested in making a positive impact on the lives of those in need. With her enthusiasm and passion, Kendra is a keynote speaker on the national level for The American Heart Association's Go Red Campaign for Women and is very involved with Dress for Success.



### **JENNIFER SMITH • INNOVATIVE OFFICE SOLUTIONS**

Jennifer Smith founded Innovative Office Solutions in June 2001. Innovative Office Solutions provides office supply/furniture products to businesses of all sizes that value a relationship-oriented approach. With a “Relationships Matter” belief system, Innovative’s intent was to change what customers can, and should, expect from suppliers. The company quickly became one of the fastest growing multi-million dollar office supply companies in the Midwest.

Jennifer has over 20 years of experience in the office supply industry, including the roles of Vice-President of Operations for U.S. Office Products and owner and President of Town & Country Business Products. Prior to her office supply experience, Jennifer worked in the buying office with the Dayton Hudson Department Store Company for over five years. She graduated with honors from Hamline University in 1989, where she double majored in Business Management and Psychology.

She has been married for 24 years and has two children, ages 16 and 18. She is very active in the community, spending many hours coaching children in track, basketball and is on the fundraising committee for Eastview Hockey. She is also involved with her church community, teaching Sunday school and volunteering time with the Feed My Starving Children organization.

She is involved in many business organizations, including the WPO (Women Presidents Organization), WBENC (Women’s Business Enterprise National Council), and the mentor program for the Women Venture Organization. She is currently serving a three-year term on the Dealer Advisory Board of United Stationers.

Jennifer received the Woman on the Way Award from NAWBO (National Association of Women Business Owners) in 2004 and the Woman to Watch award, presented by the Business Journal of Minneapolis, in 2005. In 2010, she won the Enterprising Women of the Year Award in the \$10,000,000-\$25,000,000 sales category.

Innovative Solutions has been recognized annually since 2001 in the top 25 Furniture and Office Suppliers in the Minneapolis Business Journal and was just named to its Fast 50 list of the fastest growing companies in Minnesota. The company has been included in *Inc.* magazine’s Inc. 5000 list of America’s fastest-growing private companies in 2007, 2009 and 2010, and was recognized by its buying group, TriMega, for having the “Greatest Dollar Increase in Direct and Wholesale Purchases for 2010.”



### **MARI SMITH • RELATIONSHIP MARKETING SPECIALIST**

Mari Smith is one of the world’s foremost experts on using Facebook as a marketing channel. She is the coauthor of *Facebook Marketing: An Hour A Day* and the lead author of *The Relationship Age*. Dubbed “the Pied Piper of the Online World” by *FastCompany.com*, Mari is a popular Social Media Keynote Speaker, Trainer and Thought Leader.

Mari has a strong ten-year background in the world of relationships and Internet technology, making social media her ideal arena. Through her consulting and training business, Mari helps independent professionals, entrepreneurs and business owners to accelerate their business profits using an integrated social marketing strategy, with particular focus on Facebook and Twitter. After applying Mari’s proven social marketing methods, her clients typically experience a significant increase in traffic, subscribers, clients, affiliates, lucrative strategic alliances and targeted media attention.

Mari travels the United States and internationally to share her wisdom and provide social media keynotes and in-depth training. She has shared the stage with the likes of Sir Richard Branson, the Dalai Lama, President F.W. de Klerk, Tony Robbins, Dr. Stephen R. Covey, and Paula Abdul.

A self described “bubbly Scottish-Canadian,” Mari currently lives in San Diego, California, and has a penchant for turquoise and bling!



**ROMY TAORMINA AND  
CARLA FALCONE • PSI HEALTH SOLUTIONS, INC.**

Romy Taormina and Carla Falcone are Co-Founders of Psi Health Solutions, Inc., the maker of Psi Bands, acupressure wristbands for the relief of nausea due to morning sickness (pregnancy), motion sickness/travel, chemotherapy and anesthesia.

Romy has an in-depth knowledge of marketing with a business degree from California Polytechnic State University, San Luis Obispo. She resides in Pacific Grove, California, with her husband of 14 years and their two sons, ages 10 and eight. Carla has an extensive background in public relations and advertising with a dual degree in journalism and industrial arts from California State University, Fresno. She resides in Seattle, Washington, with her husband of 13 years and their two sons, ages six and three.

Romy and Carla have been nationally recognized as 2009 Trailblazer Awardees from Wells Fargo Bank and the National Association of Women's Business Owners (NAWBO); Make Mine a Million \$ Business Awardees from Count Me In and American Express OPEN; StartUpNation's Leading Moms in Business winners; and Intuit's "Love a Local Business" winners. Romy Taormina is the 2009 Woman of the Year from *Woman2Woman Business* magazine and an official blogger for Savor the Success, a national social media network for women entrepreneurs.



**SANDRA YANCEY • E-WOMENNETWORK**

Sandra Yancey is an award-winning entrepreneur, international business owner, ABC radio show host, author, movie producer and philanthropist who is dedicated to helping women achieve and succeed. She is the founder & CEO of eWomenNetwork, the #1 resource for connecting and promoting women and their businesses in North America. CNN featured Sandra as an American Hero for her role in mobilizing much-needed resources for the girls' high school basketball team of Pass Christian, Mississippi, in the wake of the Hurricane Katrina devastation.

Sandra is the recipient of numerous business awards including Excellence in Leadership from the Euro-American Women's Council in Athens, Greece; the Entrepreneur Star Award from Microsoft; the Woman Advocate of the Year Award from the Women's Regional Publishing Association; Women Advocate of the Year from *Enterprising Women Magazine*, and most recently, the Distinguished Women's Award from Northwood University.

Sandra is the author of *Relationship Networking: The Art of Turning Contacts Into Connections* and is featured in *Chicken Soup for the Entrepreneur's Soul*, which showcases some of the top entrepreneurs in North America. The inspiring and motivational movie she produced, The GLOW Project, features prominent corporate achievers and successful entrepreneurs who share how they manifest, unleash and expand GLOW to achieve incredible successes ([www.glowproject.org](http://www.glowproject.org)).

Central to Sandra's commitment to serving others is the eWomenNetwork Foundation, a registered 501(c)(3) non-profit that supports the financial and emotional health of women and children in need. Since its inception in 2000, the Foundation has awarded hundreds of thousands of dollars in cash grants, in-kind donations and support to women's nonprofit organizations and emerging female leaders of tomorrow.

Sandra holds a Master of Science degree in Organization Development from American University in Washington, D.C., and a two-year post-graduate certification in "Organization and Systems Development," from the prestigious Gestalt Institute.

Sandra is married and has two children.