

# 9TH ANNUAL **STEVIE® AWARDS** FOR WOMEN IN BUSINESS



**Awards Dinner and Ceremonies**

**Friday, November 9, 2012  
Marriott Marquis Hotel  
New York, New York**

# Upcoming Stevie® Awards Deadlines

## 2013 Stevie® Awards for Sales & Customer Service



Recognizing the achievements of contact center, customer service, and sales professionals around the world.

**Final Entry Deadline:**

November 14, 2012

**Late Entry Deadline:**

January 15, 2013

## 2013 American Business Awards<sup>SM</sup>



The top business awards program in the U.S.A., recognizing achievement in every facet of the workplace.

**First Early-bird Entry Deadline:**

November 14, 2012

**Second Early-bird Entry Deadline:**

December 12, 2012

## 2013 International Business Awards<sup>SM</sup>



The world's top business awards program, open to all organizations worldwide.

**Entries Open:**

January 2013

**Early-bird Entry Deadline:**

April 11, 2013

**Final Entry Deadline:**

May 16, 2013

**Learn More and Enter at [www.StevieAwards.com](http://www.StevieAwards.com)**

INFORMATION IS  
**POWER** →

**GET YOURS HERE**

**More than 35 Talk Shows**

*From Business & Finance  
to Travel & Computers  
From Wall Street &  
Corporate Boardrooms  
to Dining and Home & Garden*

**BUSINESS  
TALK RADIO  
NETWORK<sup>®</sup>**

*[www.businessstalkradio.net](http://www.businessstalkradio.net)*



*Actiontec*<sup>®</sup>

Creative Solutions for the Digital Life™

Actiontec celebrates  
today's innovative women in business.  
Here's to tomorrow's generation of  
female business leaders.





## Welcome to the 9th annual Stevie® Awards for Women in Business.

With this program we close out our 10th year organizing Stevie Awards programs. (Our 10th American Business Awards concluded earlier this autumn.) It's been my aim from the beginning to create the top business awards programs in the world. Many people have told me that we've done that, which is gratifying, but if you know us you know that we don't rest on our laurels.

This year's Stevie Awards for Women in Business received more than 1,200 entries from individuals and organizations in 17 nations. More than 200 professionals around the world participated in the judging process in September-October. The average scores of preliminary judges determined the Finalists. The Gold, Silver and Bronze Stevie Award placements that will be revealed tonight were determined by the members of five final judging committees in late October. All judges are acknowledged in this program.

We introduced many new aspects to the Stevie Awards this year, including Silver and Bronze Stevies. Next year we'll introduce a Grand Stevie Award trophy, which only a small number of individuals and organizations will receive in each of our programs, and a smaller Gold Stevie trophy.

I invite you to stay abreast of what's new in the world of Stevie at our web site, [StevieAwards.com](http://StevieAwards.com), and through our presence on Facebook, LinkedIn, and Twitter.

Thank you for coming tonight. I wish you continued success!

*Cordially,*

Michael Gallagher  
President  
The Stevie Awards

## PROGRAM CONTENTS

Final Judging Committees	3	Communications & Marketing	
Preliminary Judges	9	Awards Categories	15
Finalists	15	Company/Organization	
Media Awards Categories	15	Awards Categories	19
New Product & Service		Individual Awards Categories	21
Awards Categories	15		

# Alcoa. Advancing each generation.



Alcoa applauds this year's  
**Stevie Awards for Women in Business Honorees**  
and congratulates our own

## Janne Sigurðsson

Managing Director, Alcoa Fjardaál, Iceland

Female Executive of the Year  
in Europe, the Middle East & Africa



Alcoa is the world's leading producer of primary aluminum and fabricated aluminum,  
as well as the world's largest miner of bauxite and refiner of alumina.

[www.alcoa.com](http://www.alcoa.com)



## FINAL JUDGING COMMITTEES

Final judging was conducted in October by the members of these five committees. Their average scores determined the Gold, Silver and Bronze Stevie® Award winners from among the Finalists. We appreciate their time, interest and insights.



Learn more about the 2012 Final Judges

### Communications & Marketing Awards Categories Final Judging Committee



#### COMMITTEE CHAIR

**Dr. Martha Saunders**

*Distinguished Professor of Communication  
The University of Southern Mississippi  
Hattiesburg, Mississippi, USA*

#### COMMITTEE:

**Mona A. Amodeo, Ph.D., President**, idgroupUSA,  
Pensacola, FL, USA

**Liza Cirlot Looser, CEO**, The Cirlot Agency,  
Jackson, MS, USA

**Tena Clark, Founder & CEO**, DMI Music & Media Solutions,  
Los Angeles, CA, USA

**Teresa Dos Santos, Director**, Business Interiors,  
Pensacola, FL, USA

**Julia Forsyth, Senior Global Marketing Manager**, GSMA,  
Atlanta, GA, USA

**Ann F. Guice, SVP/Trust**, The Peoples Bank,  
Biloxi, MS, USA

**Jennifer Hryczyn, Vice President**,  
Greenough Communications, Boston, MA, USA

**Louise W. Johns, VP/Trust**, The Peoples Bank,  
Biloxi, MS, USA

**Sharon A. Jones, FAHP, CFRE, VP Development**,  
Chapters Health System, Temple Terrace, FL, USA

**Patty Klein, APR, Senior PR Specialist**,  
Chapters Health System, Temple Terrace, FL, USA

**Sara Kuhl, Director**, University Marketing &  
Media Relations, University of Wisconsin-Whitewater,  
Whitewater, WI, USA

**Mary Anne Lanier, Trustee**, Ray C. Anderson Foundation,  
Marietta, GA, USA

**Joanne Meredith, Senior Associate Director**,  
Direct Response Marketing, Office of Annual Giving,  
Johns Hopkins Institutions, Baltimore, MD, USA

**Danny Mitchell, Chairman**, GodwinGroup,  
Jackson, MS, USA

**Jill Mosteller, Assistant Professor of Marketing**,  
Portland State University, Portland, OR, USA

**Julie Sheppard, General Counsel**, Florida Institute for  
Human & Machine Cognition (IHMC),  
Pensacola, FL, USA

**Ann Wead Kimbrough, Dean**, School of Journalism &  
Graphic Communication, Florida A&M University,  
Tallahassee, FL, USA

**Sheldon Wolf, CEO & President**, Spellex Corporation,  
Tampa, FL, USA

**Brenda J. Wrigley, APR, Associate Professor**, Department  
of Public Relations, S.I. Newhouse School of Public  
Communications, Syracuse University, Syracuse, NY, USA

### Company/Organization Awards Categories Final Judging Committee



#### COMMITTEE CHAIR

**Kimberly Webb**

*Founder  
Rockin' Green  
San Antonio, Texas, USA*

#### COMMITTEE:

**Stacey Clover, CEO**, iCreative Media, Jackson, MO, USA

**Tereson Dupuy, Founder**, FuzziBunz Diapers,  
Lafayette, LA, USA

**Jill Farrand, Director of Public Relations**, QuiBids,  
Oklahoma City, OK, USA

**Donna Hinkelman, VP Corporate Communications**,  
Harland Clarke, San Antonio, TX, USA

**Nancy Justice, Global Director Customer Service**, Braiform,  
Asheville, NC, USA

**Maria Mattsson, Manager, Guest Services**, Royal Caribbean  
International & Azamara Club Cruises, Miami, FL, USA

**Hannah Montroy, Enterprise BPI Manager**,  
Shamrock Foods Company, Commerce City, CO, USA

**Karen Osper, Owner**, The Nautical Dog, Andover, MA, USA

**Bernice Maria Paolozzi, International Consultant**,  
Dublin, Ireland

**Lesley Rotole, CEO**, Great Lakes Promotions,  
Lake Orion, MI, USA

**Lisa Versaci, Cofounder**, Emergent Order LLC,  
Austin, TX, USA



# Congratulations to **Nancy Mellard** on Being Named a Finalist on Three Stevie Awards:

**MENTOR OR COACH OF THE YEAR**

**WOMEN HELPING WOMEN**

**MAVERICK OF THE YEAR**

---

Our commitment to an exceptional service model for our clients is matched by our commitment to our employees. CBIZ is proud of a culture that is encouraging and motivating, fosters and rewards high performance, and creates career opportunities. Woven into the fiber of our organization is a growing culture that supports the enhancement of CBIZ's women professionals.



CBIZ Women's Advantage celebrates the uniqueness of the female business professional.

Internally, we direct the development of our women professionals through focused leadership, mentoring, and networking. Externally, we provide women decision makers access to a network of highly-skilled, professional women to assist their every business need.



*Photo courtesy of Tom O'Neal*



**216.447.9000 • [www.cbiz.com](http://www.cbiz.com)**





## FINAL JUDGING COMMITTEES

*Continued*

### Entrepreneur Awards Categories Final Judging Committee



#### COMMITTEE CHAIR

**Sandra Richardson**  
*Co-founder and Chief Marketing Officer*  
Métier, Ltd.  
Healdsburg, California, USA

#### COMMITTEE:

**Susan Barnes**, *CEO*, Barnes & Company, Dixon, CA, USA  
**Patricia Boggs**, *President and General Manager*,  
Harmony Social Services, Reston, VA, USA  
**Delinda Fitzgerald**, *IS Project Management Office Director*,  
Federal Aviation Administration, Mike Monroney  
Aeronautical Center, Oklahoma City, OK, USA  
**Vicki Ann Frawley**, *Director, Operations & Client*  
*Excellence*, Blackbaud, Inc., Melrose, MA, USA  
**Victoria Gallegos**, *Owner*, Save the Planet Pets,  
Albuquerque, NM, USA  
**Yolanda Gallegos**, *Owner/Principal*, Gallegos Legal Group,  
Albuquerque, NM, USA  
**Ellen Ginsberg**, *Vice President*, Nuclear Energy Institute,  
Washington, DC, USA  
**Barb Girson**, *President*, My Sales Tactics,  
New Albany, OH, USA  
**Julie N. Jakopic**, *President/CEO*, iLead Strategies,  
Alexandria, VA, USA  
**Kimberly Kaselionis**, *Chairman/CEO*, Circle Bank,  
Novato, CA, USA  
**Janet LeBlanc**, *Owner*, Janet LeBlanc & Associates,  
Toronto, Canada  
**Julie Lenzer Kirk**, *Executive Director*, Maryland Center  
for Entrepreneurship, Columbia, MD, USA  
**Mary MacPherson**, *President*, M2Works LLC,  
Reston, VA, USA  
**Brad McManus**, *Senior Consultant & Executive Coach*,  
Integral Development,  
Perth, Western Australia, Australia  
**Elaine Metlin**, *Senior Partner*, Dickstein Shapiro,  
Washington, DC, USA  
**Sharyn Morris**, *VP, Relationship Manager*,  
Eagle Investment Systems, LLC, Wellesley, MA, USA  
**Cynthia Murray**, *President & CEO*,  
North Bay Leadership Council, Petaluma, CA, USA  
**Dotti Patton**, *Project Management Office Director*,  
Federal Aviation Administration, Mike Monroney  
Aeronautical Center, Oklahoma City, OK, USA  
**April Young**, *Managing Director*, Hercules Technology  
Growth Capital, Mclean, VA, USA

### Executive Awards Categories Final Judging Committee



#### COMMITTEE CHAIR

**Julia Zamorska**  
*VP of Corporate Communications*  
iolo technologies, LLC  
Los Angeles, California, USA

#### COMMITTEE:

**Anurag Abinashi\***, *Consultant, Strategy and*  
*Decision Sciences*, PA Consulting Group,  
Amersham, United Kingdom  
**Eline Altenburgh-van den Bruek**, *Executive Director*,  
Quid Novi Foundation, Atlanta, GA, USA  
**Neda Azarfar**, *Senior Director, Communications & Strategy*,  
MySpace, Irvine, CA, USA  
**Malika Bounaira-Siraji**, *Cofounder*,  
Access International, Inc., Los Angeles, CA, USA  
**Joanna Gorska**, *Trainee Solicitor*, Latham & Watkins LLP,  
London, United Kingdom  
**Kim Haley Small**, *General Manager*, Pepsico,  
Purchase, NY, USA  
**Laura Howe**, *Productions Supervisor*,  
DreamWorks Animation, Los Angeles, CA, USA  
**Peter Justen**, *CEO*, Five Plus, Middleburg, VA, USA  
**Vanessa Montes Gubin**, *VP, Digital and Marketing Strategy*,  
The Madison Square Garden Company,  
Brooklyn, NY, USA  
**Chris Moschovitis**, *CEO*, iTMG, New York, NY, USA  
**Adrian Pollner**, *Counsel*, O'Melveny and Myers,  
Los Angeles, CA, USA  
**Mustafizur Rahman**, *Director*, S.S. Shipping and  
Chartering Ltd, London, United Kingdom  
**Colin Smith**, *Founder & Director*, Trade Chase,  
Oxford, OX, United Kingdom  
**Brandon Wells**, *Marketing Manager*, Microsoft,  
Sammamish, WA, USA

\*Statements and decisions by Judges are not made  
on behalf of PA Consulting and do not reflect any  
representations or endorsements by PA Consulting.



# Congratulating Achievement.

CompTIA's Advancing Women in IT  
Community congratulates Nancy  
Hammervik, SVP of Industry Relations at  
CompTIA, for her achievement as a Female  
Innovator of the year finalist from the Stevie  
Awards for Women in Business.

CompTIA®

[www.comptia.org/membership](http://www.comptia.org/membership)





## FINAL JUDGING COMMITTEES

*Continued*

### Media Awards Categories Final Judging Committee



#### COMMITTEE CHAIR

**Anna Murray**

*President*

*tmg-e\*media, inc.*

*New York, New York, USA*

#### COMMITTEE:

**Kirsten Bischoff**, *Cofounder, HatchedIt, LLC,*  
*Springfield, NJ, USA*

**Megan Brown**, *Founding Partner, HATCHEDit.com, LLC,*  
*Westfield, NJ, USA*

**John W. Cary**, *Director of Digital Products, The Nation,*  
*New York, NY, USA*

**Camilla Colegrave**, *Consultant, New York, NY, USA*

**Lindsay Frucci**, *Principal, Lindsay Frucci Consulting,*  
*Brooklyn, NY, USA*

**Kristina Garcia Rivera**, *Digital Ad Product Director,*  
*Hearst Digital Media, Bronx, NY, USA*

**Regina Glick**, *Director of Marketing,*  
*Summit Business Media, New York, NY, USA*

**Keith Goggin**, *Partner, Integral Derivatives LLC,*  
*New York, NY, USA*

**Hannah Howard**, *Director of Copywriting and Product*  
*Marketing, Fairway Market, New York, NY, USA*

**Sheryl Jones**, *Managing Director, Ozuro Fine Jewelry,*  
*New York, NY, USA*

**Nicole Meola**, *VP Sports Digital Content and Strategy,*  
*Showtime Networks, New York, NY, USA*

**Denise Olding**, *Creative Director, Ingrid Design,*  
*Louisville, KY, USA*

**Colette Sartor**, *Professor, UCLA Writers Extension Program,*  
*Los Angeles, CA, USA*

**Lisanne Sartor**, *Writer/Director, Gemelle Films,*  
*Los Angeles, CA, USA*

**Annie Shields**, *Community Editor, The Nation,*  
*New York, NY, USA*

**Cynthia Stillwell**, *Executive Director, The International*  
*Women's Writing Guild, New York, NY, USA*

**Charlene Weisler**, *CEO, Weisler Media, LLC,*  
*New York, NY, USA*

**Marci Weisler**, *COO, Eachscape, New York, NY, USA*

**Samantha Wolfe**, *Consultant, SGWB Consulting,*  
*New York, NY, USA*



ENGINEERED TECHNOLOGIES

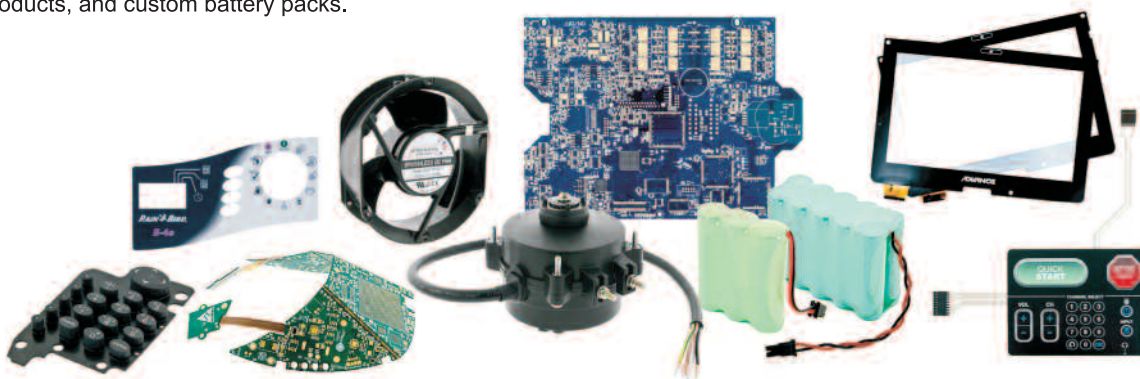
174 Duchaine Blvd.  
New Bedford, MA 02745  
Toll Free: (888) 995-5171  
[www.epectec.com](http://www.epectec.com)

► DELIVERING QUALITY SINCE 1952.

## ► HIGH-QUALITY ENGINEERED PRODUCTS

Epec Engineered Technologies designs and manufactures customized, built-to-print, performance-critical products for all sectors of the electronics industry.

We are a leading provider of printed circuit boards, flex and rigid-flex circuits, membrane switches, graphic overlays, silicone rubber products, and custom battery packs.



- CUSTOM BATTERY PACKS • MEMBRANE SWITCHES • TOUCH PANELS • RUBBER KEYPADS
- GRAPHIC OVERLAYS • FLEX & RIGID-FLEX CIRCUITS • FANS & MOTORS • PRINTED CIRCUIT BOARDS

## ► America's Oldest. A History of Innovation.

As the oldest production Printed Circuit Board Company in North America, perhaps in the world, the 60-year story of Epec is connected to the development of the PCB and the electronics industry.

Epec, through the merger of Electrolab and Printed Electronics Corp (EPEC), are proudly two of the five founding members of the IPC, the 2,900 member trade association supporting the \$1.5 trillion global electronics industry.

From pioneering innovation in the PCB Industry with R & D, training and setting professional core values, the legacy of Epec has now passed to a new generation of very bright young people, but still continues the great tradition of imagination.

In incubating new technologies, the Epec team continue breaking new frontiers in engineering, and enjoying exponential growth in related sectors of electronics, with custom battery packs, membrane switches, rubber keypads, and EC fans and drives.



Stay Connected







## PRELIMINARY JUDGES

The following professionals participated in the preliminary round of judging in September–October 2012. Their average scores determined the Finalists. We thank them for their interest, time, and insights.



**Learn more about this judging panel.**

**Husam Mahmoud Abdallah, Sr.** *Specialist Strategy & Business Excellence*, Dubai Airport Free Zone, Dubai, United Arab Emirates

**Laurie Albo**, *Asset Manager*, H & R Retail, Inc., a ChainLinks Company, Baltimore, MD, USA

**Ahmed Alhai**, *BRM Specialist*, ADCO, Dubai, United Arab Emirates

**Kerry Allen**, *Principal*, Santa Barbara Studio, Santa Barbara, CA, USA

**Amal Al-Najjar**, *Human Resources Manager*, Fluor Corporation–Kuwait, Ahmadi, Kuwait

**Kausar Asif**, *Sr. Manager Marketing Services*, Cupola Pakistan Limited, Karachi, Pakistan

**Ani Atanasova**, *CEO*, Pixelhunters, Dubai, United Arab Emirates

**Maria Bailey**, *CEO*, Blue Suit Mom Media, Pompano Beach, FL, USA

**Charlotte Ball**, *Program Director*, The PUSH Academy, Norwich, United Kingdom

**Mona Baset**, *Senior VP—Digital Sales & Marketing*, Bank of America, Charlotte, NC, USA

**Nevena Batselova**, *Marketing and Strategic Planning Manager*, BNP Paribas, Sofia, Bulgaria

**Heather Bayfield**, *President*, Life Management Advisors, Jacksonville Beach, FL, USA

**Janet Beale**, *Manager, Platform Investment Implementation*, MLC Limited, East Lindfield, NSW, Australia

**Denise Bentele**, *President & CEO*, Common Ground Public Relations, Chesterfield, MO, USA

**Tya Bolton**, *CEO*, Exceptional Business Solutions, LLC, Waldorf, MD, USA

**Erin Bolton**, *VP Strategic Services*, Pivot Communications, Salt Lake City, UT, USA

**Vanessa Borg**, *Director*, Consultancy & Training Acumen Centre Ltd., Gudja, Malta

**Fran Bosecker**, *Account Director*, Vantage Communications, Thiells, NY, USA

**Margo Boster**, *CEO*, ImpaQ Solutions, LLC, Scottsdale, AZ, USA

**Marcia Brand**, *President*, Creative Marketing Concepts, Inc., Alexandria, VA, USA

**Tina Brooks**, *VP Marketing*, Brooks Pepperfire Foods, Rigaud, Canada

**Crystal Brown-Tatum**, *CEO/President*, Crystal Clear Communications, Shreveport, LA, USA

**Jane Bryant**, *Director*, Spire Communications, Potomac Falls, VA, USA

**Julie Calzone**, *CEO*, Calzone & Associates, Lafayette, LA, USA

**Diana Carrico**, *Director*, Liderplas, Sobreda, Portugal

**Denise Clancey**, *President*, Teledirect Partners, Boston, MA, USA

**Pamela Clark**, *Founder/Director*, New Heights Educational Group, Inc, Defiance, OH, USA

**David Clarke**, *Managing Partner*, BGT Partners, Miami, FL, USA

**Marla Coffin**, *President & CEO*, MARDa Management Inc., Windsor, Canada

**Etta Cohen**, *Founder*, Forward Ladies, Leeds, United Kingdom

**Kimberly Cooley**, *Communications Director*, Henderson Hutcherson & McCullough, Chattanooga, TN, USA

**Irene Corpuz**, *Senior Analyst*, Change Masters International, Abu Dhabi, United Arab Emirates

**Kate Darcy Hohenthal**, *Founder*, The Birthday Club, Manchester, CT, USA

**Susan Davis**, *President*, Susan Davis International, Washington, DC, USA

**Robyn Davis**, *Owner*, When I Need Help, Columbus, OH, USA

**Danielle Di-Masi**, *Business Etiquette Expert*, Click! Training & Consulting, Sydney, Australia

**Rochelle Ekanayake**, *Managing Director*, MrPierce Studios International Asia (pvt) LTD, Colombo, Sri Lanka

**Lori Ericson**, *Product Planning and Development*, Epicor Software, Denver, CO, USA

**Jennifer Finke**, *CEO*, Red Jeweled Media, Denver, CO, USA

**Silke Fleischer**, *CEO*, ATIV Software, San Francisco, CA, USA

**Julia Forsyth**, *Senior Global Marketing Manager*, GSMA, Atlanta, GA, USA

**Lisa Frank**, *Product Manager*, NFPA, Quincy, MA, USA

**Lorretta Gasper**, *Owner/Principal*, Wind Rose Communications, Atlanta, GA, USA

**Barb Girson**, *President*, My Sales Tactics, New Albany, OH, USA

**Marina Go**, *Publisher*, Private Media, Alexandria, NSW, Australia

**Karen Greco**, *Director*, Business Optimization, Unified, Sewell, NJ, USA

**Sheila Green**, *Founder and CEO*, Green Productivity Solutions, Jacksonville Beach, FL, USA

**Linda Groarke**, *Digital Project Manager*, Morgan Stanley, New York, NY, USA



We start with people,  
believing that people  
drive business performance.



[www.greatplacetowork.com](http://www.greatplacetowork.com)

Great Place to Work® is the only global consulting and management training firm specialized in workplace excellence and the development of high-trust organizational cultures.

**Join the conversation:** Twitter: @GPTW\_US • Facebook: facebook.com/GreatPlacetowork  
LinkedIn: linkedin.com/company/Great-Place-to-Work-Institute



## PRELIMINARY JUDGES

*Continued*

**Marcia Hall**, *President & CEO*, Marcia Hall & Associates, LLC, Severna Park, MD, USA

**Renda Hawwa**, *Corporate Communications*, IntelligentMDx, Boston, MA, USA

**Qetsha Haynes**, *Marketing Professional*, HQCI, Chicago, IL, USA

**Charity Herb**, *Online Content Administrator*, American Greetings, Cleveland, OH, USA

**Ronford Howell**, *CEO*, Bottle Service, New York, NY, USA

**Idelle Howitt**, *Managing Director*, Howitt & Associates, New York, NY, USA

**Sumaiya Hussain**, *Asst. Manager, Compensation & Benefits*, Dubai Electricity & Water Authority, Dubai, United Arab Emirates

**Clara HY Wang**, *Founder & President*, KAI Communication (China) Co., Ltd., Beijing, China

**Anne Jefferies**, *GVM Scorecard and Business Reporting*, AT&T Global Vendor Management, Biggar, United Kingdom

**Keum Jin Woo**, *Professor, Department Chair*, Division of Design, Kosin University, Busan, South Korea

**Jane Johnson**, *Director Content Development*, Pivot Communications, Salt Lake City, UT, USA

**Rebecca Jones**, *Owner*, bScene Marketing Solutions, Miami, FL, USA

**Rose Jurczewski**, *Owner*, Funxion Fuzion, Roselle, IL, USA

**Barbara Kasoff**, *COO*, Women Impacting Public Policy, Washington, DC, USA

**Craig Kavicky**, *Director, Business Development-North America*, FITCH, Inc., Columbus, OH, USA

**Patricia Marie Kelly**, *Owner*, Marie Kelly Unlimited, Algonquin, IL, USA

**Shamina Krishna**, *Curriculum Development, Research & Advanced Training* He, Smart Reader® Worldwide Sdn. Bhd., Kuala Lumpur, Malaysia

**Kristen Kuhns**, *EVP*, TierSolution, Brentwood, CA, USA

**Jean Madden**, *Managing Director*, Street Swags Ltd, Upper Brookfield, Australia

**Lynne Marcus**, *President*, Marcus + Company, Albuquerque, NM, USA

**Kristin Marquet**, *President*, Marquet Media, LLC, New York, NY, USA

**Linda Marshall-Smith**, *Founder & CEO*, Soapdom, Inc., Santa Monica, CA, USA

**Carol Marx**, *Past President*, American Agri-Women, Rickreall, OR, USA

**Maria Mattsson**, *Manager, Guest Services*, Royal Caribbean International & Azamara Club Cruises, Miami, FL, USA

**Renie McClay**, *Founder, Learning Consultant*, Inspired Learning LLC, Wheeling, IL, USA

**Jeannine McHenry**, *Art Director/Principle*, J. McHenry Design, Marina Del Rey, CA, USA

**Colin McKillop**, *CEO*, Butcher Enterprises, Windsor, ON, Canada

**Joanne Meredith**, *Senior Associate Director*, Direct Response Marketing, Johns Hopkins University, Baltimore, MD, USA

**Jon Michail**, *CEO*, Image Group International, South Yarra, Australia

**Varvara Milovanova**, *Entrepreneur*, Tyne and Wear, United Kingdom

**Jane Morgan**, *Product Line Director*, APC by Schneider Electric, Galway, Ireland

**Angela Morgan**, *Founder*, Lead Star LLC, Fairfax, VA, USA

**Pat Mussieux**, *Founder*, Wealthy Women Leaders, Ontario, Canada

**Leslie O'Connor**, *Owner*, Search Wizards, Atlanta, GA, USA

**Gabriela Olaru**, *Lecturer*, Yeditepe University, Istanbul, Turkey

**Erica Olsen**, *Co-Founder*, M3 Planning, Reno, NV, USA

**Kirsten Osolind**, *Founding CEO*, Re:invention, Chicago, IL, USA

**Mark O'Toole**, *Senior Vice President*, HIB, Newton, MA, USA

**Kaan Ozokmen**, *Agent Manager*, K-Tex Sourcing & Buying Agency, Istanbul, Turkey

**Patricia Pereira**, *Director of Advertising*, The Chemical Company, Jamestown, RI, USA

**Shalini Perera Bandaranayake**, *Director*, Saladura (Pvt) Ltd, Colombo, Sri Lanka

**Heather Petersen**, *CEO*, National Merchants Association, Temecula, CA, USA

**Harish Pillai**, *COO*, Indus Health Plus Pvt Ltd, Pune, India

**Penny Pompei**, *National Executive Director*, Women Construction Owners & Executives USA, Alexandria, VA, USA

**Fabi Preslar**, *President*, SPARK Publications, Matthew, NC, USA

**Jesintha Rajaratnam**, *Managing Partner*, Joje India Consultants — Finance and HR, Ras Al Khaimah, United Arab Emirates

**Emma Real**, *Corporate Communications Specialist*, AECOM, Chicago, IL, USA

**Erica Rehberg**, *Regional Administrator*, ConAm, Federal Way, WA, USA

**Lena Requist**, *Chief Operating Officer*, Ontraport, Santa Barbara, CA, USA



# PROUD TO BE IN THE COMPANY OF GIFTED WOMEN



CREATE. SHOOT. EDIT. ENGAGE.

*Grey Hawk*   
FILMS

CHARLOTTE / NEW YORK  
704-343-0220  
[www.GreyHawkFilms.com](http://www.GreyHawkFilms.com)





## PRELIMINARY JUDGES

*Continued*

**Sandra Rinomato**, *Broker*, Sandra Rinomato Realty,  
Toronto, ON, Canada

**Christina Robinson**, *Patient Care Representative*,  
Group Health Coop, Seattle, WA, USA

**Liz Rowell**, *Managing Director*, Red Ark,  
St Leonards, NSW, Australia

**Mary Jo Rulnick**, *Author*, Warner Books,  
Pittsburgh, PA, USA

**Lesley Salinero**, *Principal/ ESE Director*, MCSD, Marathon,  
FL, USA

**Parna Sarkar-Basu**, *Vice President*,  
*Marketing Communications*, Verivo Software,  
Waltham, MA, USA

**Amy Scarlino**, *President & CEO*, Catchpole Corporation,  
Boston, MA, USA

**Katja Schroeder**, *President*, Expedition PR,  
Brooklyn, NY, USA

**Aysegul Seferoglu**, *External Communications Director*,  
Effect PR/ e.a. Edelman Worldwide, Istanbul, Turkey

**Bae Seog Bong**, *Director*, KCU, Seoul, South Korea

**William Sheridan**, *President*, Cynosure Productions, Ltd.,  
Jupiter, FL, USA

**Gary Shumaker**, *Senior Consultant*, Gary E. Shumaker, Inc.,  
Fairfax, VA, USA

**Susan Smith**, *AVP Bus. Process Mgmt & Change Delivery*,  
Aviva Canada, Toronto, Canada

**Darci Steranko**, *COO*, Footsteps to Family,  
Las Vegas, NV, USA

**Kim Stiglitz**, *Director of Lifecycle Marketing*,  
VerticalResponse Inc., San Francisco, CA, USA

**Rosemary Stockdale**, *Managing Director*,  
Sterling Marketing Ltd, London, United Kingdom

**Tyrus Sturgis**, *Business Development & Corporate  
Strategist*, Purry Communications Group,  
Los Angeles, CA, USA

**Natalija Sudina**, *Chief Executive*, Best4Kid LTD,  
London, United Kingdom

**Heena Sunil Bulchandani**, *Specialist-Training &  
Development, HR Training*, DEWA,  
Dubai, United Arab Emirates

**Letty Swank**, *Founder*, Giftwrapperz,  
Los Gatos, CA, USA

**Veronique Topping**, *Web Developer*,  
WomanOwnedNewYork.com,  
Rockville Centre, NY, USA

**Theresa Ulyatt**, *President*, Smarter Systems,  
Charlotte, NC, USA

**Robin Vaitonis**, *Senior VP*, Tanis Communications,  
San Jose, CA, USA

**Anne Walker**, *Founder & CEO*, International Dance  
Supplies Ltd, Newton Abbot, United Kingdom

**K H Wang**, *Group Executive Director*, Smart Reader®  
Worldwide Sdn. Bhd., Kuala Lumpur, Malaysia

**Antonie Whittier**, *Founder*, Whittier Legal Consulting,  
Dallas, TX, USA

**Floor Wijburg**, *CEO*, Yes We Care, Rotterdam, Netherlands

**Leah Wilkinson**, *Partner*, Wilkinson Shein Communications,  
Baltimore, MD, USA

**Melissa Wilson**, *Owner*, Wilson Monnig Creative,  
St. Peters, MO, USA

**Laureen Wishom**, *President*, Masterpiece Solutions, LLC,  
Houston, TX, USA

**Glenn Wohl**, *Marketing Manager*, AT&T,  
Bedminster, NJ, USA

**Pam Young**, *President*, Unique Innovations Inc.,  
Lancaster, PA, USA



## The 'natural anti-ageing alternative'



### Introducing the Bee Venom Mask by Heaven

Heaven by Deborah Mitchell is the skin care brand that has taken the world by storm.

The renowned beauty therapist, whose clients include **Dannii Minogue** and **Gwyneth Paltrow**, has experienced massive success with her organic skin care range, winning a number of awards, including last year's Stevie Award for the Best Entrepreneur With A Firm Of Less Than 100 Employees.

Deborah's signature product The Bee Venom Mask has developed a firm worldwide following including royal fans amongst the celebrity admirers.

The Bee Venom Mask is a revolutionary cream that works to control the facial muscles for immediate lifting, tightening and firming, whilst targeting frown lines and wrinkles. Using the product can provide a facial with a difference, completely natural, non-invasive and with real results.



[www.heavenskincare.com](http://www.heavenskincare.com)

Heaven Health & Beauty Ltd | 13a Market Place  
Shifnal | Shropshire | TF11 9AU





## 2012 FINALISTS

*In order of presentation.*

### MEDIA AWARDS CATEGORIES

#### WEBSITE OF THE YEAR

Accenture, Chicago, IL USA: Accenture Corporate Website  
Career Woman, Inc., Seattle, WA USA: The Career Woman, Inc. Website  
Coverall Health-Based Cleaning System®, Deerfield, FL USA: Coverall Health-Based Cleaning System® Web Site  
Kaspersky Lab, Woburn, MA USA: Threatpost: The Kaspersky Lab Security News Service  
Little PINK Book, Atlanta, GA USA: The Little PINK Book website  
Reading Room, London, United Kingdom: Reading Room's We Listen campaign for Audible Hearts  
ReciProty. Aloha, OR USA: The ReciProty Website is a Vibrant Online Community

#### BLOG OF THE YEAR

Career Woman, Inc., Seattle, WA USA: The Career Woman, Inc. Blog

#### SMARTPHONE OR TABLET APP OF THE YEAR

Accenture, Chicago, IL USA: Accenture App for iPhone  
BeeVisual LLC, Southborough, MA USA: Choiceworks App  
MyCityWay, New York, NY USA: MyCityWay

#### VIDEO OF THE YEAR

Creative Catapult, LLC / Instant Celebrity Academy, St. Louis, MO USA: The Mikey Story: Portrait of a Successful Career Woman with a Special Needs Child  
GreyHawk Films, Charlotte, NC USA: Wednesdays at the Gem Trailer  
McKinsey Development, Inc., Warrenton, VA USA: Verdun Adventure Bound's Gala Video  
The Pearl Girls, Athens, GA USA: The Pearl Girls International Pearl Tour

### NEW PRODUCT & SERVICE AWARDS CATEGORIES

#### BEST NEW PRODUCT OR SERVICE OF THE YEAR

CCA and B, LLC, Marietta, GA, U.S.A.: The Elf on the Shelf: An Elf's Story  
EMD Millipore, Billerica, MA USA: EMD Millipore and Mobius Cellready and hMSCs  
Everloop, Danville, CA, USA: Everloop  
Heaven by Deborah Mitchell, Shifnal, Shropshire, United Kingdom: Heaven by Deborah Mitchell's Black Label Bee Venom Mask  
HINT Inc., San Francisco, CA, USA: HINT Inc.'s HINT Fizz  
Save Your Do LLC, Walnut Creek, CA USA: Save Your Do's Revolutionary GymWrap Product

### COMMUNICATIONS & MARKETING AWARDS CATEGORIES

#### COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — COMMUNITY RELATIONS

Encore Public Relations, Rochester, MN USA: Promise Walk for Preeclampsia  
Susan Davis International, Washington, D.C. USA: Through the Eye of the Storm: Celebrating the Life, the Legacy, the Dream of Dr. Martin Luther King

#### COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — LOW BUDGET (UNDER \$10,000/€7000)

Actiontec Electronics, Sunnyvale, CA USA: Building a Community...the Actiontec Cookbook  
Marketing 24/7, Inc., Trussville, AL USA: Bluestone Building's PR & Social Media Campaign

# HEIDI HANLEY

FINALIST, FEMALE EXECUTIVE OF THE YEAR  
- CONSUMER SERVICES

Heidi Hanley, founder and director of Heidi's Vision, is a high profile Professional Intuitive who can change your life.

Heidi appears weekly on Australian breakfast radio and was a top three finalist in the Seven Network's *The One* 2011, "The Search for Australia's Most Gifted Psychic."

Heidi is proud to be nominated as a Stevie Awards Finalist 2012 in the Female Executive of the Year - Consumer Services category.



## INTRODUCING...

*Intuitive*  
DYNAMIX™ TRAINING



International Institute for  
*Complementary Therapists*  
**IICT APPROVED  
TRAINING PROVIDER**

Heidi has transformed the lives of thousands of clients around the world, through the internationally accredited professional Intuitive Dynamix™ modality that she has created. Heidi's Vision is an Approved Training Provider of Intuitive Dynamix™ in the UK, US and Australasia.

Heidi works outside of the typical 'psychic' stereotype breaking through boundaries and limitations to achieve results and legitimize the spiritual industry. Heidi can achieve similar breakthroughs for you by examining and challenging your own personal and professional limiting beliefs.

For worldwide business clients Heidi offers Intuitive Dynamix™ Coaching, which will take your business to the next level of success. Look at Heidi as your secret weapon. Using her honed intuitive abilities Heidi will be able to show you what you are missing and how to get the winning edge in your life.

**Heidi provides Intuitive Dynamix™ sessions tailored to your needs and will enable results in:**

- Building your business
- Increasing your health and wellness and
- Deepening your relationships
- Fine tuning your intuitive abilities.

**The Intuitive Dynamix™ Training program is offered to students worldwide.**

**If you are interested in unleashing the potential of your intuitive abilities, to promote your own success as well as those of your clients, then Intuitive Dynamix™ is the training for you.**

VISIT [WWW.HEIDISVISION.COM](http://WWW.HEIDISVISION.COM) TO APPLY FOR  
INTUITIVE DYNAMIX™ TRAINING, BOOK INTUITIVE  
DYNAMIX™ SESSIONS, PURCHASE PRODUCTS AND  
TO FIND OUT MORE.

*Heidi's*  
VISION

**[WWW.HEIDISVISION.COM](http://WWW.HEIDISVISION.COM)**



/HEIDISVISION



/HEIDISVISION





## 2012 FINALISTS

*Continued*

### **COMMUNICATIONS & MARKETING AWARDS CATEGORIES — Continued**

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — MARKETING — BUSINESS TO BUSINESS**

Accenture, New York, NY USA: Accenture High Performance Delivered

Savoir Media LLC, Belmont, MA USA: Savoir Media Promotes Historic Public-Private Partnership for Allied Minds

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — MARKETING — CONSUMER PRODUCTS**

Horn Group, New York, NY USA: Dyle Sweeps CES with Breakout Product Launch

K'NEX, Hatfield, PA USA: K'NEX Mario Kart Wii Building Set product launch campaign

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — MARKETING — CONSUMER SERVICES**

Vodafone Istanbul, Turkey: Vodafone Turkey's FreeZone: 'Live Young, Live Free'

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — REPUTATION/BRAND MANAGEMENT**

Accenture, New York, NY USA: Accenture High Performance Delivered

KoçSistem Bilgi ve İletişim Hizmetleri A.S., Istanbul, Turkey: Art of Communication

Nadel Phelan, Scotts Valley, CA USA: Nadel Phelan, Inc. Acquisition Campaign for Odyssey Software, Inc.

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — PUBLIC SERVICE**

Duffey Communications, Inc., Atlanta, GA USA: Giving a Voice to Victims of Child Sex Trafficking

KC Projects, Birmingham, AL USA: KC Projects for Shelby Humane Society

Reading Room, London, United Kingdom: Reading Room's Campaign to Youth for the Environment

Reading Room, London, United Kingdom: Reading Room's We Listen campaign for Audible Hearts

Susan Davis International, Washington, D.C. USA: Fighting the War, Battling the Economy

#### **COMMUNICATIONS OR PR CAMPAIGN OF THE YEAR — SOCIAL MEDIA FOCUSED**

Aegis Media, Cape Town, South Africa: Aegis Media SSA Thought Leadership Digibates

Fresh & Easy Neighborhood Market, Inc., El Segundo, CA USA: Company's Use of YouTube to Showcase Employer Brand

Vodafone Istanbul, Turkey: Vodafone Turkey's FreeZone: 'Live Young, Live Free'

#### **BUSINESS-TO-BUSINESS ADVERTISING CAMPAIGN OF THE YEAR**

Accenture, New York, NY USA: Accenture High Performance Delivered

#### **BUSINESS-TO-BUSINESS MARKETING CAMPAIGN OF THE YEAR**

Accenture, New York, NY USA: Accenture High Performance Delivered

Monitronics, Dallas, TX USA: YOU HAVE A MISSION — Tradeshow marketing campaign

Tradies, Sydney NSW, Australia: iPromise

#### **CONSUMER MARKETING CAMPAIGN OF THE YEAR**

McKinsey Development, Inc., Warrenton, VA USA: Blue Ridge Orthopaedic & Spine Center — World Class Care, Right Here, Right Now

#### **SMALL-BUDGET MARKETING CAMPAIGN OF THE YEAR (<\$3 MILLION/€2 MILLION)**

Actiontec Electronics, Sunnyvale, CA USA: "Angry Birds" Haunted House

MAC Presents, New York, NY USA: AT&T/Samsung sponsorship with rag & bone

MHIA, Charlotte, NC USA: MODEX 2012

# Global Perspective Real-world Solutions



**MEMBERSHIP**

**TRAINING**

**CONFERENCE**

**PUBLICATIONS**

**AT ALL LEVELS**

IAITAM™ - International Association of IT Asset Managers is the association for those individuals or organizations involved in IT Asset Management (ITAM) across the globe. IAITAM's mission is to provide centralized real world best practice skills development for professionals and promulgate an understanding of ITAM through specialized training.

**WWW.IAITAM.ORG**



**Contact us for more information:**

Toll-free: +1.877.9IAITAM

International: +1.330.628.3012

Web: [www.iaitam.org](http://www.iaitam.org)

Email: [info@iaitam.org](mailto:info@iaitam.org)



## 2012 FINALISTS

*Continued*

### COMPANY/ORGANIZATION AWARDS CATEGORIES

#### **COMPANY OF THE YEAR — BUSINESS PRODUCTS**

Getech Equipments International Pvt Ltd, Hyderabad, India

#### **COMPANY OF THE YEAR — BUSINESS SERVICES — 10 OR LESS EMPLOYEES**

Barefoot & Pregnant, Corte Madera, CA USA: Barefoot and Pregnant Launches Belly Friendly for Spas

ClientAttraction.com, Stamford, Ct USA

Oncology Rehab Partners, Northborough, MA USA

Pivot Communications, Salt Lake City, UT USA

Tasman Consulting, San Francisco, CA USA: Respectfully Integrating Human Capital in Silicon Valley

Young & Associates, Washington DC USA

#### **COMPANY OF THE YEAR – BUSINESS SERVICES — MORE THAN 10 EMPLOYEES**

DCR Workforce Inc., Boca Raton, FL USA

DiGennaro Communications, New York, NY USA

e-Cycle LLC, Hilliard, OH USA

Pure Romance, Loveland, OH USA

Reading Room, London, United Kingdom

SmartMark Communications, LLC, Newtown, PA USA

Sullivan, New York, NY USA

Vaco Los Angeles, Los Angeles, CA USA

VerticalResponse, San Francisco, CA USA

#### **COMPANY OF THE YEAR — CONSUMER PRODUCTS OR SERVICES**

Cinnamon Toast New Media Inc., Ottawa, ON, Canada

Dollhouse, Budapest, Hungary

LAJQ Chick Enterprises Inc., (Operating as FIT CHICKS), Toronto, ON Canada

Olneya Restoration Group, St. Louis, MO USA

Prosperity Organic Foods, Inc., Boise, ID USA: Say Goodbye to Butter, Say Hello to Melt

SoundSense, LLC, East Hampton, NY USA

#### **ORGANIZATION OF THE YEAR — GOVERNMENT OR NON-PROFIT**

Friends of the Global Fund Africa, Lagos, Nigeria

New Heights Educational Group, Inc., Defiance, OH USA

Women Presidents' Organization, New York, NY USA

#### **NEW COMPANY OF THE YEAR**

Leverage a Lawyer LLC, Albuquerque, NM USA

Tasman Consulting, San Francisco, CA USA: Respectfully Integrating Human Capital in Silicon Valley

#### **MOST INNOVATIVE COMPANY OF THE YEAR — 10 OR LESS EMPLOYEES**

Aspire, Phoenix, AZ USA: Aspire Sales and Marketing

Cause4, London, United Kingdom: Cause4

HERSTORY, Co. Ltd. Tokyo, Japan: HERSTORY, Co. Ltd.

ImprovEdge, Powell, OH USA: ImprovEdge

Oncology Rehab Partners, Northborough, MA USA: Oncology Rehab Partners

**ImprovEdge** creates corporate training using improvisation. We are the premier improv-based training organization in the country. We have 14 years of research partnerships with MBA programs to support our fresh approach to adult learning, and clients such as JPMorgan, ESPN and Nationwide Insurance.

# Congratulations

ImprovEdge!

Finalist for

**Most Innovative Company of the Year!**

"These improvisational capabilities allow our leaders to be innovative, flexible and collaborate on a readical level."

- John Brock, Chairman and CEO, Coca-Cola Enterprises



www.improvedge.com  
614.793.1738



improvedge

**Linked in.** karen hough





## 2012 FINALISTS

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES — Continued**

#### **MOST INNOVATIVE COMPANY OF THE YEAR — MORE THAN 10 EMPLOYEES**

Métier, Ltd., Healdsburg, CA USA: Innovation: The seed at the core of our company  
Sentis Pty Ltd, Brisbane, Queensland, Australia: Innovation in Action  
Vaco Los Angeles, Los Angeles, CA USA

#### **FASTEST GROWING COMPANY OF THE YEAR**

BlackLine Systems, Los Angeles, CA USA  
Health Revenue Assurance Associates, Inc., Plantation, FL USA  
Reserveage Organics, Gainesville, FL USA  
Vaco Los Angeles, Los Angeles, CA USA

#### **COMMUNITY INVOLVEMENT PROGRAM OF THE YEAR**

Bodycentral Physical Therapy, Tucson, AZ USA: Bodycentral Physical Therapy  
Transcend Academy, Washington, DC USA  
Vaco Los Angeles, Los Angeles, CA USA

#### **EMPLOYER OF THE YEAR**

Vaco Los Angeles, Los Angeles, CA USA  
YJT Solutions, Chicago, IL USA

#### **TECHNOLOGY INNOVATOR OF THE YEAR**

Métier, Ltd., Healdsburg, CA USA: Disruptive Innovation in Enterprise Software  
Marvell Technology Group Ltd, San Francisco, CA USA: Weili Dai, CoFounder, Vice President and General Manager of Communications and Consumer Business  
Network9, New York, NY USA: Network9  
VerticalResponse, San Francisco, CA USA: VerticalResponse Social

#### **MANAGEMENT TEAM OF THE YEAR — 10 OR LESS EMPLOYEES**

Advocacy and Consulting for Education, Inc., Wayne, PA USA: The Women of ACFE  
Pivot Communications, Salt Lake City, UT USA: Pivot Communications Management Team

#### **MANAGEMENT TEAM OF THE YEAR — MORE THAN 10 EMPLOYEES**

Sentis Pty Ltd, Brisbane, Queensland, Australia: The Sentis Management Team — Making Things Happen  
Susan Davis International, Washington, D.C. USA: Small Firm, Great Impact: All Work, Lotsa Play  
Vaco Los Angeles, Los Angeles, CA USA: Vaco Los Angeles Management Team  
Vodafone Istanbul, Turkey: Vodafone Turkey's Management Team: 'Lean and Mean'

### **INDIVIDUAL AWARDS CATEGORIES**

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS PRODUCTS — 10 OR LESS EMPLOYEES**

ATIV Software, Santa Rosa, CA USA : Silke Fleischer, CEO  
Kanga Care, Golden, CO USA: Julie Ekstrom, President & CEO  
Pam Hendrickson Consulting, San Diego, CA USA: Pam Hendrickson, Owner  
Proforma Professional Business Solutions, Austin, TX USA: Bethany Brevard, Owner  
Rubicon Project (Mobsmith), San Francisco, CA USA: Ingrid Lestiyo, CEO of Mobsmith

# Every industry needs a few mavericks.

We're proud  
Christiane calls  
Ketchum  
Pleon home.



[www.ketchum.com](http://www.ketchum.com)

Ketchum Pleon is proud to congratulate Christiane Schulz on being named a finalist for the Stevie Awards for Women in Business' Maverick Award (Advertising, Marketing and PR).



## 2012 FINALISTS

*Continued*

### **INDIVIDUAL AWARDS CATEGORIES — Continued**

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS PRODUCTS — 11 TO 2,500 EMPLOYEES**

Alternative Technology Solutions, Aliso Viejo, CA USA: Vivian Keena, CEO  
HINT Inc., San Francisco, CA USA: Kara Goldin, CEO  
Integrated Archive Systems, Inc., Palo Alto, CA USA: Amy Rao, Founder & CEO  
Interactive Wildfire, Inc., Mountain View, CA USA: Victoria Ransom, Founder & CEO  
Marketing Maven Public Relations, Camarillo, CA USA: Lindsey Carnett, CEO & President  
SLM Facility Solutions Nationwide, Green Lane, PA USA: Susan Daywitt, Founder and CEO  
TravLynx, Hendersonville, TN USA: Kristin Intress, President and CEO  
Valuebiz, Charlotte, NC USA: Delaine Mead, Owner and Chief Executive of Valuebiz and Relocation Strategies

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 10 OR LESS EMPLOYEES — ADVERTISING, MARKETING, & PUBLIC RELATIONS**

Creative Catapult, LLC/Instant Celebrity Academy, St. Louis, MO USA: Kristen White, CEO & Creator of Instant Celebrity Academy  
Durée & Company, Inc., Fort Lauderdale, FL USA: Durée Ross, President  
KC Projects, Birmingham, AL USA: Krista Conlin, Principal and Founder  
McKinsey Development, Inc., Warrenton, VA USA: Crystal McKinsey, Founder / President / Chief Executive Officer  
Pivot Communications, Salt Lake City, UT USA: Jane Johnson, Co-Founder and VP Content Development  
SmartSearch Marketing, Boulder, CO USA: Patricia Hursh, President and Founder  
Verdin, San Luis Obispo, CA, USA: Mary Verdin, President / CEO  
Write2Market, Atlanta, GA USA: Lisa Calhoun, CEO & Founder

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 10 OR LESS EMPLOYEES — BUSINESS/DIVERSIFIED SERVICES**

The Amandas, Birmingham, AL USA: Amanda LeBlanc  
Greater Yield, Ltd., Dallas, TX USA: Debbie Womack, CEO  
Heart of Success, Inc., Tucson, AZ USA: Kendall SummerHawk, President and Founder  
International Association of Women in Business Coaching, Tucson, AZ USA: Kendall SummerHawk, President and Founder  
Kopp Consulting, LLC, Bedminster, NJ USA: Caryn Kopp, Chief Door Opener  
Minerva Procurement Consultancy Services Ltd, Basingstoke, Hampshire, United Kingdom: Lorraine Ashover, Managing Director  
Murray Resources, Houston, TX, USA: Marsha Murray, President  
Stratus Interactive, West Chester, PA, USA: Kymberly Robinson, CEO

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 10 OR LESS EMPLOYEES — ALL OTHER INDUSTRIES**

Bryan Insurance Agency, LLC, New Windsor, NY USA: Amy Bryan, Agency Owner  
ClientAttraction.com, Stamford, CT USA: Fabienne Fredrickson, Founder  
Energetic Solutions, Inc., Huntington Beach, CA USA: Sheevaun Moran, Founder  
Leverage a Lawyer LLC, Albuquerque, NM USA: Jessica Eaves Mathews, Founder  
Prosperwell Financial, Plymouth, MN USA: Nicole N. Middendorf, CDFA  
Theresa Bradley-Banta Real Estate Consultancy, Denver, CO USA: Theresa Bradley-Banta, Founder

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — ADVERTISING, MARKETING, & PUBLIC RELATIONS**

BGT Partners, Miami, FL USA: Andrea Fishman, VP of Strategy  
BrightLine, New York, NY USA: Jacqueline Corbelli, CEO and Founder  
DiGennaro Communications, New York, NY USA: Samantha DiGennaro, Founder  
Reading Room, London, United Kingdom: Margaret Manning, CEO



CONGRATULATIONS  
To All Of The  
FEMALE EXECUTIVE  
Award Nominees & Winners.

YOU STRIKE  
*Inspiration*  
IN US ALL.







## 2012 FINALISTS

*Continued*

### **INDIVIDUAL AWARDS CATEGORIES — Continued**

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — BUSINESS SERVICES**

24 Seven, Inc, New York, NY USA: Celeste Gudas, Founder and CEO  
DCR Workforce Inc., Boca Raton, FL USA: Ammu Warriar, President  
Dynamic Office & Accounting Solutions, Danville, CA USA: Tiffany Stuart, President  
e-Cycle LLC, Hilliard, OH USA: Tonia Irion, Co-Founder  
etouches, Norwalk, CT USA: Leonora Valvo, CEO and Founder  
IAITAM, Inc., Canton, OH USA: Barb Rembiesa, CEO  
KELL Partners, Austin, TX USA: Sandra Jensen, Founder and President  
Pediatric Therapeutic Services, Inc., Conshohocken, PA USA: Pamela Hackett, Managing Partner  
Premier Staffing Inc., San Francisco, CA USA: Sara Menke, Founder & CEO  
Sage Environmental Services, Inc., Seattle, WA USA: Julie Pond, Founder and President  
Sullivan, New York, NY USA: Barbara Sullivan, Founder and Managing Partner  
Vaco Los Angeles, Los Angeles, CA USA: Frances Moreno, Managing Partner  
VerticalResponse, San Francisco, CA USA: Janine Popick, CEO/Founder

#### **FEMALE ENTREPRENEUR OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — ALL OTHER INDUSTRIES**

Axis Teknologies, Atlanta, GA USA: Jennifer Schoenhofer, Founder & CEO  
BidSync, American Fork, UT USA: Sabrina Stover, CEO  
Business Dynamics Limited, Mineola, NY USA: Barbara Cataletto, CEO & Managing Director  
National Merchants Association, Temecula, CA USA: Heather Petersen — CEO  
The Performance Group of Northern California, LLC Emeryville, CA USA: Suzanne Ashton, President  
Sew What? Inc., Rancho Dominguez, CA USA: Megan Duckett, President

#### **FEMALE ENTREPRENEUR OF THE YEAR — CONSUMER PRODUCTS — 10 OR LESS EMPLOYEES**

Agile Therapeutics, Princeton, NJ USA: Katie MacFarlane, Commercial Consultant  
AlphaBambi GmbH, Berlin, Germany: Victoria Chirita, Founder and CEO  
DB Designs DBA Hugrz Boot Wraps, Troy, MI USA: Deb Miller, President  
Save Your Do LLC, Walnut Creek, CA USA: Nicole Ari Parker, Founder and Chief Visionary Officer

#### **FEMALE ENTREPRENEUR OF THE YEAR — CONSUMER PRODUCTS — 11 TO 2,500 EMPLOYEES**

CCA and B, LLC, Marietta, GA USA: Christa Pitts, Co-CEO  
Learning ZoneXpress, Owatonna, MN USA: Melanie Nelson, Founder and CEO  
Medicard Finance Inc., Toronto, ON Canada: Ann Kaplan, President & CEO  
Reserveage Organics, Gainesville, FL USA: Naomi Whittel, CEO  
Shear Enterprises, LLC, St. Petersburg, FL USA: Rhonda Shear, President  
Speron Inc/LeBootCamp, Los Altos, CA USA: Valerie Orsoni, CEO & Founder

#### **FEMALE ENTREPRENEUR OF THE YEAR — CONSUMER SERVICES — UP TO 2,500 EMPLOYEES**

Advocacy and Consulting for Education, Inc., Wayne, PA USA: Melissa Bilash, CEO  
Dynamic Office & Accounting Solutions, Danville, CA USA: Tiffany Stuart, President  
Everloop, Danville, CA USA: Hilary DeCesare, CEO & Co-Founder  
I Had Cancer, New York, NY USA: Maillet Lopez, Founder  
Indus Health Plus Pvt. Ltd., Pune, Maharashtra, India: Kanchan Naikawadi, Director  
Medicard Finance Inc., Toronto, ON Canada: Ann Kaplan, President & CEO  
Olneya Restoration Group, St. Louis, MO USA: Crystal Anderson, President/CEO  
SwimKids Swim Schools, Kitty Hawk, NC USA: Cindy Tonnesen, CEO and Co-Founder

TOYOKO SAITO



**Welcome to TOYOKO SAITO knitwear.**

Exquisitely crafted from high quality 100% made in Japan materials.

Try our knitwear once, and you' ll never forget the feeling of comfort on your skin.

Take a step into our world and experience the happiness fine fabric brings.

<http://www.saitotoyoko.com>



## 2012 FINALISTS

*Continued*

### **INDIVIDUAL AWARDS CATEGORIES — Continued**

#### **FEMALE INNOVATOR OF THE YEAR — GOVERNMENT OR NON-PROFIT — 10 OR LESS EMPLOYEES**

Cause4, London, United Kingdom: Michelle Wright, CEO  
Friends of the Global Fund Africa, Lagos, Nigeria: Dr. Akudo Ikemba, Founder and CEO  
New Family Organization, Tel Aviv, Israel: Advocate Irit Rosenblum, Founder and Executive Director  
New Heights Educational Group, Inc., Defiance, OH USA: Pamela S Clark, Founder/Director  
Street Swags Ltd, Brookfield, QLD, Australia: Jean Madden, Founder

#### **FEMALE INNOVATOR OF THE YEAR — GOVERNMENT OR NON-PROFIT — 11 TO 2,500 EMPLOYEES**

CompTIA, Downers Grove, IL USA: Nancy Hammervik, Senior Vice President, Industry Relations  
FSG AUSTRALIA, Gold Coast, QLD, Australia: Vicki Batten, CEO

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS PRODUCTS — 10 OR LESS EMPLOYEES**

ecoEnvelopes, LLC, Eden Prairie, MN USA: Gale Ward, President and General Manager

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS PRODUCTS — 11 TO 2,500 EMPLOYEES — COMPUTER SOFTWARE**

BenefitsCONNECT, Rancho Cordova, CA USA: Ja'Nene Kane, President/COO  
BlackLine Systems, Los Angeles, CA USA: Therese Tucker, CEO  
Ontraport, Santa Barbara, CA USA: Lena Requist, Chief Operating Officer  
PGi, Atlanta, GA USA: Tammy Hammond, Senior Vice President, Global Product Management  
Spend Radar, Chicago, IL USA: Cind Barlow, Senior VP Sales & Marketing  
WhiteHat Security, Santa Clara, CA USA: Stephanie Fohn, Chief Executive Officer

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS PRODUCTS — 11 TO 2,500 EMPLOYEES — ALL OTHER INDUSTRIES**

Actiontec Electronics, Sunnyvale, CA USA: Lesley Kirchman, Senior Director of Corporate Marketing  
CFI Group, Ann Arbor, MI USA: Sheri Petras, CEO  
Denihan Hospitality Group, New York, NY USA: Brooke Denihan Barrett, co-CEO  
Epec Engineered Technologies, New Bedford, MA USA: Dana Laflash, Vice President of Manufacturing Operations and Finance  
FordDirect, Dearborn, MI USA: Stacey Coopes, CEO  
Walton Isaacson, Los Angeles, CA USA: Julie Hubert, Account Executive

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS PRODUCTS — MORE THAN 2,500 EMPLOYEES**

Assurant Employee Benefits, Kansas City, MO USA: Jeanne Schwartz, Vice President of New Venture Commercialization  
Cisco Systems, Inc., San Jose, CA USA: Padrasmee Warrior, CTO, CSO  
Citrix Online, Santa Barbara, CA USA: Lisa Reeves, Vice President and General Manager, Access and Cloud Services  
EMC Corporation, Hopkinton, MA USA: Bethann Pepoli, Chief Technology Officer, State and Local Government and Education Division  
Fujitsu, Inc., Sunnyvale, CA USA: Nina Lutjens, Vice President of Sales  
HP, Palo Alto, CA USA: Bethany Mayer, Senior VP and General Manager, HP Networking  
Juniper Networks, Sunnyvale, CA USA: Lauren Flaherty, CMO  
VeriFone Systems, Inc. San Jose, CA USA: Jennifer Miles, Executive Vice President, VeriFone North America

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — 10 OR LESS EMPLOYEES**

Designated Editor, Newport, RI USA: Suzanne McDonald, Founder  
Pivot Communications, Salt Lake City, UT USA: Erin Bolton, VP Strategic Sales Initiatives  
Stratus Interactive, West Chester, PA USA: Kymberly Robinson, CEO



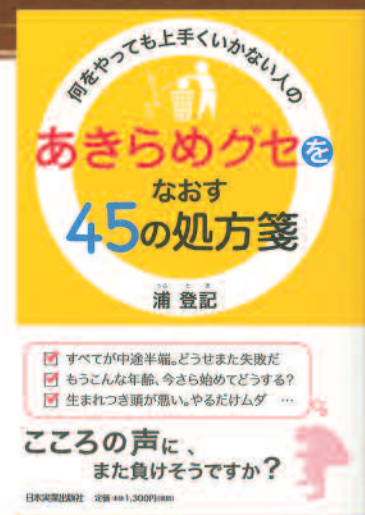
# Toki Ura

Thank you. I'm very happy to be able to receive this award for creating internationally recognized value. I believe that it's really important for people to be recognized like this in work and at home. And it's even more important for people to recognize themselves. That's right, have a sense of self-affirmation.

When people are discouraged, they think to themselves, "I'm useless" or "I might fail." I would like for people to learn how to turn on their "feel better switch" and to get in the habit of praising themselves.

That's why I wrote my book "45 Cures to Give Up Giving Up." Each and every page is written with the hope that the reader will give up on giving up.

Thank you again.



*This book examines common bad habits of people who believe they aren't good at anything no matter what they do. Each chapter focuses on a different aspect, such as personal relationships and judging others, and offers strategies to help people who feel the same way.*





## 2012 FINALISTS

*Continued*

### INDIVIDUAL AWARDS CATEGORIES — *Continued*

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — ADVERTISING, MARKETING, & PUBLIC RELATIONS**

360i, New York, NY USA: Sarah Hofstetter, President  
BGT Partners, Miami, FL USA: Andrea Fishman, VP of Strategy  
ChappellRoberts, Tampa, FL USA: Colleen Chappell, President and CEO  
Conversation, New York, NY USA: Kristen Link, Director of Client Services  
Decipher, Inc. Fresno, CA USA: Kristin Luck, President  
FITCH, Columbus, OH USA: Vicky Leavitt, Managing Director, North America  
MWW, East Rutherford, NJ USA: Alissa Blate, Executive Vice President, Global Consumer Marketing Practice Leader  
The Search Agency, Los Angeles, CA USA: Barbara Palmer, President  
Walton Isaacson, Los Angeles, CA, USA: Sophia Honore Taylor, Vice President of Account Services

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — BUSINESS SERVICES**

ActionCOACH, Las Vegas, NV USA: Jodie Shaw, ActionCOACH CEO USA and Canada  
Americas' SAP Users Group (ASUG), Chicago, IL, USA: Bridgette Chambers, CEO  
Health Revenue Assurance Associates, Inc., Plantation, FL USA: Andrea Clark RHIA, CCS, CPC-H, Chairman, CEO and Founder  
MARC USA, Pittsburgh, PA USA: Michele Fabrizi, CEO  
Neolane, Inc., Newton, MA USA: Kristin Hambelton, Vice President — Marketing  
NEOS, Hartford, CT USA: Carla Gregory, VP Consulting Operations  
Peak 10, Inc. Charlotte, NC USA: Karin Davies, Vice President of Human Resources  
Revana, Tempe, AZ, USA: Judi Hand, President and General Manager  
Richardson, Philadelphia, PA USA: Andrea Grodnitzky, Senior Vice President, Global Performance Solutions  
User Insight, Atlanta, GA, USA: Rachel Walsh VP, User Experience Strategy, User Insight  
Vaco Los Angeles, Los Angeles, CA, USA: Anita Shelley, Partner  
Vaco Los Angeles, Los Angeles, CA, USA: Stephanie Keairns, Partner

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — COMPUTER HARDWARE & SOFTWARE**

AMAX, Fremont, CA USA: Julia Shih, Director of Strategic Alliances  
C2 Solutions Group, Inc., Reston, VA USA: Antoinette Rucker, Project Manager  
Cvent, Inc., McLean, VA USA: Manjula Aggarwal, Senior Vice President of Client Services and Relationship Management  
Improving Enterprises, Inc., Dallas, TX USA: Melissa Meeker, Chief Marketing Executive  
SugarCRM, Cupertino, CA USA: Lila Tretikov, Chief Product Officer

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — 11 TO 2,500 EMPLOYEES — ALL OTHER INDUSTRIES**

Clinical Research Advantage, Tempe, AZ USA: Kim Kundert, RN, Vice President of Clinical Operations  
ConAm Management Corporation, San Diego, CA USA: Angie Lausch, Regional Vice President  
Direct Agents, New York, NY USA: Jenny Sun, Senior Account Manager  
Great Place to Work Institute, San Francisco, CA USA: Susan Lucas Conwell, CEO  
Kessler International, New York, NY USA: Susan M. Peterson, Vice President & COO  
National Merchants Association, Temecula, CA USA: Heather Petersen, CEO  
Renters Warehouse, Golden Valley, MN USA: Ashley Hayden, CFO  
Telesphere, Scottsdale, AZ USA: Tamara Saunders, Controller



# Primetime, Inc.

<http://www.primetime-winwin.com>



Primetime, Inc.

Representative Director  
Atsuko Sakamoto

Primetime, Inc., founded in 1995, conducts seminars and publishes materials on Timing Management® for a wide range of groups, from corporate managers to students. Timing Management® is an original way of thinking, developed by Ms. Sakamoto, that recognizes

that the timing of what you do, even if you're doing the same things as someone else, can have a huge impact on effectiveness. The key to life and business is finding the right timing to seize good opportunities.

## Timing Management®

A method to find and select the best timing to maximize the effectiveness of each action you take, based on your values and your personal vision.



Timing Management®, developed by Ms. Sakamoto, is an original method of time management and registered trademark of Primetime, Inc.

Ms. Sakamoto's books have been translated and published in China, Korea, and Taiwan.





## 2012 FINALISTS

*Continued*

### INDIVIDUAL AWARDS CATEGORIES — *Continued*

#### **FEMALE EXECUTIVE OF THE YEAR — BUSINESS SERVICES — MORE THAN 2,500 EMPLOYEES**

Accenture, New York, NY USA: Teresa Poggenpohl, Managing Director — Global Image  
BT, London, United Kingdom: Emer Timmons, President of BT Global Services UK  
Cigna, Hartford, CT USA: Julie Vayer, Chief Operating Officer, Total Health and Network  
Citrix Online Service Division, Santa Barbara, CA USA: Elizabeth Cholowsky, VP/GM, IT Support Product Line  
DHL Global Forwarding, Miami, FL USA: Carol Sheldon, Global Customs Head and Sr. VP of Customs Brokerage and Regulatory Compliance  
Ogilvy & Mather, New York, NY USA: Lauren Crampsie, Global CMO  
OgilvyRed, New York, NY USA: Carla Hendra, Founder and Global Chairman

#### **FEMALE EXECUTIVE OF THE YEAR — CONSUMER PRODUCTS — UP TO 2,500 EMPLOYEES**

AHAVA North America, New York, NY USA: Elana Drell Szyfer, CEO  
CCA and B, LLC, Marietta, GA USA: Chanda Bell, Co-CEO  
iolo technologies, LLC, Los Angeles, CA USA: Cammie Kristy, VP of Channel Sales  
iolo technologies, LLC, Los Angeles, CA USA: Julia Zamorska, VP of Corporate Communications  
K'NEX, Hatfield, PA USA: Barb Rentschler, Chief Marketing Officer  
Michele's Foods, South Holland, IL USA: Michele Hoskins, CEO  
Rao's Specialty Foods, Inc, New York, NY USA: Sharon Straci, Partner and COO  
Reserveage Organics, Gainesville, FL USA: Naomi Whittel, CEO  
Save Your Do LLC, Walnut Creek, CA USA: Jill Osur, President and Co-Founder  
SugarSync, Inc. San Mateo, CA USA: Laura Yecies, Chief Executive Officer  
Vinotemp International, Irvine, CA USA: India Hynes, President / CEO

#### **FEMALE EXECUTIVE OF THE YEAR — CONSUMER PRODUCTS – MORE THAN 2,500 EMPLOYEES**

GM, Detroit, MI USA: Mary Barra, SVP of Global Product Development  
The Procter & Gamble Company, Cincinnati, OH USA: Linda Clement-Holes, Senior Vice President  
Unilever, Englewood Cliffs, NJ USA: Gina Boswell, Executive Vice President, Personal Care, Unilever North America

#### **FEMALE EXECUTIVE OF THE YEAR – CONSUMER SERVICES — UP TO 2,500 EMPLOYEES**

First West Credit Union, Langley, BC, Canada: Shelley Besse, President, Envision Financial, a division of First West Credit Union  
Heidi's Vision, Sydney, NSW Australia: Heidi Hanley  
IFS North America, Itasca, IL USA: Cindy Jaudon, President and CEO  
Perry's Fine, Antique and Estate Jewelry, Charlotte, NC USA: Hadley Perry Pacheco, Vice President and General Counsel  
Vodafone Istanbul, Turkey: Gizem Kececi, Director of Marketing Communications

#### **FEMALE EXECUTIVE OF THE YEAR — CONSUMER SERVICES — MORE THAN 2,500 EMPLOYEES**

Foxwoods Resort Casino, Mashantucket, CT USA: Rebecca Carr, Chief Marketing Officer  
Fresh & Easy Neighborhood Market, El Segundo, CA USA: Mary Kasper, Vice President, General Counsel and Secretary  
Home Care Assistance, Palo Alto, CA USA: Lily Sarafan, President and COO  
Kings Food Markets, Parsippany, NJ USA: Judith Spires, CEO

#### **FEMALE EXECUTIVE OF THE YEAR — GOVERNMENT OR NON-PROFIT — UP TO 2,500 EMPLOYEES**

Association of Educational Publishers, Wilmington, DE USA: Charlene Gaynor, CEO  
Birds Nest Foundation, New York, NY USA: Avis Richards, CEO and Founder  
DCI Donor Services, Nashville, TN USA: Jill Grandas, Corporate Executive Director  
First Power Canada, Delta, BC Canada: Donna Morton, CEO and Founder  
Greater Boston Area Food Bank, Boston, MA USA: Catherine D'Amato, President & CEO  
National Restaurant Association, Washington, DC USA: Dawn Sweeney, President  
Pathways Community Interest Company, Crewe, United Kingdom: Yvonne Clarke, Co-Managing Director  
Save the Children, Westport, CT USA: Carolyn Miles, President & CEO

WE'RE PROUD  
TO BE NOMINATED  
FOR

3 STEVIE  
AWARDS!

FEMALE EXECUTIVE OF THE YEAR

IN ASIA, AUSTRALIA OR NEW ZEALAND

MANAGEMENT TEAM OF THE YEAR

MORE THAN 10 EMPLOYEES

MOST INNOVATIVE COMPANY OF THE YEAR

MORE THAN 10 EMPLOYEES

*Congratulations*



TO OUR INSPIRATIONAL CEO, BRILLIANT  
TEAM AND INNOVATIVE COMPANY.

#### Who is Sentis?

Sentis is a global organisation that is genuinely passionate about people, safety, wellbeing and leadership. Sentis uses psychology and neuroscience to teach people how to use their most important performance tool – *their brain*

**sentis**.net





## 2012 FINALISTS

*Continued*

### **INDIVIDUAL AWARDS CATEGORIES — Continued**

#### **FEMALE ENTREPRENEUR OF THE YEAR IN ASIA, AUSTRALIA OR NEW ZEALAND**

CropLogic Ltd., Christchurch, New Zealand: Jane Hill, Chief Executive  
Indus Health Plus Pvt. Ltd., Pune, Maharashtra, India: Kanchan Naikawadi, Director  
Inspired Spirit Coaching Academy, Mooloolaba, Queensland, Australia: Sandy Forster, Director  
The Kanga Group, Northbridge, NSW Australia: Annalise Law, Founder and MD  
Reading Room, Australia: Margaret Manning, CEO

#### **FEMALE EXECUTIVE OF THE YEAR IN ASIA, AUSTRALIA OR NEW ZEALAND**

Informatica Corporation, Redwood City CA, USA: Narelle Wilson, Vice President, Marketing Asia Pacific / Japan  
Reading Room, London, United Kingdom: Sarah Vick, CEO, Reading Room Australia  
Sentis Pty Ltd, Brisbane, Queensland, Australia: Chandra Clements, CEO  
Sum Creation, Tochigi, Japan: Tomoko Nozawa, President

#### **FEMALE ENTREPRENEUR OF THE YEAR IN CANADA**

SPLICE Software, Calgary, AB Canada: Tara Kelly, Founder and CEO  
Wealthy Women Leaders, London, ON Canada: Pat Mussieux, Founder

#### **FEMALE EXECUTIVE OF THE YEAR IN CANADA**

DHL Global Forwarding, Miami, FL USA: Donna Letterio, CEO, DHL Global Forwarding Canada  
First West Credit Union, Langley, BC, Canada: Shelley Besse, President, Envision Financial, a division of First West Credit Union  
Navantis Inc., Toronto, ON, Canada: Susie Ibbotson, Marketing & Corporate Communications Executive

#### **FEMALE ENTREPRENEUR OF THE YEAR IN EUROPE, THE MIDDLE EAST & AFRICA**

EZface, Bnei-Brak, Israel: Ruth Gal, Founder & VP Marketing  
Friends of the Global Fund Africa, Lagos, Nigeria: Dr. Akudo Ikemba, Founder and CEO  
Heaven by Deborah Mitchell, Shifnal, Shropshire, United Kingdom: Deborah Mitchell, Founder and Owner

#### **FEMALE EXECUTIVE OF THE YEAR IN EUROPE, THE MIDDLE EAST & AFRICA**

Alcoa Fjarðaál, Reydarfjörður, Iceland: Janne Sigurdsson, Managing Director

#### **FEMALE ENTREPRENEUR OF THE YEAR IN MEXICO, CENTRAL & SOUTH AMERICA**

Consorcio Nobis, Guayaquil, Ecuador: Isabel Noboa de Looor, CEO

#### **YOUNG FEMALE ENTREPRENEUR OF THE YEAR**

ContextMedia, Chicago, IL USA: Shradha Agarwal, President & Chief Strategy Officer  
Kokoda Track Foundation, Sydney, Australia: Genevieve Nelson, Executive Director  
MARDA Management Inc., Windsor, ON, Canada: Marla Coffin, President & CEO  
MPIL Steel Structure Ltd, Mumbai, Maharashtra, India: Priyanka Gupta, Executive Director  
Orchidea PR Monika Paduch, Gdansk, Poland: Monika Paduch, Owner and Managing Director

#### **MAVERICK OF THE YEAR — ADVERTISING, MARKETING, AND PUBLIC RELATIONS**

FITCH, Columbus, OH USA: Vicky Leavitt, Managing Director, North America  
Ketchum Pleon, Berlin, Germany: Christiane Schulz, Member of the German Executive Board, Global Partner, MD  
MWW, East Rutherford, NJ USA: Carreen Winters, Executive Vice President, Corporate Communications Practice Leader  
Pascale Communications, Fairfield, CT USA: Georgette Pascale, CEO

# SWAGS SAVE LIVES

When it's cold or wet outside, basic shelter in the form of a water resistant swag can save a homeless person's life.

**Please donate today**

Shockingly, *The National Law Centre For Homelessness And Poverty* estimates that 3.5 million people experience homelessness each year in the U.S.

With these statistics in mind, Street Swags hope to expand our services to America and are looking for donors and partners to assist us. If you can help, please visit [streetswags.org](http://streetswags.org)



STREET  SWAGS

[www.streetswags.org](http://www.streetswags.org)

Find us on:

twitter 



Become our fan  
on Facebook

You Tube

Linked in



## 2012 FINALISTS

*Continued*

### INDIVIDUAL AWARDS CATEGORIES — *Continued*

#### **MAVERICK OF THE YEAR — BUSINESS & DIVERSIFIED SERVICES**

CBIZ, Inc., Cleveland, OH USA: Nancy Mellard, National Leader, CBIZ Women's Advantage  
Health Revenue Assurance Associates, Inc., Plantation, FL USA: Andrea Clark RHIA, CCS, CPC-H, Chairman, CEO and Founder  
Primetime, Inc., Tokyo, Japan: Atsuko Sakamoto, President  
Sage Creative, Inc., Culver City, CA USA: Dallas Travers, CEO  
Vivint, Provo, UT USA: Kristi Knight, VP of Corporate Communications

#### **MAVERICK OF THE YEAR — ALL OTHER INDUSTRIES**

Aegis Media, Cape Town, South Africa: Dawn Rowlands, CEO, Aegis Media Sub Saharan Africa  
BT, London, United Kingdom: Emer Timmons, President of BT Global Services UK  
Carbonite Inc., Boston, MA, USA: Danielle Sheer, VP and General Counsel  
ClientAttraction.com, Stamford, CT USA: Fabienne Fredrickson, Founder  
Fresh & Easy Neighborhood Market, Inc., El Segundo, CA USA: Strategic Visionary and Leader of Talent Acquisition  
Hilton Worldwide, McLean, VA USA: Jennifer Silberman, VP of Corporate Responsibility  
Improving Enterprises, Inc., Dallas, TX USA: Melissa Meeker, Chief Marketing Executive  
Tocci Building Companies, Woburn, MA USA: Laura Handler, Director of VDC

#### **LIFETIME ACHIEVEMENT**

Airstream Travel, Richmond Hill, ON, Canada: Diane H. Motley-Bailey, President  
FITCH, Columbus, OH USA: Vicky Leavitt, Managing Director, North America  
IntelPeer, Inc. San Mateo, CA USA: Margaret Norton, General Manager, Enterprise  
Kanga Care, Golden, CO USA: Julie Ekstrom, President & CEO  
Medicard Finance Inc., Toronto, ON Canada: Ann Kaplan, President & CEO  
Miyako Knitwear, Co. Ltd. Shimane, Japan: Haruyo Saito, President  
Mozilla, Mountain View, CA USA: Mitchell Baker, Chairperson, Mozilla Foundation and Mozilla Corporation  
Omega World Travel, Fairfax, VA USA: Gloria Bohan, Founder, President and CEO  
VM Learning, Brisbane, Queensland, Australia: Julie Verner-Mackay, Director

#### **MENTOR OR COACH OF THE YEAR — BUSINESS — BUSINESS & DIVERSIFIED SERVICES**

CBIZ, Inc., Cleveland, OH USA: Nancy Mellard, National Leader, CBIZ Women's Advantage  
Heart of Success, Inc., Tucson, AZ USA: Kendall SummerHawk, President and Founder  
Inspired Spirit Coaching Academy, Mooloolaba, Queensland, Australia: Sandy Forster, Director  
International Association of Women in Business Coaching, Tucson, AZ USA: Kendall SummerHawk, President and Founder  
Opinion Co., Ltd., Tokyo, Japan: Toki Ura, Executive Vice President  
Suzanne Evans Coaching Murrells Inlet, SC USA: Suzanne Evans, Owner and Founder  
SLM Facility Solutions Nationwide, Green Lane, PA USA: Susan Daywitt, President & CEO  
Vaco Los Angeles, Los Angeles, CA USA: Frances Moreno, Managing Partner

#### **MENTOR OR COACH OF THE YEAR — BUSINESS — ALL OTHER INDUSTRIES**

ClientAttraction.com, Stamford, CT USA: Fabienne Fredrickson, Founder  
Creative Catapult, LLC/ Instant Celebrity Academy, St. Louis, MO USA: Kristen White, CEO  
Volt Consulting Group, New York, NY USA: Tracy Scheid, VP of Client Program Operations

#### **WOMEN HELPING WOMEN — BUSINESS — BUSINESS SERVICES**

CBIZ, Inc., Cleveland, OH USA: Nancy Mellard, National Leader, CBIZ Women's Advantage  
Dynamic Office & Accounting Solutions, Danville, CA USA: Tiffany Stuart, President  
Enlightened Goddesses Business Network, Coolum Beach, QLD, Australia: Natalie McIvor, Director  
Suzanne Evans Coaching Murrells Inlet, SC USA: Suzanne Evans, Owner and Founder  
Women Unlimited, London, United Kingdom: Julie Hall, CEO

# **If leadership and commitment is a recipe for success, consider Judy's career a veritable cookbook.**

**Congratulations, Judy. Today, everyone can see why we're proud to call  
you a client and a friend.**



Start a conversation at [hellotierney.com](http://hellotierney.com)

Follow us on |  





## 2012 FINALISTS

*Continued*

### **INDIVIDUAL AWARDS CATEGORIES — *Continued***

#### **WOMEN HELPING WOMEN — BUSINESS — ALL OTHER INDUSTRIES**

Decipher, Inc. Fresno, CA USA: Kristin Luck, Founder, Women in Research (WIRe)  
Denihan Hospitality Group, New York, NY USA: Brooke Denihan Barrett, co-CEO  
DHL Global Forwarding, Miami, FL USA: Carol Sheldon, Global Customs Head and Sr. VP Customs Brokerage and Regulatory Compliance  
Isagenix International, LLC. Chandler, AZ USA: Kathy Coover, Co-founder and Executive VP  
Little PINK Book, Atlanta, GA USA: A Beautiful Career, A Beautiful Life With Little PINK Book  
Vodafone Istanbul, Turkey: Vodafone Turkey's 'mWomen': Closing the Gender Gap in Turkish Mobile

#### **WOMEN HELPING WOMEN — GOVERNMENT OR NON-PROFIT**

Mercer-MacKay Solutions, Burlington, ON, Canada: Gail Mercer-MacKay, Owner  
Momentum, Inc., Camp Hill, PA USA: Ruth Koup, Founder and CEO, Dress For Success, South Central, PA  
One Heart World-Wide, San Francisco, CA USA: Arlene Samen, President and Founder

#### **FEMALE EMPLOYEE OF THE YEAR — ADVERTISING, MARKETING, & PUBLIC RELATIONS**

Howden North America, Inc., Columbia, SC USA: Nicole MacLean, Marketing Communications Specialist  
McKinsey Development, Inc., Warrenton, VA USA: Therese Crowther, Operations Manager  
MMI Public Relations, Cary, NC USA: Jennifer Fair, Senior Account Executive  
MWW, East Rutherford, NJ USA: Christine Marra, Account Director  
MWW, East Rutherford, NJ USA: Traci E. Carpenter, Speechwriter / Content Editor

#### **FEMALE EMPLOYEE OF THE YEAR — COMPUTER HARDWARE AND SOFTWARE**

iolo technologies, LLC, Los Angeles, CA USA: Cynthia Cruz, Junior PR Manager  
iolo technologies, LLC, Los Angeles, CA USA: Karen Sorenson, PR Manager  
iolo technologies, LLC, Los Angeles, CA USA: Katharine Coble, Director of Channel Sales  
iolo technologies, LLC, Los Angeles, CA USA: Marina Totalca, Sales Manager  
Ontraport, Santa Barbara, CA USA: Rochelle Yoshida  
Privia LLC, Herndon, VA USA: Michelle Sullivan, Director of Marketing  
Unitiv, Inc., Alpharetta, GA USA: Amanda Browning, Client Support Manager

#### **FEMALE EMPLOYEE OF THE YEAR — MANUFACTURING**

Howden North America, Columbia, SC USA: Jessica Todd  
K'NEX, Harfield, PA USA: Kate Loffio, Marketing Communications Specialist  
Precision Metal Industries, Pompano Beach, FL USA: Susan Rosen, Marketing and Sales Manager  
U.S. Water Services, St. Michael, MN USA: Karen Danielson, Marketing Communication & Brand Manager

#### **FEMALE EMPLOYEE OF THE YEAR — ALL OTHER INDUSTRIES**

Aegis Media, Cape Town, South Africa: Lana vd Walt, Marketing & Communications Manager, Aegis Media Sub Saharan Africa  
DHL Global Forwarding, Miami, FL USA: Kim Petersen, Branch Manager: Newark, New Jersey  
DHL Global Forwarding, Miami, FL USA: Melissa Anderson, District Manager: Portland, Oregon  
Fresh & Easy Neighborhood Market, Inc., El Segundo, CA USA: Melanie Tom, Social Recruitment & Employment Branding Manager  
Vaco Los Angeles, Los Angeles, CA USA: Melissa Arnold, Director of Administration  
VerticalResponse, San Francisco, CA USA: Martha Thompson, Senior Technical Support Engineer

# iPromise



If we all make a small change, together we can make a big difference...

Join over 250 Australian businesses, community organisations and individuals by pledging your sustainable iPromise on our website. We'll turn your promise into your own virtual tree in the iPromise forest and together we'll have a sustainable future.



**Pledging your iPromise is easy! Simply scan this QR code or visit [www.tradies.com.au/ipromise](http://www.tradies.com.au/ipromise)**

\*\*\*  
**Tradies**\*\*\*



The passion, creativity, and strategic focus of **Sophia Honore Taylor** and **Julie Hubert** has been the reason that Walton Isaacson continues to be the "Planet's Most Interesting Agency." It's great to see the Stevie Awards acknowledge what we've always known. You are fearless women with vision, who have dedicated your careers to building our clients' business, developing our staff, and providing inspiration to all of us.

Your Walton Isaacson family is proud to call you friends, colleagues, and leaders in our industry. Congratulations for your recognition as 2012 Stevie Awards Finalists!

YOUR PASSION MADE THIS POSSIBLE.  
**THANK YOU**

— AARON WALTON & CORY ISAACSON



WALTON ISAACSON



FOR WOMEN  
IN BUSINESS

**THE STEVIE® AWARDS**

10560 Main Street • Suite 215 • Fairfax, Virginia 22030 U.S.A  
703.547.8389 • Fax: 703.991.2397 • [help@stevieawards.com](mailto:help@stevieawards.com)  
[www.stevieawards.com](http://www.stevieawards.com)