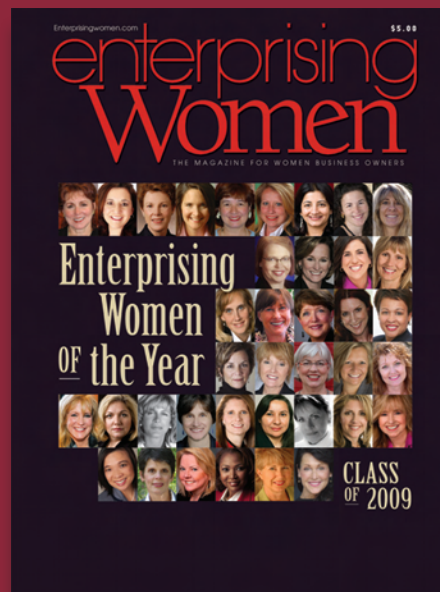


enterprising Women

THE MAGAZINE FOR WOMEN BUSINESS OWNERS



Our Mission

Our Vision

Imagine a community of people, more than 10 million strong and counting, in which each individual is a pioneer—a trailblazer—an innovator—a visionary. These are today's women entrepreneurs, who account for nearly half of all small business owners in America, and who continue to start businesses in record numbers.

Women are creating, building and leading some of the most dynamic enterprises in America. Along the way, often at great risk and against the odds, they have shattered glass ceilings and entrenched stereotypes, and have redefined the meaning of leadership and success.

Not long ago, women business owners were virtually invisible and toiled in relative obscurity. Today, their numbers speak of an emerging, powerful constituency with increasing political and economic muscle that is integral in shaping an even brighter future for America.

It is this community to which *Enterprising Women* is devoted. Our mission is to reflect and amplify the voices of entrepreneurial women—to share their stories of risk and success—to chronicle their growing political, economic and social influence and power—to celebrate their triumphs—to provide solutions to their problems—to identify and promote a new generation of leaders, along with role models and mentors for tomorrow's leaders.

A Friendly Meeting Place

Every issue of *Enterprising Women* is like a reunion with an old friend. We provide a friendly meeting place, a public forum, and a national stage for the critical issues confronting women's businesses and daily lives—from the unique perspective and experiences of entrepreneurial women. Written by enterprising women for enterprising women, we are the voice of women entrepreneurs — women who dare to think big, make the leap, and follow their dreams.

Tap into a Powerful Emerging Market!

As drivers of the new economy, women business owners create more jobs for U.S. workers than all the Fortune 500 combined. One in every 11 adult women in America is an entrepreneur and every minute, five women start a business in this country. *Enterprising Women* targets this dynamic, growing market with a magazine that speaks directly to women entrepreneurs. Want to reach the country's top women business owners? There is no better place to do it than in *Enterprising Women*.

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Testimonials

Here's what some of the country's top leaders in women's entrepreneurship have to say about *Enterprising Women*...

According to the Center for Women's Business Research, if women business owners were their own country, they would have the fifth largest GDP in the world. This fact presents huge opportunities and challenges for us as it signals our collective power as a community. *Enterprising Women* is the single, most powerful publication for women business owners. We depend on it, value it, and appreciate its strong, independent voice. As we face our challenges and explore our potential, all of us turn to *Enterprising Women* for its extraordinary content. It is the face and voice of women business owners.

Barbara Kasoff, President/CEO
Women Impacting Public Policy (WIPP)

Enterprising Women is the leading source of information for all constituents in the women business owners' community whether you are a CEO, a corporate representative, a government official, an academic or a non-profit executive.

Marsha Firestone, PhD, President
Women Presidents' Organization (WPO)

Enterprising Women is the heartbeat of economic, social and political news for the women business owner community. This magazine leads the way!

Terry Neese, President
The Institute for Economic Empowerment of Women

We've circulated *Enterprising Women* at our events across the globe. Women entrepreneurs everywhere find it inspiring. There is nothing else like it!

Irene Natividad, President
Global Summit of Women

Enterprising Women is a "must" read for women business owners, corporate executives, media, nonprofit leaders, and any one interested in understanding the story of what is happening today in women's entrepreneurship. In every elegantly-packaged issue, you get the latest facts, up-to-date advice on running a business, fascinating stories showing the diversity of women-owned businesses and the talented women who lead these firms, and an events calendar to help plan your networking.

Sharon G. Hadary, President
Sharon Hadary & Co.

The ideas and information that *Enterprising Women* provides aren't available anywhere else. *Enterprising Women* absolutely has its finger on the pulse of the WBE market.

Mary Cantando, Author
The Woman's Advantage: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business

Enterprising Women puts it all together to help women-owned firms grow their businesses to the next level.

Edie Fraser, Founder
Business Women's Network (BWN)

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Testimonials

We applaud *Enterprising Women's* spectacular accomplishments. What the magazine has done is akin to 'going to the moon and back.' Bravo!

Amy Millman, *Springboard Enterprises*

Enterprising Women has been integral to transforming the credibility of women business owners and their enterprises. It has brought together the community that supports women's entrepreneurship in a collaborative and supportive environment and captured the attention of business leaders worldwide.

Sharon Hadary, *Sharon Hadary & Company*

Enterprising Women is inspirational. It touches my heart and my spirit.

Sheri Orlowitz, *first recipient of the Enterprising Women of the Year Award*

Enterprising Women has significantly contributed to improving the women's business community and provided a strong network for women business owners to help one another succeed.

Lynne Marie Finn, *Superior Staff Resources, Inc.*

Thank you, *Enterprising Women*, for ten wonderful years of reaching, teaching and promoting women entrepreneurs.

Janice Hamilton, *JMH Education Marketing*

Enterprising Women's vision is bold and courageous—brave enough to take on the "big boys."

Susan Solovic, *CEO/Co-Founder, SBTV.com*

Enterprising Women is making a difference in the world. All of us who are a part of it have grown into a strong community.

Pat Laus, *The Atlantic Club, Inc.*

Thank you, *Enterprising Women*, for your commitment to "going green" and sustainability. Working together, we are taking better care of our planet.

Nancy Goshow, *Goshow Architects*

Enterprising Women has made a difference in the lives of thousands of business owners across the country, including one small business owner in Cincinnati.

Patti Massey, *Myca Multimedia & Training Solutions*

Being a part of the *Enterprising Women* community has opened up an immense network of women to me. I am proud to be a member of this community.

Mary Ardapple, *Apple's Bakery, Inc.*

I've belonged to numerous organizations throughout my 20 years in business, but none has matched the experience of being a part of the *Enterprising Women* community.

Harriet Diamond, *author and management consultant*

Thank you to *Enterprising Women* for bringing together different organizations, ideas and avenues to strengthen the network of support for female entrepreneurs.

Patricia May, *Tembua: The Precision Language Solution*

Enterprising Women has supported women business owners around the globe.

Leslie Grossman and Andrea March, *Women's Leadership Exchange*

Thank you for elevating the status of women in the business and world community. *Enterprising Women* is an inspiration to me.

Elaine Buxton, *Confero*

Enterprising Women has forged partnerships, recognized excellence, and brought much-needed visibility to women who are running amazing businesses

Jean Gianfagna, *Gianfagna Strategic Marketing*

I look forward to many more years of reading *Enterprising Women* and taking part in this wonderful community the magazine has nurtured and developed.

Karen Kerrigan, *Women Entrepreneurs, Inc.*

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About Our Readers

The World's Top Women Business Owners Read *Enterprising Women*

Enterprising Women reaches a targeted audience of women business owners from across the United States and around the world. Our circulation is a combination of controlled and paid readership.

Our readership includes members of the Women Presidents' Organization, a non-profit organization for women entrepreneurs who head businesses with at least \$1 million in annual revenues, women's business enterprises that are certified by the Women's Business Enterprise National Council (WBENC), and members of the National Association of Women Business Owners (NAWBO), Women Impacting Public Policy (WIPP), Women's Leadership Exchange (WLE), and other key organizations that serve women entrepreneurs.

Through the use of select lists, we target women business owners who have been in business a minimum of three years. The majority of our readers have businesses with one million or more in annual revenue, however the magazine is read by business owners with businesses of all sizes.

Enterprising Women is also circulated at all major conferences and events targeted to women business owners. The magazine is a frequent exhibitor at these events.

Who reads *Enterprising Women*? Our readers are successful women business owners, mostly in their 40s and 50s, who are beyond the start-up phase and appreciate the support as they grow their businesses to the next level. A growing number of young women entrepreneurs in their 20s and 30s also read **EW** and benefit from the editorial content of each issue.

While our print edition of *Enterprising Women* celebrated its tenth anniversary in 2010, the online version of the magazine (launched in 2008) reaches more than 200,000 top women entrepreneurs in 48 countries around the globe. Readers may choose to receive our print publication, the online publication or both. The online version offers expanded opportunities for our advertisers to reach a global market with their products and services.

About the Women Business Owner Market:

According to the Center for Women's Business Research:

- Women business owners contribute nearly \$3 trillion to our national economy and create or maintain 23 million jobs.
- If women-owned businesses were their own country, they would have the fifth largest GDP in the world, ahead of countries including France, the United Kingdom, and Italy. If women-owned businesses were their own country, they would have a greater GDP than Canada, India and Vietnam combined.
- Women-owned firms with revenues of \$1 million or higher are more likely than other women-owned businesses to market their products and services nationally.
- Women-owned firms are growing at twice the rate of all firms.
- One in 11 adult women is an entrepreneur.

Women make 80% of all purchasing decisions in the United States and women entrepreneurs exercise that powerful purchasing power both at home and in their businesses.

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Advertising Rates

Enterprising Women Advertising Rates

BLACK-AND-WHITE RATES

Size	1 Time	3 Times	6 Times	12 Times
1 Page	\$5,145	\$4,950	\$4,785	\$4,270
2/3 Page	\$4,120	\$3,950	\$3,830	\$3,415
1/2 Page	\$3,500	\$3,360	\$3,255	\$2,900
1/3 Page	\$2,420	\$2,320	\$2,250	\$2,005
1/4 Page	\$1,800	\$1,730	\$1,675	\$1,495
1/6 Page	\$1,440	\$1,385	\$1,340	\$1,200
1/8 Page	\$ 675	\$ 650	\$ 625	\$ 600

COLOR CHARGES:

Each additional color (process match)	\$ 450
Each additional color (PMS match)	\$ 650
4-color process per each fractional or full-page advertisement	\$ 975
4-color process per two-page spread	\$1,800

PREMIUM POSITION CHARGES (INCLUDING 4-COLOR PROCESS):

Position	1 Time	3 Times	6 Times
Inside front cover (cover 2)	\$7,970	\$7,650	\$7,410
Inside back cover (cover 3)	\$6,840	\$6,565	\$6,360
Back cover (cover 4)	\$9,000	\$8,640	\$8,370

Premium positions sold on first-come, first-served basis with preference to continuous contract advertisers.

STANDARD UNIT SIZES (TRIM SIZE IS 8-1/8" WIDE BY 10-7/8" DEEP):

Size	Format	Width	Depth	Size	Format	Width	Depth
Page	Standard	7"	10"	1/4 Page		3-3/8"	4-7/8"
2/3 Page	Vertical	4-5/8"	10"	1/6 Page	Vertical	2-1/4"	4-7/8"
1/2 Page	Island	4-5/8"	7-3/8"	1/6 Page	Horizontal	4-5/8"	2-3/8"
1/2 Page	Horizontal	7"	4-7/8"	1/8 Page		3-3/8"	2-1/4"
1/3 Page	Square	4-5/8"	4-7/8"				
1/3 Page	Vertical	2-1/4"	10"				

BLEED SIZES (IMAGE REQUIRED FOR BLEED TRIM):

Size	Width	Depth	Trim
Full Bleed Page	8-3/8"	11-1/8"	8-1/8" x 10-7/8"
Full Bleed Spread	16-1/2"	11-1/8"	16-1/4" x 10-7/8"



Ad Rates & Requirements

Frequency:

- Frequency level is based on the number insertions run in a contract year of 12 consecutive months.
- If within 12 months more or fewer insertions are used than specified, rates will be rebated or short-rated accordingly.
- Two-page spreads count as two insertions toward earned frequency rates. All other ads, regardless of size, count as one insertion.

Commissions:

- Standard 15% commission on space and color to recognized agencies provided that payment is received within terms of sale.
- Production and mechanical charges are billed net and are not commissionable.

Terms:

- Payment for advertising is due upon receipt of invoice following publication.
- No cash discount.
- Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable.
- In submitting an advertising order, advertiser agrees to pay all costs of collection, including reasonable attorney fees and other fees related to default of payment.
- A 1-1/2% per month service charge will be added to all accounts past 30 days due.

Contract and Copy Regulations:

- Signed insertion order or advertising space contract required prior to publication. Verbal orders are not accepted.
- All advertising is subject to the publisher's approval.
- Publisher reserves the right to reject advertising for any reason whatsoever, without notice or explanation, including that which is not in keeping with the publication's standards.
- Advertiser and agency agree to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements published.
- Publisher's liability is limited to the cost of an advertisement, and such liability is limited to space in future issues.
- Advertisements accepted and published on the representation that both the advertiser and the agency are authorized to publish the entire content and subject matter thereof.
- Insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card.
- All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control.

Mechanical Requirements:

- Trim size is 8-1/8" wide by 10-7/8" deep.
- Printing process: Web offset. Specifications for Web Offset Publications (SWOP) apply.
- Binding: Saddle stitched.
- Paper stock: Coated.
- Acceptable materials: High-resolution/press quality digital files on disk or sent via email preferred.
- Digital files must be 4 color process (CMYK), no PMS or spot colors. Files submitted can be PDF, tiff, or EPS.
- Safety margin for live matter in bleed ads is 3/8" from trim on all sides.
- Production services available at additional cost.

Online Advertising:

- All print advertisers in *Enterprising Women* also appear in the digital edition of the magazine.
- Please be sure that all advertising materials include a Web site address in the body copy of the ad as this will provide an active link to your Web site in the digital edition.
- *Enterprising Women* accepts advertising on its site at www.enterprisingwomen.com. Please call our office to allow us to prepare a custom digital advertising package.

Publication and Closing Dates:

- Published 6 times annually
- Space reservation deadline is the 5th of the month prior to issue date.

Circulation:

- Distributed to paid subscribers and qualified recipients
- Annual subscription rates are \$40 for print and online; \$25 for print-only; \$20 for online-only. International print subscribers, please add U.S. \$30 for postage.

Mailing Instructions:

All contracts, insertion orders, disks, copy corrections or any other material pertaining to advertisements should be sent to:

Enterprising Women

1135 Kildaire Farm Rd., Suite 200
Cary, NC 27511

Voice 919-362-1551 • Fax 919-362-9898
mmsmiley@enterprisingwomen.com

For additional information or updates, please visit our Web site at www.enterprisingwomen.com

Let us build a custom marketing package for you that includes a sponsorship at the *Enterprising Women of the Year* event, a print advertising presence for your company, and your choice of custom Web solutions that will reach and engage the *Enterprising Women* online community. Call us today at 919-674-6640 to learn more.

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2011 Editorial Calendar

Vol. 12, No. 1—Publication date: February 2011

HAPPY AS A BUSINESS MODEL

In the old days, we called this “work-life balance.” Today, we look at how successful women business owners retain great employees; how women business owners with or without employees juggle growing the business with other responsibilities (young mothers, sandwich generation entrepreneurs, and so many other scenarios); and how we keep ourselves sane, fit, and inspired to succeed. *Advertising space reservations by January 5.*

Vol. 12, No. 2—Publication date: April 2011

ENTERPRISING WOMEN OF THE YEAR AWARDS COMMEMORATIVE ISSUE

Our annual awards issue that showcases recipients of the 2011 Enterprising Women of the Year Award, with profiles on each winner and an inside look at the event. *Advertising space reservation by March 5.*

Vol. 12, No. 3—Publication date: June 2011

THE MONEY ISSUE

We explore financial literacy for women business owners, accessing capital, risk taking, exit planning, and a host of other financial issues critical to the success of your business and life. *Advertising space reservations by May 5.*

Vol. 12, No. 4—Publication date: August 2011

YOU'VE GOT PEOPLE

Whether you have no employees or 500 employees, this is the issue for you. How to hire your first employee. Independent contractors versus employees? Retaining the best staff, motivating your team, when to fire, flexible solutions, benefits packages, affordable health care ideas, and more! *Advertising space reservations by July 5.*

Vol. 12, No. 5—Publication date: October 2011

GOING GLOBAL

Our annual review of outstanding women business owners from around the world, plus a look at how U.S. women entrepreneurs are exporting into the hottest markets. We share our best practices with women around the world, and they inspire us and open our minds to new ideas. *Advertising space reservations by September 6*

Vol. 12, No. 6—Publication date: December 2011

BUILDING YOUR BRAND

In the world of social media, it's difficult to separate the woman entrepreneur from her brand. Everything you do (or don't do) impacts how customers perceive your brand. We explore the ins and outs of building a powerful brand using the latest tools—plus some tried and true methods. *Advertising space reservations by November 5.*

PLUS: Every issue also features a calendar of events for the women's business community; news that highlights the key organizations; book reviews; travel with purpose to interesting and fun destinations; indulgences like fabulous spas and five star hotels; healthy you; legal tips on common issues that impact women business owners; spotlights on successful women-owned companies; and regular columnists like Dr. Marsha Firestone, president and founder of the Women Presidents' Organization.

Interested in contributing an article for *Enterprising Women*? Email your idea to msmiley@enterprisingwomen.com or call us at 919-362-1551.

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2012 ENTERPRISING WOMEN OF THE YEAR AWARDS

Be a Part of the Most Prestigious Awards Recognition for Women Entrepreneurs

The Enterprising Women of the Year event is the magazine's annual celebration of the world's top women entrepreneurs. Nominations for this prestigious award are submitted each Fall on the magazine's website. The event draws heavy interest from the magazine's readership and allows us to shine the spotlight on a remarkable group of outstanding women. The top organizations for women entrepreneurs partner with us to help assure wide support for this outstanding annual event.

The event is co-hosted by some of the country's top corporations. It generates national media attention for the award winners and sponsoring companies who are a part of this very special event. Now in its tenth year, the program recognizes top women entrepreneurs in categories that include women business owners with revenues up to \$1 million annually, over \$1 million and up to \$5 million, over \$5 million and up to \$10 million, over \$10 million and up to \$25 million, and over \$25 million in annual revenues. We recognized 50 outstanding women at our 2011 event. We have also inducted 32 women into the Enterprising Women Hall of Fame over the past nine years and have presented a number of Advocacy Awards to nonprofit organizations and other advocates deserving of recognition.

TO PARTICIPATE AS A SPONSOR AT OUR 2012 EVENT, PLEASE COMPLETE THE INFORMATION BELOW AND RETURN IT TO OUR CARY, NC OFFICE OR CALL US AT 919-674-6640 TO DISCUSS SPONSORSHIP OPPORTUNITIES.

SPONSORSHIP OPPORTUNITIES

10th Annual Enterprising Women of the Year Awards Celebration

with the Connect, Grow & Inspire Workshops & Match-Making Event Hosted at Office Depot Headquarters

March 12-13, 2012

Host Hotel: Ritz Carlton Fort Lauderdale, Fort Lauderdale, Florida

**FAX BACK to Monica Smiley, Publisher/CEO at (919) 362-9898
or email to mmsmiley@enterprisingwomen.com .**

Company Name: _____

Contact Name: _____ Title _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____

Email: _____

The following sponsorships are available for this event.

Event Sponsorships

Premiere Sponsorship—\$25,000

Sponsors participating at the Premiere Level receive the following benefits:

- Company representative invited to offer welcome remarks at gala awards
- A 6-foot draped table to display company products or literature in the event exhibit area
- Inclusion in press releases before and after the event
- Four full page, full color ads in Enterprising Women (a \$24,000+ value)
- A one-year membership on the Enterprising Women Advisory Board
- Listing in the event program as Premiere Sponsor
- Five full event registrations

Diamond Sponsorship—\$15,000

Sponsors participating at the Diamond Level may sponsor one of the following events:

- Opening reception (March 12) sponsor
- Hall of Fame Awards Luncheon sponsor (March 13)

Sponsors at the Diamond Level receive the following benefits:

- Company representative invited to offer welcome remarks at either the Opening Reception or the Hall of Fame Awards Luncheon
- A 6-foot draped table to display company products or literature in the event exhibit area
- Inclusion in press releases before and after the event
- Three full page, full color ads in Enterprising Women (a \$18,000+ value)
- A one-year membership on the Enterprising Women Advisory Board
- Listing in the event program as Diamond Sponsor
- Four full event registrations

Platinum Sponsorship—\$10,000

Sponsors participating at the Platinum Level may sponsor one of the following events:

- Advisory Board and Enterprising Women of the Year Award Winner Breakfast (March 13)
- Connect, Inspire & Grow Workshops on March 12

Sponsors at the Platinum Level receive the following benefits:

- Company representative invited to offer welcome remarks at the Advisory Board and Award Winner Breakfast on March 13, or
- Workshop sponsor to receive logo/company name on workshop materials and on all signage at the entrance to workshop
- A 6-foot draped table to display company products or literature in the event exhibit area
- Inclusion in press releases before and after the event
- Two full page, full color ads in Enterprising Women (a \$12,000+ value)
- A one-year membership on the Enterprising Women Advisory Board
- Listing in the event program as Platinum Sponsor
- Three full event registrations



Event Sponsorships

Gold Sponsorship—\$5,000

Sponsors participating at the Gold Level may sponsor one of the following:

- Afternoon refreshment break during the Connect, Inspire & Grow Workshops on March 12
- Wine tasting reception on March 13

Sponsors at the Gold Level receive the following benefits:

- Afternoon break sponsors receive signage in the refreshment area with their company/name logo prominently displayed
- A 6-foot draped table to display company products or literature in the event exhibit area
- Inclusion in press releases before and after the event
- One full page, full color ad in Enterprising Women (a \$6,120 value)
- Listing in the event program as a Gold Sponsor
- Two full event registrations

Silver Sponsorship—\$2,500

Sponsors participating at the Silver Level may sponsor one of the following:

- The event tote bag given to each attendee
- Individual workshop sponsor

Sponsors at the Silver Level receive the following benefits:

- Tote bag sponsor will have the company logo / along with the Enterprising Women logo on the event tote bag
- Individual workshop sponsor will have their logo/company name on the signage at the door to the workshop room and will be invited to introduce the moderator of the workshop
- A 6-foot draped table to display company products or literature in the event exhibit area
- Inclusion in press releases before and after the event
- A half page, full color ad in Enterprising Women (a \$4,400 value)
- One full event registration

Exhibit Table Sponsor—\$1,000

- Includes one 6-foot draped table to display company products or literature in the event exhibit area. Sponsorship includes one full event registration, listing in the event program, and listing in the awards issue of Enterprising Women (print and digital editions).

For additional information, please contact
Monica Smiley, Publisher/CEO at msmiley@enterprisingwomen.com
or call 919-674-6640.

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Advisory Board

A Dynamic Advisory Board Guides Our Mission

The **Enterprising Women** Advisory Board is comprised of a select group of women and men who show their support for the publication and give back to the women business owners' community—helping provide leadership, motivation, and inspiration to thousands of women entrepreneurs across the United States, Canada and across the globe. Board membership is reserved for the country's top women business owners and corporate representatives, and is considered a prestigious honor for a select group of accomplished women.

Members of the **Enterprising Women** Advisory Board are called upon to offer advice on their areas of expertise to the publication's staff on how to best tailor the publication to meet the needs of entrepreneurial women. Many Board members author articles that are published in **Enterprising Women** and all are consulted periodically throughout the year for input.

All Board members are invited to participate in the annual Advisory Board meeting, which is held the day of the Enterprising Women of the Year Awards Gala. This meeting provides the magazine's editorial staff with valuable input. Our Board also gathers informally at events throughout the year at key conferences and events targeted to women entrepreneurs.

Enterprising Women Advisory Board members are asked to become the eyes and ears of the publication as they go about their work throughout the year. Board members often supply the editorial team with ideas on outstanding women entrepreneurs to be profiled in the publication, make the publication staff aware of important events or conferences where the magazine should have a presence, and generally promote the publication within their network of business associates and friends.

The Board has become a powerful networking tool for the women and men who participate. The leaders of the major non-profit organizations that support women's business enterprises each have representation

on the Advisory Board. Over 100 high-level women entrepreneurs are also on the Board, providing a diversity of ideas from a cross-section of businesses and industries.

Corporate support has also been important to the Advisory Board. Many of the leading corporations that support women entrepreneurs have representatives on our Board, including United Parcel Service, American Airlines, IBM, OPEN from American Express, the Walt Disney Company, Coca Cola, FedEx, and others.

Board membership is available at two levels: a platinum annual membership at \$10,000, which includes three full page, four color ads which the member may choose to run in **Enterprising Women** or donate to a non-profit organization; and a gold level annual membership at \$5,000, which includes three half page, four color ads that may also be run in the magazine or donated to a non-profit for use anytime in the coming year. Some members elect not to use the advertising included with their membership, but all benefit from the excellent PR that Board membership generates for their business.

Many Board members tell us that the alliance that exists between Board members is one of the most valuable benefits of Board membership. Each has made it clear that they are willing to give back to support the growth of the women business owners' community, and to mentor and provide leadership to other women. Board members become better acquainted with the businesses of other Board members, and are often able to use these alliances to grow their own businesses.

To learn more about the **Enterprising Women** Advisory Board and the qualifications for membership, please contact Publisher Monica Smiley at 919-362-1551 or email her at mmsmiley@enterprisingwomen.com.



Advisory Board

The Enterprising Women Advisory Board

Roz Alford
ASAP Staffing LLC
www.asap-staff.com

Ann Marie Almeida
Association of Women's
Business Centers
www.awbc.biz

Kristi Atkins
a i i m Marketing Solutions
www.aimmarketing
solutions.com

Leslie Atkins
LA Communications, LLC
www.corporatestory
tellers.com

Alta Baker
Safe Haven Enterprises
www.safehavenenter
prise.com

Tina Teree Baker
Cadence Group
www.cadence-group.com

Nancy Freeman Balkcom
MySupplies
www.mysupplies.com

Robert Bard
Latina Style
www.latinastyle.com

Susan Phillips Bari
The Susan Bari Company
www.thesusanbaricom
pany.com

Jaki Baskow
Baskow & Associates
www.baskow.com

Jennifer Bisceglie
InTEROS Solutions, Inc.
www.interos.net

Lori Blaker
Technical Training Inc.
/ TTI Global
www.ttinco.com

Gloria Bohan
Omega World Travel
www.owf.net

**Johnnie B. Booker &
Eyvon C. Austin**
The Coca-Cola Company
www.coke.net/
supplierdiversity

Kristina Bouweiri
Reston Limousine
www.restonlimo.com

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www.mmipublicrelations.
com

Leah Brown
ATEN Solutions, Inc.
www.atensolutions.com

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Hinsdale Furriers
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Elaine Buxton
Confero
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Lana Calloway
Exhibit Resources
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Mary Cantando
WomanBusinessOwner.
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www.womansad
vantage.biz

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Alison Woo**
New Media Mavens
www.newmediamavens.
com

Angelika P. Coghlan
Catwalk Consulting
www.catwalkconsulting.
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Westover Consultants
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Group, LLC
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oration.com

Diane DeAutremont
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Companies
www.lile.net

Yaeko de Hiraoka
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Sherre L. DeMao
SLD Unlimited Marketing/
PR, Inc.
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Focus Ink, Inc.
www.focusink.com

Linda J. Denny
Women's Business
Enterprise National Council
www.wbenc.org

Harriet Diamond
Author, writer, speaker
www.harrietdiamond.net

Mary Ardapple Dierker
Apple's Bakery, Inc.
www.applesbakery.com

Diane DiResta
DiResta Communications,
Inc
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**Michelle Thompson
Dolberry**
OPEN from American
Express
www.OPEN.com/women

Michelle D'Souza
Unified Business
Technologies, Inc.
www.ubtus.com

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