

## AWARDS &amp; HONORS



**LARGO, FL - GAYLE WALDRON**, President of The Management Edge® of Largo, FL was

named the Top Diversity-Owned Business in Florida, Top Woman-Owned Business in Florida, and one of the Top 500 Emerging Businesses, by DiversityBusiness.com. These awards are given to the most successful entrepreneurs across the United States. Waldron is a recognized expert on women's business issues; The Management Edge® is an Organization Development and training firm specializing in workplace interactions, team building and change.

**BridgeWater, NJ - ESTHER LUONGO PSARAKIS**, Managing Partner of Demeter's Pantry/Taste of Crete LLC, was honored as one of 30 successful women entrepreneurs by the New Jersey Association of Women Business Owners (NJAWBO) as part of its 30th birthday celebration. Demeter's Pantry is a women-owned company specializing in importing artisanal, natural and organic products from Greece and creating products based on traditional family recipes. They were 2007 finalists in American Express' Make Mine a Million Business Program and won the Somerset Business Partnership 2007 Small Business Vitality Award as well as the Success Award for the Somerset- Hunterdon County Small Business Development Center.



**Jackson, NJ - NAWBO Central Jersey named DAWN NAKASH**, owner of Daybreak Marketing

Services, as Business Woman of the Year for 2008. The award recognizes the accomplishments of an outstanding woman entrepreneur who has used

creative initiatives to overcome obstacles, create jobs, grow a successful business, and help her community. Nakash is a nominee for the NAWBO Wachovia Business Woman of the Year 2008 Award, which will be presented by National at the annual National Conference in June.



**Sea Girt, NJ - DONNA WILK CARDILLO**, RN, has been named as one of *New Jersey's Best 50 Women in Business*.

The award program, produced by NJBIZ, honors New Jersey's most dynamic women business leaders who have been making headlines in their field. Award recipients must also meet criteria for being strong advocates for women in business. Cardillo is a leading expert on professional development for nurses, and is a professional keynote speaker, author, consultant, and columnist. President of *Cardillo & Associates*, her career combines over 20 years of clinical, managerial, and business experience. Known as "Dear Donna," she gives daily online career advice to nurses at [nurse.com](http://nurse.com) and writes a monthly column for *Nursing Spectrum* and *NurseWeek* magazines.



**Philadelphia, PA - JULIE COPELAND**, President & CEO of Arbill, has been named to the Women's

Business Enterprise National Council (WBENC)'s 2008 list of Shining Stars. This elite group of outstanding women's business enterprises (WBEs) are honored throughout the year for their excellence, innovation, and growth. Each leader representing her own region, the Shining Stars are selected each year by WBENC's Women's Business Organization Partners for their passion, talent, creativity and success. Copeland is also one of Pennsylvania's Best 50

Women in Business—Diversity Business.com's Top Businesses list. A member of the National Ass'n of Wholesalers, council member of WBENC, member of Safety Equipment Distributors Ass'n and a board member of the Safety Marketing Group, Copeland has been instrumental in the successful development of WBENC PA/DE/NJ, showing exemplary leadership in the local business communities and inspiring other women business owners worldwide.

**Dallas, TX - CATHY BRYAN**, RN, MHA; received recognition from the American College of Health Executives for her winning submission in the Richard J. Stull Student Essay Competition in Healthcare Management. Bryan is SVP of CINA, a developer of an innovative suite of electronic solutions. The distinguished award, is reserved for graduate and undergraduate health administration students from an ACHE Higher Education Network program in the U.S. and Canada and is limited to topics relevant to health management or policy. Bryan's paper entitled, "Provider and Policy Response to Reverse the Consequences of Low Health Literacy," was presented during the ACHE 2008 Congress in Chicago and will be published in an upcoming issue of the *Journal of Healthcare Management*.



**Washington, DC - BARBARA KASOFF**, president and co-founder of Women Impacting

Public Policy, the nation's largest bi-partisan group of women business owners, was elected to a three-year term on the National Women's Business Council. A resident of San Francisco, Kasoff is VP and co-founder of GrassRoots Impact, Inc., minorities, and women in business. Kasoff currently serves on the Board of Directors of NAWBO and has previously served as President of NAWBO Detroit.

## SPOTLIGHT



**New York, NY - JOANNE PIETRINI-SMITH** has been appointed Chief Operating Officer of AXA Partners, the life insurance business unit of AXA Distributors, LLC., the company's proprietary life insurance and annuity wholesale distribution organization, based in Farmington, CT. She will oversee the management and optimization of AXA Partners, including the

operational aspects of new business and sales. Pietrini-Smith joined AXA Equitable in December 2003 as SVP, responsible for the integration of The MONY Group following its acquisition by AXA. Since May 2006, Ms. Pietrini-Smith has served as SVP and COO of AXA Equitable's Information Technology group, focusing on strategic initiatives and business operations. Previously, she served as Senior Vice President and Chief of Staff for AXA Equitable's retail distribution organization, AXA Advisors, LLC. Previously, Pietrini-Smith held various leadership positions with First Republic Bank, including VP and Chief Investment Officer of the bank and CAO for Trainer Wortham & Company, an investment subsidiary. Earlier, she was VP and Manager of Strategic Planning and Administration with Mellon Bank Corporation in Pittsburgh, PA. She holds a B.A. in Computer Science with Business from Saint Anselm College in Manchester, NH and a M.B.A. from Babson College in Wellesley, MA.



**Las Vegas, ND - DEBRA NELSON**, MGM MIRAGE Vice President of Corporate Diversity,

Communications and Community Affairs, has been named as one of the "Great Women of Gaming" by *Casino Enterprise Management* magazine, which selects 10 women for the perseverance, drive, commitment, mentorship and professionalism they bring to the gaming industry. Nelson was also recently elected to the Board of the Urban Chamber of Commerce as Secretary. Other local board appointments include College of Southern Nevada Foundation; The Boys and Girls Club of Nevada; Nevada Hand and Las Vegas-Clark County Urban League.

## AWARDS &amp; HONORS



On Monday evening the Council of Fashion Designers of America presented 2008 fashion

awards to three women designers: **TORY BURCH** for Accessories Designer of the Year: Tory Burch turned the tiny fashion business she began in her NYC apartment into a hugely successful wholesale business, with six freestanding boutiques. A Pennsylvania native, Burch has no formal design training but parlayed extensive fashion connections developed during PR jobs at Ralph Lauren and Vera Wang, to build her distinct preppy-boho look into a must-have fashion brand, while raising three sons and three stepdaughters. With the help of former husband Chris Burch, a venture capitalist who remains co-chairman of the company, plus a great plug from Oprah,

what could have been viewed as a socialite vanity project has become a major fashion label



**KATE and LAURA MULLEAVY** for Rodarte for the special Swarovski Awards for Emerging

Talent in Womenswear. Two sisters from Pasadena, California, Kate and Laura Mulleavy came to New York three years ago with two suitcases holding a few dresses and coats of their own design. A week later, they had shown their collection, to almost every major fashion-magazine editor and upscale retail buyer. Determination got them the appointments...talent got them the orders. Now, with this prestigious award, the future looks even brighter. And these California girls, are still living at home and sharing a bedroom.

successful entrepreneurs who will be able to help and guide other women from their positions as Board members. Lechter, co-author of Rich Dad Poor Dad and the Rich Dad series, advises "As an entrepreneur, you are the driving force for your company. Go out and help others learn what you have learned!" She offers Five Ways to Leverage Your Company at her website, www.slechter.com. Lechter was appointed to the President's Council on Financial Literacy earlier this year.



**JUDI SHEPPARD MISSETT**, founder and chief executive officer of Jazzercise,

Inc., a fitness advocate and aerobic dance pioneer for more than 38 years, continues to break new ground in the industry. In addition to serving as president and CEO of her international franchise business, which oversees more than 7,200 instructors and employs 161 support personnel from its Carlsbad, CA headquarters, Judi continues to teach jazzercise class. She choreographs new routines every 10 weeks for franchised instructors to teach, and stars in Jazzercise home DVD products and "Jazz Cardio Strength Stretch," a professionally produced, half-

hour workout program designed specifically for Public Access cable stations.

**NEW JOBS**



**New York, May 27, 2008 - ELLA T. NEWMAN** has joined Fiduciary Trust Company International, a

leading wealth management firm, as SVP and business development officer in New York City headquarters. Newman was a senior relationship manager for the Bank of New York Mellon where she most recently helped establish a private banking office in Bronxville, New York. Formerly a branch manager for the Bank of New York, Newman oversaw \$130 million in client assets. She previously held similar positions with Fleet Bank in Tarrytown, New York and served as an investment manager for Bankers Trust Company in New York City, earlier in her career. She holds a Series 7, 63 and 66 licenses, as well as her New York Insurance License and has completed courses for the Certified Financial Planning designation.



**Las Vegas, NV - May 6, 2008 - MGM MIRAGE** today announced the appointment of **PATRICIA NORMAN** as

Director of Diversity Relations. In her new role, she will assist with the implementation of the company's diversity initiative and manage the numerous local and national strategic alliances that help the company satisfy its diversity business objectives. Since 2004, Norman was Director of Administration for the Corporate Diversity & Community Affairs department where she was responsible for overseeing human resources and diversity administration, including the development of training programs and budgets. Her career began in 1991 at The Mirage Hotel and Casino. In 1997, she joined the Bellagio where she was responsible for hiring more than 10,000 employees. Norman transferred to the Engineering Department as Division Training Manager in 1998. She is a board member of I Have A Dream Foundation and supports the Susan G. Komen Breast Cancer Foundation and the National M.S. Society by participating in marathons and triathlons. Norman holds a B.A. in HR management from Pace University in White Plains, New York. She is a member of the Las Vegas Athletic Club Advisory Board.



**Baltimore, MD - CHRISTINE M. MORSE** has been elected a principal of OberlKaler. She was the

1998 recipient of the Excellence in Litigation award from Center for Forensic Economic Studies.



**New York, NY - January 22, 2008 - SUZANNE VAN STAVEREN** joined AXA Equitable Life Insurance Co

as a VP and COO of Corporate Markets, the company's distribution channel. van Staveren is responsible for overall business operations, financial and organizational management, and administration for the

Corporate Markets business which provides retirement plan strategies and solutions to Fortune 1000 companies and their employees. In this role, she manages implementation of Corporate Markets' strategic business and annual operating plan. van Staveren spent the past 13 years with Fidelity Investments in the areas of operations, finance, business analysis and client services. Most recently, she was VP, Scale and Profitability for Large Corporate Market Retirement Services at Fidelity Employer Services Co. in Marlborough, MA.



**Denver, CO - ELISA SPERANZA** has been named as president of CH2M HILL OMI, an

operations and maintenance company based in Denver. They are a division of CH2M HILL, a privately-owned \$5 billion global construction, engineering, design and operations firm. A seven-year employee at the firm, Speranza is a recognized leader in the North American water profession, and previously worked in consulting and public utility management. She also is VP of the global nonprofit Water For People, which helps provide clean water and sanitation solutions to people in developing economies. Speranza is the first woman to be named president of her company which focuses on delivering services including water and wastewater system optimization and contract O&M of water, wastewater and other utilities.

**New York, NY - SOPHIA A. MUIRHEAD** has been named General Counsel and Corporate Secretary at The Conference Board, Inc. She will be responsible for corporate matters and board processes for The Conference Board Trustees, whose role is comparable to that of a board of directors in for-profit companies. Muirhead joined the global business

**BOARD APPOINTMENTS**



**Sharon Lechter** of YOUTHpreneur and Judi Sheppard Missett of Jazzercise Inc. were recently appointed to the WPO Board of Directors. Marsha Firestone PhD, Womens Presidents Organization President and Founder, cites both women as

**New York City, NY - New York Commercial Real Estate Women Network (NYCREW Network)**, a leading commercial real estate association in the New York metro area, has elected its officers and board of directors for 2008



(Top, from left): Wendy Berger, Cole, Schotz, Meisel, Forman & Leonard, P.A.; Lydia Sklar, Sklar Realty Group Inc.; Anna Cassan de Valry, Barclays Capital; Karen Nickerson, Moody's Investors Services, Inc., Kate Stentebjerg-Olesen, HSBC Bank, (USA) N.A.; Elizabeth Muskat, Ferzan, Robbins & Associates. (Seated, from left): Joan Berkowitz, The Community Development Trust Inc.; Faith Hope Consolo, Prudential Douglas Elliman; Jeannette Bocchini, LVM Group Inc., and Patricia Lopinski, Chicago Title Insurance Company. Not pictured here: Karen Ramos, ING Real Estate Finance (USA) LLC.

## NEW JOBS

research and membership organization in 1998 as a Senior Research Associate, Global Corporate Citizenship, and was subsequently promoted to Associate Director, Research Working Groups in 2006. Previously an attorney in private practice specializing in corporate and securities law, she represented underwriters and companies in initial public offerings and securities related dealings with the Securities and Exchange Commission. Admitted to practice law in the State of New York, Muirhead is a member of the Association of the Bar of the City of New York and the New York State Bar Association.



**MARCY LOCASTRO** was named Managing Partner of the New York Office of Tatum., a full

service accounting firm. An Associate Managing Partner in the New York Office since September 2007, LoCastro has more than 30 years of experience working with CEOs and CFOs. She was the first woman partner at JH Cohn LLP, Arthur Andersen and Ernst & Young in their NJ offices. She was a 2007 NJBIZ "Best 50 Women in Business." Currently President of the Executive Women of New Jersey. LoCastro has been honored numerous times by NJAWBO - New Jersey Association of Women Business

Owners, Garden State Woman's magazine and NJSCPA.

**Washington DC - JAYE WEISMAN** has been named director of the U.S. Small Business Administration's New York district office overseeing delivery of programs in New York City, Long Island and the downstate counties of Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester. The NY district is among the top markets in the country for SBA's training, counseling, procurement and loan guarantee programs. In Fiscal Year 2007, SBA guaranteed about 4,800 loans worth more than \$450 million to New York small businesses. She will be charged with creating a more results-driven agency. Weisman has served as northeast regional director for the U.S. Department of Labor, Office of Workers Compensation Programs since August 2003. Before that, she had a 10 year career in mental health services and health care administration.



**CYNTHIA SCHWALM** has joined Eisai Inc., as president with full operating responsibility for leading the

Woodcliff Lake, New Jersey-based U.S. commercial operation of Eisai Co., Ltd. Previously the VP and General Manager of Amgen's Inc's \$5 billion U.S. Oncology Business Unit, she oversaw all oncology strategy and served as a member of Amgen's Senior

## SPOTLIGHT



**Deerfield Beach, FL - JM Family Enterprises, Inc.** (JM Family) an \$11.1 billion diversified automotive company ranked by Forbes as the 22nd-largest privately held company in the U.S., announced the appointment of **SONYA R. DEEN** as VP, Government Relations. Deen was Senior Director of State Government Relations for Diageo, the world's leading manufacturer of premium alcoholic beverages. Prior to that she was a governmental consultant for the Tallahassee law firm of Skelding, Labasky, Daws and Cox, PA. In the mid 1990's, Deen served under Florida Secretary of State Sandra B. Mortham, overseeing press activities, special events, and several heritage publications. In her new role, Deen will manage JM Family's legislative and regulatory agenda, representing the company before government agencies and working with key congressional and state leaders across the U.S. She recently served on the Business Board of Advisors for the National Hispanic Caucus of State Legislators and was a member of the Georgia Chamber of Commerce's Legislative Committee. She is also a founding member of Tallahassee 25, a not-for-profit organization committed to helping children in the Tallahassee area. JM Family Enterprises, Inc. is currently ranked by FORTUNE® as one of the 100 Best Companies to Work For, its ninth consecutive year on the list. It has also appeared on the InformationWeek 500 list of leading technology innovators for five consecutive years (2007-2003). Primary subsidiaries and divisions include: Southeast Toyota Distributors, LLC, World Omni Financial Corp., JM&A Group, one of the largest independent insurance and extended warranty groups of companies in the U.S.; JM Service Center LLC, JM Lexus, the largest volume Lexus dealership in the world; and JMsolutions, a dealer-focused technology products and services division. Headquartered in Deerfield Beach, Fla., JM Family has major operations in Florida, Georgia, Alabama and Missouri.

Management Team responsible for talent development in medical affairs, drug development, regulatory, and health economic functions. Prior to Amgen, Inc., Schwalm grew her pharmaceutical career over an 18-year period within Johnson & Johnson (J&J), holding positions of increasing responsibility at various J&J companies. Schwalm will be instrumental in driving Eisai's integration of MGI PHARMA.



**Newport Beach, CA - ANDRA BARMASH GREENE** has been named Managing Partner of the

Newport Beach, Calif., office of LA-based law firm Irell & Manella LLP. She will continue to maintain her full-time business and intellectual property litigation practice. Greene was the first woman to become partner in Newport Beach, in January 1991. She previously served on Irell's Executive Committee. She is

also a writer and advocate for women's issues in the workplace, having written extensively on gender issues within the practice of law, including a chapter in the ABA book *The Woman Advocate*, which she co-edited, and an article "Balancing Motherhood and the Practice of Law," for the *National Law Journal*. Greene also served a two-year term as co-chair of the Woman Advocate Committee of the American Bar Association's litigation section