



WOMEN YOU SHOULD KNOW



WOMEN FOR ECONOMIC AND LEADERSHIP DEVELOPMENT



2011 CALENDAR

WELD: Women For Economic Leadership and Development.

WELD's mission is to increase the number of women serving in leadership positions in business and government in central Ohio. And this calendar is just one of the ways we do it.

As you turn the pages, you'll meet women who are making a big difference in our community. They are professionals, leaders, mentors, teachers, innovators and influencers. They may span industries, experience and focus, but they all share a common thread: the ability and willingness to change the world around them. These women were chosen by the WELD Board for their professional talent, leadership acumen and commitment to mentorship. We found their accomplishments inspiring, and want you to have the chance to be inspired, too.

It's our pleasure to introduce you to the 2011 WELD Calendar of **Women You Should Know**.

RECOGNIZING TALENT. PROMOTING GROWTH. DRIVING CHANGE.

WELD was formed to address a very specific **need for more female leadership in business and government**. We are dedicated to addressing and advancing issues of economic development for women, and advocate for corporate strategy and public policy that support economic equality. Research shows that the most financially successful companies are those with Boards of Directors and executive leadership teams that are 50% female. When we invest in women leaders, we invest in central Ohio – an investment we can't afford not to make.

Apparently, our community agrees. WELD's ever-growing membership represents the best and brightest local talent, and we continue to partner with the area's largest and most successful companies and organizations.

We believe the **best way to develop leadership is to witness it**. WELD creates dynamic opportunities for women to interact with local and national female leaders through programs, seminars, discussions and keynote events. WELD provides the ability for its members to become leaders in a variety of ways: Board positions, Committees membership, Special Events planning, Fundraising opportunities and Networking engagements. Within these channels, women in all stages of professional growth can develop new capabilities, explore new professions, and build on existing strengths.

We promote business growth through relevant and meaningful monthly programming for women in corporate jobs, government positions, and small business roles alike. We bring in national speakers and professional experts who are accomplished and engaging role models. These programs enable women professionals to supersede the boundaries of any single position by becoming part of a collective whose reach is beyond measure.

When you display this calendar, you **heighten awareness of the singular talent and success of professional women** in our community. This year, our sixth in operation, an estimated 5,000 calendars will be distributed across central Ohio, reaching business executives, company owners and community and civic leaders. WELD has touched the lives of thousands of women, and looks forward to finding and supporting future generations of women you should know.

Please join us in helping central Ohio achieve its economic potential by becoming an active participant in WELD. Find out more at www.weldoh.org.

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WOMEN YOU SHOULD KNOW



WOMEN FOR
ECONOMIC AND
LEADERSHIP
DEVELOPMENT

CHARLENE JENDRY

I LEARN THE MOST WHEN I AM SILENT. EMPOWERMENT COMES FROM LISTENING AND TAKING ACTION.



JANUARY

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Described as the Mother Theresa of Rwanda, Charlene is a quiet crusader. She first traveled to Rwanda almost twenty years ago to study mountain gorillas. Seeing a need to help the gorillas and the people of Rwanda, Charlene helped found Partners in Conservation (PIC), an initiative that works with communities in Rwanda and the Democratic Republic of Congo to provide funding for education and artisan initiatives with the goal of eliminating poaching and deforestation.

HOW DID YOU GET INTO YOUR WORK WITH GORILLAS? HAVE YOU ALWAYS WORKED WITH ANIMALS?

I actually don't have a background working with animals at all! When I first moved to Columbus I became a docent at the Columbus Zoo. One fall day I went into the gorilla building and a female gorilla turned upside down to look at me through the glass! That's when I knew. This is what I am supposed to be doing.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Trust yourself. Sometimes you have to get off the path you are comfortable with—but remember, you can always

turn back around. Always embrace what others have to offer. You can learn so much more by listening rather than defending.

WHERE DO YOU FIND MOTIVATION?

I am motivated by the people of Rwanda – the music, the sounds, the culture. It is so energizing to be a part of something in such a unique way and every visit begins with a song and dance in celebration.

BE SUCCESSFUL FOR YOURSELF, HOWEVER THAT IS DEFINED.

AMY MARSHALL



FEBRUARY

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A business owner, entrepreneur and mentor, Amy is described by her peers as a "visionary young star." Her passion for entrepreneurial ventures led to her success in building Webbed Marketing, an Internet marketing company specializing in search engine optimization. She also founded Ohio Web Leaders, a professional education group focused on Internet marketing and networking.

WHAT IS YOUR APPROACH TO MENTORSHIP?

I focus on trying to build confidence within my team. I invite younger members to large client events and encourage them to network. I also try to provide guidance on smaller details

such as how to dress or how to act in a professional environment as well as offering help with specific questions and training.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Stay true to yourself and be who you are. Be successful for yourself, in any way defined. Show femininity and express your personality. People will respect you for your knowledge, not because of superficial appearances. And speak up! Young people have great ideas and need to share them.

WHAT IS ONE SKILL THAT YOU FEEL IS ESSENTIAL TO SUCCESS IN BUSINESS?

One essential skill to success in business is the ability to negotiate. Not negotiation that you might hear from a salesman, but the skill to be able to work with a number of different people and be okay with different opinions that can later come together to form an even better solution.



JYOTHI CHERRY

I DON'T WANT TO MISS ANYTHING.



MARCH

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Driven by her energetic and positive outlook on life, Jyothi Cherry successfully balances her work, volunteer projects (she is the founder of Elmer's Community Initiative) and time spent with her husband and two daughters. Jyothi has a great love for travel and new experiences. She climbed Mount Kilimanjaro on an African Safari and has traveled to over 15 countries.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Make goals for yourself and know what you're aiming for. Celebrate yourself and your successes along the way. Know that your title and the size of your company do not define who you are or

your level of value. Prioritize your time to maintain relationships. Time is the currency of love.

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

I lead by example and always engage in open communication. I show the importance of projects by spending time on them myself. And I avoid micro managing; rather, I make an effort to empower others to be self-motivated and driven. I try to help others grow professionally by taking a guiding role and providing direction.

WHO IS YOUR ROLE MODEL?

I have to say my husband. He gets everything done and never sweats. He is such a positive person and never really gets intimidated by anyone. I've really learned a lot from him over the years and I truly admire him.



BE INTERESTED
IN EVERYTHING!

VELDA OTEY



APRIL

S M T W T F S

WELD ACCEPTING 2012 12 WOMEN YOU SHOULD KNOW CALENDAR NOMINEES

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Now retired, Velda is motivated by her work as a volunteer. She strongly believes in teaching today's youth respect and professionalism and plans to create programs for young women that provide guidance on personal branding and business presentation.

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

I believe that there are many different ways to accomplish a common goal, so I practice servant leadership. To do this, you have to know yourself and those on your team. Know what inspires them and what their strengths are so you can inspire them to achieve success. The key to corporate success is teamwork,

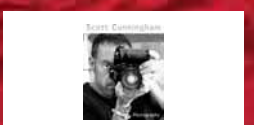
so you need to get your ego out of the way and share the accomplishments by bringing out the best in people.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Understand who you are, have confidence and learn to listen. Seek out and accept feedback. Embrace that feedback and then do something about it. You have to know yourself and have the courage to share your voice. And most importantly, you must be resilient.

WHAT'S NEXT FOR YOU?

Right now, I'm working to create an avenue for young female minorities to have a common platform in which to succeed, providing opportunities for exposure to different possibilities in life. And I need to see Paris!



KATHY MABE

ALWAYS KNOW WHERE YOU'RE GOING. HAVE A PERSONAL VISION AND MAKE A PLAN FOR YOURSELF.



MAY

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Kathy's career at Nationwide began when she was an undergraduate student at The Ohio State University. She worked full time in the mailroom and as she delivered mail to the 36th floor she would think, "I'm going to be up here someday." That goal drove her to succeed and advance with the company. Kathy is also on the Governance Committee of the YWCA and is an inspiration to all young women, proving that with hard work and dedication you can achieve your goals.

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

I surround myself with great people. I promote collaboration and support inclusion. It's great to experience several different perspectives to one problem and it's better if you, as the leader, do not have all of the answers.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Learn your business in great detail. Learn the math, speak the language. It will give you confidence in professional situations and that confidence will help get you the next job. Have a personal vision for yourself because if you know where you're going, chances are you'll end up there.

WHERE DO YOU FIND INSPIRATION?

My strength comes from my work with the YWCA, an organization focused on developing women and eliminating racism. The group of women there makes me stronger, personally and professionally, with their passion and enthusiasm for the cause.

TRY TO SEE
THE WORLD
AROUND YOU
THROUGH
THE LENS OF
ABUNDANCE.

LAURA MACDONALD



JUNE

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Strategic and articulate, Laura is an entrepreneur serving those who serve the common good. Her consulting company works with non-profit organizations, donors and civic leaders in the arts, human services and education industries to advance their philanthropic fundraising goals. With a background in communications, Laura began her career in television production and later worked for The Ohio State University Wexner Center for the Arts to gain experience in non-profit management.

WHAT KEEPS YOU MOTIVATED?

It's easy to stay motivated when you are a part of a growing business that is doing great things in the world and has

very cool clients. My drive also comes from the high expectations of those around me. I am here today because others had faith in me and my ability to succeed.

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

If you're a good leader, the people will say that they got there with the help of the leader. If you're a great leader, the people will say they got there by themselves. I try to keep this in mind and be a great leader.

WHAT IS YOUR ADVICE FOR YOUNG WOMEN?

Young women are not expected to know it all. What is respected is authenticity and genuine interest in understanding. Someone in your network will always know so you never have to guess, just ask.

ASK
FORGIVENESS,
NOT
PERMISSION.

KATHIE MANCINI



JULY

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Kathie has spent the last five years helping to build the culture and community at Molina Healthcare of Ohio. Sensible and driven, she is inspired by serving the underserved and motivated by the constant opportunity to engage in new experiences. She also sits on several boards in the Columbus community.

YOU BEGAN A NUMBER OF INITIATIVES WHEN YOU STARTED AS COO AT MOLINA HEALTHCARE IN 2006. WHICH ONE ARE YOU MOST PROUD OF?

I am most proud of the Employee Activities Committee, an initiative created to engage and motivate employees through planned social

activities and community service trips. This initiative introduced a way for employees to become invested in the mission of our organization.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

Ask forgiveness, not permission. Don't wait for someone to tell you it's okay – just do it! And keep your eye on the prize. Don't let the details distract you from your main goal. Finally, speak up and ask questions. Take opportunities that come your way and don't take things personally. It's all business.

WHAT DO YOU LOVE ABOUT COLUMBUS?

When I moved here, I began attending activities put on by various women's organizations in the area. I was surprised because I had never met a more welcoming group of women. Columbus has very strong women leaders and it's wonderful how well represented women are in this area.

DON'T WAIT FOR A LEADERSHIP OPPORTUNITY TO COME TO YOU, LEAD FROM WHEREVER YOU ARE.

MARY LOU LANGENHOP



AUGUST

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Mary Lou recently took time off from her career in public human services to help raise her teenage granddaughter. Through this experience she gained new insight into her approach to mentorship and also learned to appreciate each individual's unique path to success. Mary Lou was drawn back to work by the opportunity with Children's Hunger Alliance. It has allowed her to indulge her true passion for leading organizations and developing community partnerships.

IS THERE ANYTHING YOU WISH YOU KNEW WHEN YOU WERE STARTING OUT?

Take time to slow down and enjoy the little moments in your life. Try not to be in such a hurry to be everywhere and do everything. Live in the moment.

WHERE DO YOU FIND INSPIRATION?

I keep a quote on a full sheet of paper by my desk that I read every day. It focuses on this moment, this day, this goal. This allows me to stay centered and keep my ego in check so that I can focus on what I can do right now to make a difference.

WHAT WOULD PEOPLE BE SURPRISED TO KNOW ABOUT YOU?

I am part of the Women's Adventure Club, an organized program that provides group activities such as cycling, hiking and kayaking. And I love riding motorcycles with my husband. He has a Harley and I am a "Harley Biker Babe."

WHEN ONE DOOR SHUTS, A WINDOW OPENS.

ALLISON FINKELSTEIN



SEPTEMBER

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Described as efficient and “cool under fire,” Allison takes an active approach to supporting and mentoring women entrepreneurs in central Ohio. As a member of Women’s Initiative and Ohio TechAngels, she has been especially instrumental in the increase of women angel investors, doubling the number over the past year.

WHAT IS ONE SKILL THAT YOU FEEL IS ESSENTIAL TO SUCCESS IN BUSINESS?

Communication. Problems in business often start because of a lack of communication. If you are unable to communicate what you want you will have a very hard time achieving your goals.

WHO IS YOUR ROLE MODEL?

My mother was a single mom who had to work very hard. But she was always extremely optimistic and saw the “glass half full.” Not that she taught me to minimize my problems, but rather, to have perspective that there are others who have it worse. She has always been a great influence on me and to her grandkids through stories. I hope I can provide similar guidance to my girls.

WHAT ADVICE WOULD YOU GIVE TO YOUNG WOMEN?

Find something that you’re passionate about and take advantage of all opportunities that come your way. Build your network and find a good mentor.

You can have kids and a career but there is always a risk in “stepping off of the treadmill.” But perhaps you should consider the possibility that you should be on another treadmill.

ADVERSITY
DOESN'T BUILD
CHARACTER,
IT REVEALS
CHARACTER.

SHELLEY BIRD



OCTOBER

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In addition to her position as Executive Vice President, Public Affairs at Cardinal Health, Shelley is an entrepreneur, mentor and artist. She is a founding member of the Women's Initiative Network (WIN) at Cardinal Health, a leader in mentorship through her work with Employee Resource Groups and a visionary for the Cardinal Health Foundation. Earlier in her career, Shelley lived for ten years in the Asia Pacific region where she founded her own consulting business in Singapore. She is also an artist, using found objects to create original assemblages of creative expression, often times in the form of figures or faces.

YOU HAVE BEEN INVOLVED IN MANY STARTUPS AND VOLUNTEER INITIATIVES. WHAT ARE YOU MOST PROUD OF?

In my work with the Employee Resource Groups, I am most proud of the mentorship programs. I really enjoy helping to solve problems through guidance and to watch both the mentees and mentors learn and grow from one another. I am also very proud of my work with the Cardinal Health Foundation. I've created signature programs that have grown to generate positive results by providing strategic direction to the Foundation.

WHAT IS YOUR ADVICE FOR YOUNG WOMEN?

Raise your hand and volunteer for everything. Get involved wherever you can at work and in your community. Never be afraid to ask questions or ask for help. It shows that you're curious and that you're self-aware. Build relationships and be invested in other's successes. Recognize that business is a team sport and thrive in that collaboration.

EXPERIENCES,
WHETHER
GOOD OR BAD,
MAKE YOU A
STRONGER AND
BETTER PERSON.

KATIE CARTER



NOVEMBER

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After nearly 10 years as Executive Director of the Columbus Affiliate of Susan G. Komen for the Cure, Katie has taken the organization from a small affiliate to one of the largest in the country and grown Columbus's Race for the Cure participation to the third largest in the country. She has a strong personal connection to the cause of the organization, which makes her job that much more rewarding.

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

I've always been surrounded by great role models—parents, teammates and coaches. I learned from what they did, not what they said. They truly taught me to lead by example and I try to live by that philosophy.

IS THERE ANYTHING YOU WISH YOU KNEW WHEN YOU WERE STARTING OUT?

You can have both a family and a career. Follow your heart and your instinct and love what you do. Enjoy life and take risks, but at the end of the day, find something you are passionate about.

WHO IS YOUR ROLE MODEL?

Both of my parents have been role models for me. They taught me that life isn't always fair, but if you work hard, good things will happen. They also taught me to treat others how I would want to be treated. These are simple messages but great values to live by.

WITH A TEAM,
NOTHING IS
IMPOSSIBLE,
EVERYTHING IS
POSSIBLE.

JOLENE MOLITORIS



DECEMBER

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Jolene has been working in the transportation industry for years and is the first woman to hold her position – Director of the Ohio Department of Transportation. She has planned and implemented new initiatives such as multi-modal systems, environmental awareness and the first Maritime office. Formerly the first woman Director of the Federal Railroad Administration in Washington, Jolene led agency-wide changes resulting in the seven safest years in railroad history.

WHAT ARE YOU MOST PASSIONATE ABOUT?

I truly love Ohio. I love the state, I love the people, I love the culture. And I am passionate about my work

in transportation because it touches every phase of Ohio's life and can truly improve the world. My goal is for Ohio to become the centrifugal force of transportation, economic development and growth.

WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN?

You can't do it without the team. People are your secret weapon and with a team, nothing is impossible, everything is possible. Always expect the best in people and never underestimate the power of a smile.

WHAT INSPIRES YOU?

I am inspired by the belief that what I'm doing is a game changer.

WHAT MIGHT PEOPLE BE SURPRISED TO KNOW ABOUT YOU?

I perform transportation raps! I saw a rap about Franklin County on the Internet and at my next speaking engagement I decided to perform a rap. People loved it!

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THE 2011 12 WOMEN YOU
SHOULD KNOW CALENDAR:



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Bosner



Campbell Hornbeck



Susan
Rector



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PHOTO SHOOT LOCATION:

Rigsby's Kitchen, Short North

COPY EDITOR:

Kelly Ruoff, Ologie

PRINTER:

PCI Print

RECEPTION HOST:

Cardinal Health



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