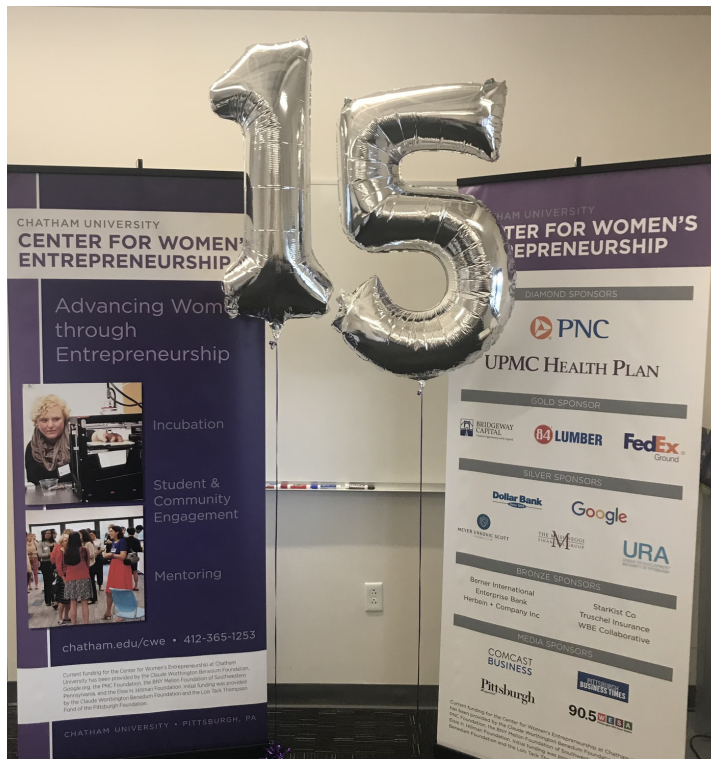


SEPTEMBER 2020

# CHATHAM UNIVERSITY CENTER FOR WOMEN'S ENTREPRENEURSHIP

## 15TH ANNIVERSARY

### 15-Years Report: 2005-2020



CENTER FOR WOMEN'S ENTREPRENEURSHIP AT CHATHAM UNIVERSITY  
 CHATHAM EASTSIDE | 6585 PENN AVE | PITTSBURGH, PA 15206  
 WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU | PHONE: (412) 365-1253

# CHATHAM UNIVERSITY CENTER FOR WOMEN'S ENTREPRENEURSHIP

15TH ANNIVERSARY



From left, Kate Davis Booker, Anne Flynn Schlicht, Mitra Saeidi, Michelle Price



*“On behalf of the entire Chatham community, I want to congratulate the Center for Women’s Entrepreneurship and its great staff on 15 wonderful years helping to support the growth of women-owned businesses in the Pittsburgh region. The outstanding quality of the Center’s work was recognized by the SBA in 2018 when it was named the Women’s Business Center of the Year nationally.”*

*David L. Finegold, DPhil  
President, Chatham University*

## MISSION

CWE at Chatham University creates economic opportunities for women through entrepreneurial counseling, education and training. Building on Chatham University’s tradition of educating women for over 150 years, CWE at Chatham University has provided high-quality education and training for women entrepreneurs since 2005.

CWE designs and implements programs and services that are targeted to women in underserved communities and the challenges they face in starting, growing, and succeeding in business. The programs are structured to meet the needs of regional communities and are offered with the assistance and support of community organizations, at no or minimal cost to the participants. CWE serves women within the 11 counties surrounding Pittsburgh, PA.

### CWE STAFF

**ANNE FLYNN SCHLICHT, MBS  
DIRECTOR**

**KATE DAVIS BOOKER, MBA  
PROGRAM MANAGER &  
BUSINESS ADVISOR**

**MICHELLE PRICE, MFA, PHD  
COMMUNITY & MEMBERSHIP  
ENGAGEMENT COORDINATOR**

**MITRA SAEIDI, MBA  
PROGRAM COORDINATOR**



The Center for Women's Entrepreneurship at Chatham University (CWE) is funded in part by a cooperative agreement with the U.S. Small Business Administration (SBA) to provide services geared specifically to women and underserved populations, minority entrepreneurs and veterans throughout Western Pennsylvania. CWE offers aspiring and existing business owners free or low-cost business counseling, training programs, technical support, networking and mentoring focused on business planning and leadership, marketing, financing, access to capital, federal contracting, and business expansion through international markets and exporting. CWE offers a suite of programs for early stage to established businesses. CWE's signature programs include, Concept to Launch, Women Business Leaders Breakfast Series, IncubateHER, Roadmap to \$1MM+ and Beyond and Membership.

Since receiving the SBA Women's Business Center award in 2016 and with the support of community partners and economic development agencies, CWE has offered **198** training programs from April 2016 through June 2020, including Concept to Launch a 6-week entrepreneurial training program, Build Your Business workshops, webinars, and seminars. Topics have included financing a business, digital marketing, branding, accounting, exporting diversity certifications, legal issues, hiring employees, veteran business ownership, and business startup, growth, and new product/service development. Through these programs, CWE has served over **4780** women entrepreneurs with **555** training hours. CWE offers free business counseling and technical assistance to startup and established women entrepreneurs at our Chatham Eastside location, and multiple locations in Allegheny, Butler, Beaver and Westmorland counties. The business counseling and technical assistance is provided in person, online and by phone. From April 2016 to June 2020, CWE provided **2431** hours of business counseling to **1310** clients, which directly contributed to **158** new businesses and **\$12M** in raised capital through a combination of equity infusion, SBA loans, and private loans. Since April 1 2020, CWE has provided COVID-19 resource, recovery and loan counseling sessions to nearly **150** unique clients, resulting in over **\$4M** in capital infusion.



In 2018, CWE was honored to receive the Women's Business Center of the Year Award by the SBA.





Photo Courtesy of  
Dr. Mary Riebe

# DR. MARY RIEBE MARY RIEBE CONSULTING

*EXECUTIVE FOUNDING DIRECTOR  
OF THE CENTER FOR WOMEN'S  
ENTREPRENEURSHIP & BUSINESS  
PROFESSOR 2005-2009*

Take a look into Dr. Mary Riebe's, experience with the center

September, 2020

## **What attracted you to role of CWE director?**

I was recruited by a Boston search firm to be the director for the new center at Chatham University. I was successfully leading a center for women entrepreneurs in Minneapolis/St. Paul enjoying four years of rapid growth and committed sponsors. I knew the center was entering the growth phase and well on its way. As an aside, the center is approaching a 20th anniversary soon. At Chatham, I liked the all-women campus at the time and the challenge/opportunity to start a new center in a new market.

## **What personal traits or skills did you find helpful?**

Certainly, my passion to help women start and grow their businesses and the economic opportunities entrepreneurship provided. Perseverance. In 2001 I received a Ph.D. from University College Cork, Ireland on Challenges for Women Growing their businesses in America, Ireland and Finland. My respondents had to have started their businesses, be in their 5th year or more and with a minimum of 500k in sales. I conducted interviews with each woman at their business and ended up with a 400 page single spaced transcript to analyze from 27 interviews. My research guided me and business owners on important strategies to success. I then had passion, knowledge and credibility. Doors opened due to my education and persistence.

## **What did you find the most rewarding as CWE director?**

Leaving a market where I had strong contacts and support to Pittsburgh, where I knew no one, caused concern as to how effective I could be. I have a frequent saying, "It takes a leap to catch the next trapeze." What I discovered was a very welcoming community. I realized that the community, potential sponsors, media, and women business owners were simply ready to take the leap but waiting for the trapeze. Pittsburgh turned out to be a great experience for all constituents.

# DR. RIEBE'S FUN FACT

## MY PERFECT DAY WOULD BE...

*My perfect day would start with Qigong 9-minute meditation and end with hoping I made a difference in at least one life with even the smallest act of kindness.*

### What is your favorite CWE event?

Think Big! When I first moved to Pittsburgh, I interviewed women owners as to what they would like from this center. Responses generally were they were tired of the same old topics such as when to have a business plan etc. Research shows women in part learn from stories. Think Big was created. I had two new voices from Minneapolis join two other entrepreneurs in telling their stories of hardship, health issues etc. but overcoming their challenges to build very successful businesses. It was a half day event starting with a harpist and continental breakfast. Lacking connections, it was like pulling teeth to have participation. I always do evaluations after an event, and it was rated a solid 5 by attendees. I would run into a business owner later commenting on what was said that day, and its positive impact. The next year's event filled quickly and remains part of the center history.

### What is the best advice for a woman entrepreneur?

Surround yourself with a supportive network. It doesn't have to be large. No naysayers allowed. Being an entrepreneur is not easy, especially now. We are all facing unknown challenges economically and with the Covid-19 virus. Remember the serenity prayer of what you can and cannot do with the wisdom to know the difference. Try to find internal peace daily. Meditation is one option. And, get rid of those 1- or 5-year plans! We clearly do not know the future.

### What quote inspires you?

I have this on my office desk and read it every day. "I alone cannot change the world, but I can cast a stone across the waters to create many ripples." ~ Mother Teresa

### Name a woman or women you admire.

That is a very long list. I'll stay with Chatham.:  
 Alumna Rachel Carson  
 Assistant Director at the time, Anne Flynn Schlicht  
 Center task master Beth Gresock  
 All my faculty and students  
 Administrative and support team  
 All my women entrepreneurs  
 All the center sponsors  
 All the foundation and media support  
 Thank you! We did it together!

**“Surround yourself with a supportive network”**

**DIRECTOR PROFILE**

**REBECCA  
HARRIS**  
**CWE EXECUTIVE  
DIRECTOR 2009-2019**

Take a look into  
Rebecca Harris's  
experience with  
CWE



Photo Courtesy of Rebecca Harris.

**"I am an optimist by nature; I have  
always operated in the realm that  
anything is possible!"**

September, 2020

**What attracted you to the role of CWE Director?**

I moved to Pittsburgh with my family in 2008 and was the Director of CWE from 2009 through September 2019. My career up to that point had been exciting and diverse as I had been an entrepreneur, having started both successful and less than successful businesses! I also had experience working in nonprofit organizations, and when I discovered the opportunity to be the director of a nonprofit which specialized in helping women entrepreneurs realize their potential, it truly was the perfect fit!

**What personal traits or skills did you find most helpful as CWE Director?**

I am an optimist by nature; I have always operated in the realm that anything is possible! I believe that this trait has been very helpful to CWE as we navigated uncharted waters, growing the center from a smaller entity to one which ran a number of programs, had multiple funding streams, and successfully applied for- and was granted - an SBA Women's Business Center designation.

It is critical to work hard all of the time, to network, and to meet as many people as possible, which I did to gain valuable perspectives on numerous issues affecting our city and region. I viewed my job as very entrepreneurial, and the harder I could work, the more opportunities we could provide for women who wanted to start and grow their businesses.

**What is the best piece of business advice you would give to a woman entrepreneur?**

It is very important to take calculated risks, to push yourself beyond your basic comfortable level. Life is too short so get out and make a difference. I also suggest that women listen more and talk less. When you listen more, not only will people like you more (who doesn't want an audience), but you will be able to glean important insights into the person you are meeting with.



Courtesy of CWE - Mayor Bill Peduto & CWE IncubateHer Graduation December 2019

"It enabled me to connect people together who could really benefit from meeting and working together"

## REBECCA'S FUN FACTS

### I AM CURRENTLY READING:

*"The Splendid and the Vile" by Erik Larson. The subject is Winston Churchill*

### What did you find the most rewarding as CWE Director?

I loved our Women's Business Leaders Breakfast Series. We started it in September 2009 and it has run monthly since its inception (with a small summer break every year). This program was especially rewarding for me as it combined several of the features of our work which were so important to me. The breakfasts enabled me to connect in-person with so many of our women business owners, clients, and supporters. Often we were filled to capacity, and I had the opportunity to catch up with colleagues and to learn valuable information from our speakers who were top regional women business leaders. It enabled me to connect people together who could benefit from meeting and working together.

The other key highlight was seeing women who had started their businesses with us who would later come back to the Center and show us the progress they had made, their pivots, their new directions and new discoveries. It really validated our work and it was very moving to see our clients and their commitments to their companies.

### What is your favorite CWE memory, experience or event?

There are several highlights for me: When we received the official written notice that we had been awarded the SBA Women's Business Center designation, it was a huge validation of our collective hard work and dedication.

I was also very proud of the work we did creating and launching the new IncubateHER and the Roadmap to \$1MM programs; both programs geared toward businesses past the startup phase.

### What quotation or saying inspires and motivate you?

One of my favorites is: "Follow the money!" Another important one is this: "If you are developing a product or service that no one has seen or heard of, change course. Starting a new category is really hard, it is better to enhance and make improvements on a product or service which already exists."

### Name a woman (or women), past or present, whom you admire or look up to.

The wonderful MJ Tocci, an attorney and one of the founders of the Heinz Negotiation Academy for Women, always said that the best negotiation is one where both sides win. MJ passed away in 2014, but her tenacity and vision live on.



Photo Courtesy of Anne Flynn Schlicht

## **ANNE FLYNN SCHLICHT CWE DIRECTOR 2019 - PRESENT**

See what Anne Flynn Schlicht's, experience with the center has been

September, 2020

### **What attracted you to the role of CWE Director?**

Having worked as CWE's Assistant Director since 2006, I was invested in CWE's success and was honored to be offered the role of Director in 2019. CWE was awarded a federal grant by the Small Business Administration (SBA) in 2015 to operate a Women Business Center, which I managed. I was excited to expand the reach of CWE's services to a larger audience and fulfill our mission to support women and underserved populations, minority entrepreneurs, and veterans throughout Western PA. Since CWE's creation in 2005, Chatham University has been a great supporter and champion of the Center's mission.

**"Being able to connect with other people and treat everyone with respect and kindness. Do everything with integrity"**

### **What quotation or saying inspires and motivate you?**

Some of my favorites are:  
"I want to feel my life while I'm in it" - Meryl Streep  
"Success is liking yourself, liking what you do, and liking how you do it." - Dr Maya Anyelou  
Say Yes to the things you want to do, loud and enthusiastically.

### **What personal traits or skills did you find most helpful as CWE Director?**

Having worked in academic institutions for most of my career, I truly believe in the value of learning to push yourself to continually learn new skills and push your boundaries. As industries change with new technological advancements, business owners need to adapt and learn how to move forward or get left behind. It is important to be open to change, and I am always looking for new opportunities to collaborate with community organizations to create new programs and services for entrepreneurs. Being able to connect with other people and treat everyone with respect and kindness. Do everything with integrity.



If you *Believe* in yourself *Anything* is possible



Photo Courtesy of CWE

## ANNE'S FUN FACTS

### I AM CURRENTLY READING:

*"In the Company of Women"* by Grace Bonney

### SOMETHING I DO WELL:

*Baking Irish scones*

### IF I COULD TRAVEL ANYWHERE, I WOULD GO TO:

*Mizen Head, Co. Cork, Ireland*

### MY PERFECT DAY WOULD:

*Start with a trail run and end with a good book.*

### What did you find the most rewarding as CWE Director?

Having the opportunity to meet so many amazing women who are striving to make a better life for their families, their employees and their communities. I am always amazed at their drive and motivation, the new ideas and markets they are creating, and the passion to succeed. Having launched their businesses and achieved success, so many women business owners are willing to give back to CWE through mentorship, counseling, training and financial donations to support other women. CWE's membership program is a great way for women to connect and support other women-owned businesses, to collaborate, refer business, and establish partnerships. It is so rewarding when CWE members join forces to create a new business, a new market and give back to our community.

### What is your favorite CWE memory, experience or event?

Favorite CWE memory - Think Big 2011, Keynote Speaker, Maxine Clark, CEO and Founder of Build-A-Bear Workshop, Inc., speaking on the topic "Branding and the Customer Experience."

Favorite CWE experience - Receiving the 2018 Women Business Center of the Year Award from the U.S. Small Business Administrator Linda McMahon in Washington, D.C., during National Small Business Week May 2018.

Favorite event - CWE's Monthly Women Business Leaders Breakfast Series where we feature women who are leaders in their industries and making an impact in our region

### What is the best piece of business advice you would give to a woman entrepreneur?

There are many, but the top three pieces of business advice would be:

Be Yourself. Nobody knows better what you're capable of than you. Trust yourself, trust your ideas.

Be Flexible. The ability to adapt what you are doing and truly self-evaluate is so important in order to constantly fine-tune your business and keep it moving forward in the right direction.

Underpromise and Overdeliver.

### Name a woman (or women), past or present, whom you admire or look up to.

There are so many women I admire, starting with my mom, who taught me the value of hard work and instilled in me the importance of education, self-sufficiency, and kindness. I admire women who overcome extreme obstacles to pursue the profession/career/activity they love or a cause they believe in. To name a few; Dr Maya Anyelou, Eleanor Roosevelt, Toni Morrison, Former President of Ireland

Mary Robinson, Billie Jean King, and icons in running Kathrine Switzer and Joan Benoit Samuelson.

**"Be Yourself. Nobody knows better what you're capable of than you. Trust yourself, trust your ideas."**



Photo Courtesy of  
Kim Adley, Passport  
to Pittsburgh.

# KIM ADLEY PASSPORT TO PITTSBURGH

September, 2020

## What was your first CWE experience?

My first experience with CWE was after my divorce 7 years ago. I was floundering as to what path to take, both personally and professionally. I attended a half-day workshop at the Center that hosted a panel of speakers on small business concerns. It was a wonderful overview of things I needed to learn more about. This experience led to me taking a semester course called "My Business Startup." My instructor was Anne Flynn Schlicht (now CWE director) and Meredith Meyer Grelli (Wigle Whiskey Owner) Needless to say, the class changed my life by giving me inspiration, purpose and direction to write

the business plan for my tour company, Passport to Pittsburgh and to file the LLC. That was 5 years ago, and my business continues to grow and evolve.

## What do you find most valuable about being a member of CWE?

One of the things that has been most valuable to me is the one-on-one complimentary business counseling sessions provided to members of CWE. I have been helped greatly in many legal areas of my business by Beth Slagle, who first counseled me on business startup issues and is now my trusted attorney.

Take a peek into Kim, Adley's, Founder of Passport to Pittsburgh, relationship with CWE.

**"CWE has made a huge difference in my business AND social life."**

"I believe some people are born with an entrepreneurial spirit. I am one of those people."

**How has CWE made a difference in your business?**

CWE has made a huge difference in my business AND social life by introducing me to so many like-minded entrepreneurial women pursuing their business dreams, encountering challenges and seeking help and direction... like me. The Center has unexpectedly connected me with women who have become my vendors, clients, and friends.

**What is your favorite CWE memory, experience or event?**

One of my favorite CWE experiences was working with a team of Chatham MBA students who used my budding business as a project for their class. They worked closely with me to help improve my business plan, try new marketing strategies, and ultimately help me make more money. It was a learning process for everyone to work through new ideas and business processes as a team.

**What would you tell someone considering CWE membership?**

If someone asked me about membership in CWE, I would say do it! I have many memberships with business networking groups, but none offer as many services, education options, and opportunities for collaboration as CWE does.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I believe some people are born with an entrepreneurial spirit. I am one of those people. I have always been drawn to a career path that allows me to be creative in my work and flexible in the approach to that path. Being an entrepreneur has allowed me to pursue my ideas on my own terms. It has been both difficult and rewarding, and I wouldn't have it any other way.



Photo Courtesy of Passport to Pittsburgh.

**KIM'S FUN FACTS**

**IF I COULD HAVE A SUPER POWER...**

*It would be the ability to transport myself to different places in seconds (like on Star Trek lol).*

**I AM CURRENTLY READING:**

*Write it Down, Make it Happen: "Knowing What you Want and Getting It" by Henriette Anne Klauser*

**MY PERFECT DAY WOULD START WITH \_\_\_\_ AND END WITH \_\_\_\_**

*My perfect day would start with a cup of coffee and a smile, and end with a glass of wine and a smile.*

**PASSPORT TO PITTSBURGH**

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



@passport2pgh



@kkadley





Photo Courtesy of  
Nadine Banks.

# NADINE BANKS PITTSBURGH THEOLOGICAL SEMINARY

September, 2020

## What was your first CWE experience?

Before I started classes at Chatham University as a non-traditional student and former entrepreneur, I wrote a proposal to Dr. Riebe, Founding Director of CWE, to be the Center's Student Representative. I introduced the Women's Business Network (WBN) to CWE and many women participated in training programs offered by CWE, including the original Peer-to-Peer Learning program.

## What did you find most valuable about being part of CWE?

I had the opportunity to master networking.

## How has CWE made a difference in your business and/or life? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE?

Dr. Riebe, founding director, was my academic advisor and became a very dear friend. Through my experience as CWE's Student Representative, working with the Alumni Association, I facilitated networking workshops at Chatham. I also facilitated the networking workshop at local high schools. I used my networking skills in my first job right out of Chatham.

Take a peek into Nadine Banks', Program Assistant at Pittsburgh Theological Seminary, relationship with CWE.

**"At CWE, I had the opportunity to master networking."**

"CWE is one of the best investments you can make in your business."

In my current position at the seminary, I have coordinated events with speakers such as Cornel West, Anthony Ray Hinton, Sabrina Fulton, and Michael Eric Dyson. As a non-traditional student and former entrepreneur, the combination of my life and CWE experience has been most beneficial.

**What is your favorite CWE memory, experience or event?**

CWE's second Think Big Forum in 2007. I was an intern at Eaton Corporation and convinced the leaders to be a sponsor and I represented Eaton at the forum. Another was the final convocation where my theme was networking, where I created a hat of net fabric with a host of business cards attached. I was in the first undergraduate graduating class of Chatham University in 2008. Dr. Riebe wrote my letter of recommendation to participate in Chatham's Abroad China program.

**What would you tell someone about CWE who is considering CWE membership or launching or growing their business?**  
CWE is one of the best investments you can make in your business.

## NADINE'S FUN FACTS

**I LOOK UP TO...**

Mary Riebe for sharing her expertise with Chatham.

**I'M CURRENTLY READING...**

"Sweet Taste of Liberty" by W. Caleb McDaniel

**ONE THING I DO WELL (OR BETTER THAN MOST) IS...**

Networking

**IF I COULD TRAVEL ANYWHERE, I WOULD GO TO....**

Paris next. I've already been to China, and Germany.



Photo Courtesy of Think Big 2007

**PITTSBURGH THEOLOGICAL SEMINARY**

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Photo Courtesy of  
Jessica Eberley, HRT  
Solutions.

# JESSICA EBERLEY

## HRT SOLUTIONS

September, 2020

### What was your first CWE experience?

I joined the Center for Women's Entrepreneurship in August of 2015, and my first experience was the business start-up Concept to Launch class. The class was just what I needed to keep me on track with my business and planning. I met some incredible women in the class; one was doing a fresh food delivery; another was starting a cleaning business; another person wrote books. It was great to go through the experience with such a wide variety of business owners.

### What do you find most valuable about being a member of CWE?

I have found many of my experiences, whether it is the breakfast series, a class, or a networking event, to be a value add. When I first started the company, I think the counseling was the best value for me. It put me in connection with some incredible resources that I wouldn't have been able to afford on a bootstrapped budget. I continue to use the counseling or partner with Center members for my business because I know that they are smart, talented, and I can trust them.

Take a peek into Jessica, Eberley's, CEO of HRT Solutions, relationship with CWE.

**"I have never been to a CWE training that I didn't like or find value in."**

"My first experience with the Center and Anne Flynn Schlicht, was during the Concept to Launch class, and she was SO ORGANIZED and so kind"

**How has CWE made a difference in your business?**

The business counseling is fantastic, but the other networking events are too. I enjoy going to the coffee hours because I think it is interesting to peek into somebody else's business, to learn more, and casually network with others. I have never been to a CWE training that I didn't like or find value in.

**What is your favorite CWE memory, experience or event?**

Probably working with Anne. My first experience with her was during the Concept to Launch class, and she was SO ORGANIZED and so kind. Anne is a huge asset to the Center; she is smart, kind, and has helped so many people find their way. Anne has been a cheerleader for me and my business HRT Solutions, and I am glad to consider her a part of the journey of our organization.

**What would you tell someone considering CWE membership?**

I have sponsored people to become members because I know once they see the huge impact that the Center can have on their business journey, they are going to love it as much as I have.

If it is in your budget, consider joining, if it isn't in your budget, try to save to make it a part of your budget because it will be one of the best investments that you make for you and your business.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I always knew I wanted to run a business. It was a real journey to determine what business that would be; I thought I would run a card shop, a fudge store, and various other ideas before I realized that I actually loved what I was doing. I knew there was an opportunity in the market, and I decided to pursue the opportunity. I have been fortunate to have a great deal of support through this journey, and nobody has been a greater support than my partner Cara. She has had to listen to every single idea I have had for my business, and most of those ideas aren't good ones 😊. HRT Solutions is approaching its 4-year anniversary. When I look back on my journey, the milestones I am most proud of have nothing to do with anything I have done as an individual, but what we have been able to accomplish as a team. We have grown from a team of 4 to a team of 12, and being able to provide my team with benefits and a 401k plan have been milestones that reflect the hard work of the team.



Photo Courtesy of Jessica Eberley featured on TV.

**JESSICA'S FUN FACT**

**I LOOK UP TO ...**

*My parents. I know that they worked hard and sacrificed things to build a solid foundation and allow me to get a valuable education. I was able to take that education and build a life and a business that I am incredibly proud of.*

**HRT SOLUTIONS**  
www.hrtsolutions.net  
@HRTSolutionsPGH

**HRT Solutions**  
The WISE choice for your HR and Talent needs



Photo  
Courtesy of  
Nancy Foley

## **NANCY C. FOLEY** **FOLEY PHYSICAL THERAPY, LLC**

September, 2020

### **What was your first CWE experience?**

In 2016, I took the Business Basics training workshop, then the Concept to Launch start-up course, facilitated by Meredith Meyer Grelli (Co-Owner of Wigle Whiskey).

### **What do you find most valuable about being a member of CWE?**

The free and low-cost lectures, classes, and opportunities. The free 1-hour legal technical assistance with Beth Slagle (who is now my attorney) was fantastic for my confidence and reassurance, as well as her legal insights.

Also, the Google 2-hour education on website set up, use of proper SEO terms and how to improve search and ranking.

### **What is your favorite CWE memory, experience or event?**

I was a guest panelist for CWE's Women Business Leaders Breakfast Series last October, during Chatham University's 150-year ceremony, along with Elizabeth Sherman and 2 other Chatham Alumni, who are now in business for themselves.

Take a peek into Nancy C. Foley's, Owner of Foley Physical Therapy LLC, relationship with CWE.

**"The free and low-cost lectures, classes, and opportunities..."**



**What have been the hardest and most rewarding moments in your entrepreneurial journey?**

Let's be real, no matter how big you're planning your business to be, at some stage most small business owners are going to be their own IT department; Administrative/Reception staff; HR department; boss and employee, laundry service and Accountant (even if you hire one, you better know something about your books). My most rewarding moment would be creating my own website (originally for free) and developing that over time. Another source of pride is that I made meaningful donations each of the last 3 years to charities/organizations/foundations important to me or/and former patients of mine. This is a supercritical mission for my business to pay forward and share with the community.

**What would you tell someone considering CWE membership?**

What I have already told other women is this: If you're a woman in any stage of your business in Pittsburgh, CWE will give you opportunities to network, take classes, attend events and hear from other relevant women in your field and others fields who have been where you are or where you want to be.

**How has CWE made a difference in your business? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling, or training provided by CWE?**

I have a great attorney now with Beth Slagle. I have networked with people in adjacent fields, including just recently with Julie and Kathleen, owners of Rehab Specialists and Elizabeth Sherman, an OT with her own practice Heart of Gold, Pittsburgh Therapy Project LLC.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur?**

After years of doing things the same way in my old job and feeling like that way was a major disservice to my profession (physical therapy), I decided to open my own business Foley Physical Therapy. For years I would go back to chapters in a book called The E-Myth which was a good reminder of the many hats a new business owner must wear and that kept me from jumping into this too soon, but also allowed me to gradually keep freeing myself from the self-doubt about doing it at all.

**Who has influenced or supported you?**

Some of my patients have been my biggest fans and supporters, but honestly, it also goes back to having strong support from family and friends. In my case, this has been my wife and a very great friend with whom I share workspace and collaborate.



# NANCY'S FUN FACTS

**IF I COULD HAVE ANY SUPERPOWER IT WOULD BE....**

*Contracting hours in the day - some days could really use a couple more hours...and other days you just need to reset and start over sooner.*

**I'M CURRENTLY READING...**

*"Brag Better" by Meredith Fineman*

**ONE THING I DO WELL (OR BETTER THAN MOST) IS...**

*Develop efficiencies*

Photo Courtesy of Nancy Foley

**FOLEY PHYSICAL THERAPY LLC**

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

 @FoleyPhysicalTherapy

 @foleyphysicaltherapy





Photo  
Courtesy of  
Manjri Gupta,  
Axios Tutoring

# MANJRI GUPTA AXIOS TUTORING

September, 2020

## What was your first CWE experience?

Attending the Women Business Leaders Breakfast Series on a Friday morning. Listening to another woman's entrepreneurial journey was exhilarating.

## What do you find most valuable about being a member of CWE?

Being part of CWE allows me to stay on top of legal and legislative issues that might impact my business. The most important benefit is to know all the wonderful things that are being thought of and worked on by people in the community and the challenges businesswomen face.

## How has CWE made a difference in your business?

Connecting with other members leaves me inspired and motivated. It allows me to see how I can continue to build my business.

## What is your favorite CWE memory, experience or event?

I have loved almost every Women Business Leaders Breakfast Series. A couple that were very interesting were by CEO of Pittsburgh Airport Authority and Founder of Mansions on Fifth.

Take a peek into Manjri Gupta's, Founder and owner of Axios Tutoring, relationship with CWE.

**"Listening to another woman's entrepreneurial journey was exhilarating."**

**"You need experts to help you stay on top of them and come out stronger."**

**What would you tell someone considering CWE membership?**

You need CWE to help you get access to a wider network of experts for starting, building, and sustaining your business. The economic and legislative landscape is always changing. You need experts to help you stay on top of them and come out stronger.

**Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling, or training provided by CWE?**

Absolutely. I have been part of a few mentoring programs offered by CWE, and I have utilized CWE's COVID-19 business counseling and connected with CWE counselor Wendy Mascio, who was very helpful during the COVID-19 crisis.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I always have liked the idea of having my own business. I come from a family of entrepreneurs, so for the most part, I knew what to expect. Having a business is akin to having a child. You are always on call and never stop being a parent. My husband has been my biggest supporter through this. He is the brainpower I seek when I get stumped. When we initially started Axios Tutoring, the hardest part for me was to be able to quote my price and say, "Yes, I am worth it." The rewarding moments are when my staff says, "I am one of the best bosses they have ever had," or my customer says "your advice helped my kid."



Photo Courtesy of Manjri Gupta, Axios Tutoring

## MANJRI'S FUN FACTS

**IF I COULD HAVE A SUPER POWER...**

*Ability to fly. Fly into space, look at our blue planet, galaxies around. Fly away to beautiful places and enjoy the beauty around.*

**I LOOK UP TO:**

*A friend in Houston. She is a rocking businesswoman and humble. Always thinking of what else she can do to grow her business.*

**ONE THING I DO WELL (OR BETTER THAN MOST) IS:**

*I believe in execution. I take rough and ready...and run with it.*

**AXIOS TUTORING**

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

 @axios tutoring

 @axios.tutoring





Photo Courtesy  
of Jayashree  
Iyengar, Popping  
Mustard Seeds

# JAYASHREE IYENGAR POPPING MUSTARD SEEDS

September, 2020

## **What was your first CWE experience?**

My first connection to CWE was through Anne Flynn Schlicht. I still remember Anne's kind voice on the phone when I called CWE looking for help on starting a business. It was the summer of 2014. After a nice long chat on the phone, Anne invited me to attend one of CWE's Women Business Leaders Breakfast Series and subsequently to CWE's Open House, where I met Rebecca Harris, Director of CWE at that time. Both Anne and Rebecca were very welcoming, and I found both events very inspiring and helpful.

## **What is your favorite CWE memory, experience or event?**

CWE Member Pop-Up social event at my house in February (just before the COVID-19 lockdown) where I was able to share some of my cooking skills and business experiences with CWE members.

This evening was a lot of fun and I will always cherish. I am so glad to have had the opportunity to host this event. Thank you CWE!

## **What would you tell someone considering CWE membership?**

I would strongly encourage them to join. I would tell them that the current director Anne Flynn Schlicht and other CWE staff: Michelle Price, Kate Booker and Mitra Saeidi are the friendliest and most helpful people. They are easy to approach and happy to provide guidance when you need it. Their small business resources website provides a wealth of information on business startup, marketing, legal, financial and technical assistance. I would highly recommend attending CWE's Monthly Women Business Leaders Breakfast Series, the speakers are always inspiring and motivating while sharing the best and worst moments of their business journey.

Take a peek into Jayashree Iyengar's, Founder & Owner of Popping Mustard Seeds, relationship with CWE.

I would also recommend attending the networking events where I have met wonderful people and made great connections.

## **What do you find most valuable about being a member of CWE?**

CWE is valuable to me in so many ways. The most valuable are CWE's counseling services in which they provide advice on the various aspects related to running a business. I have used their advice in building my business from ground up and to manage the various facets of my business including legal, technical, marketing, and financial.

**"I find CWE's networking events very useful, and I have made many wonderful connections through them. CWE has connected me with some amazing entrepreneurs of all ages"**

**How has CWE made a difference in your business? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling or training provided by CWE?** CWE has been the main inspiration for starting and continuing my business. Both Rebecca Harris and Anne Flynn Schlicht have been imperative in giving me thoughtful advice and making some crucial connections for me. I find CWE's networking events very useful, and I have made many wonderful connections through them. CWE has connected me with some amazing entrepreneurs of all ages who have a lot of energy and enthusiasm and are passionate about their work.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?** After about 30 years of an engineering career, I decided to become a culinary instructor teaching Indian cooking classes. My passion for cooking began three decades ago when I started cooking for my family. At that time, I was a full-time mechanical engineer and enjoyed my job. During those years, my interest in cooking grew and I cooked healthy meals for my family. Soon I was cooking for my children's friends who would spend time at our house after school and on playdates. I was delighted to watch them eat my food and relish it. It gave me so much pleasure to cook for our family and friends and I was always trying out new dishes. I was getting compliments and requests to teach cooking. After thirty years in the engineering profession, when I was ready for a new career, I naturally moved into the culinary world. It was an easy transition for me because of my love of cooking. I had gained years of experience cooking for my family and friends. I started my cooking class business, Popping Mustard Seeds, in 2015. The name of my business came to me without any effort because one of the steps in my cooking is to pop mustard seeds, a South Indian seasoning process.

Being a vegetarian and having been raised in Chennai, India, I teach Indian vegetarian cooking classes. Before I started my business, and while I was still working as an engineer, I gave several trial classes to groups of friends. These experimental classes were fun, and with every class, I learnt more and more about how to improve my teaching. Every class gave me the opportunity to improve my recipes and my organizational skills. I took a survey after each class and always got positive feedback and constructive suggestions. This is when I knew I was ready to start my business. As a first step, I registered for the 'My Business Startup.' course offered by CWE and became a member. The course was a great introduction to the entrepreneurial world and helped me develop my business plan. CWE membership has helped me in every step of setting up my business. I am thankful to CWE for their continued support and motivation. There are several ups and downs in running a business. One of the hardest steps in transitioning my hobby into a business was to write down recipes and to repeatedly try them out. I am constantly polishing and improving my recipes. The most rewarding part of my business is when I see repeat participants in my classes and when people who have taken my classes have tried out the recipes at home. It is delightful to hear from them, sometimes with pictures of dishes they have made. It is also very rewarding when I teach Indian cooking to children (K-12). Sharing my food and knowledge with them and watching them appreciate it gives me great pleasure.



Photo Courtesy of Popping Mustard Seeds

## JAYASHREE'S FUN FACTS

### IF I COULD HAVE A SUPER POWER...

*To make teleportation work using minimum energy without any pollution.*

### I AM CURRENTLY READING:

*"The Raid and Other Short Stories" by Leo Tolstoy*



## POPPING MUSTARD SEEDS

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

 @poppingmustardseeds



Photo Courtesy of  
Carolyn Klasnick,  
PostScript Production, LLC

# CAROLYN KLASNICK POSTSCRIPT PRODUCTIONS, LLC

September, 2020

## What was your first CWE experience?

My first CWE event was so many years ago I can't remember! It was likely a coffee hour or a breakfast series event as the style of those events interested me.

## What do you find most valuable about being a member of CWE?

The thing I find most valuable is the fact that the Center provides such a variety of support and networking opportunities. Not only can a business owner gain insight via the one to one counseling, but members can also attend both intimate and larger events for both networking and professional development.

## What is your favorite CWE memory, experience or event?

Especially as a young new business owner, I loved attending the monthly coffee hours and enrolling in the Roadmap to \$1MM program geared towards business growth.

## What would you tell someone considering CWE membership?

I would recommend becoming a member of CWE because it provides so many outlets and resources to learn, grow, and be a part of a community of other women in business. Since the focus isn't networking, the events are more geared toward professional development and growth. Networking is the icing on the cake!

Take a peek into Carolyn Klasnick's, Owner & Executive Producer of PostScript Production, LLC, relationship with CWE.

**"... I loved attending the monthly members coffee hours..."**

"... CWE provides so many outlets and resources to learn, grow, and be a part of a community of other women in business."

**How has CWE made a difference in your business? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling or training provided by CWE?**

I have had the opportunity to connect with so many professionals through my CWE membership. I've gained new clients, formed business partnerships, and been able to grow my business through the numerous resources CWE offers. I very much appreciate the breakfast series events. The speakers and panelists are unique each month and allow me to learn more about other industries and businesses directly from the professional women who lead them. I also have taken advantage of the counseling services based on what is going on in my business at any given time.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I started my business with my business partner soon after graduating from college. My Dad owns his own business, which always made me feel like being a business owner was not only possible but "normal." I feel very blessed to have extremely supportive parents, friends, business associates, mentors and a husband who all continue to encourage me to be the best version of myself. I started a business to have the freedom to build something that would not only support me financially but also create opportunities for others too. I quickly realized that the culture we are building within the business has a strong, positive impact on our lives and the lives of our team. The hardest moments in business are usually not moments but more like attitudes or beliefs. The growing pains of having the confidence to say no to opportunities that don't align with our business model and culture, not hiring people just because they're nice, or recognizing the worth of our services have all been challenging. But the most rewarding moments are filled with encouragement, appreciation, and connection that we are so fortunate to get with our referral network, mentors, and clients.

## CAROLYN'S FUN FACTS

### IF I COULD HAVE A SUPER POWER...

*to be able to instantly get from one place to another.*

### I AM CURRENTLY READING:

*"Excuse Me Your Life is Waiting" by Lynn Grabhorn and "White Fragility" by Robin DiAngelo*



Photo Courtesy of Carolyn Klasnick, PostScript Production, LLC

**POSTSCRIPT PRODUCTIONS, LLC**

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



@PostScriptProductions



@postscriptprod





Photo Courtesy of  
Mary Jayne  
McCullough, Global  
Wordsmiths

# MARY JAYNE MCCULLOUGH GLOBAL WORDSMITHS

September, 2020

## What was your first CWE experience?

My first experience was the opening reception when the new center was unveiled! From there, I became a member and began attending workshops. Eventually, I joined the inaugural IncubateHER cohort, and now I am in the Roadmap to \$1MM and Beyond program.

## What do you find most valuable about being a member of CWE?

The overall lack of men, honestly. The feeling of women supporting women is so very refreshing and uplifting. Men are nice, but the all-female environment is special.

## How has CWE made a difference in your business?

Absolutely! I have learned SO MUCH through CWE programming. It is totally invaluable.

## Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling or training provided by CWE?

Yes! I have stayed close with the mentors I was assigned as part of IncubateHER, have made friends and connections through Center events and made lasting friendships with other members.

Take a peek into Mary Jayne McCullough, Founder and Director of Global Wordsmiths, relationship with CWE.

**"The feeling of women supporting women is so very refreshing and uplifting."**



"I have made friends and connections through CWE events, and made lasting friendships with other members."

**What is your favorite CWE memory, experience or event?**

The Business Plan workshop led by Wendy Mascio, the HR Counseling Session with Jessica Eberley, and both IncubateHER and Roadmap to \$1MM and Beyond programs.

**What would you tell someone considering CWE membership?**

Do it!

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I worked in my field for almost fifteen years and was appalled by the lack of language accessibility in the region, so I launched Global Wordsmiths to advance a culture of accessibility by targeting the systemic causes of poor language services. I'd say it has been equal parts terrifying and exhilarating.

# MARY JAYNE'S FUN FACTS

**I LOOK UP TO...**

All the women who came before me and paved the path.

**ONE THING I DO WELL (OR BETTER THAN MOST) IS...**

Languages!



Mary Jayne McCullough (right) oversees an interpreter training session. Photo Courtesy of Global Wordsmiths.

**GLOBAL WORDSMITHS**

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

 @globalwordsmithspgh

 @GlbWrdsmiths

 @globalwordsmithspgh

 Global Wordsmiths





Photo Courtesy of  
Karen Mosholder,  
Bumbleberry Farms.

# KAREN S. MOSHOLDER BUMBLEBERRY FARMS

August, 2020

**What was your first CWE experience?**

I took a semester-long start-up class for women entrepreneurs when I was just starting out.

**What do you find most valuable about being a member of CWE?**

Learning from other women who are successfully navigating their way through their respective fields. I can always learn something that is applicable to my own business.

**What would you tell someone considering CWE membership?**

It's one of the best investments you can make. Through CWE and their programs, you begin to shape the idea of the entrepreneur that you're going to become. You begin to visualize the possibilities and imagine yourself as an entrepreneur. Visioning is the first step to making it happen.

**What is your favorite CWE memory, experience or event?**

Early on, I participated in the mentorship program where for an entire year, I could benefit from the advice and counsel of several seasoned businesswomen. Through this network, I was able to set up an opportunity to spend a week in France learning about lavender growing, thinking I would produce a lavender honey. I ended up not going that route, but while there, I conjured up the idea for our honey spreads that have gained some fans nationally, as well as internationally. If you're open, sometimes life takes you in a different, yet more rewarding direction.

Take a peek into Karen Mosholder, Founder & Queen Beekeeper of Bumbleberry Farms relationship with CWE.

**"Learning from other women who are successfully navigating their way through their respective fields."**

**"If you're open, sometimes life takes you in a different, yet more rewarding direction."**

.....  
**"I think the skills needed for entrepreneurship give us a leg up during an uncertain economy."**

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

I make the same New Year's resolution every year—to learn something new. About a dozen years ago, I took a beekeeping class with 'Burgh Bees' and kind of fell in love with beekeeping. At the time, I was finishing up a consulting contract with an international health care company, and because opportunities can be somewhat limited in a rural environment, I was looking at a 3-4 hour commute daily.

I wanted a higher quality of life and decided to see if I could employ skills from past work lives—product management, marketing, teaching—and apply them to a cottage business. Bumbleberry Farms literally started in my own back yard—I set up a couple of beehives and the business just took off from there.

After several years of rolling up my sleeves, putting my nose to the grindstone, and hustling, I found myself working with companies like Williams & Sonoma, TJMaxx, WholeFoods, and Macy's. As an entrepreneur, I must constantly shapeshift, changing roles and direction to stay viable. Working under the cloud of a pandemic is no different; in fact, I think the skills needed for entrepreneurship give us a leg up during an uncertain economy. I'm in the process now right now of shifting my business away from work with the big box stores toward small scale retail and direct to consumer. I'm always excited by a new direction; I suppose that comes from a desire to be a lifelong learner.

## KAREN'S FUN FACT

**MY PERFECT DAY WOULD START WITH \_\_\_\_ AND END WITH \_\_\_\_**

*a piece of toasted homemade bread slathered in Bumbleberry Farms Cinnamon Stick Honey Cream Spread and end with a cup of tea and a spoonful of Bumbleberry Farms honey.*



Photo Courtesy of Karen Mosholder, Bumbleberry Farms.

**BUMBLEBERRY FARMS**

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



@bumbleberryfarms



@bumbleberryfarms



**BUMBLEBERRY FARMS™**

*Spread a little sweetness!*



Photo Courtesy of  
Jane Anne Regan,  
Regan Management  
Consulting LLC.

# JANE ANNE REGAN REGAN MANAGEMENT CONSULTING, LLC

September, 2020

## What was your first CWE experience?

More than 10 years ago, I attended a Business Basics seminar on a Saturday morning with a friend. This was my first exposure to CWE, and it provided an excellent starting point for when I decided to start my own business. I joined the Center in 2014 and have developed a variety of relationships with other members as well as the CWE staff.

## What do you find most valuable about being a member of CWE?

There are so many benefits that I derive from my membership!

- First, it is the venue which enables me to develop relationships with other women business owners, share our ups and downs, and help each other.
- Second, the programming is ALWAYS worth the time spent to learn about different approaches to building a business, managing a difficulty, identifying resources, etc.
- Third, COVID-19 support has been AMAZING and underscores the importance of the CWE's relationship with the SBA. I had information and updates on the EIDL and PPP much earlier than other small business owners which has been invaluable.

Take a peek into Jane Anne Regan's, Principal of Regan Management Consulting, LLC relationship with CWE.

**"...COVID-19 support has been AMAZING and underscores the importance of the CWE's relationship with the SBA"**

# "The difference CWE has made in my business is the access to resources and other business owners that I would not typically have access to."

- Fourth, my relationship with CWE in the last year has enabled me to counsel new start-ups and help them think through their approach to their offering and marketing, which has been very fulfilling.

## How has CWE made a difference in your business? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling or training provided by CWE?

The difference CWE has made in my business is the access to resources and other business owners that I would not typically have access to. This has provided amazing opportunities to learn from others and apply some of the principles that are working for others to my business. I have attended a number of training workshops and presented at others. Those relationships really hit home during the PPP application process, because I had presented at a seminar at Enterprise Bank location and met their staff I was able to reach out to them to ask them to process my PPP loan application with amazing efficiency.

### What is your favorite CWE memory, experience or event?

A coffee at Marty's Market in the Strip District where we had the owner Regina Koetters speak on her experience in the Navy in Iraq and how that was serving her in her current effort and her focus on people. Her story was so impressive it continues to stand out to me, even 5 years later.

### What would you tell someone considering CWE membership?

I would express to them the value of the membership, sharing with them my story of engaging with the Center more than 10 years ago, starting my business and in turn presenting at the same Business Basics seminar that I sat through at that time - coming full circle! Additionally, the opportunity to interact with the CWE staff. They are always willing to help and connect you with other business owners that may need your services in addition to partner with you to help you address issues or find resources you may need.

Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey? My father was a small business owner, and his words about the value of working for yourself and being your own boss made a big impact on me. He was in control of his own destiny, and I found that appealing, particularly after more than 25 years in corporate America. I needed that experience to be able to launch my business and do what I do best, which is being able to quickly distill complex concepts. I would express ideas into focused, realistic, strategic plans of action. My husband, my family and a mentor from one of my corporate jobs encouraged me to proceed and have been strong supporters providing me encouragement and support when a proposal is rejected or a client is particularly difficult. My most rewarding moment is when I work with a client and we have that revelation that the work we have developed together produced the results we had hoped for; be it a non-profit who realizes the importance of focus on just three initiatives or a small business that explores a new path they had not thought about and found success.

## JANE ANNE'S FUN FACTS

### IF I COULD HAVE A SUPER POWER...

*organizing things, my work, my family, my house, my life... maybe too much!*

### I LOOK UP TO...

*my parents and the gifts they have given me of perseverance and integrity.*

### IF I COULD TRAVEL ANYWHERE...

*I would go to Europe particularly Italy and Greece....*

### I AM CURRENTLY READING:

*"Churchill: Walking with Destiny" by Andrew Roberts. An amazing leader with unbounding courage who knew what was right and always worked to deliver. A great communicator with an astounding and quick wit that was always ready! I LOVED THE WAY HE COMMUNICATED... effectively and decisively.*

### MY PERFECT DAY WOULD START WITH \_\_\_\_ AND END WITH \_\_\_\_

*... a walk through the woods or on the beach and end with a glass of cabernet and a good book!*

REGAN MANAGEMENT CONSULTING LLC

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Photo Courtesy of  
Karen Womack,  
Karen W Quilts.

# KAREN WOMACK

## KAREN W QUILTS

September, 2020

### What was your first CWE experience?

My first experience was taking the Small Business Basics 4-hour training class in Homewood.

### What do you find most valuable about being a member of CWE?

I found the technical assistance services to be the most valuable. I took part in counseling sessions and training programs for website development, how to start a podcast, bookkeeping basics, etc.

### How has CWE made a difference in your business? Have you made any unexpected connections or gained new skills or knowledge as a result of CWE membership, counseling or training provided by CWE?

It has encouraged me to take a closer look at successful business models within my industry. It was a light bulb moment to even think about my industry as a whole and how I fit in.

Take a peek into Karen Womack's, owner of Karen W Quilts, relationship with CWE.

**"The seminars and webinars are top-notch, are hosted by local businesspeople, and address current business trends."**

"CWE has encouraged me to take a closer look at successful business models within my industry."

## KAREN'S FUN FACT

**What is your favorite CWE memory, experience or event?**

The seminar which was hosted at the Google Pittsburgh headquarters. The room was packed with all types of women entrepreneurs. The energy was great.

**What would you tell someone considering CWE membership?**

The seminars and webinars are top-notch, are hosted by local business people, and address current business trends.

**Tell us about your entrepreneurial path. What motivated you to become an entrepreneur? Who has influenced or supported you? What have been the hardest and most rewarding moments in your entrepreneurial journey?**

Previously, I had a successful career in local government and took early retirement. My mom went into an entrepreneurial business when she retired, so I had a role model to follow in her footsteps. The hardest part of my journey was to make the shift from the employee mindset to a business owner mindset. The second hardest task is evaluating social media channels and e-commerce platforms. The most rewarding aspect is the relationships I've built with my customers and, more importantly, with other women entrepreneurs.

**IF I COULD HAVE A SUPER POWER...**

To fly. My nieces were really into the Power Puff Girls. Their capes and outfits looked cool when they were on their way to save the world.



Photo Courtesy of Fresh Quilting

Designer Karen Womack share ideas for group quilting projects in community at Fresh Quilting, the new public television show co-produced by the Modern Quilt Guild (MQG) and KS Productions

### KAREN W QUILTS

<https://www.linkedin.com/in/karen-womack/>

# ADVISORY BOARD

CENTER FOR WOMEN'S ENTREPRENEURSHIP

1. *Why is it important for you to serve on the Advisory Board for the Center for Women's Entrepreneurship?*
2. *How has the Center for Women's Entrepreneurship contributed to our region's entrepreneurial ecosystem?*

## **Aaron S. Aldrich, MBA**

*Growth Loan Officer  
Bridgeway Capital*

1. I'm passionate about small business and entrepreneurship, so I desire to share my knowledge, skills, talent and time to help them succeed.
2. CWE plays a major role in this region's entrepreneurial ecosystem. They are on the frontlines of entrepreneurship and meet people where they are. No matter your background, experience, skill level or education, there's something for every entrepreneur at CWE.



## **Donald M. Bonk**

*Project Consultant, Office of Government Relations  
Carnegie Mellon University  
Principal, Good Future Innovation LLC*

1. I have a deep personal and professional commitment to the success of woman entrepreneurs. I was raised by two of them. My mother and grandmother ran our family's grocery store in Johnstown for 41 years. They raised both my brother and me in the business. I learned from the earliest age about the intelligence, passion, contribution, value, and equality of women in business. On a professional level, I am committed to women's business empowerment and independence. I worked as a Regional Manager of the Commonwealth of Pennsylvania's International Trade Program for 7.5 years, before serving at the Director of Strategic Business Connections at Carnegie Mellon. For the past 10 years, as both an individual and an owner of my own community and business consulting LLC, Good Future Innovation, I have been a project consultant working with Carnegie Mellon on entrepreneur and business-related projects, I have done so with the U.S. Commercial Service, where I serve of their District Export Council and the Urban Redevelopment Authority of Pittsburgh's Entrepreneurship Loan Advisory Board. In those capacities, I have met, counseled, and helped numerous women define, implement, and achieve their business goals. I want women to win!
2. CWE is the central location, resource, and advocate for women who own their own businesses in the Pittsburgh metro area. Their signature counseling, programming, training, and affiliation with the SBA, are powerful tools to empower women. Women business owners have unique challenges; from breaking into the traditional "Old Boy" network, to too often juggling greater personal and family responsibilities. The Center offers access to the experts and expert business-related knowledge, Center "alumni", and other experienced women entrepreneurs who have succeeded. They act as living proof of what can be accomplished. Having served as a mentor in the IncubateHer program and an executive advisor of the inaugural "Roadmap to 1MM+" program, I have seen firsthand, the transformation in confidence, knowledge, skills, scale, and improvement overall, of both the women and their businesses.



## ADVISORY BOARD

### CENTER FOR WOMEN'S ENTREPRENEURSHIP

1. *Why is it important for you to serve on the Advisory Board for the Center for Women's Entrepreneurship?*
2. *How has the Center for Women's Entrepreneurship contributed to our region's entrepreneurial ecosystem?*

### Jennifer Cairns

*Executive Director  
Sarah Heinz House*

1. I serve because it is vitally important for the next generation to see female entrepreneurs thrive.
2. CWE not only empowers female entrepreneurs to successfully bring a concept to market, they provide the necessary supports and resources for businesses to reach sustained profitability and growth. This is vital to Pittsburgh's long-term economic health.



### Yvonne Campos

*President, Next Act Fund  
Founder, Women Presidents' Organization  
Pittsburgh Chapter*

1. I serve because it is important to formalize the existence of women's entrepreneurship in the market. We need a visible, focused, offering to support women on their entrepreneurial journey. I want to do anything I can to help make this happen. We have made a lot of progress, but we still have a long way to go.
2. CWE has certainly taken its place among the centers and resources in our community that support entrepreneurship, in particular female entrepreneurship. I believe it's the only one to focus on this segment. It is recognized for growing the number of female startups, helping them build and prepare for growth, offering them the foundational skills, mentoring and networking they need. The real question is what will CWE do in its next 15 years. Will they see a number of their portfolio companies become significant companies in our region and beyond? That would be the goal!



### Jennifer Daurora

*Vice President, Senior Segment Lead  
PNC Bank*

1. Women are often at the heart of the community and when we empower women entrepreneurs to start businesses, grow their businesses and create financial wellness for themselves and their families, we are impacting the community for generations to come. I am grateful for the opportunity to serve on CWE's board as they undertake this important work.
2. CWE has contributed greatly to our region by creating a welcoming space for women entrepreneurs to learn, grow and flourish while creating a supportive and inclusive community. The investments made by CWE has enabled women entrepreneurs to start and scale their businesses, to gain access to capital, and work with high quality advisors that would otherwise be inaccessible. Through this financial empowerment and job creation CWE is making a lasting impact on the region.

## ADVISORY BOARD

### CENTER FOR WOMEN'S ENTREPRENEURSHIP

1. *Why is it important for you to serve on the Advisory Board for the Center for Women's Entrepreneurship?*
2. *How has the Center for Women's Entrepreneurship contributed to our region's entrepreneurial ecosystem?*

### **Dana Donaldson**

*Team Lead  
XcL Midstream*

1. Being an Alumna of Chatham, it is important to me to continue to engage with programs that help current students but also those individuals after college— CWE opens the doors of all sorts of possibilities. I am, by definition, "intrapreneur" and love to help and see an entrepreneur's vision come to fruition—this program affords me the opportunity to be creative while continuing to help others.
2. CWE's regular programming is pivotal to our region's business sector but more importantly is the partnership that it has provided during the trying times of 2020: business owners know they have a Center that is there for them in good times and in uncertain ones as a place for information and help. The helpers can be found at CWE.



### **Lori Moran**

*Vice President Ballymoney Real Estate Services, Inc  
President East Liberty Chamber of Commerce*

1. Serving on the Advisory Board is important for multiple reasons, among them;
  - a. The need for women in business to share their experiences and work to improve the path for others.
  - b. Provide support and objective feedback to those who are employed by the Center to assist them with the development and operation of the Center.
  - c. The Advisory Board is comprised of professionals with diverse backgrounds, strengths and relationships which, collectively, provide well rounded expertise and more far reaching tentacles for both guidance and funding.
  - d. Personally, my experience with the Center has enriched my life and has taught me quite a bit, for which I am most grateful.
2. It is impossible to accurately gauge the ripple effect that the impact of the Center has had on our region. They have touched so many lives and provided such an array of assistance at so many levels, from minor advice provided to just one person (which could have far reaching effects depending upon what that student/client did with that advice) to actually assisting clients with launching and operating a business for years to come. These same businesses then employ and train dozens/hundreds of employees over their years in business. The exponential impact to our region's business growth is impossible to accurately gauge, but is clearly exceptionally positive, both from a jobs perspective as well as the incredible impact on the growth in numbers of women in positions of ownership. Because women help other women again, exponentially, the impact is OFF THE CHARTS!!! Equally as important, they flush out poor business plans/ideas early on, before time and money is spent on what would likely be a failed business and all of the heartache and financial losses that accompany failed attempts. The Center is our organization's "Go-To" for all those in need of assistance with starting or growing their business. They do an incredible job and cover an amazingly wide array of necessary training options.

## ADVISORY BOARD

## CENTER FOR WOMEN'S ENTREPRENEURSHIP

1. *Why is it important for you to serve on the Advisory Board for the Center for Women's Entrepreneurship?*
2. *How has the Center for Women's Entrepreneurship contributed to our region's entrepreneurial ecosystem?*

**Mary Kay Modaffari**

CEO & Chief Service Officer  
ServicEffect

1. My desire is to serve women in our region to develop a successful business and witness their dreams to come to fruition. Being a fairly successful business owner, in this region and beyond, I'm fortunate to pass along my wisdom to others.
2. The success of the program has provided the region with the fortitude of many business offerings that have provided great value and has continued to expand our regions offering - making Pittsburgh a more sought- after place to put down roots.

**Kit Needham**

Director, Project Olympus  
Swartz Center for Entrepreneurship  
Carnegie Mellon University

1. I serve because I want to do everything I can to help these women succeed.
2. Startups and small businesses provide 64% of the net new jobs in the region (at least pre-COVID). It is essential to the health and growth of Pittsburgh that we nurture new businesses. Further, other data shows that women founders flourish when in a supportive environment with other women founders. Chatham's CWE has significantly increased the number of women exploring entrepreneurship as well as increased the success rate through their programming and excellent staff support.

**Beth A. Slagle**

Attorney  
Meyer Unkovic & Scott LLP

1. Working with women entrepreneurs has been a passion of mine for decades so it was a natural fit to work with CWE. The camaraderie of the staff and the Advisory Board is terrific, everyone working together in support of one mission - helping women business launch and be sustainable. The power of the organization, partners, staff and board working together enables the organization to grow and expand in ways that never seemed possible. It's been a phenomenal ride and I've enjoyed every minute of it.
2. CWE's mission is to create a unique place for women entrepreneurs in all stages of their business life, from start up to mid-growth to sustaining and succession. And for each of those cycles, CWE has done a phenomenal job of providing services in the form of education, support and counseling, all done at incredibly affordable pricing for any entrepreneur. It's leadership and staff are solid and visionary, and that alone has enabled CWE to provide a level and depth of services to entrepreneurs that isn't seen among other Pittsburgh entrepreneurial focused organizations.

# Thanks to CWE Sponsors.



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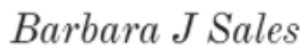
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