



**SHE**  
WEEK

**PROGRAM WORKBOOK**

August 23-26, 2022

IGNITE  
SHE WEEK 2022



**L**

## *Strength*

the quality or state of being strong; capacity for exertion or endurance



## *Heart*

courage or enthusiasm especially when maintained during a difficult situation

**=**

## *Equality*

the quality or state of being equal

Every single day, in ways both small and significant, women leaders in Frederick County are **working to create opportunity**, to innovate and to lead by example.

S.H.E. Week is about celebrating the **power and influence of women** in our society and community as they work to transform lives and improve our economic conditions.



Welcome ALL TO S.H.E. WEEK 2022, WHERE  
WE WILL CELEBRATE THE *power & potential*  
*of women* BY IGNITING MINDS, CAREERS,  
AND LIVES.



Anything you genuinely desire IS possible, and clarity is the strike of the match. We each have a one-of-a-kind vantage point, a unique vision that is truly our own. I often think that if you listened long enough, you would fall in love with every person you meet. Everyone has a story worth hearing. Every individual has something vital to contribute to the whole. This week I encourage you to shake some hands, connect, and strike up a conversation. We are from many walks of life, cultures, and stages of growth, yet we are essentially the same, worthy and capable.

I was struck by the smell of woodsmoke the second I emerged from the plane. The scent of open cooking fires would become my daily experience while serving as a Peace Corps volunteer in a tiny village named Avang, deep in the rainforest of Gabon, Central Africa. The fire was life, and life was fire—elemental, essential, and immediate. My two-year journey starting at the age of 21, became the transformative experience that ignited my path as an artist entrepreneur.

Living alongside its 10 families in this forest village, with no electricity or running water, I learned about the power of women. These women were resourceful. They were industrious collaborators, using their hands and bodies to balance the ecosystem of sustenance within their village. These years blew apart every “small town America” cultural notion I had and reconstructed my worldview. Arriving naive and insecure, I learned a foreign language in the course of two years, helped farmers build eight Tilapia fishponds, bathed and washed my clothes in the river, and drove my Yamaha motorbike along the mud roads of the forest. I became fearless. I lost my small sense of individualism and saw my place within the intricate web of the village community. I had no choice but to face every emotional and physical challenge. Most of all, I learned how to live in harmony with others and nature, make do, and go for it.

We hope to encourage you, inspire and even rekindle desires to take that first step, make that next move, and show up for yourself and others aligned, ignited, and unapologetic.

Be fueled by the desire of your mission to bring your unique contribution to your community because we need you. May that flame guide you through the inevitable winding adventure of your life’s journey, navigating roadblocks and storms and dancing to celebrate the triumphs.

**Stacey Krantz**, Owner, Designer & Goldsmith  
InBloom Jewelry, S.H.E. Week 2022 Title Sponsor



THE FORGE OF *innovation and entrepreneurialism* is burning bright WITH THE FIRE OF EMPOWERED WOMEN  
IN FREDERICK COUNTY.

From that forge will emerge the future leaders of our community, emboldened to take their rightful place in the shop, the bank, the classroom, the clinic, the lab, and the boardroom.

S.H.E. Week's influence has grown each year with the spirit and energy of our participants, and this truly important work reflects the priorities and aspirations of our staff team, our Board of Directors and the volunteer leaders that serve on our Women In Business Committee. Our influence isn't just restricted to Frederick County, either. S.H.E. Week has gone national, with the Frederick County Chamber of Commerce being recognized by a national organization and other communities around the country modeling our success in their jurisdictions.

The success we've seen from our past S.H.E. Week events spans the sectors of our membership, with empowered women in leadership roles in the public, private and nonprofit sectors. Our Chamber mission focuses building a framework for our members to achieve their own version of success. Our Chamber core values: COLLABORATION, EDUCATION, LEADERSHIP, OPPORTUNITY & COMMUNITY read like a description of why S.H.E. Week exists.

I hope you'll take full advantage of the presentations, speakers, workshops, and networking to recharge your vision and IGNITE your spirit! Welcome to S.H.E. Week 2022!

**Rick Weldon**, President & CEO  
Frederick County Chamber of Commerce

**“Take action once a day to do something that ignites your life.” — GABRIELLE BERNSTEIN**



“Look for what **sparks the fire**  
in your heart. **Go there.**  
But more importantly,  
**keep showing up.”**

—MICHELLE KUEI, FOUNDER OF ELEVATE LIFE COACHING

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# WEEK OF EVENTS & ACTIVITIES



TUESDAY • AUGUST 23

## CONFERENCE DAY

9:00 AM-4:00 PM • THE ARC AT MARKET STREET

- 9:30 AM **Opening Remarks**
- 10:00 AM **KEYNOTE & WORKSHOP:**  
**Get Lit! 4 Steps To Discovering Your Brilliance**  
Melanie Spring, Chief Visionary of Confidancia
- 11:40 AM **From Spark to Strategy: Get Lit!**  
Carol deLaski, Owner, deLaski Coaching Services
- 12:00 PM **Special Presentation**  
City of Frederick Mayor Michael O'Connor  
Frederick County Executive Jan Gardner
- 12:15 PM **Lunch**
- 1:30 PM **PANEL:**  
**If It's Not a Hell Yes, It's a No! Strategically Prioritizing Your Life and Career Decisions**  
**Moderator:** Jessica El-Zeftawy, Development Officer, Frederick County Public Libraries  
**Panelists:** Cameron Nutting Williams, Chief Revenue Officer, Ogden Newspapers; Tiana Haile, Community Engagement Coordinator, FCPS; Stacey Krantz, Owner, InBloom Jewelry
- 2:15 PM **From Spark to Strategy: If It's Not a Hell Yes, It's a No!**  
Carol deLaski, Owner, deLaski Coaching Services
- 3:00 PM **PASSION, LEADERSHIP & VISION:**  
**A Conversation With Dr. Annesa Cheek**  
President, Frederick Community College  
**Interviewer:** Whitney Hahn, Marketing Advisor, #provokethebetter
- 3:45 PM **From Spark to Strategy: Passion, Leadership & Vision**  
Carol deLaski, Owner, deLaski Coaching Services
- 4:00 PM **Closing**

\*Light breakfast, lunch and refreshments will be provided

## ACTIVITIES

Interact with DJ Muse who will be mixing empowering tunes • Visit the sponsor resource tables • Network with other attendees Photo contest Get Ignited. Get Social. Win Prizes. • SHIP Donation Drive • Share your SHERO



WEDNESDAY • AUGUST 24

## S.H.E. PITCH COMPETITION

5:30 PM-8:30 PM • HODSON AUDITORIUM AT HOOD COLLEGE

**Emcee:** Helen Propheter

### 2022 GROWTH STAGE COMPETITORS

Dream Free Art LLC  
JoNa's Exterior Design  
Maryland Bakes! LLC  
SL Studio

### 2022 IDEA STAGE COMPETITORS

Seek Care Solutions  
SHIFT Work + Play  
SpellRead Works



FRIDAY • AUGUST 26

## CLOSING CELEBRATION & SHERO AWARDS

4:30 PM-7:00 PM • CATOCTIN HALL AT MUSKET RIDGE

**Emcee:** Rachael Pashkevich Koontz

### STRENGTH SHERO

Jill Krisnitsky

### HEART SHERO

Julia Ferguson  
Marlene Young

### EQUALITY SHERO

Jessica Aiello  
Natasha Bowens Blair  
Scott Lasher

\*Food and refreshments will be provided



CONFERENCE DAY • TUESDAY AUGUST 23 • THE ARC AT MARKET STREET

“Fight for the things that you care about, but do it in a way that will lead others to join you.”

— RUTH BADER GINSBURG



# Conference Day

TIME: 9:30 AM | OPENING REMARKS

TIME: 10:00 AM | MORNING KEYNOTE + WORKSHOP

## Get Lit! 4 Steps To Discovering Your Brilliance

**MELANIE SPRING**, Chief Visionary of Confidancia

When you meet someone who is truly authentic, you also know you can be yourself around them. It feels like a breath of fresh air — and also a little intimidating. The best part? You don't have to wonder where you stand with them because they know where they stand.

What if we all showed up as ourselves — without wondering who wouldn't like us or what they might say? It would be life-changing. Magical, even. Yet most people don't know who they really are. Why? Two reasons: Others might find out they're actually an imposter OR they doubt others could handle how incredible they truly are.

In this keynote, Melanie Spring gives us permission to be ourselves all the time in every situation. She'll help us define the personal brand we already carry with us, get clear on how to speak our truth to everyone around us all the time, and find the courage to stand with full confidence in our truth.

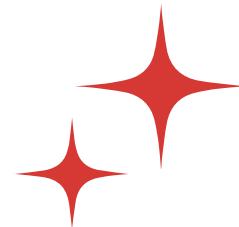
She'll share stories of her own path to becoming unfiltered and unapologetic while giving us the tools to keep growing no matter what life throws at us.

When we're done, you'll have:

- A new way of looking at your life and work
- A clearer picture of your own personal brand and how to share it with others
- The courage to speak unapologetically in all areas of your life
- The confidence to share your full self with others no matter what
- Are you ready to get lit?

FOR THIS SESSION USE  
PROVIDED WORKBOOK:

A pocket guide  
to discovering your  
personal brand



The Arc.  
of Frederick County



TIME: 11:40 AM | CONNECTION WORKSHOP

## From Spark to Strategy: Get Lit!

CAROL DELASKI, Owner, deLaski Coaching Services

A great flame follows a little spark! Throughout conference day, Executive Coach Carol deLaski will be your guide to transform your individual sparks of inspiration into tangible action steps. You will leave the conference with a personal plan for your growth and success.

PUTTING IT ALL TOGETHER...

MY ACTION PLAN...

MY SPARKS, MY STRATEGY...

FORWARD STEPS...

**THE ARC OF FREDERICK COUNTY** helps people with developmental disabilities to live enviable lives filled with purpose and meaning with friends and family.

Through their Culinary Training Program, The Arc provides an organized, formal training service to provide a person with disabilities seeking employment with the skills necessary for work in bakeries,

restaurants and catering facilities, as well as other industry jobs.

The food provided on Conference Day has been made from scratch by participants in this program. We are proud that they were able to use this opportunity to master their baking and customer service skills and are thrilled to support their mission by hosting Conference Day at The Arc at Market Street!

**TIME: 12:00 PM | SPECIAL PRESENTATION**

**Michael O'Connor**, Mayor: City of Frederick Proclamation

**Jan Gardner**, Frederick County Executive: Proclamation & Declaration of S.H.E. Week in Frederick County

**Governor Hogan's Office**: Proclamation & Declaration of S.H.E. Week in Maryland

**TIME: 12:15 PM | LUNCH, CONNECTION & INTERACTION**

Lunch will be served buffet style by members of the Arc of Frederick County's Culinary Training Program. Please take this opportunity to refuel yourself, as well as connect with fellow attendees, interact with sponsors and speakers, and enjoy music from DJ Muse!

## OFFICIAL PHOTOGRAPHER OF S.H.E. WEEK



**ACACIA BOWENS**, Owner and CEO of Ak's GraFix & Photo, is the official photographer of S.H.E. Week 2022. Ak's GraFix & Photo is a female-owned-and-operated graphics company located in Frederick, Maryland. Acacia has over seven years experience, and specializes in graphic & web design, marketing & branding, photography, and social media management. As a photographer, she prides herself on the ability to capture the very best moments in a photojournalistic style, telling a story through both candid and perfectly posed shots. Whether shooting the precious moments of an event, capturing the perfect headshot and branding session, or freezing cherished family moments in time, she's sure to capture your best side every time.

Acacia is a graduate of the University of Florida, where she obtained a bachelor's degree in psychology and minored in nonprofit organizational leadership. Possessing a strong passion for education and the community, Acacia has spent much of her career focused on helping uplift local nonprofits and her community as a whole. Today, she continues her efforts and has expanded her focus to include helping small and start-up businesses, specifically, those that are women-owned, thrive. Acacia currently sits on the Frederick County Chamber of Commerce's Women in Business committee and also serves as a Chamber Ambassador. This will be her second year photographing S.H.E. Week.

TIME: 1:30 PM | PANEL

## If It's Not a Hell Yes, It's a No! Strategically Prioritizing Your Life and Career Decisions

Building an intentional and rewarding life takes work. Failing to pause, refine and act strategically when opportunities arise can lead to professional burnout, dilution of focus, stress and strained relationships. With honesty, wit and a little bit of sass, this panel of professionals share their own life experiences, hard choices, personal productivity secrets and strategies for work-life integration. This session will include time for a Q & A afterwards.

**MODERATOR: JESSICA EL-ZEFTAWY**, Development Officer, Frederick County Public Libraries

### PANELISTS:

- **Cameron Nutting Williams**, Chief Revenue Officer, Ogden Newspapers
- **Tiana Haile**, Community Engagement Coordinator, FCPS
- **Stacey Krantz**, Owner, InBloom Jewelry

LESSONS, TAKEAWAYS & INSPIRATION

TIME: 2:15 PM | CONNECTION WORKSHOP

## From Spark to Strategy: If It's not a Hell Yes, It's a No!

CAROL DELASKI, Owner, deLaski Coaching Services

PUTTING IT ALL TOGETHER...

MY ACTION PLAN...

MY SPARKS, MY STRATEGY...

FORWARD STEPS...

TIME: 3:00 PM | PASSION, LEADERSHIP & VISION

## A Conversation With Dr. Annesa Cheek

Join us for an in-depth conversation with Dr. Annesa Cheek, the newly installed 11<sup>th</sup> president of Frederick Community College. During the session, we'll discuss her passion for education and equity, her inspiring leadership journey, and gain insights and knowledge to further ignite our own lives.

**INTERVIEWER: WHITNEY HAHN**, Marketing Advisor, #provokethebetter

LESSONS, TAKEAWAYS & INSPIRATION

TIME: 3:45 PM | CONNECTION WORKSHOP

## From Spark to Strategy: Passion, Leadership & Vision

CAROL DELASKI, Owner, deLaski Coaching Services

PUTTING IT ALL TOGETHER...

MY ACTION PLAN...

MY SPARKS, MY STRATEGY...

FORWARD STEPS...

TIME: 4:00 PM | CLOSING

“Sometimes you have to make the hardest climb to see the most beautiful sunrise.”

— LESLIE KNOPE



NOTES



**“Value your time so you can spend time doing what you value.”**

— MELISSA ST. CLAIR, OWNER, PAPER CHASER BIZ

## MEET YOUR COACHES & PANELISTS



**Chenee Beach**  
Service Coordination, Inc

Co-Chair, Women in Business Committee

**Chenee Beach**, Co-Chair of the Women in Business Committee is a Corporate Administrative Assistant at the Non-Profit, Service Coordination Inc. Previously, she spent 10 years working for Hilton Hotels, most recently as a Director of Sales at the Hampton Inn, Frederick. She holds a Bachelor of Science Degree in Hotel and Tourism Management from The University of Maryland and will be heading back to school next year to complete a Graduate Certificate in Human Resources.

Chenee's passion truly begins with service and giving back to the community, especially when it comes to celebrating the accomplishments of the amazing women right here in Frederick County! She is involved in many other organizations, including the Outreach Committee for Federated Charities, volunteering for various events around town and has recently become a proud member of the Key City Rotary Club. This is her third year on the planning committee for S.H.E. Week and second time as a Co-Chair.



**Dr. Annessa Cheek,**  
**President**  
**Frederick**  
**Community College**

Passion, Leadership & Vision: A Conversation With Dr. Annessa Cheek

**Dr. Annesa** Payne Cheek is a new member of our Frederick community — she began her role as President of Frederick Community College on July 1<sup>st</sup>.

Dr. Cheek came to FCC from St. Cloud Technical & Community College in Minnesota, where she had served as president since 2018.

Prior to that presidency, Dr. Cheek spent 12 years at Sinclair Community College in Ohio, an institution serving over 30,000 individuals across five locations. While there, she was the Vice President of the School and Community Partnerships Division for three years. Her other past positions at Sinclair Community College include Vice President for Student Financial Services and Senior Advisor to the President, Chief of Staff in the Office of the President, and Senior Director of Advancement. She has also served as the Executive Vice President for the Ohio Association of Community Colleges.

Dr. Cheek is a native of Dayton, Ohio. She earned a Bachelor of Arts degree in Business Management at Tennessee State University, a Master of Business Administration at the University of Dayton, and a Doctor of Education at the University of Texas at Austin in the Community College Leadership Program. In 2016, Dr. Cheek was chosen by the Aspen Institute for its Presidential Fellowship, a national leadership program for community college presidents.

Dr. Cheek is active in community service and was a member of numerous boards in Minnesota, including the Central Minnesota Community Foundation, the St. Cloud Hospital, and Partners for Student Success. She is also a member of the American Association of Community Colleges Commission on Diversity, Inclusion, and Equity. Dr. Cheek is looking forward to learning more about the many wonderful organizations in Frederick and finding ways to get involved. She said she has received an incredibly warm welcome from everyone in Frederick, and is thrilled to be a new member of this community.



**Carol deLaski,  
Executive Coach**

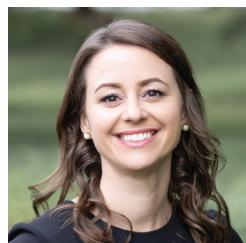
**deLaski Coaching Services**

From Spark to Strategy

**Carol** is an Executive Coach, credentialed through the International Coaching Federation (ICF), who coaches in the public and private sectors. She is a gifted speaker and facilitator experienced in delivering interactive team building programs.

She is certified in Gallup's CliftonStrengths tool and has significant expertise in developing both individual and team talent. Carol has provided her custom strengths-based leadership programs to businesses in the health and financial fields, non-profits, churches, and government agencies. Within the Federal Government she has worked with mid and senior level managers at CBP, DOJ, FAA, FBI, NASA, SOCOM, and NSA.

Carol received her coach training in 2008 from iPEC (The Institute for Professional Excellence in Coaching). She is past Founder of the Wholistic Coaching Coalition where she collaborated with colleagues to create and host a variety of original women's retreats and programs supporting holistic adult development for more than 11 years. She is the author of a unique coaching book, *Lost and Found: Discovering Strength in Love and Faith*. Through storytelling and reflection questions she expertly guides readers as they discover and develop their inner strength and resilience. She is passionate about facilitating personal and professional growth.



**Jessica El-Zeftawy,  
Development Officer**

**Frederick County  
Public Libraries**

If It's Not a Hell Yes, It's a No!  
Strategically Prioritizing  
Your Life and Career  
Decisions

**After dropping** out of law school and trying on a dozen careers, Jess eventually became a professional fundraiser and nonprofit do-gooder. What was the greatest disappointment in her life, lead her to a career that she loves and she thanks her lucky stars she sucked at being a lawyer. Jess works at Frederick County Public Libraries which has been a literal dream come true. Her hobbies include reading and social entrepreneurship. She has served as a leader for the Association of Fundraising Professionals, League of Women Voters, Rotary Club of Carroll Creek, and Women's Giving Circle of Frederick County. She teaches a nonprofit leadership class at Hood College, where she gets to be inspired by the next generation of do-gooders. When she's not at the library, in the board room, or in the classroom, she's most likely hanging out her husband, her kids, and their ridiculously good-looking English Bulldog.



**Jennifer Gerlock,  
Vice President  
of Marketing and  
Communication**

**Frederick County  
Chamber of Commerce**

Staff liaison for Women  
in Business Committee

**Jennifer Gerlock** is the Vice President of Marketing and Communications with the Frederick County Chamber of Commerce and Executive Director of Leadership Frederick County. As part of her role at the Chamber, she is the liaison to the Women in Business Committee and has been championing S.H.E. Week since its inception in 2019.

Jennifer has worked in marketing and communications for over two decades, specializing in strategy, content creation, digital media and event planning. She sits on the board of the Downtown Frederick Partnership, is a member of the Hood College Board of Associates and is a founding member of the Key City Rotary Club. A self-proclaimed word nerd, her passion includes blogging at PursuitOfItAll.com, reading as many books as her spare time will allow and obsessing over TikTok trends.



**Tiana Haile,**  
**Community Engagement**  
**Coordinator**  
**FCPS**

If It's Not a Hell Yes, It's a  
No! Strategically Prioritizing  
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Decisions

**Tiana Haile** is a creative, charismatic, results-oriented leader with strong connections in the Frederick community. As the Community Engagement Coordinator for Frederick County Public Schools, she strives to make an impact in Frederick County by nurturing partnerships, strengthening community connections, and advancing diversity, equity, and inclusion priorities through various public speaking and engagement initiatives. Tiana currently serves on the African American Resources Cultural and Heritage Society (AARCH) Board of Directors and is a member of the Frederick County Alumnae Chapter, Delta Sigma Theta Sorority, Inc. In addition to completing coursework in Marketing and African American Studies, Tiana holds a B.A. in Economics from the University of Wisconsin-Milwaukee. She is also a graduate of the illustrious LFC Class of 2015. When she's not busy working in the community you can find her dancing, playing pickleball, or trying to make people laugh.



**Whitney Hahn,**  
**Marketing Advisor**  
**#provoketbetter**

Passion, Leadership  
& Vision: A Conversation  
With Dr. Annesa Cheek

**Whitney Hahn** loves asking insightful questions that solve big problems. She is a strategic communications expert at Provoketbetter.com, where she helps companies solve marketing challenges today while building capacity for tomorrow.

After spending over twenty years interviewing guests in radio, television, podcasts, and video production, Whitney feels right at home as an emcee and facilitator. She's frequently found at the microphone for events including the Frederick Speaker Series, the Catoctin Affair and techfrederick Games.

Whitney serves on the Chamber's Leadership Frederick County Council, is an advisor for FITCI startup companies, and has a Master of Science degree in Business Management and Leadership.



**Stacey Krantz, Owner**  
**InBloom Jewelry**

If It's Not a Hell Yes, It's a  
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**An award-winning** designer and goldsmith, Stacey Krantz has cultivated a distinct, modern design language framed within her unique business model that is both deeply personal and universally appealing. What started as an instinct to create and inspire while in graduate school led to a full-time business.

Stacey launched InBloom Jewelry in 1997 offering her unique hand-built original jewelry designs. As a fourth-generation, Fredericktonian, no other city but Frederick could have been the birthplace of InBloom. Guided by her design skills, technical knowledge, and business-minded intuition, Stacey has spent twenty-five years slowly shaping InBloom's structure, keeping her clients and community at the center.



**Cameron Nutting  
Williams, Chief Revenue  
Officer**  
**Ogden Newspapers**

If It's Not a Hell Yes, It's a No! Strategically Prioritizing Your Life and Career Decisions

**Cameron** is the Chief Revenue Officer and 5<sup>th</sup> generation owner of her family's business, Ogden Newspapers, founded in 1890. Since 2013, Cameron has spearheaded an aggressive acquisition strategy for a legacy business in a challenged industry for the now over 60 daily newspapers who serve their communities across the country. Balancing the needs of the business, their communities, and the over 2,000 employees that make continuing to report on and deliver high quality local journalism possible, has been challenging on the best days.

In an industry that has been shrunk by half, Cameron has found meaningful fellowship in her team and industry partners, where she has focused on giving back as much as possible. Cameron served on the executive boards for the Inland Press Association and Foundation, and was a key leader in initiating the merger of the two major local media Associations to form America's Newspapers, where she is the incoming board president. Through her family foundation, they also support a wide range of educational institutions, including endowed scholarships for budding journalists and local programs.

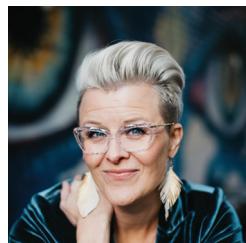
On the personal side of the ledger, Cameron has two young children, 3 and 6 months, both of whom have lived nearly entirely during the Covid era. She has lots of hopes for them, but mostly that they never quit even when things were immensely challenging and that they chose to lead with kindness whenever they have the opportunity.



**Amber Smith, Owner  
& Publisher**  
**Frederick Magazine**

Co-Chair, Women in Business Committee

**Amber Smith** is the Owner & Publisher of Frederick Lifestyle Magazine and a recent graduate of Leadership Frederick County. She has a deep passion for connecting the fast-growing Frederick community, inspiring action and volunteerism, and helping local businesses thrive. Between a BA, nearly 12 years in Sales & Marketing roles, and excellent mentors, she felt empowered to release that entrepreneurial spirit in January 2020 and take on the riveting experience of running a business. She has not looked back since and is fired up by the opportunities and deepening relationships that make the hard work of business ownership completely worthwhile. In the words of Jennifer Lee, Amber encourages everyone around her to "be fearless in the pursuit of what sets your soul on fire!" With a strong sense of community and purpose, the entire Frederick Lifestyle team is committed to bringing Fredericktonians an inspiring, engaging and uplifting magazine every month!



**Melanie Spring, Chief  
Visionary**  
**Confidancia**

Get Lit! 4 Steps To Discovering Your Brilliance

**Melanie Spring** is a dynamic international keynote speaker, sought-after speaker trainer, and creative visionary who has over 20 years of experience helping others build their personal and professional brands, giving them the tools to show up and show off. An adventurer who travels the world, Melanie has spoken in Australia, Scotland, Sweden, and Norway (just to name a few)! She's worked with brands such as Five Guys Burger and Fries, The National Apartment Association, and Carhartt, as well as thriving individual entrepreneurs. Over the years, Melanie has helped tens of thousands of humans find their voice. By supporting humans who understand they are made for more, Melanie helps people take the epic leaps they know they need to take to live out their dreams. Melanie is known as the approachable badass who has the experience to walk her talk. When Melanie's not leading as the Chief Visionary of Confidancia, she & her marketing strategist husband can be found chasing sunrises, visiting friends, and checking out new cities with their fluffy dog, Griffin. Learn more about Melanie at [www.melaniespring.com](http://www.melaniespring.com) and the company she leads at <https://confidancia.com/>

**“ My mission in life is not merely  
to survive but to **thrive** and to do so with  
some **passion**, some **compassion**,  
some **humor**, and some **style.** ”**

—MAYA ANGELOU

## A SPECIAL THANKS TO...



**Bella Balloons Co.** is a female owned and operated balloon design company located in Frederick, Maryland. Owner Lissette Colon finds love in creating balloon designs because of the immeasurable ways they can be used. From contemporary designs, to formal events, birthday parties and everything in between.



**Chappelle Candle Co.** is a Black, woman-owned business with a storefront in Downtown Frederick. Amira Chappelle Brooks made her first candle when she was 10. She took a leap of faith sixteen years later in 2021 and started Chappelle Candle Company. Every candle at Chappelle Candle Company is hand poured, so each candle is uniquely made with careful care and diligence.

PHOTO CREDIT: Sarah Rachael Studios for Sass Magazine

# PAYING IT *forward*

## DONATION DRIVE TO BENEFIT SHIP OF FREDERICK COUNTY

One very important aspect of S.H.E. Week has always been the opportunity to give back to the community. We do this by providing scholarships to those who may not otherwise be able to participate in S.H.E. Week as well as by working with local non-profit organizations in need.

This year we invite attendees to help make a difference in someone else's life. We've teamed up with SHIP (Student Homelessness Initiative Partnership) of Frederick County to provide their students with ethnic hair care products.

We know that helping young people before they reach the age of 24 is key to breaking the cycle of homelessness and poverty. Young people who don't graduate from high school are 3.5 times more likely to become homeless as adults. For this population of students, access to ethnic hair and body care products is key to attending and finishing school. At last count in 2019, there were 17,122 students experiencing homelessness in Maryland public schools. As of 2022, 973 of those students were attending school in Frederick County and nearly 200 of them were unaccompanied, meaning no parent was present in their lives. As SHIP is working with this vulnerable population, their goal is to reduce the barriers to accessing ethnic hair and body care products.

All products will be provided to students that are participating in SHIP's programs. Donation boxes are available at each event throughout the week to collect donations. Cash and check donations will also be accepted.



### DONATIONS SUGGESTIONS

#### BRUSHES AND COMBS

- Boar Bristle brush
- Detangling Brush
- Hair Pic
- Wide Tooth Comb
- Parting comb
- Sponge Brush

#### LOTION

- Coco butter lotion
- Vaseline

#### PROTECTIVE STYLING ITEMS

- Silk(y) Pillowcases
- Sleeping Bonnets
- Wave caps
- Fabric headbands
- Hair Cuffs
- Hair Clippers

#### SHAMPOO

- Cantu Products
- Selsun Blue
- Shampoo with tea tree oil
- African Black Soap

#### STYLING PRODUCTS

- African Pride Olive Miracle products
- Pink Oil Moisturizer
- Jojoba Oil
- Hair Cholesterol
- Cantu Shea Butter Conditioning Cream
- Cantu Gel
- Cantu Refresh Spray
- Ampro Gel
- Blue Magic
- Edge Gel/wax

“  
There is no limit to what we, as women, can accomplish.”

—MICHELLE OBAMA



# PITCH

WEDNESDAY AUGUST 24 • HODSON AUDITORIUM AT HOOD COLLEGE

S.H.E. Pitch is a pitch competition for female entrepreneurs designed to give businesses both in the “idea stage” and “growth stage” cash prizes, publicity and networking opportunities. These finalists have gone through a rigorous amount of time to nail down their perfect pitch.

The following seven finalists will be competing and pitching their businesses to a panel of judges and a live audience on Wednesday, August 24 at Hood College’s Hodson Theater. You don’t want to miss out on seeing this competition! You even get the chance to cast a vote for the People’s Choice Award.

Your S.H.E. Week ticket covers your admission for this event.

#### S.H.E. PITCH COMPETITION EMCEE

**Helen Propheter**  
Director of Corporate and Government Affairs

**Helen Propheter** currently serves as Hood College’s Director of Corporate and Government Relations. In her role, she builds mission-oriented, revenue-generating initiatives in partnership with external organizations including government, industry, colleges and universities and non-profit sectors that broaden and deepen resources for engagement with Hood College.

Prior to joining Hood, Helen served Frederick County Government for 30 years. In her most recent role as the Executive Director of Frederick County Office of Economic Development, her team created numerous new initiatives for business attraction and retention in Frederick County. Including developing Homegrown Frederick and the ROOT building and adding over 3,000 jobs to the region through partnerships with major corporations.

Helen has been involved with the S.H.E Pitch program since its inception serving as committee volunteer, program advocate, judge and emcee.



# GROWTH STAGE COMPETITORS



## Dream Free Art LLC

Founded by Tina Harper, Dream Free Art LLC provides a judgment-free, welcoming and inviting art environment. Brimming with DIY crafts and trendy artistic experiences for all creative capabilities. From those who believe they don't have the ability to be creative to experienced makers and artists, creativity stARTs at Dream Free Art!



## JoNa's Exterior Design

Founded in 2018 by Kelly Kuzma, JoNa's Exterior Designs offers all-weather, luxury poly outdoor furniture to residential and commercial customers in and around the state of Maryland. JoNa's provides a seamless purchasing experience including design services, order placement, regular communication, inspection, assembly and White Glove Delivery. As a work from home mom, Kelly dedicates time to her family and to her small business. JoNa's is named in loving memory of the Kuzma's identical twin daughters, Josephine & Nadia, who passed away shortly after birth in 2011.



## Maryland Bakes! LLC

Maryland Bakes is Frederick's first dedicated, shared commercial kitchen / incubator. Founded in 2016 by Terri Rowe, Maryland Bakes offers commissary use for food trucks and small scale manufacturing. Maryland Bakes was inspired by Terri's need to find a commercial kitchen to produce her "Aunt B'Angel Cookies." Additionally, Maryland Bakes provides assistance for home bakers and startup small businesses to navigate the process to become licensed by the Frederick County Health Department and the State of Maryland.



## SL Studio

SL Studio, a community space for work and wellness, was founded in 2020 by Hannah King, her husband Jimmy and their pup Rose. Hannah's personal training company, SL, is what sparked the idea to create the studio. SL Studio provides 24/7 access to the gym and office resources that encourage a work-life balance. The studio is designed for productive work and personal development. Members can come for work, a workout and explore what health means to them.

# IDEA STAGE COMPETITORS



## Seek Care Solutions

Amy McGreevy, is an Acute Care Oncology Nurse Practitioner and is the founder and CEO of Seek Care Solutions: a navigational patient support company providing individualized care for people with complex health problems in the Frederick county region. During a career spanning over three decades, Amy has established a well respected reputation for being thoughtful, compassionate and an excellent communicator. She has collaborated with multiple disciplines in the health care team during her lengthy tenure as a Nurse Practitioner. The overall goal of Seek Care Solutions is to provide individualized attention to address chronic health care issues that challenge the average person.



## SHIFT Work + Play

Founded by Megan Donovan, SHIFT Work + Play will be Frederick's first family-friendly coworking community. With a supervised playroom, comfortable lactation space, family-oriented amenities and a variety of workspace options, SHIFT will provide a space for small business owners and professionals with children to work and network while their kids play. The idea for SHIFT Work + Play sparked for Megan when she was thinking about many friends and colleagues managing back to back video conferences and children at the same time. SHIFT is designed to make "balancing it all" that much easier.



## SpellRead Works

In 2020, Elizabeth Maeshiro and Meghan Antonopoulos opened SpellRead Works with the intention of spilling the beans about the best kept secret in reading intervention: SpellRead™ Phonological Auditory Training. SpellRead Works delivers gold standard reading therapy to students in Frederick County and virtual learners across the nation. Utilizing a scientifically-proven, multi-sensory, phonics-based program, SpellRead Works helps students of all ages increase reading, comprehension, and spelling skills. Experienced and encouraging teachers lead one-on-one reading classes and screen for common overlapping deficiencies in speech, attention, fine-motor skills, and handwriting to ensure maximum student development. Elizabeth and Meghan have 25 years of combined teaching experience and over two decades of experience advocating for their own children's educational needs.





**S.H.E. Pitch** is made possible through a partnership with the Maryland Women's Business Center, Frederick County Office of Economic Development, City of Frederick Department of Economic Development, the Frederick County Chamber of Commerce and Octavo Designs.



*Thank you!*



If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader.” — DOLLY PARTON

# Closing Celebration & SHERO Awards



FRIDAY AUGUST 26 • CATOCTIN HALL AT MUSKET RIDGE

There's nothing better than ending S.H.E. Week with a giant celebration! Take this time to connect with all of the inspiring individuals you've met, engage in some fun activities and process all of the great information and happenings of the week. This event will cap off another outstanding year and recognize six deserving SHERO Award recipients. Food and refreshments will be provided. Be sure to try Musket Ridge's S.H.E. Week signature cocktail!

**Your S.H.E. Week ticket covers your admission for this event.**

#### CLOSING CELEBRATION & SHERO AWARDS EMCEE

**Rachael Pashkevich Koontz, Esq.  
Senior Corporate Counsel, Cybersecurity Compliance**

Rachael Pashkevich Koontz is an experienced attorney, project manager and cybersecurity professional. Her experience ranges from Fortune 500 companies to start-ups, and she currently serves as Senior Corporate Counsel of Cybersecurity Compliance at T-Mobile. Rachael is a former Co-Chair of the Women in Business Committee at the Frederick County Chamber of Commerce, and was a founding partner in S.H.E. Week. She is also a Board Member for Woman to Woman Mentoring, Inc. and Girls on the Run of Mid and Western Maryland. She lives in Frederick with her husband, daughter and corgi.





## Jill Krisnitsky

### ■ SHERO STRENGTH AWARD

Jill Krisnitsky defines what it means to be a SHERO encompassed with strength. Jill is the Executive Director of On Our Own Frederick, a center that provides peer-led recovery

and wellness services to adults in Frederick County who are seeking to recover from significant life challenges, mental health issues or substance use disorder.

Jill had a long battle with addiction for over eight years. She was in and out of jail and treatment centers but knew there was a better life out there for her. After a six-month long treatment, she joined the Board of Directors for On Our Own Frederick. It was there that she found her purpose in helping others and putting out as much good in the world as possible. After two years as a Board Member, she proved

to herself and others that she could not only serve but also strengthen the day-to-day operations of the center to benefit those in any type of recovery.

After being named the Executive Director she worked to grow the center to be able to provide services, support and resources to anyone with a mental illness or substance use disorder who walks through the doors needing assistance.

Jill created a program called "Navigating Life and Recovery" which helps members with housing, finding employment, continued education, spirituality, mending relationships and building a network of peers. Thanks to her determination, she was able to get over 10 members of the community to treatment in the past five months. Family members have expressed their gratitude for Jill as they now have their family member on the road to recovery. Jill's strength is unmatched and shows us that a strong woman can do anything she sets her mind to.



## Julia Ferguson

### ♥ SHERO HEART AWARD

As co-owner of Cowork Frederick, Julia Ferguson has been called the "heart" of the coworking community. Cowork Frederick provides work space for freelancers, teleworkers

and entrepreneurs and creates ways for them to come together to work, share ideas, and support each other. Like any office, Cowork Frederick provides the essentials needed to work: desks, chairs, power, internet, printers, etc. But with Julia at the helm, Cowork Frederick is much more than a place with office equipment. It's a purposeful, community-minded, open and authentic coworking space.

Julia makes specific and special connections with each of the members and collaborates with all of them to make certain that all of their wants and needs are specifically met. The Community Cultivators,

led by Julia, meet each month and brainstorm ways to ignite their community. For example, members recently gathered as a team to help with the Monocacy River Clean Up.

Julia truly loves the Frederick community and regularly offers local artists rooms at Cowork Frederick to display their work throughout the year. Recently, after purchasing a new space in Downtown Frederick, Julia encouraged and invited the members to pick paint colors, purpose and help with the renovation. Ever the cheerleader, she also loves celebrating members' personal and professional successes every day, going so far as to even host birthday celebrations for each one.

Julia's heart is an excellent example of what it means to be a SHERO. Her emphasis on people, the community and giving back shows how much of a difference and ripple effect one person can have.



## Marlene Young

### ♥ SHERO HEART AWARD

If you look up the word “heart” in the dictionary, there is likely going to be a photo of Marlene Young next to it. Marlene, the President of the Delaplaine Foundation, Inc., extends

her time, talent and treasures to the Frederick community and beyond. The Delaplaine Foundation’s mission is to enrich the communities and families within Maryland, nearby states and the District of Columbia by supporting programs to strengthen the arts and sciences, educational advancement, health, human services, historical preservation and spiritual enlightenment. Under her leadership, the Foundation generously supports countless nonprofits throughout the year.

Marlene also serves as Vice President of Great Southern Enterprises, a management services company. She is a Trustee for the Hood College Board of Trustees and serve as Chair of the Institutional Advancement Committee for Hood College and as a co-chair of the College’s Forging the Future Campaign. She is a charter member of the Women’s Giving Circle of Frederick County and a supporter of Women To Women Mentoring. With her husband she

has established scholarship funds at The Community Foundation of Frederick County for students majoring in business, education, or music, has set up two scholarships at Hood College and annually personally underwrite a Frederick County student as a Carson Scholars scholarship winner. Marlene and her husband established the first Frederick County Dr. Ben Carson Reading Room at Wolfsville Elementary School where students may do extra reading time as a reward and also may choose to read during recess and lunch period.

Marlene has an ongoing desire to pay it forward for others to help make a positive difference in the Frederick community. Beyond her professional role, and while initially a music major before shifting to business, she had a passion in music and recorded seven albums of holiday and inspirational music. Through this cause, she donated 100% of the proceeds to benefit local nonprofit organizations. Marlene has been named in the Maryland Top 100 Women in 2015 and 2020 and in 2022 was inducted into the Maryland Top 100 Women Circle of Excellence. Marlene’s heart has always been about her community and she is the perfect representation of a SHERO.



## Jessica Aiello

### ▬ SHERO EQUALITY AWARD

Jessica Aiello is a female entrepreneur and Founder / CEO of iYellow Group. iYellow Group’s companies are committed to advancing equitable access to the

communities they serve including the Blind, Deaf and DeafBlind. In 2020, Jessica brought together iYellow Access, iYellow Interpreting and iYellow Captions under one holding company to bridge the gaps to create a fulfilling and engaged community.

As a CODA (Child of Deaf Adults), Jessica has experienced what life is like as a hearing and Deaf individual. She is breaking barriers to advance equitable access in communication. Her vision for iYellow Group is to celebrate differences and create teams that can help achieve equitable access to communication. The Blind, Deaf and DeafBlind communities have thrived under Jessica’s support and her continuous advocacy for the communities makes her an excellent example of a SHERO.



## Natasha Bowens-Blair

### ■ SHERO EQUALITY AWARD

Natasha Bowens Blair is an at home mom and homeschooler / unschooler of her (soon to be) three daughters. Natasha is a founding member of SOUL Street, a local collective of

Black business owners and community members in Frederick who have come together to empower the Black business community. Through SOUL Street, Natasha was instrumental in creating the first ever Black-owned farmers market in Frederick. She manages the vendor side of all of SOUL Street's markets and helps vendors through the application process, the permitting processes, preparing for markets and more. As some vendors have never been through this process before, Natasha is key to their success.

Natasha is a fierce advocate for minorities in agriculture. She is dedicated to honoring, preserving

and amplifying the stories of Black, Native, Asian and Latino farmers and food activists. Most notably, she traveled the country advocating for Black and Brown farmers with her book, *The Color of Food: Stories of Race, Resilience and Farming*. The book is now featured in the Smithsonian National Museum of African American History and Culture. On her blog, *Brown. Girl.Farming*, she writes about issues related to racial inequality, food sovereignty and resilience.

Natasha is thoroughly involved in the Frederick community and devotes her time to SOUL Street, the Black Lives Mural Frederick, the Housing Authority of the City of Frederick and the Chesapeake Herbshed. Bettering her community and making sure that everyone has equitable access proves how much of a SHERO Natasha is!

Show us  
YOUR SHERO

**We all have SHEROs in our lives.** From colleagues, mentors and friends to frontline workers, relatives, business partners and more, SHEROs inspire us each and every day. We want you to show us your SHERO at the culminating celebration event at the end of the week!

**Materials will be available for you to write the name of your SHERO, why they inspire you and then display it at the celebration.**



## Scott Lasher

### ■ SHERO EQUALITY AWARD

Scott Lasher is the owner of Orangetheory Fitness (OTF), a coach-led, studio-based fitness center. When Scott moved to Frederick five years ago, he not only wanted to

start a business, but he also wanted to be a part of the community. Whether it is converting the number of calories burned in the month of November into pounds of food for a donation at Thanksgiving to the Glade Valley Food Bank or donating to causes special to the coaches' hearts when they reach a milestone in their coaching career or sponsoring a foursome for the Frederick Health golf tournament, Scott is all in for Frederick.

The classes at OTF are designed in a way where the coach tells you what to do, whether on the treadmill, the rower or the free weights on the floor. The music is loud, the coach is speaking over a microphone giving prompts every minute or so. You would think that a person who was hearing-impaired would not be able to participate in a class. Knowing that Frederick is home to a large deaf population, Scott made sure that anyone who wanted to take a class would be able to. He provided American Sign Language training for

the coaches. They use a copy of the class template, in addition to ASL, to go over the workout with anyone hearing impaired before class. The coach uses ASL throughout the class and cool-down to enable the deaf guests to truly feel a part of the class.

Scott also works closely with the Frederick Rescue Mission and its Changed Life Recovery Program. CLRP is a 12-month, live-in program for men with substance-use disorders. Scott opens the studio after hours every Saturday afternoon to these men. This 60-minute class allows the men in the program to interact with the outside world in a limited capacity while they go through their recovery. In many cases, it is the first time these men have been introduced to healthy living. Scott believes that physical healing is as important as mental healing, and he is providing additional support that is life changing. When most of these men join the program and begin working out at OTF, they've had no physical activity. At the end of their program, they are running in the Frederick Rescue Mission 10-miler.

Scott's dedication to creating an equitable and inclusive community at Orangetheory proves his stellar nomination for the SHERO Equality award.



### A SPECIAL THANKS TO...

**Crystal Rivera a.k.a. DJ Muse** was born in Norwalk, Connecticut and grew up moving across the eastern seaboard. At 33 years old SHE is coming into her own as a DJ and has already made a name for herself in The DC music scene. As a recent addition to Benefactor Events, SHE has learned what it means to "party with purpose" and gives that purpose to others around her. SHE chose the name "DJ Muse" to call attention to the inspiration SHE hopes to give at every event. As a woman in the space, her playlist always includes songs that uplift and empower women to be everything they've ever wanted to be in the face of any who would say they couldn't. HER motto is: "Be thoughtful, be yourself, and be inspired".



**Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement.”**

— GOLDA MEIR

## 2022 S.H.E. WEEK SOCIAL MEDIA CONTEST



GET Ignited. GET Social. WIN Prizes.

**TAG IT. SHARE IT.**

Tag **@fredcochamber** on Instagram

Feeling fired up? Share your enthusiasm and win! Take a pic, share on your socials and you'll automatically be entered to win some incredible prizes!

To be eligible, use **#SheWeekFrederick** in your caption. You can enter via Facebook, Instagram, Twitter or LinkedIn. The Chamber will be resharing some entries on our Instagram stories throughout the week!

**Winners will be announced at the final celebration and SHERO Awards on Friday.**

**#SheWeekFrederick**

 @frederickcochamber

 facebook.com/fredcochamber

 @frederickcochamber

 linkedin.com/company/frederick-county-chamber-of-commerce



### CHAMBER STAFF

**Jennifer Gerlock**

Vice President of Marketing & Communications

**Shelby Maly**

Marketing & Communications Specialist

### S.H.E. PITCH SUB-COMMITTEE

A special appreciation goes out to the following individuals who worked tirelessly to make sure that both the opportunity and funding were available to make S.H.E. Pitch a reality.

**Jodie Bollinger**

Frederick County Office of Economic Development

**Mary Ford-Naill**

City of Frederick Department of Economic Development

**Sue Hough**

Octavo Designs

**Shana Knight**

Frederick County Office of Economic Development

**Helen Propheter**

Frederick County Office of Economic Development

**Britt Swartzlander**

Frederick County Office of Economic Development

Let your compassion  
fuel your passion.”

— ACHEA REDD, FOUNDER OF REAL GIRLS F.A.R.T.

### WOMEN IN BUSINESS COMMITTEE

The Women in Business committee's mission is to empower and develop women through education, networking, mentoring and partnerships and to promote opportunities for all women throughout Frederick County.

#### COMMITTEE CO-CHAIRS:

**Chenee Beach**

Service Coordination, Inc.

**Amber Smith**

Frederick Lifestyle Magazine

#### COMMITTEE MEMBERS:

**Danielle Adams**

Frederick County Building Industry Association

**Acacia Bowens**

Ak's GraFix & Photo

**Wendolyn Campbell**

COAST Designs

**Carol deLaski**

deLaski Coaching Services

**Kim Dow**

SASS Magazine

**Christine Ferguson**

Leidos

**Emily Harlow**

LifeCycle Studio

**Sandra Hofmeister**

A & S Construction, LLC

**Sue Hough**

Octavo Designs

**Kristin Kaineg**

Capgemini

**Karen Kalantzis**

Maryland Women Business Center

**Ashleigh Kiggans**

MacRo Ltd.

**Danielle Rizzo**

Danielle Marie Business Solutions

**LaSasha "Sha" Taylor**

Shaestheticsss

**Timika Thrasher**

Boys & Girls Club of Frederick County

**Laurie Ward**

Hood College



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Frederick Campus

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#### SUPPORT-HER SPONSORS

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Menocal Family Practice • NYMEO Federal Credit Union

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#### DESIGN SPONSORS



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Leidos Biomedical Research, Inc.



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### GOLD LEVEL



### SILVER LEVEL

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Frederick County Public Libraries  
HR Answerbox  
M&T Bank  
Morgan-Keller, Inc.  
PNC Bank  
Rodgers Consulting  
St. Johns Properties, Inc.  
Woodsboro Bank

### BRASS LEVEL

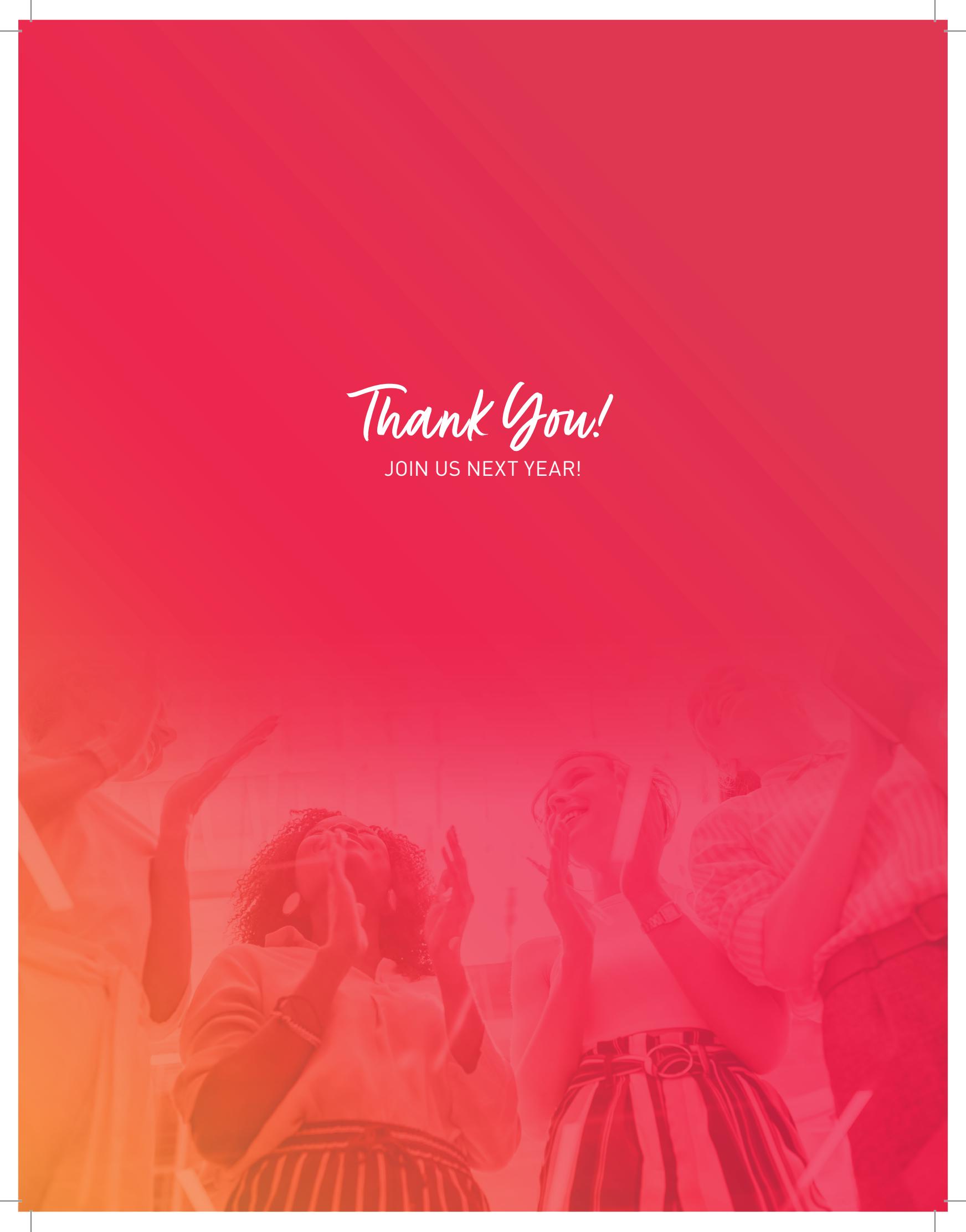
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Blue Ridge Risk Partners  
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Frederick County Building Industry Association  
Jim Bass Group of Real Estate Teams, LLC.  
Support Unlimited, Inc.  
The Law Offices of Jeanne F. Singer

### NICKEL LEVEL

Orases Custom Software

A vibrant, low-angle photograph of a crowd at a concert. In the foreground, a woman with curly hair is laughing heartily, her hands clasped together. Behind her, another person is shouting into a microphone. The scene is filled with bright stage lights and the silhouettes of many other people in the audience.

*Thank You!*

JOIN US NEXT YEAR!