



AUG 24-28, 2020

# PROGRAM WORKBOOK





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**It's your reaction to adversity,  
not adversity itself that determines  
how your life's story will develop."**

– **DIETER F. UCHTDORF • ELDER**  
Church of Jesus Christ of Latter Day Saints  
and world renowned commercial aviator

*None of us,* not even the most prescient, had any idea what our 2020 year was going to look like when we all celebrated the first Frederick County Chamber of Commerce S.H.E. Week in August of 2019. Anyone with a heartbeat was energized, inspired and motivated after a powerful week of celebrating women. It was impossible to walk away and not feel that what we'd all shared was going to fuel our own spiritual, personal and professional growth in the coming year.

Well, that was until a “novel” virus began to spread across the globe.

As we stand on the threshold of a week of celebration, learning and enrichment, maybe it's time to take a deep breath and look back over the last 120 days. Look past the masks, the six-foot distancing, the shelter-in-place and the fear, uncertainty and doubt. Look at the adaptation, the creativity, the resilience and the sheer determination it took us all, not just to survive, but to explode past the previous limitations and to achieve new heights, to learn new skills and to be better and stronger than we've ever had to be.

I can't help but be amazed, in awe of my friends and neighbors, especially those in the private, public and nonprofit sectors who didn't let this virus hold back our will to persevere. We'll emerge from this pandemic, better-focused and intent on restoring our economy and our futures, together.

You are all SHEroes, and just because your cape isn't a part of your daily wardrobe, that doesn't mean it isn't there. Welcome to S.H.E. Week 2020!

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



# Welcome!

*It is with great pleasure* that I welcome you to the Frederick County Chamber of Commerce's S.H.E. Week — celebrating the strength, heart and equality of women across the region.

Frederick County's history has been shaped by extraordinary women leaders and this year's event focuses on topics that will certainly inspire, engage and inform the community.

2020 is not only Maryland's "Year of the Woman," it is also the 100-year anniversary of the 19th Amendment which granted women the right to vote. Much like the suffragettes before them, the women in Frederick County have been standing strong in the face of adversity showing their resiliency and courage through incredibly challenging times.

I encourage you to take the lessons learned in S.H.E. Week and apply them moving forward. Together we can empower each other to work together to create a more equitable and meaningful future.

**Yumi Hogan**

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Maryland's First Lady, Yumi Hogan, is the first Korean-American First Lady in the United States. Mrs. Hogan is a first-generation Korean-American, an accomplished artist and an adjunct professor at Maryland Institute College of Art.

# MEET YOUR COACHES AND PANELISTS



**DR. ANDREA E.  
CHAPDELAINE, PH.D.**

Hood College

**Life Lessons from  
Unstoppable Women**

**Dr. Andrea Chapdelaine** is a lifelong teacher and scholar who became Hood College's 11th president in July 2015. Under her leadership at Hood, she has guided the College community – faculty, staff, students, alumni and friends – through an inclusive strategic planning process focused on strengthening the College's academic programs, expanding students' experiential learning opportunities, and establishing a culture of data-drive decision making.

President Chapdelaine gives back to both the Frederick and higher education community in many ways including serving as chair of the Board of Directors of the Frederick County Chamber of Commerce as well as serving as member of the Rotary Club of Frederick, the Good Samaritan Club at Frederick Health, Heritage Frederick and Friends of Baker Park.

In 2019, she was named to Frederick's Top 50 CEO List by the Frederick County Office of Economic Development and as one of The Daily Record's 2019 Top 100 Women in Maryland.



**PIPER CRAWFORD**

JKW Beauty

**Women of Color:  
Stories of Resilience**

**Piper Crawford** is a social science examiner, sacred medicine practitioner, beauty maven, mama warrior to four extraordinary human beings and wife of 27 years. Modeling at an early age piqued her interest in what all the beauty industry had to offer and launched her future career.

Piper freelanced and worked behind-the-counter for several major cosmetic lines along with working on fashion shows, photoshoots, major motion pictures and television mini-series. She is a licensed cosmetologist currently working out of Studio 509 and JKW Beauty Boutique, both located in Downtown Frederick, MD. Piper also holds numerous certificates and certifications in holistic and spiritual wellness which allows her to bridge her talents of hair/makeup artistry and intentional living.



**JULIE GAVER**

Julie Gaver Discovery

**(S)heroes and Stories**

**Julie Gaver** has been professionally speaking nationwide for the past 30 years. A master storyteller, she uses a unique blend of experience and theatrics to bring her presentations to life. Her training organization, Julie Gaver Discovery will soon celebrate 24 years of helping organizations grow better leaders as well as improve employee engagement and workplace culture.

Julie is the author of the three-part women’s book series Must Love Shoes which inspires readers to see the meaning, lesson, and humor in life. As a result of her books, Julie created a niche for women which encompasses personal and professional development opportunities, domestic and international retreats, book club discussions, and unique social events designed to bring women together for connection and camaraderie.

She is most proud of her charity “Soles of Love” which collects and distributes new shoes and winter boots to local children in need.



**AMANDA HADDAWAY**

HR Answerbox

**Taking the Leap**

**Amanda Haddaway** is an award-winning human resources consultant and corporate trainer. In her role as the managing director of HR Answerbox, she serves small businesses and start-ups as a talent optimization expert. She has more than 40,000 hours of experience in HR and holds the two highest professional certifications, SPHR and SHRM-SCP, as well as a Master of Jurisprudence degree in labor and employment law from Tulane University Law School, a master’s degree from George Washington University and a bachelor’s degree from James Madison University.

She has been recognized as the Most Influential Woman in HR Training-USA by Acquisition International and the Gamechanger of the Year (US-East Coast) by ACQ Global Awards. She is also the creator of New Manager Bootcamp and the author of two books.



**SUE HOUGH**

Octavo Designs

**Women of Color:  
Stories of Resilience**

**Sue Hough** has more than 25 years of experience in the graphic design industry. Her firm, Octavo Designs, offers a full scope of print, digital and interactive marketing service and has received over 500 design awards and distinctions.

Always eager to give back to the community, Octavo has sponsored many activities and donated services for numerous regional and non-profit organizations – including designing the 2019 and 2020 S.H.E. Week branding and promotional materials. Sue is an active member of the Frederick County Chamber of Commerce’s Women in Business Committee, Rotary Club of Frederick and the American Advertising Federation of Greater Frederick. Sue also serves on the City of Frederick’s Disadvantaged Business Enterprise review panel and the Chamber’s Racial Equity Leadership Council.



**RACHAEL  
PASHKEVICH-KOONTZ**

Thermo Fisher Scientific

**Women’s Equality Day**

**Rachael Pashkevich-Koontz** is an experienced attorney, project manager and cybersecurity professional. In her current role at a Fortune 500 company, she implemented a global cybersecurity compliance program for 70,000+ employees and obtained an ISO 27001 certification for the cybersecurity program. Rachael co-leads 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. Rachael earned her bachelor’s in business administration from Towson University and her Juris Doctorate from the Catholic University of America Columbus School of Law.



**APRIL LEE**

Lee Building Maintenance

**Women of Color:  
Stories of Resilience**

**April Lee** has an extensive career in nonprofit management spanning over 15 years. After she met and married her husband, she transitioned her skills and assumed the role of president at Lee Building Maintenance, their family business. While commercial cleaning and nonprofit work might seem a bit disparate, the principals of people, product and process are certainly not. An industry leader, Lee Building Maintenance strives to create consistent processes that ensure their cleaning standards are superior for each company with whom they partner. Both April and her husband Jason are huge supporters in the Frederick County community and regularly invest their time, talent and treasure to serve others.



**BETTY MAYFIELD**

League of Women Voters  
of Frederick County

**Women’s Equality Day**

**Betty Mayfield** is a past president of the League of Women Voters of Frederick County and has also served as a board member for the League of Women Voters National Capital Area. She spent 38 years at Hood College, where she was professor of mathematics and chair of the department of mathematics. While at Hood, she served as vice president of the Mathematical Association of America and helped to develop a master’s program in mathematics education for area teachers. She has a deep passion for education and the empowerment of women voters.



## CRYSTAL MAGUIRE

WinSupply Frederick, MD Co

Life Lessons from  
Unstoppable Women

**Crystal Maguire** is not only the president of her own company, but also a female Army veteran, mom and entrepreneur. As the owner of Winsupply Frederick, she was the first woman in Winsupply's military veteran to local company owner program. Although she didn't have a previous background in wholesale plumbing, or electrical contracting, she had a strong background in honest, hard work and blazing new trails. She credits her leadership skills to her experiences in the Army and her achievements to her motto of "success is about being the type of woman that finds the courage because she knows that everything after fear is way more important."



## DR. DENISE ROLLINS

Whole Heart Grief &  
Life Resource Center

Life Lessons from  
Unstoppable Women

**Dr. Denise Rollins** has spent a lifetime embracing, overcoming and educating others about the pain of what separates us, the power of facing the conflicts present in this moment and the promise of allowing both to bring us together. Born and raised in Frederick, her resiliency comes from the diversity of her background, experiences and education and has inspired her passion for helping people work and grow through the conflicts that define life, loss, leadership, and legacy. This has become her life's work, which she pursues daily as a "human becoming" and as the executive director of the Whole Heart Grief & Life Resource Center, where she wholeheartedly coaches and consults with individuals and organizations.

Denise's diversity of experiences includes leadership roles in accounting, human resources, training, diversity, mentoring, sales, consulting, death care, and grief care. Her diverse education includes a B.S. in accounting (University of Maryland, College Park), M.A. in thanatology (Hood College, Frederick, MD) and Ph.D. in marriage and family therapy (Eastern University, Philadelphia, PA). Her personal story includes surviving the sudden and tragic deaths of four loved ones, being a widow and single mom, and walking away the perks of Corporate America in order to pursue her purpose. Each of these experiences and achievements has shaped Denise in ways that allow her to see, celebrate and keep pushing for our individual and collective Strength, Heart and Equality as women!



## CAROLE JAAR SEPE

Maryland State Commission  
for Women

Women's Equality Day

**Carole Jaar Sepe** is a 27-year resident of Frederick County, who immigrated to the United States from Haiti in 1976. As a small business owner and a construction consultant since 1987, she has over 30 years of experience in the construction industry and holds a Bachelor of Science and Masters in architecture with a concentration in urban planning from Catholic University.

Carole is currently co-president of the Frederick County League of Women Voters and was appointed by the governor to the Maryland State Commission for Women in 2015 and reappointed in 2019 where she currently serves as 2nd vice-chair. She was appointed to the Frederick County Planning Commission in 2015 and re-appointed in 2020 and is currently chair of the FCPC. She previously served on the Frederick County Board of Zoning Appeals (2010-2013).



**DR. STEPHANIE  
SLOCUM-SCHAFFER**

Shepherd University

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**Women's Equality Day**

**Dr. Stephanie A. Slocum-Schaffer** is associate professor of political science and co-coordinator of the gender and women's studies program at Shepherd University, where she teaches a variety of courses in American politics, women in politics, research methods and public policy.

From 1991 to 1993, Dr. Slocum-Schaffer served as assistant director at the Center for Congressional and Presidential Studies at The American University and as a member of the Gender Bias Task Force in Washington, D.C., where she helped to formulate the research strategy for an examination of the role of gender in the American judicial system. Her current research focus is shared between two major areas of study: the representation of women in the cabinets and legislatures of democracies throughout the world, as well as the different pedagogical techniques, approaches and structures that enhance student learning at the undergraduate level.



**AMBER SMITH**

Frederick Lifestyle Magazine

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**Life Lessons from  
Unstoppable Women**

**Amber Smith** is the owner and publisher of Frederick Lifestyle Magazine. 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 10 years in sales & marketing roles, and excellent mentors, she feels empowered to release that entrepreneurial spirit and take on the riveting experience of running a business. With a strong sense of community and purpose, she is committed to bringing her beloved Fredericktonians an inspiring and engaging magazine every month!

Amber believes that unstoppable women have learned the power of "being comfortable being uncomfortable!" She loves gently pushing women out of their comfort zones so they can bypass their self-limiting beliefs and experience all they were made for.



**PAULINE SOW**

UMD Director of Diversity  
and Inclusion, Student  
Government Association

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**Women's Equality Day**

**Pauline Sow** is a rising senior pursuing a triple degree in economics, GVPT, and dance at the University of Maryland, College Park. She is in the Gemstone honors program, completing a project on biodesalination methods for coastal Sub-Saharan nations facing water scarcity.

Pauline is highly involved in the UMD community. She is the co-author of the Black Book, a resource guide for Black students to help incoming Black freshmen navigate their way through UMD. She also reviews and edits resumes for the Black Engineers Society and serves as the supply chain manager for The Sadie Collective, an organization that seeks to increase representation in economics and related fields for Black women.

Pauline currently serves as the president of the Black Alliance Network, vice-president for the Black Student Union, and the director of Diversity and Inclusion for the Student Government Association.



**DR. C. YVONNE SMITH**

Wake Integrated Behavioral Medicine, P.C.

**Women of Color:  
Stories of Resilience**

**Dr. Yvonne Smith** received her bachelor's degree in sociology and psychology from Indiana University, Bloomington, Indiana; her first master's degree in clinical social work from Indiana University, Indianapolis; her second master's degree in clinical psychology from The Fielding Graduate University, Santa Barbara, California; her first Ph.D. in sociology and urban studies from the University of Wisconsin-Milwaukee; and a second Ph.D. in clinical psychology from The Fielding Graduate University, Santa Barbara, California, September, 2006.

Dr. Smith has over 50 years of experience as a working professional in a variety of positions. She worked as a sociologist with the Indianapolis Redevelopment Commission and received her training as a sex therapist at the original Wishard Hospital in Indianapolis, Indiana. She serviced court cases, Child Protective Services Cases, couples and individuals for sexual abuse, sexual dysfunction, sexual aberrations and sexual additions in the Milwaukee Metropolitan Area. She served in higher education at Marquette University as assistant dean of students, assistant professor in sociology, and the director of The Women's Resource Center; at Milwaukee Area Technical College as sociology and psychology instructor; at Concordia University Wisconsin as associate professor in psychology, director of the Master of Science in clinical psychology and school counseling. In the clinical field, she interned and trained in medical psychology, as a part of the Aurora Health Services, St. Luke's Hospital in Milwaukee, Wisconsin. Dr. Smith was president and CEO of C.Y. Smith & Associates, Inc., a 20-year old Wisconsin corporation specializing in applied psychology, sociology and training in the expansion of entrepreneurial ventures.

In January 2009, she founded Smith Psychological Services, P.C., in Moore County North Carolina, a clinic that specializes in testing, in providing medical diagnoses and treatment of individuals on the Autism Spectrum, rendering therapeutic interventions and training masters and doctoral interns. As an expansion and a vehicle for providing a wider range of services to the public, Dr. Smith founded Wake Integrative Behavioral Medicine, P.C. in June 2012. Located in Pinehurst, NC, WIBM provides homeopathic, alternative options for integrating and maximizing health and wellness.

Dr. Smith carries credentials as a Licensed Psychologist, as a member of the National Registry for Health Care Providers in Psychology, and active provider and researcher in homeopathic medicine.



**SANDY DUBAY SPONAUGLE**

Platinum PR

**Next Steps**

**Sandy Dubay Sponaugle** is the CEO and founder of Platinum PR, a public relations and marketing firm which has invigorated the identities of small businesses, associations, and educational institutions across the United States. She is passionate about helping individuals and businesses get clarity, roadmap, and courage to step out and be seen.

Sandy is an active member of industry organizations such as the Maryland Economic Development Association (MEDA) and the International Economic Development Council (IEDC). Sandy is also an active member and past president of the Shepherdstown Rotary and serves on the board of directors of the Scarborough Society for Shepherd University, Shepherd University Alumni Association, Blue Ridge Community & Technical College Foundation, and the Downtown Frederick Partnership. For more information, visit [PlatinumPR.com](http://PlatinumPR.com)



## JESSICA R. UNDERWOOD

JR Capital Build

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### Life Lessons from Unstoppable Women

**Jessica R. Underwood** is founder and principal of JR Capital Build, a luxury building and real estate development company located in Historic Frederick, Maryland. Jessica's "Unstoppable" philosophy: Accept everything, expect nothing and be relentless! She is committed to encouraging more women to enter the building trades and real estate development as well as creating affordable housing for her community.

Jessica's been named a "40 under 40 Leading Woman" by Maryland's Daily Record and a "Woman to Watch" by Sass Magazine. Her work has also received multiple awards from Frederick County Building Industry Association and has been featured by Martha Stewart, Hewlett Packard, Huffington Post, Fox45, Frederick Magazine, Frederick Lifestyle and more. She sits on the Board of Directors for the Maryland Economic Development Commission and Frederick County YMCA.



## LAURA WALLACE

Worx & Co

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### Power of the Pivot

**Laura Wallace** is the CEO, creative director, and resident fire-starter at Worx & Co. She's a brand and mindset coach for driven women ready to take their powerback and expand their business and the Host(ess) of The Gutsy Podcast.

As an award-winning branding expert for nearly two decades, Laura has worked with hundreds of entrepreneurs and approaches each project with strategic vigor fueled by possibilities. She is a calculated risk-taker and industry notable who brings a nationally recognized creative mind that knows no bounds. She thrives on helping her clients reach new heights — exceeding even their own expectations for success. She is happiest seeing others fulfill their dreams and takes great pride in helping them do so.



## KIM WILSON

Farm Girl Fuel

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### Nourishing Roots for Resiliency

**Kim Wilson** is a Certified Holistic Health Coach (CHC) through The Institute for Integrative Nutrition and the owner of Farm Girl Fuel, LLC. Leading and educating with the wholistic approach of the mind, body, spirit and heart, Kim helps women take back their health through simple nutrition and lifestyle changes. She is passionate about getting to the root cause of what's holding them back in the different areas of life. She is a huge advocate of the "food is medicine" philosophy and applies the same concept when helping her clients.



## **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

S.H.E. Week is a signature event of the Frederick County Chamber of Commerce's Women in Business Committee. S.H.E. Week centers around Women's Equality Day (August 26) and is a week of events celebrating the Strength, Heart and Equality of women in Frederick County!

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.



# SCHEDULE OF EVENTS

|                           |  |   |
|---------------------------|--|---|
| <b>MON</b><br>AUGUST 24   | <b>(S)heroes and Stories:</b><br>Using Your Voice to Change the Narrative and Inspire Others to Action <ul style="list-style-type: none"><li>• <b>7:30am</b><br/>Virtual Coffee Chat</li><li>• <b>8:00am – 9:30am</b><br/>Workshop</li></ul> | <b>f Taking the Leap:</b><br>Steps for Launching Your Own Business <ul style="list-style-type: none"><li>• <b>12:00pm</b><br/>S.H.E. Week Facebook Group</li></ul>  |
| <b>TUES</b><br>AUGUST 25  | <b>Life Lessons from Unstoppable Women</b> <ul style="list-style-type: none"><li>• <b>5:00pm – 7:00pm</b></li></ul>  |   |
| <b>WED</b><br>AUGUST 26   | <b>f Power in the Pivot</b> <ul style="list-style-type: none"><li>• <b>8:00am</b><br/>S.H.E. Week Facebook Group</li></ul>   | <b>Women's Equality Day:</b><br>Reflecting on the 100 <sup>th</sup> Anniversary of Women's Right to Vote and Discussing the Mountains Left to Climb <ul style="list-style-type: none"><li>• <b>4:30pm-5:30pm</b></li></ul>  |
| <b>THURS</b><br>AUGUST 27 | <b>Women of Color:</b><br>Stories of Resilience <ul style="list-style-type: none"><li>• <b>11:00am – 1:00pm</b></li></ul>  |   |
| <b>FRI</b><br>AUGUST 28   | <b>Next Steps:</b><br>Develop a PR Roadmap to Expand Your Reach <ul style="list-style-type: none"><li>• <b>8:30am – 9:30am</b></li></ul>   | <b>f Nourishing Roots for Resiliency</b> <ul style="list-style-type: none"><li>• <b>12:00pm</b><br/>S.H.E. Week Facebook Group</li></ul> <b>VIP Happy Hour Wrap Up</b> <ul style="list-style-type: none"><li>• <b>4:00pm – 5:30pm</b><br/>(VIP Ticket Holders Only)</li></ul> |

# Ways To Get the Most Out of S.H.E. Week



## JOIN THE S.H.E. WEEK FACEBOOK GROUP

The Facebook group is not only the place where you will meet and mingle with like-minded conference attendees, it is also where you'll get all of the event recordings delivered not to mention other bonus interviews and content.



## ACT LIKE THIS IS A REAL CONFERENCE

You committed to this conference when you bought your ticket. Now, really commit and put forth the same excitement, attention and passion you would if you were able to attend in person. When the speakers ask you to do something, do it! If they ask a question, even if you're just talking to the screen, answer it! This is your conference! Put in the effort and you will reap the rewards.



## USE SOCIAL MEDIA

Connect with other like-minded ladies using [#SHEWeekFrederick](#) [#SHEWeekSelfie](#) [@fredcochamber](#). We can't be together in person, yet!, but we can be together and make new connections virtually. **Pro tip:** Share pics of you enjoying S.H.E. Week using the hashtag and you might find yourself featured on our social channels and website!



## BE PREPARED

Snacks. ✓ Water. ✓ Favorite notebook and pen. ✓ Set yourself up for success by having all of your supplies at the ready.



## USE IT OR LOSE IT

Our speakers have given you concrete action items. Don't lose your momentum by not following through on them! Get out your calendar, set your goals, proclaim them in our online community, and set those deadlines. Incorporate what you've learned from the conference and keep your passion alive for days, weeks and months to come.



## STAY FOCUSED

You wouldn't be using your phone in the front row of an in person conference, right? Right! So, put it on silent and only use it when you absolutely need to. Be actively engaged with the speakers by taking notes and jotting down any inspiration that strikes while they're speaking. You'll thank yourself later!

# EVENT NOTES AND TAKEWAYS

# SHE WEEK

Only when diverse perspectives are included, respected, and valued can we start to get a full picture of the world.

– BRENÉ BROWN

MON.  
8.24



# (S)heroes and Stories

USING YOUR VOICE TO CHANGE THE NARRATIVE  
AND INSPIRE OTHERS TO ACTION

Julie Gaver • Julie Gaver Discovery

## THE POWER OF STORYTELLING

We tell **our** stories so others can see **themselves** in them.



Stories have been used to dispossess and to malign. But stories can also be used to empower, and to humanize. Stories can break the dignity of a people. But stories can also repair that broken dignity.” – C. N. Adichie • Author

What COVID has taught us about the power of stories:

Types of stories and when to use them:

Telling a more Impactful Story:

- 1) Know \_\_\_\_\_
- 2) Know \_\_\_\_\_ your story is \_\_\_\_\_
- 3) Be \_\_\_\_\_
- 4) \_\_\_\_\_ the \_\_\_\_\_
- 5) \_\_\_\_\_ your \_\_\_\_\_
- 6) \_\_\_\_\_ the \_\_\_\_\_

- What did we learn?
- Who should we thank?
- Why are we here?

- 7) Bring it home: \_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_



Stories are a communal currency of humanity.” – Tahir Shah



The journey of a woman begins in a place chosen for her. Somewhere in her passage, she awakens to find the strength of her own will and the fortitude of her dreams. That is when the journey becomes her own. And so she walks, runs, and dances, sometimes unsure and sometimes certain. All this in hopes that her journey will end in a place of her choosing, surrounded by the things that matter most.

– AUTHOR UNKNOWN

MON.  
8.24



# Taking the Leap:

STEPS FOR LAUNCHING YOUR OWN BUSINESS

Amanda Haddaway • HR Answerbox



## S.N.A.P.S METHOD

S

N

A

P

S

NOTES:

TUES.  
8.25



# Life Lessons from Unstoppable Women

**Dr. Andrea Chapdelaine** • Hood College

**Crystal Maguire** • Winsupply of Frederick

**Dr. Denise Rollins** • Whole Heart Grief & Life Resource Center

**Amber Smith** • Frederick Lifestyle Magazine

**Jessica R. Underwood** • JR Capital Build

**Lessons/takeaways** from Crystal Maguire

**Lessons/takeaways** from Dr. Denise Rollins

**Lessons/takeaways** from Jessica R. Underwood



Learn from the mistakes of others. You can't live long enough to make them all yourself. – ELEANOR ROOSEVELT

TUES.  
8.25



# Life Lessons from Unstoppable Women

**Dr. Andrea Chapdelaine** • Hood College

**Crystal Maguire** • Winsupply of Frederick

**Dr. Denise Rollins** • Whole Heart Grief & Life Resource Center

**Amber Smith** • Frederick Lifestyle Magazine

**Jessica R. Underwood** • JR Capital Build

**Lessons/takeaways** from Dr. Andrea Chapdelaine

**Lessons/takeaways** from Moderator: Amber Smith



**Experience is a master teacher, even when it's not our own. – GINA GREENLEE**

NOTES:

TUES.  
8.25



## Power in the Pivot

Laura Wallace | Worx & Co.



**If you're not ridiculously excited about what you're doing, then it's time to change it.**

— LAURA  
WALLACE

Where have I given away my power?

What's one thing I can do to take my Powerback?

How will it feel once I take my Powerback?

WED.  
8.26



# Women's Equality Day:

REFLECTING ON THE 100TH ANNIVERSARY OF WOMEN'S RIGHT TO VOTE AND DISCUSSING THE MOUNTAINS LEFT TO CLIMB

**Rachael Pashkevich-Koontz** • Thermo Fisher Scientific  
**Betty Mayfield** • League of Women Voters of Frederick County  
**Dr. Stephanie Slocum-Schaffer** • Shepherd University  
**Carole Jaar Sepe** • Maryland State Commission for Women  
**Pauline Sow** • UMD Director of Diversity and Inclusion

## Online Resources

[Vote411](#)

[Maryland Women's Heritage Center](#)

[She Should Run](#)

[Maryland Women's Fight for the Vote](#)

[Executive Alliance report on the representation of women on corporate boards in Maryland](#)

[Maryland Commission for Women Annual Report](#)

## Notes & Takeaways

Do you want to learn more? Check out these resources!



Register to vote



Your Voting Guide



League of Women Voters

(Scroll to the bottom until you see  
"Your Voting Guide" and click Explore Now)

THUR.  
8.27



## Women of Color:

STORIES OF RESILIENCE

**Piper Crawford** • JKW Beauty

**Sue Hough** • Octavo Designs

**April Lee** • Lee Building Maintenance

**Dr. C. Yvonne Smith** • Wake Integrated Behavioral Medicine P.C.



Injustice anywhere is a threat to justice everywhere. – **MARTIN LUTHER KING, JR.**

Important Discussion Takeaways:



Without a sense of caring, there can be no sense of community. – **ANTHONY J. D'ANGELO**

Ways that I can make a difference:



**Never doubt that a small group of thoughtful committed citizens can change the world: Indeed it's the only thing that ever has.**

– **MARGARET MEAD**

FRI.  
8.28



## Next Steps:

DEVELOP A PR ROADMAP TO EXPAND YOUR REACH

**Sandy Dubay Sponaugle** • Platinum PR

### Your Message

What stories of resilience do you have to share?

### Your Audience

Who can your message support?



**I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. –MAYA ANGELOU**

### Your Platforms

Where can your audience be reached?

### Your PR Roadmap

What steps can you take to share your stories and be seen?

FRI.  
8.28



# Nourishing Roots for Resiliency

Kim Wilson • Farm Girl Fuel



## GROUNDING DEFINED:

Ways that I can integrate grounding in my own life:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## S.T.O.P Stress

- S \_\_\_\_\_
- T \_\_\_\_\_
- O \_\_\_\_\_
- P \_\_\_\_\_

## Nourishment:

**Primary Foods** for Nourishment

**Secondary Foods** for Nourishment



Sometimes the bravest and most important thing you can do is just show up. – BRENÉ BROWN



NOTES



NOTES



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## Chamber Staff

Jennifer Gerlock • Vice President of Marketing & Communications  
Kaitlyn Walsh • Member Services Coordinator



**Don't ever make decisions based on fear. Make decisions based on hope and possibility. Make decisions based on what should happen, not what shouldn't.**

– MICHELLE OBAMA

# Let's Get Social

(AND WIN PRIZES!)

**Let's connect online!**  
Follow us on our social spaces  
as we share your experiences  
with S.H.E. Week!

OFFICIAL HASHTAG:

**#SheWeekFrederick**

 [facebook.com/fredcochamber](https://facebook.com/fredcochamber)

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**#SheStrong #SheWeekFrederick**



## S.H.E. STRONG **SELFIE CONTEST**

To align with the idea of resilience and celebrated the strength, heart, and equality of women, the #SheStrong Selfie Contest invites YOU to share a selfie telling your personal story of resilience, strength and/or heart.

Stories can be personal or business related as long as you share about a time you needed to be resilient, or show strength and/or heart to overcome an issue, address a problem, find a solution, or experience self growth.

Images must include the woman entering (has to be a selfie), but can include others if you desire.

**To be eligible, you need to reside in Frederick County, identify as She/Her and use both hashtags in your caption (#SheStrong #SheWeekFrederick)**

The Chamber will reshare entries to our Instagram stories (@fredcochamber) during S.H.E. Week and give away fun prizes!

*Get Creative: COLOR YOUR S.H.E*



created by: Florence Elsley  
InkuPop Studios  
scan code to the right to get  
my info and portfolio



Thank You!

JOIN US NEXT YEAR AUGUST 23-27, 2021