

PATH TO EXCELLENCE

A WOMAN'S GUIDE
TO BUSINESS

NOVEMBER 2017

Focus on PHILANTHROPY

GIVING CIRCLES

*How one group
helps the community*

CLOUT

Women playing a leading role

EARNED WISDOM

*Advice from 3
nonprofit leaders*

NEW WAYS TO RAISE MONEY

THE DAILY RECORD



A CATALYST FOR WOMEN LEADERS IN MARYLAND

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- to engage the next generation of leaders

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PATH TO EXCELLENCE

NOVEMBER 2017

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Cover photo: Maryland Women’s Heritage Center Executive Director Diana M. Bailey; United Way of Central Maryland Senior Vice President and CAO Martina Martin; and Girl Scouts of Central Maryland CEO Violet Apple. Photo by Maximilian Franz/TheDaily Record.

LETTER FROM THE PUBLISHER

Women are reshaping the world of philanthropy in Maryland.

It's not just by holding the purse strings, though more women than ever are taking leadership roles. It's by pushing for diversity, by developing fresh approaches to helping communities, by seeking tangible progress in making things better.

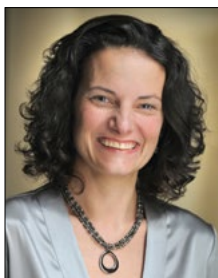
This month's issue of Path to Excellence showcases these exciting changes.

Our cover story focuses on three women trailblazers in the nonprofit community – Violet Apple, the CEO of Girl Scouts of Central Maryland; Martina Martin, senior vice president and CAO of United Way of Central Maryland; and Diana M. Bailey, executive director of Maryland Women's Heritage Center. They share their personal stories, their hard-earned wisdom and their thoughts for the future.

Giving Circles have become a popular form of collaborative charity that allow regular people to sit at the table as philanthropists. We examine the growth of these circles through the experience of the Women's Giving Circle of the Community Foundation of Harford County.

Philanthropic influence comes in many shapes, as Elizabeth Summers of the Community Foundation of the Eastern Shore points out in our story about women's clout. And fresh new strategies for fundraising are essential for any nonprofit that wants to thrive, explains Jamie McDonald, founder of Generosity Inc., in our story on fundraising.

Finally, in our look at philanthropy, Towson University's Louise Miller writes about the critical importance of finding the right sponsors to



Suzanne E. Fischer-Huettner
Publisher,
The Daily Record

be partners.

Elsewhere in this month's issue: Howard Bank CEO Mary Ann Scully talks about the five women who left indelible marks on her life. CareFirst executive Maria Harris Tilden shares what's in her purse. And we have a new feature. In our inaugural "What's In Your Office," attorney Gail Stern invites us into her workplace home. One hint – be ready to travel through several time zones!

Some very good news to share: Next year we will be increasing the frequency with which we publish Path to Excellence. We'll be offering six issues of Path in 2018, with networking events across Maryland for successful women to gather and meet.

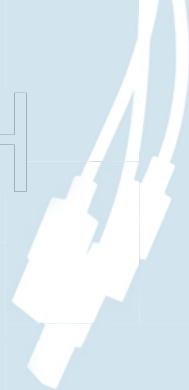
Salisbury University is hosting our networking event on Nov. 1 – too late to make this edition's deadline. But we'll have photos and an update on our Wicomico County get-together in The Daily Record later this month.

Until then, we hope you continue to share your news and story ideas with us. Our next issue of Path to Excellence will be published in January. In the meantime we will have the latest legal, business and governments news on our website, TheDailyRecord.com.

Please send your comments and ideas to me at Suzanne.Huettner@TheDailyRecord.com. I look forward to hearing from you.

Suzanne E. Fischer-Huettner

TECH TIP



CASSIE HUCK

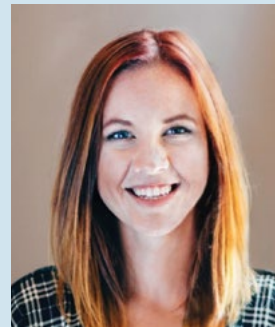
Designer at Fastspot

LinkedIn: <https://www.linkedin.com/in/cassiehuck/>

At Fastspot, we are constantly looking for ways to streamline our process. One tool that has really changed the way we work over the past couple of years is Sketch, a fairly new design application.

Sketch has all the power of an Adobe Design Suite – the web focus from Fireworks, the benefits of vectors over pixels from Illustrator, the typographic strength from InDesign, and the flexibility from Photoshop – but it comes in a more intuitive and lightweight package. Through features like shared symbols and styles (for consistent reuse of components) and artboards (for quick and easy iteration), Sketch makes it possible to create a better, faster workflow.

It's not just the program itself that makes Sketch such a game-changer. It's the growing number of other applications that we can tie into it. Abstract is a platform we use to store our designs and provide better file version control, allowing multiple designers to work on the same designs and collaborate more efficiently. Craft, from InVision, allows us to upload our designs directly from Sketch to a prototyping app (among many other things) for seamless and easy-to-update presentations. Using Principle we can quickly turn our design files into interactive prototypes or animated motion comps. From concepting to presenting fully designed projects to clients, Sketch (and friends) gives us the freedom to concentrate on the important things – creating more innovative design solutions.



UPCOMING DATES

Monday, Dec. 4, 2017

Leading Women Awards Reception and Networking Event
Westin Annapolis, 5 - 8 p.m.
To purchase tickets, go to <http://thedailyrecord.com/leading-women/>

Tuesday, Jan. 9, 2018

Deadline for nominations to Top 100 Women. To submit a nomination, go to <http://thedailyrecord.com/top-100-women/nominate/>

Monday, April 23, 2018

Top 100 Women Awards Reception and Networking Event
The Joseph Meyerhoff Symphony Hall, 1212 Cathedral Street, Baltimore

► FEATURED IN THIS MONTH'S PATH TO EXCELLENCE

MARYLAND'S **TOP 100 WOMEN**

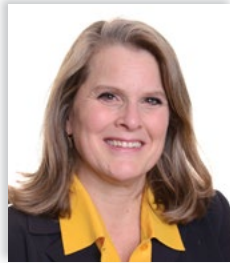
Seven women featured in this month's issue are Top 100 Women honorees and one is a Leading Women honoree.



Violet Apple



Marlene Lieb



Jamie McDonald



Martina Martin



Diana L. Morris



Mary Ann Scully



Maria Harris Tildon



Stephanie Amponsah, *Leading Woman*

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WHAT'S IN YOUR PURSE?



Maria Harris Tildon

Senior Vice President,
Public Policy and
Community Affairs
CareFirst BlueCross
BlueShield

By Thomas Baden Jr.
TBaden@TheDailyRecord.com

Maria Harris Tildon is a woman on the go. As a senior executive for CareFirst BlueCross BlueShield, she shuttles between offices in Baltimore and Washington.

That's just for her job. She's also on the road for board meetings with the Chesapeake Employers Insurance Co., Baltimore City Community College, Healthcare for the Homeless and the R Adams Cowley Shock Trauma Center, among others. Oh, and she's a member of the Maryland and District of Columbia bar associations.

"I'm in my car," she says. "A lot."

So it's probably no surprise that her purse reflects the needs of an executive who has to be prepared for long days. What's inside her purse is part survival kit, part business materials, part personal keepsakes.

In each issue of Path to Excellence, we ask a successful woman,
"What's in your purse?"

THE PURSE



1. Sunglasses
2. Dental floss
3. Argan crème pour le corps: "I always like to have lotion."
4. 'Thanks' card from Girls on the Run: "CareFirst supports to encourage young women to be active."
5. Coin: "I keep in my wallet for good luck." It was given to her by a restaurateur in Providence, Rhode Island when she was dropping off her son for his freshman year in college a couple of years ago.
6. Pills: Vitamins and an allergy pill. "Seasonal allergies."
7. Sandals: "These are my Birkenstocks. I often catch the train to Washington, and whenever I'm not walking around the office I'm in my Birkenstocks ... I'm convinced my husband is going to burn them one day. I've probably had them for 10 years."
8. Makeup kit
9. Jo Malone perfume: "I like to have it ... just in case. If it's been a long day and I want to freshen."
10. iPhone: Her screen photo is a snapshot of her son, who is in college, and her daughter, a college graduate who now lives in New York.
11. Brush
12. Keys
13. Bobbie Brown lipstick: "You always have to have lipstick around."
14. Wallet
15. Business card case: "You can't run out of business cards."
16. Emergen-C Immune dietary supplement: "Whenever I feel a cold coming on I take that immediately."



Women helping women in the nonprofit, philanthropy community

By Gina Gallucci-White
Special to The Daily Record

The Maryland Daily Record asked three accomplished, well-respected women in the nonprofit and philanthropic world about the journeys they took to reach their professional positions, thoughts on trends in women's roles in that sector and what their organization does to aid women. Here are their thoughts.



Violet Apple
CEO,
Girl Scouts of
Central Maryland

Women are very focused on issues that are important to them

Violet Apple recently attended G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader), an international Girl Scouts of America conference in Ohio. She saw a talk by a couple

who believes in planned giving. The woman, who grew up with little in Alabama, told the crowd about how Girl Scouts changed the trajectory of her life.

The couple made a \$1.2 million planned gift to the organization, and she challenged others to step forward to do the same. In an audience of around 3,000, Apple watched as at least 800 women made a donation on the spot.

"That I have never seen before and I have been with the Girl Scouts for 33 years," she said. "I just think that there was no one who felt like 'I need to call home.' I need to check with this person." They were in control of their own funds and made a planned gift immediately in terms of how they felt about the organization."

Apple has noticed a trend of women making their own decisions about where they would like to see their money placed. "Women are very focused on issues that are important to them and not

only are they focused on those things, they are also very philanthropic in those areas," she said. "... Each one of us should think about our own philanthropy and how important it is.

"If we really want to make a difference in the world and if we don't like something, it generally takes money to make change happen so giving back to our communities and to our local nonprofits (is critical). ... We should make a contribution to help those organizations that are important to us."

The Girl Scouts of Central Maryland have a number of programs which benefit both young girls and women. They host a number of Science, Technology, Engineering and Math programs, such as Chemistry in the Kitchen, Science Wonders and Techbridge to expose them to opportunities in those areas.

The nonprofit also gives girls the opportunity to be outdoors through day and residential camps. "We know that

we need to get children up and out and moving," Apple said. "Also to really understanding stewardship of our lands and environmental protections."

And where would any of us be without their annual cookie sale? (Trefoils and Thin Mints anyone?) Apple said some of their top sellers take in numbers of 7,000 to 8,000 boxes. "They don't do this by accident," Apple said. "They do it methodically. They are absolute sales people and approach this as a business."

Apple was a Girl Scout growing up but didn't realize there was a business side to the nonprofit until she was older. She got a bachelor's degree in social work from Millersville University of Pennsylvania but found out she could make an impact through working for Girl Scouts. "I just saw all these wonderful opportunities that I could help girls have, and it was a different way to really make a difference in the world," she said.

Getting a new generation of women involved

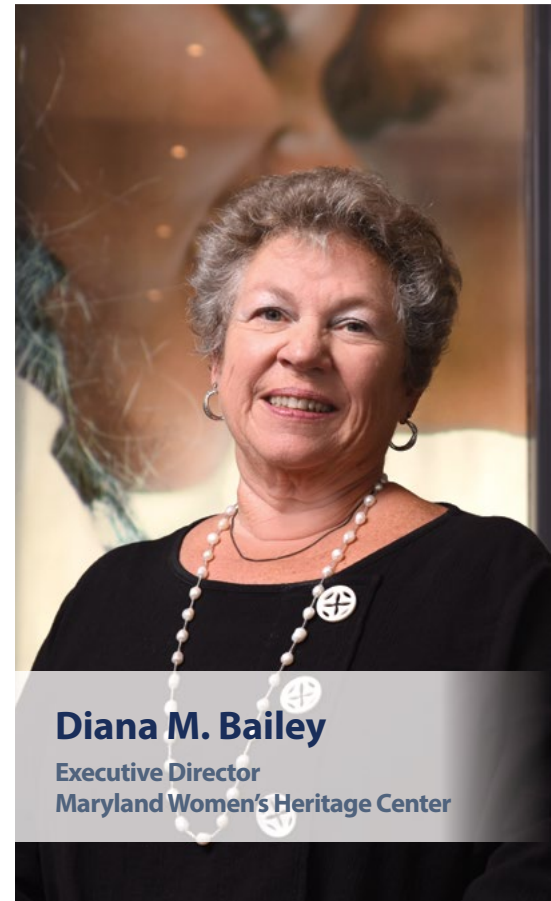
When Diana M. Bailey graduated from Indiana University Bloomington in 1973, her choices for a career, as well as those for many other women, were limited to nurse, teacher and secretary. "That's not joking," she said.

She immediately became passionate about making changes for young girls and women to show them they could enter a wide field of occupations, be successful, and achieve economic independence. With nearly 40 years as an educator at Howard County Public Schools and the State Department of Education, Bailey now serves as executive director of the Maryland Women's Heritage Center. The nonprofit aims to honor the past achievements of wom-

en, understand the present and shape the future thanks to contributions and experiences from a diverse group of Maryland women.

"There are a lot of unsung heroines that we have been trying to show," Bailey said. She believes the importance of promoting such women as Harriet Tubman, Rachel Carson and Barbara Mikulski shows young girls and women that they can be part of the story, too.

As many Maryland residents continue to struggle economically, nonprofits feel the burden as well. Bailey has noticed fundraising and resources are on the decline. There is a possibility that "just when we need education and training and career exposure increased,



Diana M. Bailey

Executive Director
Maryland Women's Heritage Center

I am afraid we are going to see a decrease in that just when there is this push for greater involvement in workforce (and for) a lot of the strategies and efforts of nonprofits to make that

happen for particularly underrepresented people, I feel like we are going to be losing some of the ground we made,” she said.

With schedules stretched to the

breaking point, nonprofits are also having a harder time recruiting younger people. “It’s going to have a huge impact if we don’t get the new generation involved,” she said.

Women technology leaders needed in the nonprofit sector

Martina Martin says her nonprofit career found her. While attending the University of Scranton, all she knew was that she wanted to help people. Initially a pre-med major, she realized the field was not a good fit so she switched, earning a business administration and marketing bachelor’s degree.

As an account executive at a public relations firm, she began working with nonprofit clients, deciding to volunteer at first and then transition to a career in the field. Martin has spent most of her professional life at The

United Way in local and national roles. For more than 20 years, she has served The United Way of Central Maryland (UWCM) as its senior vice president and chief administrative officer. “I put my head down on the pillow at night and I feel good and I love what I do,” she said.

UWCM offers Women United, a group of more than 1,400 local women who help those in need through philanthropy, advocacy, volunteering, networking and educational events. Emerging Leaders United is a group for men and women age 40 and under

that offers networking opportunities along with volunteer work. UWCM “gives people an opportunity to embrace their philanthropy to use their skills and their talents,” Martin said. “They are not only giving their money but giving time.”

Over her years of service, Martin has noticed that women have made many advancements in the nonprofit world, including holding a majority of leadership positions. Yet, if you dig deeper and look at the nonprofits with budgets of \$50 million or more, less than 20 percent of senior staff positions are held by women. “Certainly the nonprofit sector continues to be highly female-led, but when you get up to the largest nonprofits there is still room for women to grow,” she said.

One trend Martin would like to see is more STEM-related college graduates consciously choosing careers in nonprofits.

“The nonprofit sector, I think as a whole, is woefully behind where we need to be just with where the best retailers and the best companies have gone in this country,” she said. “They are pretty adept at using business intelligence, artificial intelligence, predictive analytics, and the American consumer has become used to having somebody know who they are and what their preferences are and offering them things based on those preferences, and I would love to see more female technology leaders come into the nonprofit sector and help us bump up our game as well.”



Martina Martin
Senior Vice President and Chief
Administrative Officer
United Way of Central Maryland

2018 PATH TO EXCELLENCE

Be a Part of the Excitement!

Path to Excellence is a six-times-a-year magazine featuring outstanding women leaders across the state of Maryland. Each magazine is revealed at a Path of Excellence Networking event held in a different Maryland County six times a year.

Visit TheDailyRecord.com/path-to-excellence to learn more.



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Check the Path to Excellence website regularly to sign up for upcoming events and connect with women business leaders across the state.

Visit www.TheDailyRecord.com/path-to-excellence/calendar

If you are interested in sponsoring Path to Excellence, contact Suzanne Fischer-Huettner at shuettner@bridgetowermedia.com





Schoolchildren gathered for an event organized by the Harford County Education Foundation. (SUBMITTED PHOTO)

GIVING CIRCLES

Creating a powerful new form of philanthropy

By Meg Tully
Special to The Daily Record

In a low-income section of Edgewood, an afterschool provider wanted to provide a dinner meal for the children she watched.

She could qualify for a grant to pay for the food, but only if she had a three-compartment sink to comply with government regulations.

When the Women's Giving Circle of the Community Foundation of Harford County found out, they were happy to provide the funding for the sink, and the children at the Village At Lakeview Neighborhood Network Community Center started getting an extra meal.

It was one of the first projects funded by the giving circle, a group of women who pool their philanthropic money and make decisions together about what they fund with their dollars.

"It was a very heartwarming thing to do because we felt we were making a difference in the children's lives, giving them food," said Jayne Klein, one of the founders of the group and now chair of the Community Foundation of Harford County.

Maryland's giving circles gathered in Columbia last month for the Giving Circle Connector Gathering organized by the Associ-

ation of Baltimore Area Grantmakers. This year, there will be 16 circles represented – the most in the nine years ABAG has held the gathering.

Giving circles are a powerful form of collaborative philanthropy that allow regular people to sit at the table as philanthropists, said Elisabeth Hyleck, programs and initiatives director at ABAG, which is a membership association of grantmakers in Maryland.

"We see it as a way to engage people in philanthropic giving in their community," Hyleck said. "It's really nurturing folks who might be an individual giver into a more structured and strategic giver... That's just something that's really key to our organization, helping grantmakers be more informed and strategic about their giving."

Although they don't have to be, many giving circles are made up of women.

Last year, Anne Arundel Women Giving Together was happy to celebrate its 10th anniversary, said president Linda Eggbeer. They have more than 200 members and have given over \$900,000.

"We fund organizations that improve the quality of life for women and families in Anne Arundel County," Eggbeer said. "We fund in the areas of health and welfare, education and the prevention and treatment of domestic violence."



The recipients of \$53,000 in 2017 grants given out by the Harford County Giving Circle of the Community Foundation of Harford County. (SUBMITTED PHOTO)

A growing form of giving

Even in a digital age, the groups are increasingly popular so women can come together for a personal connection to their community and other philanthropic givers.

In Harford County, the giving circle is relatively new – founded in 2010 by Klein, whose family owns the grocery chain ShopRite in Harford County, and Marlene Lieb, who was serving on the board of the Community Foundation of Harford County with Klein.

They invited about 25 women to dinner and by the end of the evening 16 of them were signed up to start the circle. Within six months, the circle was giving out its first gifts as a donor advised fund of the foundation to support women and their families in the community.

“Collectively you give your money and then you can have a much bigger impact than when you do by yourself,” Klein said.

Even if the giving circle were to disband, it has formed a legacy endowment that could continue to give out grants in the future. Members give \$350 (those under 35) to \$550 each year; \$50 goes to administrative costs and the remaining money is split 75-25 percent between grants and a contribution to the endowment fund, which just reached \$100,000.

The circle will give out more than \$53,000 in grants this year.

“I personally am not able to donate \$53,000 every year,” said Kim Malat, who is the circle’s current chair. “But, I can pool with other women and we can collectively give out \$53,000 in our community and so that means that kids who otherwise would not have the opportunity to own a ride or ride a bike get a bike ... or it means that kids who normally wouldn’t have the summer camp experience get to have that.”

The giving circle has funded sheets for women checking into domestic violence shelters and provided a grant that helped build the county’s 100th Habitat for Humanity house, among many other gifts.

Malat has made friends through the circle; she describes the diverse

“We are always interested in bringing like-minded philanthropic women into our organization so if people are interested, we would love if they reach out to us.”

— Kim Malat, Circle Chair

group of women as open, giving and gracious. Since many of the women are professionals or have families, members are not required to give a lot of time to the circle; though there are opportunities to serve on committees if they desire to be more involved.

“We are always interested in bringing like-minded philanthropic women into our organization so if people are interested, we would love if they reach out to us,” Malat said. “The greater our membership, the greater our giving.”



A check is presented to the Harford Community Action Agency. From left are Kim Malat, WGC chair; Natalie Shaw, Harford Community Action Agency; Pamela Craig, executive director of the Harford Community Action Agency; and Rosemary King Johnson, WGC grant committee chair. (SUBMITTED PHOTO)

For nonprofits, adapting to new fundraising strategies can be **key** to survival

By Pete Pichaske

Fundraising is seldom an easy task. But fundraising for a nonprofit takes the job to a whole new level.

“Fundraising is always a challenge for nonprofits,” said Jamie McDonald, founder of Generosity Inc., a Baltimore-based company that advises nonprofit organizations on how to use technology to find donors.

“It’s the only sector of the economy where a person has to raise funds, in essence, for their own salary and for everyone else they work with, so the challenge can be very personal,” she explained. Also, she added, often a person’s “life passion is tied up in their work, so it can feel very personal if people say no.”

What makes fundraising more challenging today, McDonald said, is the many new ways people communicate: Facebook, Twitter and YouTube, to name a few. “Those are channels through which effective nonprofits are engaged, and they have to be,” she said.

In the same vein, she said, nonprofits need to have an effective, easily navigable website that draws in potential donors and makes the donating process easy.

“If you’re a nonprofit and your lifeblood is building support that will ultimately lead to donations, you can’t make it hard for people to interact with you online,” McDonald said. “If you don’t make it easy for people to donate, that’s a huge loss for you.”

She recommended that fundraisers test their own websites, including the donation process, to make sure they are easily navigable. “It’s amazing how few actually do that,” McDonald said.

Leaders of Maryland nonprofits agreed on the need to be



*‘You have to find out their priorities and what your needs are, and how you can meet in the middle,’ says **Stephanie Amponsah**, executive director of the **Baltimore Urban Alliance**.*

skilled in social media and other modern means of communication, and they offered other advice as well.

Stephanie Amponsah, executive director of the Urban Alliance Baltimore, which provides young people with training and work experience, said building a relationship with foundations and other donors is critical.

That includes knowing what donors want to achieve with their dollars.

“You have to find out their priorities and what your needs are, and how you can meet in the middle,” Amponsah said.

It’s also important to be transparent about your own needs and capabilities, she said, and to use data to sell the need for what you offer.

In its 10 years in Baltimore, she said, the Urban Alliance has boosted its fundraising enough to more than quadruple the number of young people it serves, in large part by following those rules.

Sheila Wells, development and communications director for Wide Angle Youth Media, a Baltimore nonprofit that helps youth by educating them in the media arts, recommended that nonprofits keep their funding sources diversified.

“You can’t rely on one foundation or donor in a climate that can be unstable,” she said. “You have to have a healthy mix of corporate, foundation and individual donors.”

Wide Angle Youth Media looks for innovative ways to raise money as well. The organization recently started a fee-for-service program, in which, for a fee, it helps business clients looking to produce their own media. Money brought in from the program, she said, “has really allowed us to not only stable but also grow our capacity, which is really difficult for nonprofits.”

She added: “I think creative fundraising strategies are necessary for nonprofits to survive.”

Innovation and creativity help, but from at least one local foundation’s perspective, stability and leadership are a must for nonprofits seeking funds.

“What we look for is good leadership and good governance,” said Diana Morris, director of Open Society Institute – Baltimore, a grant-making public charity that last year doled out some \$5 mil-



SUBMITTED PHOTO.

“I think creative fundraising strategies are necessary for nonprofits to survive,” says **Sheila Wells**, development and communications director for Wide Angle Youth Media.

lion to Baltimore organizations. “We’re very interested in what the plan is and the person’s capabilities for carrying out the plan.”

OSI also values financial stability, she said. “We know nonprofits go through difficult times, but we want to make sure there’s some level of financial stability and a good plan in place that the board is carrying out to increase that stability.”

Like Amponsah, Morris said nonprofits should be sure they understand the donors’ priorities and goals before making their pitch. OSI, for example, focuses on solving three prob-



SUBMITTED PHOTO.

Diana Morris, director of Open Society Institute – Baltimore, says her organization looks for stable leadership, among other qualities, in making grants.

lems: drug addiction, an over-reliance on incarceration, and obstacles that hamper young people from succeeding in and out of the classroom.

If a nonprofit wants money for something else, no matter how worthy, “it’s not a good use of anyone’s time to come to us,” Morris said. “The first thing to do is research the foundation and see if there’s a match.”



SUBMITTED PHOTO.

Social media ‘are channels through which effective nonprofits are engaged, and they have to be,’ says **Jamie McDonald**, founder of Generosity Inc.

Boosting their clout, women changing the face of philanthropy

By Adam Bednar
ABednar@TheDailyRecord.com

A desire to invest in projects with an immediate impact on communities, a preference for diverse leadership teams and a wish to create legacies are among factors shaping women's growing roles as leaders and benefactors in philanthropy.

As women become more prominent in philanthropic efforts they also are reshaping how philanthropic efforts operate, whom they serve and how they achieve their goals.

An old-fashioned capital campaign doesn't carry the same cache with women donors, forcing organizations to rethink how to approach potential benefactors.

"More women are holding the purse strings than ever before," said Elizabeth Summers, development director of the Community Foundation of the Eastern Shore.

Organizations throughout Maryland are trying to harness this potential by launching efforts, such as giving circles and funds specifically aimed at serving causes most important to women. Those causes, according to experts, tend to address issues such as education and human services.

The changing role of women also is shifting nonprofits' strategies for raising funds. Capital campaigns with hard deadlines and naming opportunities tend to be more attractive to male donors. Women are drawn to projects that are



Elizabeth Summers, development director of the Community Foundation of the Eastern Shore.

SUBMITTED PHOTO.

more tangible and led by other women.

"Women, more than men, really want to understand the impact of their (charitable) dollars," said Andrea Pactor, associated director of the Women's Philanthropy Institute at Indiana University's Lilly Family School of Philanthropy.

Laury Scharff, chairwoman of The Associated's Jewish Women's Giving Foundation, said her organization tries to educate women on how to assess whom they're giving to and to make donations to causes they're passionate about. She added that it's increasingly important for women to see diversity in an organization's leadership if it wants their time and money.

"It's empowering to have a voice in how your charitable dollars are spent," Scharff said.

Brigitte Peters, executive director of the Community Foundation of Harford County, said in her roughly 15 years in the nonprofit field she's seen women increasingly take on more leadership roles in philanthropy, particularly on issues where they feel their time and money can have an impact.

"What I see in women's roles is they are the strong decision-makers when they can really effect change," Peters said.

Summers said as women have become more financially independent an increasing factor driving their giving decisions is their legacy.

"Legacy for many women is putting a stamp on the community that has been there (for them)," Summers said.

Recent studies show younger women are

using their boosted earning power to be more charitable than their male peers. They're also willing to give more on an annual level than their mothers or grandmothers.

The Women's Philanthropy Institute at Indiana University's Lilly Family School of Philanthropy Women Give 2016 report found that single women born after 1965 between the ages of 25 and 47 years old give \$244 annually. The "pre-boomer" generation of women, born between 1926 and 1948, gave the equivalent of \$216 in today's dollars during the 1970s.

Meanwhile the study found that single men have reduced the amount they're giving

to charity. Single men born between 1926 and 1948 were giving today's equivalent of \$492 annually in the 1970s. Men between the ages of 25 and 47 born after 1965 are giving \$430 annually.

"The results indicate that generational change is not uniform with respect to gender and decision-making. Donor engagement strategies that recognize and are informed by the increasing influence that single and married women have in charitable giving will be more successful in attracting new donors and in building longer-term donor relationships," according to the report.

"More women are
*holding the purse
strings* than ever
before," says Elizabeth
Summers, development
director of the
Community Foundation
of the Eastern Shore.



UNIVERSITY of MARYLAND, BALTIMORE



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WHAT'S IN YOUR OFFICE?

Welcome to a new feature in Path to Excellence where we ask a successful woman, "What's in your office?"

Gail Stern

Of Counsel

Rosenberg Martin Greenberg

By Thomas Baden Jr.

To visit Gail Stern's office is to travel the world.

The Baltimore attorney has collected keepsakes from places near and far, from hiking in Utah to running with bulls in Pamplona, Spain, from a blues festival in Albuquerque to a village in Cambodia.

Keeping company with those pieces of memorabilia are photos of friends and family presented in a variety of artful frames.

Stern says she wants an office that is filled with what matters to her and provides a base of comfort as she tackles her job handling sophisticated real estate matters, mergers and acquisitions and other business transactions.

"My feeling is that it has to be a place where I'm happy, comfortable, where I'm surrounded by items that mean something to me," Stern says. "When I was younger, probably like a lot of people, I felt I had to put up diplomas and business-like things. As you can see I've gotten over that. Now I have things that are meaningful to me."

Perhaps the first thing you notice on Stern's desk is a dark, metal bust of a woman ... with a stocking cap draped over her head.

"I found her in a market, a craft market, in Zimbabwe. And she sits with her hands over her eyes, which is how I feel I spend a good



PHOTOS BY MAXIMILIAN FRANZ





part of my day,” Stern says with a laugh. “Right now, she’s wearing my hat from the women’s march. She also can wear witches’ hats for Halloween, get dressed up for the holidays and she just sort of hangs out there.”

A framed poster that states “there’s a lot of diablita in every woman”?

“So, that actually was when my niece got married in Napa ... I actually bought it off the wall of the winery.”

Her favorite thing? A statue of a bull she has named “Caballero.”

“I ran with the bulls at Pamplona. One of the bulls, Caballero, got a little separated from the pack and ran with me. I thought it was a steer, so he didn’t scare me, till I found out later he was a bull and gouged people.”

Some of the items in her office are what Stern calls “deal toys,” items that commemorate major deals she worked on. A fez is from the sale of an old Shriners’ building in Ohio, she says.

The four, signed one-dollar bills tacked up on a bulletin board are bets she’s won with co-workers. (Two other bills, she tells a visitor, are in an envelope.) Also on the bulletin board: a button from Barack Obama’s inauguration; eclipse sunglasses; notes from friends.

On the shelves are photos and items from various adventures: mushing in Alaska with her sister in law; rappelling down the Marriott Waterfront for the Kidney Foundation; rock climbing in St. George. A snow globe is a souvenir from the 2002 Winter Olympics in Salt Lake City.

Her dark-wood desk is clean and gleaming, except for a vase of fresh flowers, a mouse pad that is covered with a family photo and the papers she’s dealing with at the moment.

“I am clearly a member of the clean desk club,” she says.

Above the door is a painting with special significance.

“That was painted by a young boy, the son of a friend of mine, who was diagnosed with brain cancer, and he actually did pass away this year. While he was going through chemo and radiation he decided to start painting. With no training, with no talent whatsoever, he painted that. They put it up for auction for a charity, so I bought it and I like having it around.

“And it’s one of the things that I get to see when I’m sitting at my desk.”



MOVERS & SHAKERS

Each issue of Path to Excellence features women on the move. Please share your promotions, new positions and other professional milestones at thedailyrecord.com/movers.



**SUSAN
MITCHELTREE |
BERMAN
McALEER**

Susan Mitcheltree, a principal and equity partner at Berman McAleer, an independent financial planning and wealth management firm, has joined the board of trustees with The Modell Lyric Foundation. Mitcheltree will be working with the board of the Modell Lyric, a community leader in supporting the performing arts and educational opportunities in Baltimore. One of the largest providers of arts education and community engagement in Maryland, the Modell Lyric serves more than 35,000 people. The theatre also creates important community building experiences by providing educational and outreach programs. This new role reflects Mitcheltree's commitment to her community. She headed the executive task force as the 2016 chair of the Financial Planning Association of Maryland. She is also a member of the Baltimore Estate Planning Council and an alumnus of Penn State University.



**MICHELLE
LIPKOWITZ |
SAUL EWING**

Saul Ewing Arnstein & Lehr LLP announced that partner Michelle N. Lipkowitz has been named vice managing partner of the firm's Baltimore office. The vice managing partner is responsible for the office's budget, internal communications and events, in addition to overseeing the firm's involvement in the local business and legal community. Lipkowitz, who also serves as the firm's white collar and government litigation vice chair and diversity and inclusion partner, will be particularly focused on encouraging inclusivity throughout the Baltimore office. In her law practice, Lipkowitz focuses on commercial litigation, white collar defense, and government investigations. She has extensive experience dealing with highly sensitive matters

and crisis management, including handling the press. Her practice includes handling governmental investigations, commercial real estate, shareholder disputes, consumer class actions, construction matters and products liability.



**KAREN
ROBERTSON-
KECK | SHEPPARD
PRATT**

Sheppard Pratt Health System announced the appointment of Karen Robertson-Keck, SPHR, SHRM-SCP as vice president of human resources. Robertson-Keck is a highly-experienced human resources executive with a strong record of achievement in implementing workplace strategies for healthcare organizations. Prior to joining Sheppard Pratt Health System, she spent more than 15 years leading human resources efforts at MedStar Franklin Square Medical Center in Baltimore. Under Robertson-Keck's leadership, the organization was awarded as a "Best Place to Work" by a Baltimore business publication for five consecutive years. In her role as vice president of human resources, Robertson-Keck will serve as a member of Sheppard Pratt's leadership team, reporting directly to president and CEO Harsh K. Trivedi, MD, MBA. Robertson-Keck will be responsible for implementing recruitment, retention and management strategies to meet the needs of more than 5,000 employees in 16 counties across the state.



**JENNIFER
DOMBECK |
HARFORD CO.
PUBLIC LIBRARY**

Jennifer J. Dombeck has been appointed foundation director with the Harford County Public Library. As foundation director, Dombeck develops and implements Harford County Public Library Foundation's fundraising activities. Dombeck joined Harford County Public Library after serving as marketing and

events manager for The Arc Northern Chesapeake Region. She has also served as executive director of the Rockfield Foundation, wedding and event coordinator for La Cakerie, event and sales manager for Disney Regional Entertainment and senior account executive/consultant for Federal Business Council, Inc. An active volunteer in the community, Dombeck is the assistant den leader for Cub Scout Pack 777 and serves on the Appearance and Beautification Committee for the town of Bel Air. She also is a volunteer for the Historical Society of Harford County.



**ALISON DODGE |
MD. ASSOCIATION
FOR JUSTICE**

The board of governors with the Maryland Association for Justice has named Alison Dodge as the group's executive director. Dodge had been working in the capacity of interim executive director since May. Dodge is an experienced association professional who has been with MAJ for four years, previously as MAJ's director of membership and communications. Since joining MAJ in 2013, Dodge has advanced numerous organizational initiatives, including expanding member services, improving communications and working with MAJ's volunteer sections and committees to move the organization forward.



**ANGELA
MALLEY |
EARLY LIGHT
MEDIA**

Angela Malley has joined Baltimore-based video production studio Early Light Media as executive producer. Malley's role will include pitching story ideas, identifying project goals, staffing production crews, managing stakeholders, creating and balancing budgets, implementing a timeline and overseeing all technical aspects from beginning to

end. Malley began her career in television and film production with one goal in mind, to nudge people into living better, healthier lives. Her work has spanned from numerous short films and television commercials to feature length documentaries, including David France's critically acclaimed "How to Survive a Plague," which in addition to winning several awards, was nominated for an Academy Award for Best Feature Documentary. Malley holds a Bachelor of Science in television and film from Boston University, and a Master's of Public Health degree from Johns Hopkins Bloomberg School of Public Health.



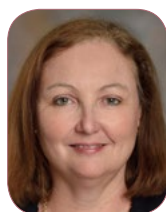
EMILY ENGLISH | GEMSTONE BIO- THERAPEUTICS

Emily English, Ph.D, has joined Gemstone Biotherapeutics as its new chief operating officer. In her role, English leads product development for the company's cutting edge biosynthetic scaffold technology, both for wound closure and hair regrowth applications. She plans to bring Gemstone Bio's innovative technologies from the lab bench into the clinic. English thrives on for working with small teams at the leading edge of technology development, and she brings a passion shaped by personal experience to the development of wound healing solutions. Prior to joining Gemstone Bio, she spent eight years managing 30 to 40 staff members and a multi-million dollar research portfolio as a staff scientist and Global Communications Program Manager at the Johns Hopkins University Applied Physics Laboratory.



AMY MCCLAIN | BALLARD SPAHR

Amy M. McClain, a partner with Ballard Spahr in Baltimore and leader of the firm's government-assisted housing practice, has begun her term as chair of the Forum on Affordable Housing and Community Development Law of the American Bar Association. Based in Ballard Spahr's Baltimore office, McClain was elected chair in May by Forum members during the group's 2017 annual meeting in Washington. She took office during the 2017 ABA annual meeting in New York City earlier this month. McClain previously served as Chair-Elect of the Forum—and has also served as vice chair and on the group's 12-member Governing Committee.



LAURA O'HARA | M&T BANK

M&T Bank Corp. announced the appointment of Laura P. O'Hara as senior vice president and general counsel. She will report to M&T Vice Chairman Richard S. Gold. O'Hara joins M&T with more than 30 years of litigation, regulatory compliance and risk management experience, most recently for Santander Bank, where she served as executive vice president and general counsel from 2015 to 2017. At Santander, she was responsible for legal support for all lines of business as well as risk management, compliance, regulatory and human resources. O'Hara holds a Juris Doctor from Georgetown University Law Center and a Bachelor of Arts in economics from Villanova University, where she graduated summa cum laude.



DIONNE JOYNER- WEEMS | VISIT BALTIMORE

Dionne Joyner-Weems has been promoted to vice president of marketing and community affairs and Kat Taylor to senior national sales manager with Visit Baltimore. Joyner-Weems is now responsible for raising awareness of the organization and acting as a connector between neighborhoods and the broader Baltimore tourism industry in addition to maintaining her previous duties as vice president of marketing. In her new role, Joyner-Weems conceptualizes and implements programs, events and initiatives in relation to Visit Baltimore's commitment to community inclusion, as well as raising the awareness and benefit of tourism within Baltimore neighborhoods. She works closely with Baltimore organizations, including nonprofits, schools and churches, to create programs and encourage further marketing promotions and community involvement.



AVA LIAS- BOOKER | MCGUIREWOODS

The African-American Managing Partners Network has honored McGuireWoods partner Ava Lias-Booker as its "Managing Partner of the Year," recognizing the six years she led the firm's Baltimore office. She received the award

Aug. 1 at the seventh annual African-American Managing Partners & General Counsel Dinner during the National Bar Association's 92nd Annual Convention in Toronto. The award is presented annually to an African-American lawyer who serves or has previously served as managing partner of an Am Law 200 law firm or one of its offices. Lias-Booker – who was managing partner of McGuireWoods' Baltimore office from 2010 to 2016 – chairs the firm's Diversity & Inclusion Committee, serves on its seven-member Associates Committee and leads its Baltimore litigation practice. She also serves on the boards of visitors for Duke University School of Law and the University of Maryland Francis King Carey School of Law and on the Baltimore Symphony Orchestra's board of directors.



NINA SPENCER | MECU

Nina Spencer has joined MECU Credit Union as vice president of retail delivery and brings with her more than 20 years of local credit union and financial services experience. As vice president of retail delivery, Spencer will oversee MECU's retail branches with a focus on increasing market share and further enhancing MECU's community presence. Prior to joining MECU, Spencer was vice president of branch operations at Aberdeen Proving Ground Federal Credit Union, where she worked for 13 years.



ANDREA RODGERS | MERCY MEDICAL CENTER

Andrea Rodgers, BSN, Esq, has joined Mercy Medical Center as the hospital's new director of risk management. Both a nurse and an attorney, Rodgers was awarded her BSN at Kutztown University in Pennsylvania and a Juris Doctor at Widener University School of Law in Wilmington, Delaware. After substantial experience in critical care nursing, Rodgers served as a risk manager for Bayhealth Medical Center in Delaware, followed by nearly a decade of legal practice focusing in medical malpractice defense and health law at Elzufon Austin Tarlov & Mondell, PA. Most recently, she served as a deputy attorney general for the State of Delaware, where she prosecuted Medicaid Fraud and Elder Abuse/Neglect.



5 WOMEN WHO CHANGED MY LIFE

MARY ANN SCULLY
CHAIRMAN AND CEO HOWARD BANK



I have been blessed with relationships throughout my life. I've learned that at the time these relationships are building, one never knows which will last, which will fade and which might be transformational.

My mothers and grandmothers taught me independence and strength.

My sister and best friend taught me the importance of coupling honesty with loyalty.

My teachers taught me the importance of competency.

My board chair taught me the importance of service.

My authors taught me the importance of diversification.

I honestly cannot limit my life-changing relationships to five. But I can identify five categories to illustrate how one finds transformation both in expected and unexpected areas.

Family is always the first place to look. My mother, Irma Noroski, was a stay-at-home mom who loved her two daughters passionately and unconditionally. Her “never-in-doubt love” is the key for any child looking for success. She gave me a desire to be more independent than she was by sharing openly her frustrations at not being able to work outside the home, and while this still makes me sad, her candor was invaluable. She also helped me better understand my two grand-

mothers who in their own day were forced to be very independent.

My maternal grandmother, Anne Pschirer, raised five girls between the ages of 5 and 21 by herself and supported them on a seamstress' salary. (While I did not acquire the skills I certainly acquired the love of well-tailored clothes.)

“

I have been blessed with relationships throughout my life. I've learned that at the time these relationships are building, one never knows which will last, which will fade and which might be transformational.

”

— Mary Ann Scully

My paternal grandmother, Mary Ellen Noroski, was the epitome of a strong woman -- giving aid and assistance to African-American families during the Depression, putting her store out of business in the process and incurring the ire of the Ku Klux Klan who burned a cross on her front lawn.

Friends are the next natural source of life-changing relationships. My best friend is still my sister, Cathy Giunta,

my only sibling and my lifeline during moves, career changes, divorce and re-marriage and late-in-life childbearing.

But my nonblood-related best friend, Barbara Newland, is the woman who has supported me through thick and thin the last 30 years, from being my human resources support when I was a young international banker to being

my tennis partner for years to being the matchmaker who introduced me to my husband and served as our witness.

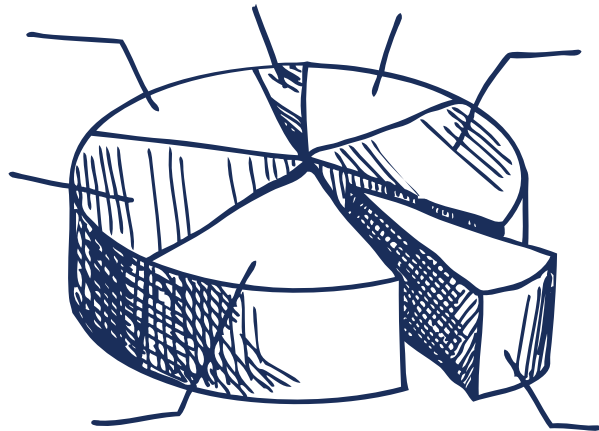
Teachers are another natural source of transformation. I am a lifelong attendee of Catholic schools. The incredibly dedicated women who taught as religious in my formative years became a source for more inspiration around independence than might normally be expected. My high school American History teacher, Sister Francis de Chantal, instilled in me a love of understanding the past to inform the future.

A local college president showed me what female leadership looks like. Mary Ellen Duncan, former president of Howard Community College, introduced me to not-for-profit board service and to the rich community that I then tapped to start Howard Bank.

And finally, women whom I have only met through the written word instilled in me a permanent love of reading and appreciation for the escape that it can provide in a stressful life -- Margaret Mitchell, who wrote “Gone with the Wind,” and Carolyn Keane, who wrote the teenager-oriented “Nancy Drew” stories that got me started on my present practice of always having a book with me.



ARE YOU GETTING A PIECE OF THE SPONSORSHIP PIE?



By Louise J. Miller

North America has the world's largest sponsorship market and it is expected to reach \$23.2 billion this year, according to IEG Research.

Corporate sponsorship continues to increase annually -- in part because corporate social responsibility has become a priority in building relationships with consumers, especially millennials. Sponsorship also continues to

be an effective way to advertise a company's brand and present the brand to their exact target audience.

If you are looking for sponsorship for your event, program, conference or cause, the time to start is now. The key to getting support is to submit the proposal early, allowing six to 10 months at a minimum. Many companies, especially larger local businesses, budget to do this every year as part of their community support to the local area.

Once you have determined the

"This program is an experience that lets us work on ourselves, and to be the leaders we know we can be."

Kristie Snedeker,
Director of Clinical Operations,
UMMC Shock Trauma Center.

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amount of sponsorship you will need, prepare a targeted list. There may be some low-hanging fruit -- companies that will agree to support you because of an existing relationship or because of the relationship with a board member. Confirm those sponsorships first, so you can refer to them as current sponsors.

Next, make a one-page proposal that highlights the benefits and assets, the attendee demographics, the marketing opportunities and the potential sponsorship opportunities available. It is important to tailor the proposal to fit the corporation's interests. Do not use a one-size fits all approach. Do your research and know what the company has sponsored in the past. A simple Google search will produce results.

Next, your proposal needs to go to the right person. That is generally not the president of the company, unless you have a relationship with that person. The best place to start is the marketing department, in some cases it might be in community or public affairs, and on occasion it may even be in human resources. Find the decision-maker and seek them out.

Tell your story and why this particular company should be a sponsor. Include the value of being associated with your

organization. Sponsorships offer the opportunity to increase the credibility,

image, and prestige of a company and can also contribute to the reputation of being associated with your organization. Sponsorship opportunities are great business partnerships.

It's a major accomplishment to bring on quality sponsors. Now, the key is keeping them. Remember the classic saying, "Under-promise and over-deliver." This holds true and you need to treat your sponsors as your "best" partner.

With any business partnership, you have to produce some tangible results. Have a strategy on how you will show your sponsor their ROI. Allocate some money for evaluating sponsorship performance. Most companies will accept that some figures may be based on estimates rather than hard data. The point is that you are showing them how they benefited from their sponsorship.

Renewing sponsorships is easier than finding new ones. Find a creative way to thank your partners and keep them coming back!

Louise J. Miller is assistant vice president, institutional engagement and events, at Towson University.







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THE DAILY RECORD HOSTS PATH TO EXCELLENCE NETWORKING EVENT

More than 115 women came to Saxon's Diamond Center in Aberdeen Aug. 23 for the latest event in The Daily Record's Path to Excellence networking series.

The women gathered to network and celebrate the connections that have improved and advanced their careers. The event was held in conjunction with the most recent issue of Path to Excellence magazine, which focuses on behavioral health.

Cohosts for the evening were Top 100 Women Carolyn Evans, a partner at Sengstacke and Evans LLC; Mary Hastler, CEO of the Harford County Public Library; Karen Holt, director of Harford County's Office of Economic Development; Tamera Rush, president and CEO of TENAX Technologies LLC; Deborah Smith Williams, vice president of commercial banking, 1st Mariner Bank; and Dr. Mary Teddy Wray, owner and CEO of Laurel Bush Family Dentistry. Saxon's Diamond Center was the host sponsor.

The Arc Northern Chesapeake Region was the event's nonprofit partner and event attendees brought art supplies and basic housing needs among other donations to the organization, which provides support services and advocacy to adults and children with physical and intellectual disabilities as well as their families.

The Path to Excellence networking series is sponsored by Keswick and Executive Alliance.

You'll find coverage of the Nov. 1 Path networking event at Salisbury University online at TheDailyRecord.com and in an upcoming print issue of The Daily Record.



From left, Karlyn Richins, of The Research Group and Observation Baltimore; Cindy Skilton, of First Command Financial Services; Barbara Gassaway, of The Research Group and Observation Baltimore; and Paula Olhausen, of The Growth Coach of Greater Baltimore, at the Aug. 23 event.



Saxon's Diamond Center co-owners Lance Hersh and Kevin Ferrell with all of the Top 100 Women and Leading Women who attended the Aug. 23 Path to Excellence networking event at Saxon's Diamond Center in Aberdeen.



From left, Deborah Smith Williams of 1st Mariner Bank; Shawn Kros, CEO of The Arc Northern Chesapeake Region; and Sara Gabarino, of The Arc Northern Chesapeake Region, chat in front of a table of donations for The Arc.



Event attendees donated art supplies and basic housing needs, among other donations to The Arc Northern Chesapeake.



From left, Maria Johnson Darby, of Keswick, one of the series' sponsors, and Sally Hechter, of Cummings & Co., in front of the cover of the August issue of Path to Excellence.



Karen Bond, executive director of the Executive Alliance, one of the series' sponsors, speaks to the group.



From left, Theresa Wiseman, of MediaWise Inc., and Lisa Baldino, of Turn of Phrase LLC, chat at the networking event.

PHOTOS BY ERIN MEADOWS

Salisbury University: Strong Leadership, Distinctive Programs



Janet Dudley-Eshbach, Ph.D. • President • Salisbury University

Salisbury University salutes Dr. Janet Dudley-Eshbach, our own woman of distinction for 18 years and the University System of Maryland's longest-serving female president, in her last year of leadership at the campus. She has strategically transformed SU as a champion of diversity, international education and academic excellence. She also has changed the campus skyline with over \$350 million in award-winning new facilities, including Sea Gull Stadium and the Patricia R. Guerrieri Academic Commons.

SU continues to be an exceptional educational investment for parents and students from Maryland and beyond. Over 8,700 students choose from 60 academic programs, including two doctorates. The campus is consistently named one of the nation's best by *The Princeton Review*, *U.S. News & World Report*, *Forbes* and *Money*.

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