



WOMEN on the RISE

BRAVA! Awards honor 30 female CEOs to watch

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August/September 2013

NEW YORK

smart

required reading for growing companies

CEOs

THE entrepreneur ISSUE

How a former civics teacher grew a \$125 million company

built from scratch

booked up

What New York CEOs are reading this summer

How to recognize the warning signs

beating burnout

DAVID LIU

Co-founder, Chairman and CEO

XO Group Inc.

LABOR of LOVE

CARLEY RONEY

Co-founder and Chief Content Officer

How NYU film school grads turned a single business course and a penchant for disruption into a game-changing corporation



Brava!

Honoring top female CEOs

2013

New York
Winners

Passionate. If one word were used to describe the 2013 New York Brava! Award winners, passionate would fit the bill. It's the cornerstone from which all other admirable traits stem — respect, honor, courage, kindness. Without it, success will not follow.

The Brava! Award winners are driven to succeed and to be active, positive role models in their communities. They've risen above the challenges that they have all faced and have overcome countless obstacles.

They have faced cancer, natural disasters, family tragedies, bounced back from bankruptcy, borrowed from savings and didn't stop at just keeping their businesses alive — they have thrived during these hard economic times. Through it all — the long nights, daily challenges and personal tragedies — they each have taken pause to help others less fortunate along the way.

These women represent the upper echelon of business leaders who have overcome adversity, faced down challenges and led their teams to success. Many have worked

their way up from the bottom of their chosen fields. All of these women are brave, compassionate and enthusiastic leaders who inspire and mentor those around them, personally and professionally.

SmartCEO's Brava! Awards program celebrates top female CEOs who combine their irrepressible entrepreneurial spirit with a passion for giving back to the community. Brava! Award winners are exemplary leaders of their companies and in the community who encourage local philanthropy, mentor fellow CEOs and set their companies on the path to tremendous growth.

We hope that after reading the profiles of these amazing women, you're inspired to look into your own life and follow their example of leading with dedication, compassion and true grace — and, above all, passion.

Editor's note: Companies represented on this list were selected based on several criteria. Area businesses were invited to apply online. The descriptions and remarks that follow were culled from subsequent detailed questionnaires. Any remarks regarding quality of service, etc., should not be taken as the opinion(s) of SmartCEO.

Compiled by Emily Catalano

100+
Nonprofits the 2013 Brava!
winners support

19
Average years the 2013 Brava!
winners have been doing business

254K
Individuals employed by
the 2013 Brava! winners

\$20.5B
Annual collective revenue
of the 2013 Brava! winners

Page Name, Company

- 36 CELESTE GUDAS, 24 Seven Inc.
- 36 CHERYL MILONE, Article One Partners, LLC
- 38 DIANA CLEMENTE, Big Apple Car, Inc.
- 40 LINDA DESCANO, Citi's Women & Co.
- 40 DOTTIE HERMAN, Douglas Elliman
- 42 CHARLENE PROUNIS, Flashpoint Medica
- 43 ANNE AKERS, GLOW Beauty,
Health & Wellness Magazine/MD Press, Inc.
- 44 SHARON OLZEROWICZ, Hired by Matrix, Inc.
- 44 HILARY JM TOPPER, HJMT Public Relations Inc.
- 45 KRISTINA MCCOBBERY, inVNT
- 45 JENNIFER BROWN, Jennifer Brown Consulting
- 46 JOAN F. MORGAN, The JFM Group LLC
- 46 JENA GARDNER, JG Black Book
- 48 CARRIE KERPER, Likeable Media
- 48 JULIA PIMSLEUR, Little Pim

- 50 NOHA WAIBSNAIDER, Peeled Snacks
- 50 ELIZABETH MCCAUL, Promontory Financial Group, LLC
- 51 ROBYN FRISCH, Rochem International, Inc.
- 52 SHANNON MORRIS, Sigma Group
- 52 SARAH KUGELMAN, skyn ICELAND
- 54 KATHLEEN KING, Tate's Bake Shop
- 54 LISA RIZZUTO, TTI of USA, Inc.
- 56 KAREN MURRAY, VF Sportswear
- 56 BRITTANY HODAK, 'ZinePak

NONPROFIT WINNERS

- 60 MYRA J. BIBLOWIT, The Breast Cancer Research Foundation
- 60 KAREN PEARL, God's Love We Deliver
- 62 DEBORAH S. ASCHHEIM, Neighborhood Risk
Management Corporation
- 62 AMY ROSEN, Network for Teaching Entrepreneurship
- 64 DONNA COLONNA, Services for the UnderServed
- 64 DR. JANE ARONSON, Worldwide Orphans Foundation

Thank You

to the 2013 Brava! committee for its hard work and dedication to this year's program. The Brava! Award winners were selected by this independent panel.



JOAN ANTONELLO
WeiserMazars Wealth
Advisors LLC



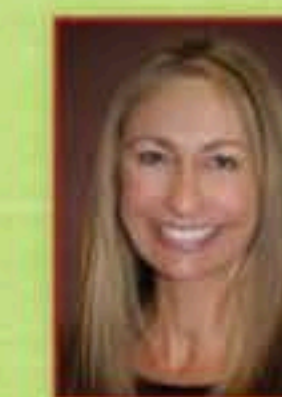
DENISE BUCHMAN
CORE Consulting &
Business Development LLC



SUSAN GRBIC
WeiserMazars LLP



MICHELLE VAN
HELLEMONT
Accordian



TANYA HOROWITZ
Allegiance Capital
Corporation



ALEXA PENZINER
WeiserMazars LLP

(not pictured)

YOLANDA
WARDOWSKI
Avalon Securities, Ltd.

Financial Services,
Nonprofit, Staffing,
Marketing & Advertising
Most common industries
of the Brava! winners

profiles in philanthropy

HIGHLIGHTING OUTSTANDING WORK IN THE COMMUNITY

The 2013 Brava! Award Winners collectively support hundreds of charities and nonprofits with fundraising, volunteer hours and in-kind services. Here are a few examples of their leadership in philanthropy.

LINDA DESCANO, Citi's Women & Co., page 40

"I have a passion for helping women, and I volunteer my time and money to several organizations, including Step Up Women's Network and the Girl Scouts of the USA. I truly believe in 'paying it forward' and helping the next generation of women surpass their own expectations for themselves."



CHARLENE PROUNIS, Flashpoint Medica, page 42

"I'm currently the vice chair of the CUNY Queensborough Community College Fund board and gave the commencement address to the graduating class of 2010. I also worked to develop an advertising campaign for the school, and I donate to the scholarship fund and the Kupferberg Holocaust Resource Center and Archives."

SARAH KUGELMAN, skyn ICELAND, page 52

"I am currently on the Manhattan leadership board of the American Cancer Society. My father died of cancer, and eight female friends and family have been victims of breast cancer, so it's a very personal cause for me. My company does the Making Strides walk for breast cancer each year, and I've developed exclusive products for Breast Cancer Awareness month, where \$5 of each unit sold goes to a cancer charity."



ELIZABETH MCCAUL, PROMONTORY FINANCIAL GROUP, LLC, page 50

"I devote much of my time to the Juvenile Diabetes Research Foundation (JDRF), which my husband Frank Ingrassia has chaired since 2010. We were personally touched by the JDRF's work in 1991, when our son, Peter, was diagnosed with Type 1 Diabetes. We support the JDRF through volunteering, organizing and fundraising."

CARRIE KERPEN, Likeable Media, page 48

"We have established a philanthropic forum at Likeable, in which a team votes collectively on what charitable efforts they would like our company to participate in. We've done everything from grant wishes with the Make-a-Wish Foundation, to donating the coats off our backs to people in need in the winter. This year, we're also launching the Likeable Fund, a program where nonprofits can work with the agency pro bono."



JULIA PIMSLEUR, Little Pim, page 48

"We initiated the philanthropic partnership with One Laptop per Child, which brings free English instruction to children in developing nations. I've also made it a point to help the Global Language Project raise money to bring language instruction to underserved public schools in and around New York City."



Flashpoint Medica

Charlene Prounis CEO and Managing Partner

INDUSTRY: Healthcare advertising
LOCATION: New York, NY
FOUNDED: 2008

IN A NUTSHELL: Flashpoint Medica, a member of the Omnicom Group, is a multichannel healthcare communications agency that combines the traditional healthcare marketing disciplines with innovative digital communications. The company's clients include some of the most respected names in the pharmaceutical and biotech industries.

AN INDUSTRY LEADER:

Flashpoint has grown rapidly in the healthcare advertising space in the last eight years and now employs nearly 90 people. The medical advertising business counts 100 agencies in its space, but many are small start-ups that never really take off. Flashpoint has taken off and was named Advertising Agency of the Year, one of the most distinguished awards in the business, by *MedAdNews* in 2008.

EARLY STRUGGLES:

Flashpoint was co-founded by two managing partners in 2005. Six months into the start-up, one of the managing partners had a personal emergency and withdrew from the business. During those early start-up years, Charlene Prounis had to step up to become the sole strategist and client service manager, while continuing to grow the business.



Charlene Prounis rings the bell at the NASDAQ for the Women's Venture Fund Highest Leaf Awards. The mayor's office issued a proclamation for Women's Entrepreneurs Day.

A HISTORY OF SUCCESS:

As an entrepreneur who co-founded two successful healthcare advertising agencies, Prounis has been active in healthcare her entire professional life. Working first as a nurse, then as a pharmaceutical sales representative, she entered medical advertising in the 1980s, steadily working her way up within the Grey Healthcare Group. In 1999, she and a partner co-founded Accel Healthcare, which they developed into a top-20 agency before merging it into Corbett Accel New York in 2004.

kudos

As a board member of the Medical Advertising Hall of Fame, Prounis developed two new initiatives, including the Future Farmers Award and the Young Executive's Night Out education seminar.

IN THE COMMUNITY:

Prounis devotes much of her time to community engagement. She is the vice chair of the board of directors at the Queensborough Community College Fund, a member of the Healthcare Businesswomen's Association and a board member of the Medical Advertising Hall of Fame.