



# SECRET WEAPONS

## Dunbar

**PAGE 42**  
The Executive  
Management Award  
honor 40 leaders  
making it happen

March/April 2014

BALTIMORE

# smart

activating ideas for growth

# THE BRAND ISSUE

How Baltimore's  
security titan is  
meshing the physical  
and digital realms  
to strengthen its  
storied brand

# BUILT TO

**KEVIN DUNBAR**  
PRESIDENT AND CEO  
DUNBAR ARMORED, INC.

# PROJECT

+ Could reality TV give  
your brand a boost?

Damage control tips  
for times of crisis

Why a leader needs a  
personal brand



**PAGE SCAN TO WATCH**  
Kevin Dunbar reveals his digital strategy  
How to: Page 6



# SmartCEO's EXECUTIVE MANAGEMENT AWARDS

HONORING YOUR LEADERSHIP TEAM MEMBERS

## 2014 BALTIMORE EMA WINNERS

### PAGE # CFO WINNERS

- 44 SUSAN STUDLEY, Convergence Technology Consulting
- 44 GERARD J. HERR, Gill-Simpson, Inc.
- 44 JOHN KROBATH, KEYW Corporation
- 44 TIMOTHY ROBINSON, Medifast, Inc.
- 46 DAVID B. AMY, Sinclair Broadcast Group, Inc.

### PAGE # CIO/CTO WINNERS

- 46 DR. GUY LEVY-YURISTA, AirPatrol Corporation
- 46 CAROLYN WAPNICK, Bambeco
- 46 ED MULLIN, LCG Technologies
- 48 BRAD KESSLER, LiteCloud
- 48 JIM KEHRES, Tier One Technology Partners

### PAGE # COO WINNERS

- 48 JENNIFER QUINN, All-Pro Placement Service, Inc.
- 48 JAMES JACOB, America's Remote Help Desk
- 50 JOHN M. ROSE, IJET International
- 50 ARLENE R. THAYER, KatzAbosch, P.A.
- 50 GUS BOESL, Kolb Electric, Inc.
- 50 KEITH E. SPRAKER, OmegaCor Technologies
- 52 BARBARA BROTMAN KAYLOR, Rooftop Communications, LLC
- 52 PATRICIA V. EDDY, Strategic Wealth Management Group, LLC
- 52 JOE JOICE, United Sortation Solutions
- 52 ROBERT J. BROSMER, Y of Central Maryland

### PAGE # CXO WINNERS

- 56 SAGE OSTERFELD, AirPatrol Corporation
- 56 HELEN A. CROUSE, Brooks Financial Group, Inc. and Founders Financial, Inc.
- 56 JOHN W. ELY, ERP International, LLC
- 56 MARGARET "PEGGY" APARICIO, FEATS Inc.
- 58 DELPHIN THEBAUD, Gutter Helmet by Harry Helmet
- 58 MICHELLE LEROUX WILLIAMS, PH.D., Osiris Therapeutics, Inc.
- 58 KEVIN EVANS, Rudolph's Office & Computer Supply, Inc.
- 58 DAN MEYERPETER, Three Dog Logistics
- 60 KIP FULKS, Under Armour
- 60 SCOTT GREENWELL, Unleashed Technologies, LLC

### PAGE # CHIEF MARKETER WINNERS

- 60 KATIE BALLANCE, Atlantic Financial Federal Credit Union
- 60 GABRIELLE VALDEZ DOW, Baltimore Ravens
- 62 JONATHAN BALOG, Goodwill Industries of the Chesapeake, Inc.
- 62 KEITH LANGREHR, Johns Hopkins Medicine
- 62 DONYEL CERCEO, Merritt Athletic Clubs
- 62 JANICE M. DAVIS, PNC Bank
- 64 JENNA KATE O'CONNOR, Rosenberg Martin Greenberg, LLP
- 64 HEATHER RENZ, Ruth's Chris Steak House
- 64 PEGGY YOUNG, SECU
- 64 CAROL FRONTERA, Weyrich, Cronin & Sorra, CPAs & Business Consultants





## Y OF CENTRAL MARYLAND

Location: Baltimore, MD

Founded: 1853

Industry: Healthcare and education

**Robert J. Brosmer**

*COO*

Years in role: 11.5

COO

**CORE STANDARDS:** Six years ago Robert Brosmer realized that quality meant different things to different people. He had the staff agree on their definition of quality, improve themselves through continual training, regularly measure for conformance, and learn to correct course. The Y's Net Promoter Score has more than doubled and is now consistently among the top service providers in any industry worldwide.

**LEADER BOARD:** Brosmer helped develop a comprehensive leadership training program that is broken into three levels. All leaders who have been reassessed since participation have shown marked improvement in their leadership capabilities.

**UP AND UP:** These and other programs have refined the level of service provided from Y staff, and the numbers support Brosmer's actions. Since 2002, membership has boomed (from 29,000 to more than 110,000), revenue is up (\$27 million to \$57 million), and 96 percent of the Y's members believe the Y has made their community a better place.



COO at the Y of Central  
Maryland **ROBERT J.**

**BROSMER'S** dream job would  
be to replace Steven Tyler in the  
band Aerosmith, even though he  
says he can't sing.