

NJ State Employment and  
Training Commission Council on  
Gender Parity in Labor and Education

# Taking Initiative:

Re-tooling For an Economy That Can Handle Curves

## Your Workforce Summit TOOLKIT

May 21, 2010

The Conference Center at Mercer  
1200 Old Trenton Road West Windsor, NJ

New Jersey  
**WOMEN**  
IN SCIENCE & TECHNOLOGY  
WORKFORCE SUMMIT

With funding from:

Coordinated by: The Center for Women and Work



# SETC

## STATE EMPLOYMENT & TRAINING COMMISSION

P O B O X 9 4 0 • T R E N T O N N E W J E R S E Y • 0 8 6 2 5

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**Dennis M. Bone, Chairman**

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*State Employment and  
Training Commission*

**Diane Zompa**  
*Department of Human Services*

Dear Summit Participants,

On behalf of the New Jersey State Employment and Training Commission Council on Gender Parity in Labor and Education, I would like to welcome you to the Fourth Annual Women in Science and Technology Workforce Summit. The importance of focusing on the representation of women and girls in STEM careers is reinforced in this economic climate where job shifts are occurring with great frequency. Whether due to job changes, downsizing, layoffs, or returns to the workforce, women with science and technology expertise are facing a time of great challenges, as well as great opportunities. The goal of today's Summit is to learn how to best take advantage of workplace opportunities and develop strategies to overcome challenges that face us in today's economic climate.

Our Summit subcommittee members have reached out across New Jersey to bring together authors, speakers and panelists who will share with you their expertise on how to maximize your skills and assets in today's emerging STEM workforce. I hope that you will benefit personally from today's summit and share information and build contacts for future endeavors.

We appreciate the hard work of the New Jersey Gender Parity Women in Science and Technology subcommittee, who spent many hours putting this summit together. We also want to thank Bio-1 WIRED and our summit co-sponsors for their support and commitment to the success of today's event.

Thank you for your participation and I hope you enjoy the day.

*Sincerely,*

Dianne Mills McKay

## Event Co-Sponsors:

Association for Women In Science (AWIS)  
[www.awisnj.org](http://www.awisnj.org)

Bosha Design & Communications  
[www.boshadesign.com](http://www.boshadesign.com)

Center for Women and Work  
Rutgers University  
[www.cww.rutgers.edu](http://www.cww.rutgers.edu)

Consultants 2 Go, LLC  
[www.consultants2go.com](http://www.consultants2go.com)

DeVry University  
[www.devry.edu](http://www.devry.edu)

Division on Women  
New Jersey Department of Community Affairs  
[www.state.nj.us/dca/dow](http://www.state.nj.us/dca/dow)

Douglass Project for Rutgers Women  
in Math, Science, and Engineering  
[www.rci.rutgers.edu/~dougproj](http://www.rci.rutgers.edu/~dougproj)

The DOW Chemical Company  
[www.dow.com](http://www.dow.com)

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Sarita Felder and Associates, LLC  
[www.saritafelderandassociates.com](http://www.saritafelderandassociates.com)

The Hartshorn Group  
[www.thehartshorngroup.com](http://www.thehartshorngroup.com)

Healthcare Businesswomen's Association (HBA)  
[www.hbanet.org](http://www.hbanet.org)

Hooper Williams Communications, LLC  
[hooperwilliams.com](http://hooperwilliams.com)

Mango! Marketing  
<http://www.marketmango.com>

Middlesex County Workforce Investment Board  
<http://www.co.middlesex.nj.us>

Monmouth University School of Science  
<http://www.monmouth.edu/science>

National Center for Science and Civic Engagement  
[www.ncsce.net](http://www.ncsce.net)

New Jersey Department of Education,  
Office of Math and Science Education  
[www.nj.gov/education](http://www.nj.gov/education)

New Jersey, Eastern Pennsylvania & Delaware  
Higher Education Recruitment Consortium  
[www.njepadeherc.org](http://www.njepadeherc.org)

The New Jersey Laborers' Employers  
Cooperation and Education Trust  
[www.lecet.org](http://www.lecet.org)

New Jersey State Employment  
and Training Commission  
[www.njsetc.com](http://www.njsetc.com)

NJ Social Media  
[www.NJSocialMedia.com](http://www.NJSocialMedia.com)

Nontraditional Career Resource Center  
Rutgers University  
[www.ncrc.rutgers.edu](http://www.ncrc.rutgers.edu)

Office for the Promotion of Women in Science,  
Engineering and Mathematics  
Rutgers University  
<http://sciencewomen.rutgers.edu>

Princeton University  
[www.princeton.edu](http://www.princeton.edu)

Professional Science Master's Program  
Rutgers University  
<http://psm.rutgers.edu>

Public Service Enterprise Group (PSEG)  
[www.pseg.com](http://www.pseg.com)

Rutgers School of Engineering  
Office of Student Development  
[www.osd.rutgers.edu](http://www.osd.rutgers.edu)

Sherisen International, Inc.  
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[www.g:ngtDisentsi.comlociates, LLC](http://www.g:ngtDisentsi.comlociates, LLC)

## Program:

8:30 am	Registration and Networking Breakfast	Atrium
9:00 am	Welcome and Introduction: Dianne Mills McKay and Mary Ellen Clark	Auditorium
9:15 am	Keynote: Sarita Felder	Auditorium
9:45 am	Break	
10:00 am	Black and White Strike Gold: Sandi Webster and Peggy McHale	Auditorium
10:30 - 12:00 pm	Concurrent Breakout Sessions	
	Cultivating a Circle of Advisors: Who, What, When, Where, How & Why?:	Room 214
	Discovering and Marketing Who You Are:	Room 213
	Entrepreneurship and 'Intra'preneurship: Being Your Own Driver:	Room 117
	Shaping Your Personal Curves (Managing Change):	Room 122
	Students Leading the Way into the Future of Networking:	Room 215
12:00 - 1:30 pm	Lunch and Exhibit Tables	
12:30 - 1:30 pm	Networking:	
	<i>(Seats are limited in computer rooms: seating is on a first come, first served basis.)</i>	
	The Art of Personal Networking: LaNella Hooper-Williams	Auditorium
	Networking Through Facebook: Eva Abreu	Computer Room 217
	Networking Through LinkedIn: Deborah Smith	Computer Room 207
	Networking Through Twitter: Deirdre Breakenridge	Room 117
1:30 pm	Break	
1:45 - 3:15 pm	Concurrent Breakout Sessions	
	Cultivating a Circle of Advisors: Who, What, When, Where, How & Why?:	Room 214
	Discovering and Marketing Who You Are:	Room 213
	Entrepreneurship and 'Intra'preneurship: Being Your Own Driver:	Room 117
	Shaping Your Personal Curves (Managing Change):	Room 122
	Students Leading the Way into the Future of Networking:	Room 215
3:30 pm	Close	

Auditorium  
9:15 am

## Keynote Presentation:

**Sarita Felder, MBA, CEC**

### **Taking Initiative: Re-tooling for an Economy that Can Handle Curves**

In today's environment, taking initiative and re-tooling can seem like monumental tasks. Where to start? How to proceed? What is the end goal? And, how in the world can anyone think of carpe diem, seizing the day, at a time like this? This presentation will give each attendee an opportunity to build her or his own food for thoughtful reflection. As well, it will provide a framework to develop a clear and concise, personal road map to drive positive, productive outcomes for the day... and beyond. Allow your conference experience to be informed by purposeful action. Then, begin the journey of seeing your world in a whole new and exciting way, one that brings your future vision into being, starting now.

**Sarita Felder, MBA, CEC**, is founder of Sarita Felder and Associates, LLC, an Executive Leadership Coaching and Business Development Consulting firm. She also is a founding member and Principal of Transitioning to Green, LLC, an organization focused on assisting individuals, small businesses and corporations in finding their place in the new green economy.

With strong corporate leadership, strategic marketing and communications expertise, Sarita serves as senior advisor and executive coach to leaders around the globe representing diverse industries, government, private and non-profit sectors, partnering with them to achieve extraordinary results, even in challenging times. Sarita guides her clients in focusing their energy; concretizing their vision and goals; and building their personal brand, communications prowess and ability to collaborate with and influence others, resulting in maximized outcomes. Passionately committed to building global understanding of the principles of sustainability, Sarita was selected to speak in Singapore at the Economic Opportunities for Women in Asia Pacific (EOWAP) conference. Sarita particularly enjoys informing, engaging and inspiring audiences, connecting with all comers by leveraging her own broad-based background and varying her style, approach and topics. In March of this year, Sarita will co-conduct a workshop at the American Creativity Association. As well, throughout the year, Sarita will enjoy custom-designing and leading private workshops for a variety of for-profit and not-for-profit organizations and groups.

Sarita's corporate experience includes leadership roles at Bradley Pharmaceuticals, Roche Pharmaceuticals, and Knoll Pharmaceuticals (Abbott). Sarita held parallel positions in marketing communications firms including Catalyst Communications, Torre Rentia Lazur, and Integrated Communications. Sarita received her MBA in International Marketing from Zicklin School of Business, Baruch College, and her certification on Workplace Big 5 and the validated 360-degree Executive, Leadership and Skills assessment tools, including Benchmarks®, from Center for Creative Leadership. Sarita is a member of the International Coach Federation (ICF), the New Jersey Professional Coaches Association, the New Jersey Organizational Development Learning Community and the Healthcare Business Women's Association. She is an Advisory Board Member for the Institute for Sustainable Enterprise (ISE), Fairleigh Dickinson University (FDU) and Lead Executive Leadership Coach, Graduate Certificate in Managing Sustainability Program, FDU.



Auditorium  
10:00 am

## Black and White Strike Gold

### Sandi Webster and Peggy McHale

Seven years after founding their multimillion dollar consulting enterprise, **Sandi Webster** and **Peggy McHale** wrote about their adventures in starting and managing a successful business in a recession-ridden economy. Their book, *Black and White Strike Gold: Practical Nuggets to Grow Your Business from the Women Who Launched Consultants 2 Go, a Multi-Million Dollar Company*, chronicles their adventures as business owners.

When Sandi Webster and Peggy McHale, racially mixed business partners, set out to launch Consultants 2 Go in 2002, they had years of corporate experience and plenty of research to guide their way. But none of it prepared them for the difficulties of landing their first paying client, hiring the right staffers or the downside—yes downside—of their company hitting the million-dollar level. Through lots of trial-and-error they persevered and took notes!

As a work five years in the making, McHale believes their book can be used as a comprehensive step-by-step psychological guide to starting a successful business or simply as a reference when facing the vast array of challenges entrepreneurs encounter. “Black and White Strike Gold chronicles our incredible journey in founding C2G and consolidates the lessons and the experience we acquired along the way in 52 nuggets of advice applicable to every industry and every business owner,” said McHale.

Nell Merlino, author and Founder and President of Count Me In for Women’s Economic Independence, recommends the book for any businesswoman looking to get ahead. “A wonderful book... In each chapter you’ll find excellent examples of what good businesswomen should and should not do,” said Ms. Merlino.

Webster also takes special pride in the emotional transparency and brutal honesty of their account, saying “Shifting gears from life as a corporate executive to an entrepreneur starting from scratch can often feel unbearably over-whelming, and it is our hope that others facing similar challenges can use some of the lessons we’ve learned to accelerate the growth of their business or their career.”

Consultants 2 Go, LLC is a minority and women-owned marketing and analytics consulting firm serving clients throughout the United States. The headquarters is located at University Science Park, 105 Lock Street, Suite 309, Newark, NJ, 07103, or [www.Consultants2Go.com](http://www.Consultants2Go.com).

Sandi Webster is one of the principals of Consultants 2 Go, a marketing company that provides consultants to Fortune 500 corporations and midsize companies. As such, she has spent years advising clients on the latest trends and strategies in marketing. She has over 20 years of experience and has managed all facets of new product launches, and created and executed national direct mail campaigns, website launches and telemarketing programs. Her career spans American Express, Saks Fifth Avenue and the NYC Board of Education. She holds an MBA in Marketing and belongs to organizations including National Association of Women Business Owners, National Association for Female Executives and the Manhattan Chamber of Commerce.

Peggy McHale, also a principal of Consultants 2 Go, is a marketing guru acquiring her extensive senior management experience starting in telecommunications at AT&T, and ending an impressive corporate career as a Vice President at American Express. She has developed marketing campaigns with wireless companies, credit card issuers, banks, insurance firms, and deregulated energy companies. Currently, Peggy is focused on building Consultants 2 Go into a noteworthy company that provides experienced, affordable marketing consultants. She has an MBA in Finance and is a member of the New Jersey Association of Women Business Owners, New Jersey Technology Council and Women’s Presidents Organization. She is passionate about partnering with, and helping, small business owners to take their businesses to the next level.



Room 214  
10:30 - 12:00 pm  
1:45 - 3:15 pm

## Cultivating a Circle of Advisors Who, What, When, Where, How & Why?

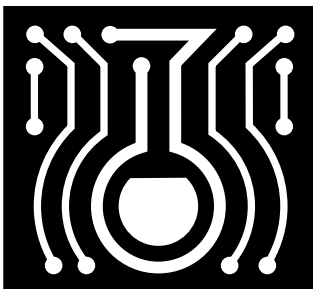
**Discussants:**  
Catherine Duckett, Gilda Paul,  
Natalie Batmanian, Liz Stueck

*The value of a mentoring relationship—and the importance of continued cultivation of a circle of such advisors—cannot be underestimated. But how does one find a mentor and in what settings does mentoring take place? In what ways do women in STEM (science, technology, engineering, and math) careers—or those aspiring to join these ranks—engage in mentoring or in being mentored?*

*To answer these questions, examples will be provided from three mentoring models:*

- *Formal group mentoring program offered by a nonprofit organization*
- *One-to-one informal hybrid mentoring (face-to-face & “e-mentoring”)*
- *Peer mentoring circles*

*Presenters will describe these models and share top-line outcomes/results achieved as well as identify best practices, key learning, and “pearls and pitfalls” associated with each. Following this, participants will convene in breakout groups to discuss how mentoring needs are addressed in their settings and what mentoring-related practices and techniques they have found most valuable. Suggestions from all breakout groups will be captured and will form the basis for the development of policy recommendations for optimizing mentoring opportunities.*





Room 213  
10:30 - 12:00 pm  
1:45 - 3:15 pm

## Discovering and Marketing Who You Are

### Discussants:

**Barbara Bosha, Judy Formalarie, Forough Ghahramani,  
LaNella Hooper-Williams, Aleta You**

*Confucius said, "if you enjoy what you do, you'll never work another day in your life." But how do you know what that is? During this workshop, we will provide you with a self assessment through a short quiz and activities. You will then explore ways to identify whether a company fits you, your work style, and your personal ethics. We will also discuss strategies to make you stand out in a crowd through your own personal branding, and project the image that you want to promote. This workshop is perfect for those who are looking to increase their overall career satisfaction, or seeking a new job or a promotion, by identifying who you are and the image that you wish to project to others. As Shakespeare wrote to Hamlet, "to thine own self be true."*

### Resources:

#### Books:

*A Whole New Mind* by Daniel Pink  
*Brand You 50* by Tom Peters  
*Make a Name for Yourself* by Robin Fisher Roffer  
*Do What You Are* by Paul D. Tieger and Barbara Barron-Tieger  
*Fierce Conversations* by Susan Scott  
*How to Win Friends and Influence People* by Dale Carnegie  
*Influence* by Robert Cialdini  
*Love is the Killer App* by Tim Sanders  
*Never Eat Alone* by Keith Ferrazzi  
*Purple Cow* by Seth Godin  
*Soar with Your Strengths* by Donald O. Clifton  
*What Color is Your Parachute* by Richard Bolles

#### Web Resources and Curricula:

<a href="http://www.njnextstop.org">www.njnextstop.org</a>	<a href="http://www.squidoo.com/distinguish">www.squidoo.com/distinguish</a>
<a href="http://www.njcan.org">www.njcan.org</a>	<a href="http://www.online.onetcenter.org">www.online.onetcenter.org</a>
<a href="http://www.livecareer.com">www.livecareer.com</a>	<a href="http://www.squidoo.com/inspire">www.squidoo.com/inspire</a>
<a href="http://www.librarysupportstaff.com">www.librarysupportstaff.com</a>	<a href="http://www.bio-1stop.org/jobs">www.bio-1stop.org/jobs</a>
<a href="http://www.hotjob.careerid.com">www.hotjob.careerid.com</a>	<a href="http://www.bio-1stop.org/jobs/careers/b">www.bio-1stop.org/jobs/careers/b</a>
<a href="http://www.testingroom.com">www.testingroom.com</a>	<a href="http://www.bio-1stop.org/jobs/resources">www.bio-1stop.org/jobs/resources</a>
<a href="http://www.personalitypathways.com">www.personalitypathways.com</a>	





Room 117  
10:30 - 12:00 pm  
1:45 - 3:15 pm

## Entrepreneurship and 'Intra'preneurship— Being Your Own Driver

### Discussants:

**Teresa M. Boyer, Dianne Hartshorn, Irena Petsche,  
Suzanne B. Schwartz, Judith A. Sheft**

*This session will provide insight into Intrapreneurship and Entrepreneurship as career paths for women in the science and technology fields. These paths represent the ultimate in "Taking the Initiative," and carry both risks and rewards in career satisfaction. Panelists will feature personal experiences with entrepreneurial work, resources and networks available to support women thinking of the entrepreneurship option, and programs and resources for K-12 educators looking to foster entrepreneurship in their students. Panelists include: Irena Petsche, President, TIP Research; Suzanne Schwartz, Assistant Professor of Research in Surgery, Weill Cornell Medical College; and Judith Sheft, Associate Vice President, Technology & Economic Development, New Jersey Institute of Technology.*

### Resources:

#### Books:

*Black and White Strike Gold*  
by Sandi Webster and Peggy McHale

#### Web Resources and Curricula:

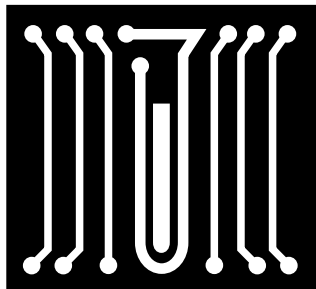
Bio-1's Entrepreneurship Curriculum Modules:  
[http://bio-one.org/content/entrepreneurship\\_education.html](http://bio-one.org/content/entrepreneurship_education.html)

Entrepreneur U- Teacher Curricula:  
<http://www.entrepreneuru.org/teacher/curriculum.php>

NJ Association of Women Business Owners  
Women's Business Center: [www.njawbo.org](http://www.njawbo.org)

Resources for Women Entrepreneurs:  
[http://www.score.org/women\\_resources.html](http://www.score.org/women_resources.html)  
Women Entrepreneurs, Inc.: <http://www.we-inc.org/>

LinkedIn Group: Women in Science and Technology Workforce Summit  
(additional resources will be posted following our session).





Room 122  
10:30 - 12:00 pm  
1:45 - 3:15 pm

## Shaping Your Personal Curves (Managing Change)

### Discussants:

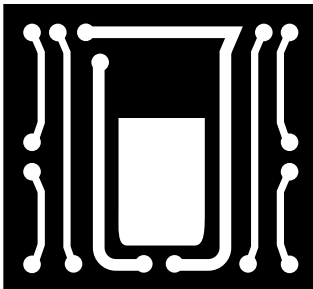
**Bonnie Diehl, Vicki Gaddy, Sondra Sen, Doreen Valentine**

*Change is an occupational hazard for any woman in today's work world. Instead of reacting with "fight" or "flight," join our break out session to learn adaptive skills that help you retool and develop a balanced perspective. Use these tools to not only manage change but embrace change. In this interactive session, we will begin developing action plans to reach our full potential and shape our personal curves.*

### Resources:

#### Books:

*When Everything Changed: The Amazing Journey of American Women from 1960 to the Present* by Gail Collins  
(New York: Little, Brown, and Co.) 2009





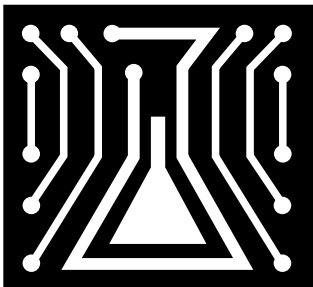
Room 215  
12:30 - 1:30 pm  
1:45 - 3:15 pm

## Students Leading the Way into the Future of Networking

### Discussants:

**Alyssa Cocchiara, Brittany Durgin,  
Devin Lambert, Carina Sitkus**

*A panel of undergraduate students will present ways to utilize various social networking sites (eg. LinkedIn, Facebook, Twitter) to benefit your business/ organization. This discussion will include information about the proper etiquette you can use to make you and your organization appear innovative and fresh without being over-bearing. Lastly, the panel will discuss how working professionals can use these social networking skills to become mentors and effectively connect with younger generations of future workers.*





Computer Room 217  
12:30 - 1:30 pm

## Networking through Facebook

**Eva Abreu**

*Learn why Facebook isn't just for kids, fine-tune your profile, learn the difference between groups and fan pages, best practices for wall posts, photos and videos, how to find people and cultivate business relationships, and Q&A.*

Computer Room 207  
12:30 - 1:30 pm

## Networking through LinkedIn

**Deborah Smith**

*LinkedIn Fundamentals: a skills building course that is geared to the beginner to intermediate LinkedIn user.*

*Attendees will walk away with a comprehensive understanding of:*

- Site navigation
- Professional Profile development
- Important setting options
- How to connect "the right way" with other users
- Joining and using Groups to network
- Promoting yourself through the Question & Answers Feature
- Mastering Searches

Room 117  
12:30 - 1:30 pm

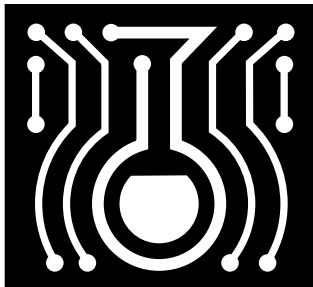
## Networking through Twitter: Tweet for Business

**Deirdre Breakenridge**

*If you think you can't promote your company in 140 characters or less? Think again! Across the globe, Twitter has become a main source of information on sports and politics to news and entertainment—and now business for business relationships. However, Twitter can also be intimidating and confusing, leaving many professionals and business owners frustrated and confused about how to leverage its reach.*

*Twitter doesn't have to be that complicated—once you learn about the culture of the community and build conversations into your overall strategy, you'll be hooked, and your business and career will reap the benefits. Deirdre Breakenridge's session, "Tweet for Business" introduces conference participants to Twitter in a number of ways:*

- Listening and being a meaningful resource
- Finding your Twitter voice for optimal performance
- Following and being followed to build your Twitter network
- Planning it out: what to tweet and when
- Commanding proper twitequitte and why it's important
- Understanding and using hashtags for increased exposure
- The best Twitter tools to enhance and improve your experience





Auditorium  
12:30 - 1:30 pm

## The Art of Personal Networking

**LaNella Hooper-Williams**

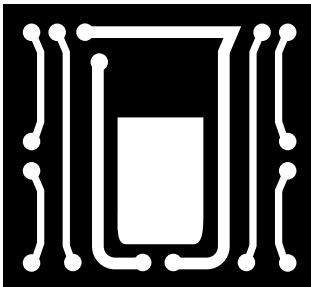
*Networking is crucial to business success. A little bit of networking goes a long way, but what's it all about? At its core, networking is about forging new business relationships that will lead to mutual benefits later on. A new job, another client or a solid professional ally: No matter what the ultimate goal, people who network will most likely reach their professional heights faster.*

*Networking is a skill that comes with practice, one that has its own share of challenges. Walking into an unfamiliar setting and chatting with strangers might sound daunting, especially if you're not a social maven. However, the more you network, the easier it gets and the more enjoyable it can be.*

*During this session, you will quickly ramp up your ability to make connections through speed networking. Speed networking is a fun, exciting and effective way to practice connecting with people. Speed networking involves people meeting each other one at a time for a short interval and then moving on to the next person. The key to making speed networking work is to take the contacts and develop them over time into incredible relationships.*

### Resources:

*Brag, The Art of Tooting Your Own Horn without Blowing It* by Peggy Klaus  
*Never Eat Alone* by Keith Ferrazzi





## Biographies

**Eva Abreu** is a social media consultant and organizing coach based in Piscataway, NJ. She teaches at OLLI-Rutgers Continuing Education and writes a bi-weekly social media column for the *Home News Tribune*, *Courier News* and *myCentralJersey.com*. She is founder and publisher of *NJSocialMedia.com*, a former technology manager with Credit Suisse First Boston, JPMorgan and AT&T Solutions, a 1985 graduate of Cook College-Rutgers (B.S. Animal Science) and a lifelong resident of New Jersey.

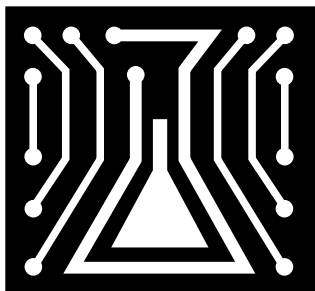
**Natalie Batmanian, Ph.D.** has been the Associate Director for the Office for the Promotion of Women in Science, Engineering and Mathematics since January 2009. Dr. Batmanian is a Rutgers Alumna, having received her Ph.D. in Cognitive Psychology from Rutgers University in 2003. Before her position in the Stony Brook University as a visiting assistant professor, she was a post-doctoral fellow at Hunter College, conducting research funded by the Ruth L. Kirschstein National Research Science Award from National Institute of Health. In her capacity as an Associate Director, she provides professional development opportunities to faculty, undergraduate and graduate students, as well as providing networking opportunities for women in STEM for continued support and success along their career paths.

**Deirdre Breakenridge** is an author, entrepreneur and President/Owner of Mango! Marketing. A 20+ year veteran in PR and marketing, she is the author of four Financial Times Press books, *Putting the Public Back in Public Relations*, co-authored by Brian Solis, *PR 2.0*, *New Media*, *New Tools*, *New Audiences*, *The New PR Tool-kit* and *Cyberbranding*.

Deirdre speaks internationally on PR and social media communications. In February 2010 she was the keynote speaker at Social Media Congress in Amsterdam as well as the featured keynote speaker for the Public Relations Institute of Australia (PRIA) in October 2009. Previously, she has spoken for the Public Relations Society of America (PRSA), the Vocus User's Group Conference and The National Association of Broadcasters (NAB).

Deirdre is a blogger at PR 2.0 strategies, and also the co-founder of #PRStudChat, a dynamic twitter chat session that takes place monthly, with 500+ PR professionals, educators and students.

**Barbara Bosh**a is Owner/President of Bosh Design +Communications, an award-winning graphic design firm, with a specialty in employee communications. With more than 25 years of experience in design strategy, creative implementation and project management, Barbara's firm has received numerous industry awards for inspired, effective visual communications. Her firm has executed external and internal communication campaigns for major chemical, pharmaceutical corporations as well as universities. Her company also works with small to mid-size companies to develop their brand identities and marketing strategies. Bosh Design +Communications is a certified women owned business.



**Teresa M. (Terri) Boyer, Ed.D.** is the executive director for the Center for Women & Work at Rutgers University. Dr. Terri Boyer directs Education and Career Development Research and Programs at the Center, which include the Nontraditional Career Resource Center. Her areas of expertise include gender equity in education and career development, including classroom interactions; Title IX; women in science, technology, engineering and mathematics; nontraditional careers; sexual harassment; and gendered violence.

**Mary Ellen Clark** is the executive director, Central New Jersey WIRED Bio-1. The \$5.1 million grant is the third WIRED (Workforce Innovations in Regional Economic Development) grant from the federal Department of Labor received by New Jersey and focuses on retaining and expanding high quality jobs in Central New Jersey in the biosciences sector, to enable Central New Jersey to remain competitive globally. One of the key strategies of Bio-1 is to excite young people about the biosciences especially focusing on underrepresented groups.

**Alyssa Cocchiara** is an undergraduate student at Douglass College, Rutgers University. She is double majoring in Nutritional Science and Women and Gender Studies with the career goal of being a physician. Throughout her undergraduate career she has used new media tools to engage students in her campus organizations' events as well as to keep others in her network informed about local and global news. During her internship at the Center for Women's Global Leadership, a non-governmental organization, she designed and launched several interactive Fan Pages on Facebook for the Center's initiatives and global programs.

**Bonnie Diehl, Ph.D.** is an advocate for higher education in the state of New Jersey. She is an active member of the Association of American Colleges & Universities, the American Association of University Women, the NJ Biotechnology Education Consortium and a sub-committee member for the Gender Parity Council of the NJ State Employment and Training Commission. She promotes new and innovative teaching practices for science education based on peer-reviewed, experimentally-authenticated, effective strategies in order to encourage and retain budding scientists, especially women and minorities. Enhancing diversity in our workforce insures our prominence at the cutting edge of innovation.

**Catherine Duckett** is trained as a Biologist, Ecologist and Entomologist at Brown (1983), University of Texas (1987), and Cornell (1993), respectively. Dr. Duckett specializes in beetles that eat plants, called flea beetles; her sub-specialty is evolution of female genitalia. She has also received an extensive education in cross cultural interactions from such varied organizations as, the Experiment in International Living, Rotary Club, The Peace Corps, and the National Science Foundation. During her doctoral work she was also awarded a Fulbright-Hayes Fellowship for study of beetles in Venezuela. She is also proud to have described over a dozen species and one new genus of beetles that were new to science. Catherine is now Associate Dean of the School of Science at Monmouth University in West Long Branch, NJ, where she is responsible for the women in science program as well as other initiatives.

**Brittany Durgin** is a recent graduate of Douglass Residential College, Rutgers University with a bachelor's degree in Cell Biology and Neuroscience. Brittany served as an undergraduate researcher in biotechnology studying the phenomenon of epigenetic regulation of gene expression in the model plant *Arabidopsis thaliana*. Her research entitled "Defining the Functional Network of Epigenetic Regulators in *Arabidopsis thaliana*" was published in the journal *Molecular Plant* in July 2009. Brittany plans to attend graduate school this fall in pursuit of a PhD in Biomedical Sciences.

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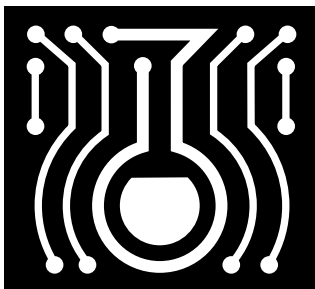
**Sarita Felder, MBA, CEC** is founder of Sarita Felder and Associates, LLC, an Executive Leadership Coaching and Business Development Consulting firm. She also is a founding member and Principal of Transitioning to Green, LLC, an organization focused on assisting individuals, small businesses and corporations in finding their place in the new green economy.

**Judith Formalarie** is a senior policy analyst with the N. J. State Employment and Training Commission (SETC) providing policy guidance on a statewide and local level in all areas of workforce development. She also manages the SETC's career exploration website, [www.njnextstop.org](http://www.njnextstop.org), which was established for teens, parents, and school counselors to provide all facets of career exploration, as well as highlight New Jersey specific research on demand occupations.

**Vicki Gaddy, SPHR CPC** is the Director of Workforce Development at BioNJ, the voice for biotechnology for New Jersey. Vicki's career has spanned the biotech and technology industries with HR leadership positions at several start-up and early stage organizations, including Regeneron Pharmaceuticals, MannKind Biopharmaceuticals, International Pharmaceutical Research, a small CRO, as well as the niche telecommunications company, Virgin Mobile USA. Vicki's current role involves working in close partnership with the WIRED Bio-1 team to develop a centralized network for talent acquisition and talent development within the biotech industry in New Jersey. Vicki also manages a consulting practice, NewSuit, LLC, through which she runs workshops and coaches individuals and teams on career exploration, professional networking and job search strategies.

**Forough Ghahramani, MBA, MS** is Associate Dean of the College of Health Sciences and College of Business and Management at DeVry University. Forough Ghahramani is Founder and Principal of Life Sciences Computing, a Princeton, New Jersey-based consulting company that assists organizations in utilizing high performance computing to accelerate research and informatics services in the health, medical, and life sciences. Forough has twenty-seven years of diversified experience in higher education, management, and information technology. Forough has concentrated her volunteer efforts on developing programs to attract, retain, and mentor women in science, engineering, and technology fields. Forough is consulted on the local, state, and national levels with regard to workforce development strategies for recruitment and retention of women in STEM fields.

**Dianne Hartshorn, CPC** is president of the Hartshorn Group, a recruiting firm, placing permanent and temporary personnel in the areas of office support, accounting and legal services. A woman-owned enterprise, this 34 year old firm, has placed thousands of candidates with large and small corporations in the tri-state area. Currently, she is a member of the NJ Council on Gender Parity; on the Board of Directors for the Morris County Chamber of Commerce; Board Member of Big Brothers/Big Sisters of Morris, Bergen and Passaic Counties; Steering Committee member of the Morris County Advisory Committee on Women, and a member of the Morris County College Business Advisory Board.



**Devinn Lambert** is a NSF Biotechnology Scholar, a Cook Honors student, and a part of Douglass Residential College at Rutgers University. She graduated, in 2009, from Biotechnology High School, Freehold, NJ. Currently Devinn interns at Bio-1 and is the vice president of Designer Genes, Rutgers University's Biotechnology Club.

**Dianne Mills McKay** is a long-time advocate for women's equity. She is the chair of the New Jersey Council for Gender Parity in Labor and Education, which oversees the State's efforts to remove barriers related to gender in education and the workplace. Dianne was appointed by the Governor in 1998 to chair the New Jersey Advisory Commission on the Status of Women. She served as president of the American Association of University Women-New Jersey from 1994-1998. She also chaired the Gender Equity Advisory Committee for the New Jersey Department of Education, and currently serves as the chair of the Advisory Committee for the Nontraditional Career Resource Center at the Rutgers University Center for Women and Work. Dianne chairs the Burlington County Council on Women and is a Board member and past Chapter Chair of the Burlington County Chapter-American Red Cross.

Professionally, Dianne is a trainer and consultant on gender equity and diversity issues. She is a part-time lecturer for the School of Management and Labor Relations at Rutgers University, and a lecturer of continuing education for Fairleigh Dickinson in sociology. Dianne conducts a variety of training on topics related to gender equity, especially sexual harassment and bullying, gender and communication, and workplace issues.

**Gilda Paul, Ph.D.** has been the director of the New Jersey, Eastern Pennsylvania and Delaware Higher Education Recruitment Consortium since its inception in 2004. Previously, she was Associate Director of the Pew Science Program. She holds a Ph.D. in psychology from Temple University. The NJ/Eastern PA/DE HERC is composed of 45 colleges and universities, and was formed to assist member institutions in recruiting and retaining outstanding, diverse faculty and staff, including dual career couples. A core aspect of NJ/PA/DE HERC is a website that is free to jobseekers and that features comprehensive, searchable staff and faculty job listings, email job alerts, dual career searches and resources, and regional diversity and relocation information, along with best practices and information about recruitment and retention issues.

**Irena Petsche, Ph.D.** is president of TIP Research, a consulting firm specializing in business process improvement and the collection and analysis of data to support critical business processes, with an emphasis on competitive intelligence in the pharmaceutical and biotech industry. Prior to starting TIP Research, Dr. Petsche had over two decades of experience in the petrochemical and pharmaceutical industries as both a researcher and executive. Dr. Petsche is a Six Sigma Black Belt and an active volunteer for the Healthcare Business Women's Association, Women in Science at Princeton and the US Fencing Association

**Suzanne Schwartz, MD** is Assistant Professor of Surgery and Associate Director of the Wound Healing Laboratory at Weill Cornell Medical College in New York City. She engages in clinical and translational research related to burn injuries and wound healing, with particular interest in the impaired setting, i.e., diabetes. Prior to joining the faculty at Weill Cornell, she served as Medical Director & Tissue Bank Director of Ortec

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**Suzanne Schwartz, MD (continued)**

International, a development stage biotechnology company. Suzanne is an active volunteer for the Healthcare Business Women's Association Metro Chapter, co-chairing the Women in Science affinity group; she also volunteers on several working groups of the University-Industry Demonstration Partnership, an initiative of the National Academies. Suzanne is also an avid runner and volunteer coach for City Sports for Kids.

**Sondra Sen** is a cross-cultural and diversity consultant, facilitator, speaker, and author. As President of Sherisen International, Inc., she prepares women in corporations for their global assignments as well as conducts programs on Global Diversity, Intercultural Communication and Multi-Cultural Team-building. She has been a member of the Gender Parity Council of the State Employment and Training Commission since 2006, and is a member of the Council's Science Subcommittee.

**Judith A. Sheft** is the Associate Vice President of Technology and Economic Development at the New Jersey Institute of Technology. She is responsible for managing the university's Office of Technology Transfer and Development and develops programs and policies focusing on patent creation, intellectual property valuation, strategic use and protection of IP assets. She is also responsible for management of the university's high technology business accelerator/incubator, the Enterprise Development Center and the Defense Procurement Technical Assistance Center. Ms. Sheft also serves on the New Jersey Israel Commission and on the Technical Advisory Board of the New Jersey Economic Development Authority. Prior to joining NJIT, she was a founding member of Licenz Group, an IP consulting firm that focuses on assisting companies to maximize the value of their IP portfolio. Before that she worked as the Intellectual Property and Compliance Vice President for Agere Systems, the semiconductor subsidiary of Lucent Technologies.

**Deborah Smith** is a Certified LinkedIn Instructor and Social Media Marketing Consultant in Central New Jersey. Her clients range from non-profit organizations to industrial manufacturers and everything in between. In addition to private consulting and company based workshops, she also conducts virtual coaching sessions and Webinars. Her love of social media marketing began 10 years ago, well before the term "Social Media" was ever conceived, when she used the tools available in the day such as chat rooms, email groups and message boards to market her network of nanny employment websites. One of those email groups is still in existence today. Deborah is also an avid blogger. Her food and dining blog, JerseyBites.com, which she launched in 2007 recently received recognition in the New York Times and welcomes approximately 8,000 unique visitors per month. You can connect with Deborah on Twitter @DeborahLSmith, on Facebook at Facebook.com/SocialMedia4Business and on LinkedIn at [www.linkedin.com/in/deborahleesmith](http://www.linkedin.com/in/deborahleesmith)



**Carina Sitkus** is a recent Rutgers University graduate with a degree in journalism and political science. Her senior thesis explored the relationship between blogs and traditional news to determine how the field of journalism is changing. As an undergraduate, she also interned and worked at the Warren County Mosquito Commission, testing for the presence of La Crosse Virus in the county. She was also a member of the Douglass Project for Rutgers Women in Math, Science, and Engineering.

**Elizabeth (Liz) Stueck, B.A.** is Director-at-Large, Mentoring, on the Metro Chapter Board of the Healthcare Businesswomen's Association (HBA). She is responsible for the Chapter's Group Mentoring Program, an intensive, 8-month program matching senior leaders (Mentors) with future leaders (Mentees) in healthcare. In 2008, Liz received the Chapter's Honored Volunteer Award for her work in launching a pilot mentoring initiative, the precursor to today's highly recognized program. Liz enjoys applying the adult learning principles and instructional design concepts that she uses in the development of continuing medical education programming to produce best-of-class mentoring initiatives. She is a magna cum laude graduate of Elizabethtown College (PA).

**Doreen Valentine** is the director of an NSF ADVANCE grant at Rutgers University and assistant director in the Rutgers Office for the Promotion of Women in Science, Engineering, and Mathematics. She studied biology and English at Stony Brook University and earned a Ph.D. in neuroscience from Harvard University where she explored sensorimotor integration in echolocating bats and taught behavioral neuroscience as a member of the adjunct faculty.

Before joining WiSEM and the RU FAIR ADVANCE initiative, Dr. Valentine was senior editor at Rutgers University Press where she acquired and developed book manuscripts related to science, technology, medicine, and the environment.

**LaNella Hooper-Williams** is president of Hooper Williams Communications, a strategic communications firm specializing in public/media relations and marketing communications. She also conducts personal branding seminars for corporations, colleges and universities, as well as professional associations, and has a unique ability to inspire audiences with her special blend of professionalism and fun interaction.

In addition to her consulting practice, LaNella serves as an adjunct professor at New York University in the Graduate School of Public Relations and Communications where she teaches courses in public relations and brand development.

Prior to starting her own practice, LaNella held vice president and director level positions with Fortune 500 companies including Johnson & Johnson, Lincoln Financial Group and PNC Bank where she led communications programs and created personal branding strategies for CEOs, CFOs, CIOs and other senior leaders. She has written seven Fortune 500 corporate annual reports, including several industry award winners.

**Aleta You, Ph.D.** currently serves as the Associate Director of the Professional Science Master's Program at Rutgers, The State University of New Jersey. The Professional Science Master's Program offers a new Master of Business and Science (MBS) degree that educates future leaders in industry, business, governmental, and non-profit organizations. Prior to the Professional Science Master's Program, Dr. You served as the Senior Equity Specialist and Program Manager for the New Jersey Statewide Systemic Initiative (NJ SSI) at Rutgers. She has over twenty-five years of teaching and administrative experience as a former college professor, administrator, and high school teacher. She has served as the editor of the U.S. Department of Education Dwight D. Eisenhower National Mathematics and Science Education Newsletter and was Project Director of Science Teams, an exemplary award-winning elementary science program funded by the U.S. Department of Education.

**We would like to express our appreciation for the hard work and dedication  
of the members of the Council's Science and Technology Workforce Committee:**

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Rutgers, The State University of New Jersey

Barbara Bosha, Bosha Design +Communications

Teresa Boyer, Ed.D., Center for Women and Work, Rutgers, The State University of New Jersey

Jane Brady, Middlesex County Workforce Investment Board

Mary Ellen Clark, Bio-1, Rutgers, The State University of New Jersey

Bonnie Diehl, Ph.D., Fairleigh Dickinson University

Catherine Duckett, Monmouth University School of Science

Sarita Felder, Sarita Felder and Associates, LLC

Judy Formalarie, N.J. State Employment and Training Commission

Vicky Gaddy, Workforce Development at BioNJ

Joanne Gere, BioScience Collaborative/Association for Women in Science

Forough Ghahramani, MBA, MS, DeVry University

Grace Hamilton, MSW, LSW, Division on Women, New Jersey Department of Community Affairs

Dianne Hartshorn, The Hartshorn Group

LaNella Hooper-Williams, Hooper Williams Communications

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Dianne Mills McKay, N.J. SETC Council on Gender Parity in Labor and Education

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Gilda Paul, Princeton University

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