

enterprising Women

THE MAGAZINE FOR WOMEN BUSINESS OWNERS



Enterprising Women OF the Year



**CLASS
OF 2009**

Enterprising Women Recognizes The Class Of 2009: The Finest Women Entrepreneurs In North America

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\$5.00

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It is our distinct honor to showcase the winners and finalists of the Enterprising Women of the Year Award in this special commemorative issue of *Enterprising Women*.

The award winners and finalists were recognized during a three-day tribute held in their honor from March 11-13 at Disney's Yacht Club Resort in Lake Buena Vista, FL. This was the seventh anniversary of the gala awards celebration. The Walt Disney World Company was the premiere sponsor of the 2009 Enterprising Women of the Year Awards Celebration.

Award recipients must demonstrate that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship, and stand out as leaders in their communities. Many of these women are also leaders in key organizations that support the growth of women's entrepreneurship.

Award winners were recognized in five categories based on their sales revenues.

In October of each year, nominations pour in at our Web site at www.enterprisingwomen.com and winners are selected from hundreds of entries. We partner with every major organization that supports women's entrepreneurship to get the word out about our awards program to thousands of women who are eligible to participate. Through



Winners of the 2009 Enterprising Women of the Year Award include the following categories:

the support of these organizations and other outreach, participation and interest in our awards program doubles each year.

Over the past seven years, it has also been our tradition to induct one or more women into the Enterprising Women Hall of Fame. These are women who have devoted a lifetime to building dynamic businesses or vital nonprofits and give back to others in significant ways. It is our honor to recognize their lifetime of achievements and thank them for the tremendous difference they have made in the lives of others.

We presented two special awards this year as well, including our first ever Enterprising Women Legacy Award to Sharon Hadary for her 20 years of outstanding work with the Center for Women's Business Research, and our Advocacy Award to the Center itself for outstanding advocacy on behalf of women business owners. That award recognized the Center's outstanding work on its "Women of Color" project, which included groundbreaking research. Beverly Holmes, chair of the Center for Women's Business Research, accepted the award on the Center's behalf.

A snapshot of our Enterprising Women of the Year Award winners and finalists is included in this issue. We hope the inspiring stories of each of these outstanding women motivate you to dream even bigger dreams for your business.

—Monica Smiley,
Editor & Publisher

OVER \$25 MILLION IN ANNUAL SALES REVENUES

- **Carolyn T. Doerle**
Doerle Food Service, LLC
Broussard, LA
- **Elise Hernandez**
Ideal System Solutions, Inc.
Maple Grove, MN
- **Deborah Jallad**
Accredited Surety &
Casualty Company
Orlando, FL
- **Amy Langer**
SALO, LLC
Minneapolis, MN
- **Tanya C. Matthews**
TMG Construction Corp.
Purcellville, VA
- **Cynthia J. Pasky**
Strategic Staffing Solutions
Detroit, MI
- **Sue Pisaturo**
Small World Vacations
Washington Township, NJ
- **Sonu Ratra**
Akraya Inc.
Sunnyvale, CA

OVER \$10 MILLION AND UP TO \$25 MILLION IN ANNUAL SALES REVENUES

- **Terri S. Alpert**
Uno Alla Volta LLC
North Branford, CT
- **Carol Craig**
Craig Technologies
Cape Canaveral, FL
- **Hannah Kain**
ALOM
Fremont, CA
- **Colleen Kramer**
Evergreen Supply Company
Chicago, IL
- **Julie Levi**
Progressive Promotions, Inc.
Englewood, NJ
- **Linda Moraski**
PeopleSERVE, Inc.
Chestnut Hill, MA
- **Anne D. Shybunko-Moore**
GSE Dynamics Inc.
Hauppauge, NY
- **Terri Sullivan**
Meridian Imaging Solutions
Alexandria, VA

OVER \$5 MILLION AND UP TO \$10 MILLION IN ANNUAL SALES REVENUES

- **Nancy Freeman Balkcom**
MySupplies
Atlanta, GA
- **Jessica Browder-Stackpoole**
EventPro Strategies, Inc.
Scottsdale, AZ
- **Leah Brown**
ATEN Solutions, Inc.
Cary, NC
- **Annie Danielson**
Danielson Designs
Trinidad, CO
- **Angela Hedges Hendricks**
Bentley Hedges Travel
Service Inc.
Oklahoma City, OK
- **Lou Jurkowski**
BJAC, pa
Raleigh, NC
- **Darlene M. Miller**
Permac Industries
Burnsville, MN
- **Lynn Paige**
PerfectPower, Inc.
Phoenix, AZ
- **Bridget Soyka-Smith**
Soyka Smith Design Studios
Upper Montclair, NJ
- **Paula Turner**
Lexair Electronics Sales
Corp, Greensboro, NC

OVER \$1 MILLION AND UP TO \$5 MILLION IN ANNUAL SALES REVENUES

- **Marri Aviza**
Rumors Salon and Spa
Latham, NY
- **Tina Teree Baker**
Cadence Group
Atlanta, GA
- **Jennifer Bisceglie**
InTEROS Solutions
McLean, VA
- **J. Isabel Chancellor**
IngenuiE, Inc.
Oklahoma City, OK
- **Joan Killian Gallagher**
Warden-Brooks, Ltd.
New Canaan, CT
- **Jena Gardner**
JG Black Book of Travel
New York, NY
- **Debbi Somers**
Somers Furniture Inc.
Las Vegas, NV
- **Mary Wu**
Wu Consulting LLC
Washington, DC

UP TO \$1 MILLION IN ANNUAL SALES REVENUES

- **Mary Ardapple Dierker**
Apple's Bakery, Inc.
Peoria, IL
- **Genma Stringer Holmes**
Holmes Pest Control
Hermitage, TN
- **Ann Kayman**
New York Grant Company
New York, NY
- **Patricia Massey**
Myca Multimedia & Training
Solutions
Cincinnati, OH
- **Laura Lee Williams**
Laura Lee Designs, Inc.
McLean, VA

THE 2009 ENTERPRISING WOMEN OF THE YEAR AWARD FINALISTS

- **Amberly Allen**
Direct Innovations, LLC
Bellaire, TX
- **Dale Bare**
Bare International, Inc.
Fairfax, VA
- **Gloria J. Carter-Hicks**
Hicks-Carter-Hicks, LLC
St. Louis, MO
- **Tricia Dempsey**
Agile Resources, Inc.
Cumming, GA
- **Helen Ficalora**
Helen Ficalora
New York, NY
- **Linda Maslow**
The Maslow Media Group
Washington, DC
- **Stella M. Miller**
Stella May Contracting, Inc.
Edgewood, MD
- **Carrie Mitchell**
ASAP Office Supply
Raleigh, NC
- **Natalie Perkins**
Clean Design
Research Triangle Park, NC
- **Jill Vitiello**
Vitiello Communications
Group, LLC
East Brunswick, NJ
- **Mindy T. Withrow**
CSS Distribution Group, Inc.
Louisville, KY

2009 Enterprising Women of the Year Award Winners

enterprising Women



Amy Langer, Tanya Matthews, Sonu Ratra, Elise Hernandez, and Carolyn Doerle

OVER \$25 MILLION

IN ANNUAL REVENUES



Carolyn T. Doerle

Carolyn T. Doerle of Doerle Food Service, LLC, Broussard, LA. A broadline food service distributor to restaurants, hospitals, casinos, schools, prisons, and the energy and marine industry in Louisiana. Doerle generated annual sales of \$230 million in 2008. A member of the Gulf Coast Women Business Enterprise, Doerle's company supports the Haitian Water Purification Project; the Solomon House, which is a brown bag feeding program; and the Performing Arts Association among its many charitable activities. Carolyn purchased the company from her family in 2003 and grew it by more than \$200 million in sales over five years, all through organic growth, with no acquisitions involved.



Elise Hernandez

Elise Hernandez of Ideal System Solutions, Inc., Maple Grove, MN. A trusted technology advisor to government, education and commercial organizations nationwide by providing "best-in-class" technology products, professional services and enterprise solutions, Ideal's 2008 annual sales were \$36 million. A member of NAWBO and the National Association of Professional Women, Elise has served on the board of directors for her local Rotary Club chapter and as the leader for her daughter's Girl Scouts troop. Her role models are Marilyn T. Bryant, whose endowed scholarship at Metro State University allowed Elise to work toward her masters in business management, and her mother, Claudia, who raised her and three other children off the welfare system and sacrificed for her country by enlisting in the Air National Guard and serving in Operations Desert Storm and Desert Shield before retiring as a major in 2004.



Deborah Jallad

Deborah Jallad of Accredited Surety & Casualty Company, Orlando, FL. A niche insurance company specializing in underwriting bail bonds and non-contract commercial surety and fidelity bonds, Accredited posted earnings of \$95 million in 2008. Deborah has devoted her time and energy as a member of the Florida Commission on the Status of Women; the Orange County Mayor's Jail Oversight Committee; the Orange County Domestic Violence Commission; and the board of directors for Harbor House, the local organization against domestic violence. She assumed the company's presidency when her father suffered a debilitating stroke in 1993, where her performance gained the confidence of agents to stay with the firm and propelled Accredited to grow fivefold, moving from being a regional insurer in eight states to a national one licensed in all 50 states.



Amy Langer

Amy Langer of SALO, LLC, Minneapolis, MN. Salo and its affiliates are professional staffing firms that provide specialized finance/accounting and human resources support to businesses in Minneapolis/St. Paul, with \$58.7 million in annual sales in 2008, a \$16 million increase in one year that makes it the fastest-growing business in this category. Active in the Women Presidents' Organization and Women Corporate Directors, Amy led Salo and its affiliates to return 4 percent of their earnings to community organizations and nonprofits in 2008, generating more than \$2 million in giving. She has managed to focus on the "broad picture" of major growth for her company while giving birth to a boy when starting SALO in 2002, followed by twins 18 months later.