

The Advantage

CBIZ Women Helping Women Succeed in Business

A Short Look Back, A Big Move Forward

With 2014 in our rear view mirror and discussions around the 2015 predictions from the 1985 movie *Back to the Future* that have yet to materialize, I thought it appropriate to take a moment to look back on CBIZ Women's Advantage. Not only should we review 2014, but look at our predictions and goals we established in 2007 as we started to build this Program. Our successes are in the impact of CWA on our culture, CBIZ's reputation and branding in the communities where we work and live and the value this Program is having on our broader Corporate goals.

As you will see from this newsletter (as with past ones), we have far exceeded our goals to build a strong and sustainable women's program. The com-

mitment by our CEO, Steve Gerard, and our President, Jerry Grisko, validate what everyone knows - "It starts at the top!" Their support and the support of some of our male leadership has been the foundation for all of our efforts.

And, most importantly, CWA is what it is today because of the talented and passionate women of CBIZ. Enjoy reading about just some of them in this latest newsletter.

Wishing you all a positive and productive 2015! ☞



Nancy Mellard

Memphis Super Women Honored with Capes

by Janell Niederriter, CBIZ MHM Memphis

The 2014 Super Women in Business Awards, hosted by the *Memphis Business Journal*, looked a little bit different from years past. In addition to a plaque, each of the 25 finalists was honored with a pink cape as they were recognized as some of the Mid-South's most influential women in business. As a sponsor of the awards since its inception in 2012, CBIZ Memphis is proud to spotlight women playing a role in the success of their businesses.

Approximately 450 people attended the awards luncheon. The crowd was energized as each Super Woman took the stage to share with the audience three words that described their idea of a "Super Woman," their award dedication, or their commit-



Memphis Selfie - Top (L to R) Karen Gondan, Cherry Blanton, Megan Murdock, Drew Bingham, Janell Niederriter, Moira House. Bottom (L to R) Linda Lauer, Eustis Corrigan and Karen Cassella

ment to the city of Memphis. Though each woman's words were thoughtfully crafted, many chose to say more than three words, and in doing so, made a donation of \$10 to the Dress for Success Memphis program for each word over three.

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CWA Snaps!

Congratulations **Kelly O'Neill**, CBIZ MHM Los Angeles, who was recently named to the 2014 "40 Under 40" list by *CPA Practice Advisor*. "40 Under 40" recognizes young professionals who are impacting the accounting and tax profession through their involvement with their state society, the AICPA, other professional organizations or through thought leadership and consulting.

Congrats to CBIZ MHM Tampa Bay Managing Director, **Laura Krueger Brock**, for being named a Businesswoman of the Year finalist by the *Tampa Bay Business Journal*.

Brenda Piazza, CBIZ MHM San Diego, is a winner of the 2014 *San Diego Business Journal* Women Who Mean Business Award. Congratulations!

The United Way of Salt Lake City's Women's Leadership Council has selected **Mary Kay Griffin**, CBIZ MHM Salt Lake, as its Member of the Year. The Women's Leadership Council recently held its "Power of Your Purse" event to benefit their Women for Educational Achievement program, which encourages girls and young women to reach their potential through education. Over 500 people were in attendance and, on hand for the event, was celebrity journalist Jane Pauley.



Mary Kay Griffin (2nd from left) with Jane Pauley (center)

The CWA Spotlight

Roxann Kerr Lindsey, Vice President, CBIZ Benefits & Insurance Services, Leawood, KS

Roxann Kerr Lindsey, the self-described "small town Iowa girl," remembers the day when she said to herself as she was pondering a new job in the insurance industry, "Insurance? I'll do that for a year, and then I'll be bored." Over 30 years later, she will readily admit her career has been anything but boring.

Professional Experience:

The majority of my career has been spent with CBIZ, and the former Robert D. O'Byrne & Associates (RDOB). After three years in a client service role, I decided to make the leap into a sales role, and immediately knew I had made the right decision. I earned the Rookie, and Salesperson of the Year that first year.

Did you have a mentor in the Business?

My mentors were the "Team" at RDOB. I was so lucky to work closely with the best of the best, Jim Vigliaturo, Dave Krull, Carolyn Watley, Bob Fischgrund, Glenn Jennewein and others. I was relatively new to the broker side, and definitely new to sales. This group took me in and showed me what success looked like. We worked hard, built our careers and raised our families together. It was the best mentoring I could've imagined!

How do you spend your time outside of work? (Hobbies, interests, etc.)

For me, the three most important things in my life are family, career and community. Rotary came into my life at the perfect time. They approached CBIZ looking for people to participate in their monthly community service opportunities, and I decided to check it out. Eight years later, I still hold a seat on their board. I'm continually inspired by this eclectic group of people. The motto of Rotary is "Service Above Self," so whether we're building playground equipment or raising funds for scholarships, it's the place I know I can go to contribute.

(Note: Roxann was recently honored as the Rotary Club of Leawood's Rotarian of the Year for her work as the Foundation Chair.)

Was there an event in your career that stood out?

To this day, what has stood out for me was the realization, while I was at RDOB, that work/life balance was a reality. There was an atmosphere of support and family, and I was so excited that I fit into a group that thought like that. CBIZ continues to attract good people because of those values.



Roxann Kerr Lindsey

Any words of wisdom/advice for CBIZ female associates as they continue their career?

You have to embrace change and be resilient. Change is there, it's going to happen. You either embrace it or you make it worse for yourself. Thankfully, with the help of family and friends, I've been able to face and overcome the obstacles that have come my way ... some more easily than others. You have to be resilient to make it a wonderful life. ☺

Memphis Super Women Honored Continued from cover

Perhaps the most memorable selection came from Ann Langston, of Church Health Center, who clarified that "Super Women bring their own capes," as she donned one of her own.

CBIZ Memphis hosted a Super Women in Business pre-event to celebrate past and present Super Women in Business. The 60 attendees included honorees from 2012, 2013, and 2014. CWA Executive Board member **Linda Lauer** offered a toast and spoke on the importance of having an internal support system of women professionals, as well as an external network of highly skilled, seasoned, professional women. ☺



Dress for Success, CBIZ NE Ohio Go Above and Beyond *by Ellen Wisbar, CBIZ, Inc.*

CBIZ Northeast Ohio recently completed its most successful Dress for Success campaign to date, raising over \$7,000 for the local affiliate. Northeast Ohio includes CBIZ offices in Cleveland, Akron, plus one of the newest CBIZ companies, Tegrit in Uniontown.



Melany Butler, DFS

office complex. The team solicited items for a silent auction, held a Wheel of Fortune style game for prizes, and wheeled a cart through the office selling delicious desserts – complete with “To Go” boxes!

CBIZ associates were also encouraged throughout the year to collect any unopened travel or sample size hygiene items during their travels to donate. Additionally, the Ak-

ron office had a competition between floors to see who could collect the most items and local companies donated items such as toothbrushes from Delta Dental, hand soaps from the local hotels, and Lip Smackers from Bonnie Bell. A record 450 hygiene bags with grooming products were assembled and delivered along with over 750 new or gently used accessories and clothing items collected at the different events. ☎

A team of 18 volunteers coordinated fun events with goals of raising money, increasing awareness for DFS among CBIZ associates, and collecting accessories and hygiene items.

The CBIZ team broke into smaller groups to organize events including an evening of wine-tasting for clients and prospects and an ice cream social for tenants of the



Lori Novickis presents a check to DFS

Additional members of the Northeast Ohio Committee included:

Amy Gasbarre	Angela Cooper
Anna Marie Zappola	Dawn Kilday
Erica Johnson	Ginny Dickos
Gregg Morris	Jackie Nugent
John Geffert	Kathy French
Kim Hess	Kim Oswald
Leo Yurichak	Maggie Kilbane
Martha Lange	Stephanie Colabianchi

From Bravo to Brava! *by Jodi Kamins, CBIZ MHM Mid-Atlantic*

As Washington SmartCEO's editors rightly put it in the July 2014 issue: “Making a living is one thing; making a difference is quite another. From their companies to their communities, BRAVA! women have made it a priority to give back.” And since 2008, CWA and CBIZ Mid-Atlantic have made it a priority to sponsor SCEO's BRAVA! event with dual goals of developing relationships that develop business and recognizing the unique and significant impact of women in our business community.

That impact in the Mid-Atlantic market is formidable. Brava! finalists and winners are community leaders, philanthropists and mentors; wives, mothers and daughters; and tough, savvy, innovative and resilient entrepreneurs and executive officers. Winners' companies for 2014 employ over 1,100 individuals, post \$254 million in annual collective revenue and average 17 years in business. They span the gamut of the Washington, D.C. business scene,

including government contracting, retail, health care, defense and cyber security, information technology, financial services, media and advertising, building services and real estate, nonprofits, education and international development.

We say BRAVO to the women of BRAVA! and we have done so in an organized fashion that is funded by the Mid-Atlantic Model Cities marketing budget and a select event team that includes both Model Cities and CWA members. First we solidify client and prospect relationships by making BRAVA! nominations. We develop new relationships with the winners via pre-



event telephone congratulations, in-person conversations at the event, and follow up calls or lunch appointments after the event. ☎

Pictured at left is Margaret Blaine and Nancy Mellard with our CBIZ client and Brava! Winner, Nancy Slomowitz.

The Advantage is published by CWA. Kansas City Editorial Staff: Alex Elliott (CBIZ MHM), Joellen Messerli and Andria Mitra (CBIZ B&I)



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Out and About ... CWA in Our Communities



CBIZ MHM Phoenix partnered with the Arizona State University Women's Basketball Team to give a sneak peak of the 2014-2015 women's basketball team and practice facility. Head Coach Charli Turner gave a motivational speech on "Achieving Success In All You Do" during the networking reception. The event helped support the Sun Devil Women's Basketball program by requesting donations to Charli's Angels. CBIZ MHM matched all donations up to \$1,500 that were made in support of the Sun Devil Women's Basketball program.



CBIZ Kansas City Wellness Coordinators (L to R) Abby Banks, Stephanie Conner and Lacey McCourt were on hand at Speaking of Women's Health, a day of education and pampering for 1,200+ attendees and taught them important information about health, well-being and personal safety. CBIZ and CWA sponsored of the event.



CBIZ Kansas City and **CWA** hosted the ninth annual CBIZ Hot Pink event on Thursday, October 23, 2014. This year more than 420 businesswomen, community leaders, and philanthropists gathered to celebrate Back in the Swing®, a national grassroots organization dedicated to improving and protecting joyful, healthy and proactive life after breast cancer. The event raised more than \$32,000. Above, guests look on as the live auction for the adorable puppy heats up!



CBIZ Minneapolis held their CBIZ Women's Advantage Wine and Canvas event in early September. They had over 50 women in attendance. It was a wonderful night of networking and creating new relationships. Participants were able to walk away with not only classy aprons, cute wine insulators and a beautiful picture, but with possibilities for new enriching opportunities with the women they met.

