

CREATE YOUR BUSINESS AND FINANCIAL PLANS

Women Leadership

BUSINESS FOR TODAY'S WOMAN

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**BUSINESS LEADERS IN
WASHINGTON, D.C. AND
NASHVILLE, TENNESSEE
2 CITIES WITH ROLE
MODEL WOMEN**

with privilege is needed. Women of color cannot be expected to elevate themselves.

Do you have a favorite quote?

If I cannot do great things, I can do small things in a great way.
(Rev Dr Martin Luther King Jr)



Holly Sydnor - Founder & Chief Brand Marketing Manager AWL

Holly is a branding and marketing expert with extensive experience developing strategic campaigns that connect brands with the people they want to reach. She has a passion for helping brands develop their identity in the marketplace and tell stories that create connection and delight their customers.

Holly co-founded All Women Leadership - AWL Strategies, to help clients accelerate success through sound communications, branding and marketing strategies, and to support women business leaders. She volunteers as a mentor through several organizations, and AWL donates 5% of profits to organizations helping women ascend to leadership positions.

Prior to her current role, Holly led marketing in Grant Thornton's advisory practice, and led an external communications team at Department of Veterans Affairs. At FDA, she led teams that developed and launched "The Real Cost" brand dedicated to preventing smoking and smokeless tobacco use among 12-17 year-olds, and prior to that she led social marketing campaigns for government clients at American Institutes for Research.

Holly is a certified Master of Global Marketing Communications and Advertising by the International Advertising Agency, and won a Gold Effie for advertising effectiveness in the disease prevention and health education category for her work on "The Real Cost" campaign.

Why are you committed to advancing executive and entrepreneurial woman

Beyond the macro benefits that closing the gender gap can increase GDP by an average of 35%, investing in women feeds families, strengthens communities, and fuels business success. Women executives and entrepreneurs increase productivity, enhance collaboration, reduce burnout and improve retention. Equality in the workplace will create more stable companies and opportunities for innovation that will benefit society in ways we can't yet imagine.

Where would you like to see your career in the next five years? Or your Give Back to other women

I would like to see our commitment to give 5% of our profits to support women ascending to leadership positions grow into a foundation over the next five years so that we are better able to direct funds to where they will have the greatest impact.

How can we truly elevate women of color as we build a true sisterhood?

We must confront unconscious biases while simultaneously providing coaching and mentoring programs at companies tailored to helping women of color advance. We must provide

management coaching to women of color early in their careers and organizations must make it a strategic priority to provide them opportunities to take on challenging business problems. They have the drive and the skills to succeed, but our current institutions and biases limit real equality and parity.

Do you have a favorite quote?

"A strong woman looks a challenge dead in the eye and gives it a wink." – Gina Carey



Ilene Rosenthal is the CEO and Founder of Footsteps2Brilliance, a breakthrough educational software company that accelerates student achievement by uniting the power of mobile gaming with the latest in cognitive research. Footsteps2Brilliance has won numerous awards and honors, including the prestigious Association of California School Administrators (ACSA) Partners in Excellence Award, the SIA

award for "Innovative Company Most Likely To Succeed," Codie Finalist for "Best K-12 Instructional Solution", AEP first prize for "Best ESL/ELL Solution", AEP finalist for "Best Supplemental Resources, ESL/ELL", and Gold Winner from the National Parenting Publications Awards. It has been recognized by the White House Initiative on Educational Excellence for Hispanics, and the Clinton Global Initiative for its ability to scale early literacy citywide. In addition, it has been honored by the United Nations for the work that it has done to help children in developing countries become literate through its partnership with Teach the World Foundation.

Prior to Footsteps2Brilliance, Ilene served as President of Strategic Initiatives for Achieve3000, a company that became the leader in differentiated instruction. She also was a co-founder of Lightspan, an educational software company that bridged the gap between school and home.

Ilene began her career as a teacher, during which time she designed curriculum and authored textbooks. In her capacity as a lawyer, she has served as General Counsel to the Government Operations Committee of the U.S. House of Representatives, and as an Assistant United States Attorney in the District of Columbia. She also served as General Counsel to the Software Publishers Association (now SIA) and Special Assistant to the Council of Chief State School Officers (CCSSO).

Ilene received her J.D. from Georgetown University and her B.A. from Wesleyan University in Middletown, Conn. She serves on the Boards of New Futures, Arena Stage, and Patricelli Center for Social Entrepreneurship.

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Why I am committed to advancing executive and entrepreneurial women.

As a female business owner, I know first-hand how important it is to have the right mentors, financial support, and access to networks. Although studies show that businesses are more profitable when there are women in the C-suite, it is still an uphill battle for most women to get the recognition and

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promotions they deserve. I am devoted to hiring and promoting meritorious women to leadership positions. The passion, creativity, and innovation that women bring is essential to building a transformative and successful business.

Where would you like to see your career in the next five years? Or your Give Back to other women

In the next 5 years, I hope to continue making a difference in the lives of children as the CEO of Footsteps2Brilliance. It is absolutely critical that we provide every child the tools and resources necessary to be successful in the classroom and beyond. As a female CEO in education technology, I will continue to empower women to be at the forefront of this transformative movement to scale early childhood education for all children.

How we can elevate women of color as we build a true sisterhood?

The combined buying power of racial minorities exceeds \$2.1 trillion. Corporations that do not hire women of color are losing a key competitive advantage.

Favorite quote

"Make no little plans; they have no magic to stir men's [and women's] blood and probably themselves will not be realized..."
Daniel Burnham



Jan Du Plain has achieved a broad and solid background in journalism, which began while working on her father's award-winning weekly newspaper in California, currently owned by the LA Times. Her experience alongside her father became the foundation for the career successes that followed: A job with a well-established literary agency in Hollywood, representing

authors, screenwriters and actors for motion picture companies, the public relations liaison for CBS Cinema Center Films in New York City, the public relations director of the historic Ford's Theatre in Washington, and 15 years of employment as public relations director for WETA TV and Radio.

In 1995, she left WETA to create her own Public Relations company, Du Plain Global Enterprises, Inc. As Founder and CEO, she quickly established herself as an important contributor to the Washington cultural community. Today she is one of the most high-profile personalities in city in the embassy world. Through sheer skill and finesse, she has won a series of coveted jobs, which have enriched cultural life in the city. Currently she works with the Cultural Tourism DC executive team, which launched Passport DC's Around the World Embassy Tour and the Embassy Chef Challenge. She is also Embassy Liaison for the Ronald Reagan Building & International Trade Center, which tours the largest global cultural marketplace for the embassies in the world, as well as the Embassy Liaison for the Sustained Dialogue

Institute which produces the "Ambassador Dialogue series," and serves as a member of Protocol & Diplomacy International, Protocol Officers Association (PDI-POA), as well as on the board of the American News Women's Club and the National Press Club (NPC)

Du Plain has received several awards including the 2016 Bernie Krug Award, the highest award for her contributions to the betterment and success of the National Press Club; many Vivian Awards in appreciation for her excellent service with the International Correspondents Committee/NPC; and the 2012 Alice Paul Award, Women & Politics Institute, School of Public Affairs, American University.

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Why are you committed to advancing executive and entrepreneurial woman

Every day I am grateful for my life as an entrepreneur. My mother, a brilliant, beautiful, talented woman, could have been an executive for a top 500 company. My maternal Grandmother could have been a star on Broadway. Both lived their lives as housewife and mother. I always felt they would have been happier and more fulfilled as executives and entrepreneurs. My greatest gift in life was to discover that I had another choice to become whatever I wanted to be; I am totally committed to helping other women have that choice and live their dreams.

Where would you like to see your career in the next five years? Or your Give Back to other women

The nation's capital has more embassies than anywhere in the world; for the last 12 years, my company has assisted global organizations produce "cultural" programs; these extraordinary events offer the citizens of Washington DC, as well as visitors, an opportunity to learn first-hand—"face to face"—about different countries and cultures around the world. My hope over the next five years is to be part of a group of leaders that create an organization, such as WBC, that organizes all aspects of the diplomatic community including Fashion, culinary, cultural, theatrical, arts, faiths, commercial, education and the media under one umbrella.

How can we truly elevate women of color as we build a true sisterhood?

We are fortunate to have such extraordinary women of color as our sisters; we need to make sure they are with us all the way up the ladder! Every step, every opportunity we have to move up, we must make sure they are with us--They represent the strongest and greatest of all of us.

Do you have a favorite quote?

"When they go low, WE GO HIGH" Michelle Obama



Johanna Mendelson Forman is President of ConflictCuisine®, and an Adjunct Professor at American University's School of International Service. She is also a distinguished fellow at Stimson, a Washington-based think tank. Her frontline experience as a policy maker on conflict and stabilization efforts drove her interest in connecting the role of food in conflict, resulting in the creation

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