

A woman with her hair in a bun, wearing a blue suit, stands with her back to the camera, looking out over a city skyline. The scene is rendered in a painterly style with a color palette of blues, greens, and oranges. The city buildings are tall and modern, with some windows lit up. The sky is a mix of light blue and orange, suggesting a sunset or sunrise. The overall mood is one of contemplation and leadership.

2023

Women In Leadership

A supplement of the **Journal Review**

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Blue Marketing

Blue Marketing is celebrating 25 years of providing marketing needs to a variety of businesses, many of them family owned.

Led by Marketing Director and Co-Owner Amy Williamson, a lifelong Montgomery County resident and proud Purdue University graduate, the full-service agency serves a variety of businesses and organizations by providing marketing services including inbound and outbound marketing, strategic planning, websites, digital marketing, graphic design, traditional/social

media, video production, marketing collateral, and more!

Over the last 25 years, the small but mighty team at Blue has grown to meet the needs of businesses by expanding services, listening to clients, and providing remarkable and personalized customer service and high-quality services.

Amy and team have aligned themselves with partners who share a commitment to customer service and have built relationships with quality vendors, allowing Blue to be a convenient one-

stop service for customers.

The team at Blue Marketing consists of Williamson, Marketing Director & Co-owner; Katrina Winter, Office Manager; Jeremiah (Miah) Barr, Videographer & Graphic Designer; and Kelli Hawk, Graphic Designer & Marketing Assistant.

Blue serves a variety of clients with a variety of needs and no two days are ever the same. The team loves that. They're creatives who love to be challenged.



Diana Bell

Diana Bell is a life time resident of Montgomery county, and the daughter of late Dale and Pat Cochran. She is married to Loyal Bell and they have 2 children, 4 stepchildren, and 12 grandchildren. Diana is the Secretary, Chief Financial Officer and Co-Owner of Froedge's Towing and Automobile Repair Service, which has been in business since 1946. Her career has included a 35 year membership in the Indiana Towing and Wrecker Association where in 1991 she was awarded the Herb Heritz Hustler Award, and in

2016 she received the Presidential Award. In 2012, she was awarded the Crawfordsville BPW Women of the Year Award.

Diana loves spending time with family at their poo; and spoiling the grandkids and then sending them home. Her and Loyal also enjoy traveling together on cruises. When she is not working or spending time with family, Diana is an avid quilter and donates many quilts locally, and runs a small embroidery business called SHESHED Boutique Embroidery & Quilting.

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Melanie Perkins

Melanie Perkins started her first business when she was 14 and at age 19, dropped out of university to found her own company.

She would eventually create Canva, a global design company, and become Australia's youngest billionaire. In October of 2022, Fortune Magazine called Canva the most valuable start-up founded and led by a woman.

Born in Perth, Australia, she wanted to be a professional figure skater and started designing and selling handmade scarves when she was 14.

In college, she was teaching students how to use design programs and grew frustrated at how complicated they were and how long it took students to learn them. She wanted to create something that was simpler, online and more collaborative. However, as she said in a podcast run by Guy Kawasaki, "I had no business experience, no marketing experience, no software experience or any other experience that would be somewhat relevant."

So, she decided to start smaller. She and her boyfriend, Cliff Obrecht, created Fusion Books



and operated it out of her mother's living room. They reached out to school year book programs, offering them an online design program that students and teachers could use. Schools in Australia, New Zealand and France adopted it.

She said her philosophy was "start niche, and go wide."

CREATING CANVA

Their next step was Canva, a program that would expand the principles of Fusion Books to everyone. However, they had a hard time selling the idea at first.

They spent time at Silicon Valley looking for investors, staying for as long as their visas would allow. They were rejected by more than 100 venture capitalists over three years. In 2013, they were joined by former Google executive Cameron Adams and they launched the company.

The basic service is offered free and as of year-end 2021, more than 100 million people in 109 countries use it. According to Social Shepherd, 67% of users have paid subscriptions. Canva brought in

more than \$1 billion in revenue in 2021.

DOING GOOD

Perkins is determined that Canva be more than just a financially successful company.

She wants to see it do good in the world. It is partly why there is the free model and that they give extended access to non-profits at no charge.

In 2019, Olbrecht proposed to her with a \$30 engagement ring and they got married in 2021. They have been critical of materialism. While she has a net worth of \$6.5 billion as of January 2022, she and Olbrecht have committed to giving at least half of their fortune to charity.

In their letter to "The Giving Pledge," they wrote that they had a two-step plan for Canva. One was to build one of the world's most valuable companies and the second was to do the most good that they can do.

"We have this wildly optimistic belief that there is enough money, goodwill, and good intentions in the world to solve most of the world's problems," they wrote. "We feel like it's not just a massive opportunity, but an important responsibility and we want to spend our lifetime working towards that."

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Kathrin Jansen



all the trials simultaneously and ran such things as studies, manufacturing and scaling in parallel to each other instead of sequentially. It was, she told Forbes, unheard of.

She led a team of hundreds and said she was in teleconferences non-stop constantly working through problems and assigning tasks to those who could best accomplish them.

Within nine months, they released the first FDA and WHO-authorized COVID-19 vaccine. In 2021, she worked to create a vaccine that could be used for kids.

In a podcast with the Skimm, she said, “I did not think about failure. I did not think about success. All I thought about is we have to come up with something that stops this pandemic.”

In April of 2022, she announced her retirement as Pfizer’s senior vice president and head of vaccine research and development.

Mikael Dolsten, Pfizer’s chief scientific officer wrote on LinkedIn, “Throughout my lifetime, I’ve had the pleasure of knowing remarkable scientists, yet there are few who have made as deep and wide a contribution to human health as Kathrin. Through her commitment to excellence and tenacity, and the vaccines that she has helped develop over her illustrious career, Kathrin has touched the lives of billions of people across all ages.”

Recognized as a scientific leader, she headed the vaccine team that developed the Pfizer COVID-19 vaccine in less than a year. Her work created the vaccine against the human papilloma virus (HPV, which causes cervical and head-and-neck cancer) and vaccines against pneumococcus bacteria.

Her leadership, a Pfizer executive said, has changed the course of history.

CHILDHOOD

Born in East Germany in 1958, her aunt smuggled her over the border to West Germany to get medical care for her throat infections. She recalls standing in line to get polio and smallpox vaccines.

She studied biology wanting to work in the pharmaceutical industry. She majored in microbiology at the University of Marburg and then earned a doctoral degree studying chemical pathways in bacteria. She moved to the U.S. to study at Cornell as a postdoctoral fellow focusing on the yeast expression of multi-submit neuronal receptors. She continued that study at the University of Oxford.

VACCINE RESEARCH

In 1992, she moved back to the U.S. to work for Merck. Committed to developing a vaccine for HPV at a time when vaccine research was growing unpopular at the larger pharmaceuticals, Jansen spearheaded the develop-

ment of Gardasil, approved in the U.S. in 2006. It protects girls from getting HPV. Today, according to Forbes Magazine, two-thirds of girls between 13 and 17 receive at least one dose of the two-shot program. She contributed to research into vaccines for rotavirus, mumps, measles and rubella.

She went to work for Wyeth, where she helped to develop Prevnar, preventing pneumonia in kids and adults.

COVID-19 VACCINE

Then COVID-19 struck. She was

with Pfizer (which had bought out Wyeth) when they first became aware of the virus in January 2020 and started working on a vaccine. In February, BioNTech’s CEO asked if they wanted to partner to develop a vaccine.

The two companies were already working on a seasonal influenza vaccine together so Jansen approved the partnership.

The nine-month development process was unlike any other program she had led before. Jansen said normally a vaccine program takes ten years. This time they ran

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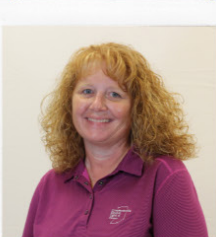
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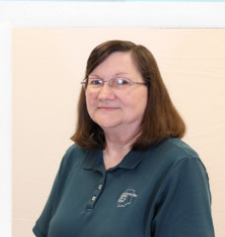
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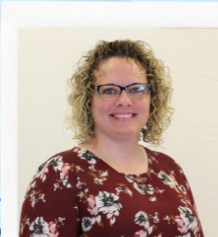
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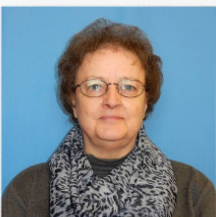
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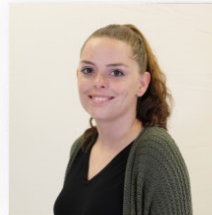
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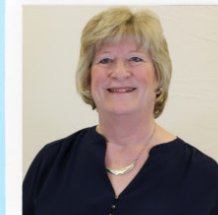
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Patsy Mink



The first woman of color to serve in the U.S. House of Representatives and the first Asian-American woman to serve in Congress, she made it her goal to serve as soon as Hawaii became a state in 1959.

Born Patsy Matsu Takemoto in 1927, she graduated from Maui High School as class president and valedictorian. She earned a law degree from the University of Chicago—in part because the medical schools she wanted to attend wouldn't accept a woman of color—and founded the Oahu Young Democrats in the Hawaiian territory. She served in the territorial house of representatives and senate until 1959.

In 1962, she was elected to the Hawaii state senate and then in 1964 she won the new Hawaii seat in the U.S. House of Representatives.

BELIEVER IN GREAT SOCIETY

A supporter of President Lyndon Johnson's Great Society, she introduced the first child-care legislation and tried to pass a national daycare system to support low-income households. It was defeated, according to the "History, Art and Archives" of the U.S. House of Representatives, because opponents said it gave too many incentives for mothers to work outside the home. It passed both houses, but President Richard Nixon vetoed it.

She introduced or sponsored bills that supported bilingual education, student loans, special education, professional sabbaticals for teachers and Head Start.

She was an early critic of the Vietnam War, even though it was an unpopular position.

In an oral history interview with the U.S. Association of Former Members of Congress in 1979, she said, "It was such a horrible thought to have this war that it really made no difference to me that I had a military constituency.

It was a case of living up to my own views and my own conscience. If I was defeated for it, that's the way it had to be. There was no way in which I could compromise my views on how I felt about it."

FIGHTING FOR WOMEN'S RIGHTS

She fought for family reunification in immigration bills and women's rights. She was one of only eight women in Congress, which she said put a special bur-

den on her to speak for all women.

Among her great legislative achievements was the Women's Educational Equity Act, passed as part of an education bill in 1974.

She worked with Rep. Edith Green and Sen. Birch Bayh to pass Title IX, which barred gender discrimination at public educational institutions and created new opportunities for women in athletics.

She briefly ran for president in 1971 at the invitation of Oregon Democrats, but mostly to call attention to the antiwar movement. She received only two percent of the vote and withdrew her candidacy.

SECOND CONGRESSIONAL PHASE

After serving six terms in the House, she made an unsuccessful run for Senate. After that she served in state offices and other political organizations until 1990 when she returned to the U.S. House in a special election. She served as the chairwoman of the Asian Pacific American Caucus.

She died in office on Sept. 28, 2002 of pneumonia.

Norman Mineta, co-founder of the Congressional Asian Pacific American Caucus, called Mink "an American hero, a leader and a trailblazer who made an irreplaceable mark in the fabric of our country."

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Cynthia Marshall

Cynthia Marshall is the first Black woman to be CEO of an NBA franchise, the Dallas Mavericks. She was the first Black woman to head the North Carolina Chamber of Commerce and the first Black cheerleader at the University of California, Berkeley. She spent nearly 40 years as an executive with AT&T and founded her own leadership consulting company.

OVERCOMING CHALLENGES

To get there, she had to overcome a lot of hardships. Raised in public housing, Marshall's father once broke her nose as she tried to protect her mom from his abuse. She witnessed him shoot a man in the head in self-defense when she was 11. Another time, he came through her bedroom window with a shotgun. When her mother left him, he threatened them and took all the furniture. He told her and her sisters that they would end up as hookers on the street without him.

She was determined that would not be the case and later in life saucily replied that she did make her money on the street—Wall Street.

Later, she and her husband spent 10 years trying to have children. She had three miscarriages, one which almost killed her, and lost a newborn daughter. They adopted four children. She's a



survivor of stage three colon cancer and 12 rounds of chemo.

In 2022, Marshall published a book about those challenges, “You’ve Been Chosen: Thriving Through the Unexpected.”

FIGHTING RACISM

Throughout her career, people looked upon her suspiciously because of her gender and race. At one point in her career, she was told to stop wearing braids and adopt sensible shoes. At the time she did, though she has now

resumed wearing braids and said if asked to do it again, she would refuse.

Indeed, later in her career, when she was already a vice president with AT&T, she got offered a promotion but was told she would have to change some things. She would have to stop using language like “blessed” (she is a devout Christian), stop using the name “Cynt” and start wearing more white. She turned the promotion down, but it was offered her again, this time tell-

ing her she didn't have to make those changes.

TAKING ON THE MAVERICKS

When Mark Cuban cold-called to ask her to run the Mavericks, the organization was going through an investigation revealing nearly 20 years of sexual harassment and workplace misconduct. He wanted her to turn that around and make the franchise a great place to work.

When she took the job, she said she knew very little about basketball, but knew a lot about leadership. She told Time Magazine in 2022 that she met one-on-one with everyone in the organization and then created a clear vision.

“At the Mavs, our workplace promise is every voice matters and everybody belongs,” she told Time. “We needed an agenda for women, we needed to value people, we needed to have a set of values. Our values are character, respect, authenticity, fairness, teamwork and safety—both physical and emotional safety.”

Marshall changed the Mavs. Before she started, they had no women or people of color on the leadership team. Now they have 50 percent women and 50 percent people of color, sparking the NBA to award them the 2022 Inclusion Leadership Award.

Signs of Hearing Loss

- Inability to hear clearly, especially in noisy environments
- Frequent misunderstandings in conversation
- Frequent requests for clarification or repetition
- Need to see people talk
- Fatigue from straining to hear
- Dizziness, pain or ringing in the ears
- Avoidance of social situations
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