Women in Business

Finding Strength in Numbers



Women-owned firms continue to show strength

NWBC reveals key legislative priorities

National council chaired by local woman

A look at women business owners' access to capital **Profiles** NAWBO Member of the Year: Angie Hollerich

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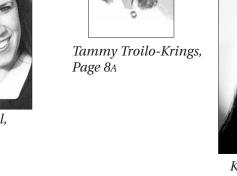
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ALSO...







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Women in Business Directory

Facts about women-owned businesses

- Nationwide, 10.6 million firms Between 1997 and 2004, priare at least 50 percent owned by a vately-held 50 percent or more woman or women.
- Forty-eight percent of all privately-held firms are at least 50 percent owned by a woman or women.
- Between 1997 and 2004, the estimated growth rate in the number of women-owned firms was nearly twice that of all firms (17 percent vs. 9 percent), employment expanded at twice the rate of all firms (24 percent vs. 12 percent), and estimated revenues kept pace with all firms (39 percent vs. 34 percent).
- Women-owned firms employ 19.1 million people and generate \$2.5 trillion in sales.
- Privately-held 50 percent or more women-owned firms are just as likely as all privately-held firms to have employees (23 percent of women-owned firms compared to 25 percent of all firms).
- Annual expenditures by women-owned enterprises for just four areas - information technology (\$38 billion), telecommunications (\$25 billion), human resources services (\$23 billion), and shipping (\$17 billion) — are estimated to be \$103 billion.

women-owned firms diversified into all industries with the fastest growth in construction (30 percent growth), transportation, communications and public utilities (28 percent growth), and agricultural serves (24 percent growth)

- The number of women-owned firms with employees has expanded by an estimated 28 percent between 1997 and 2004, three times the growth rate of all firms with employees.
- As of 2004, 63 percent of all women-owned businesses are privately-held majority womenowned for a total of 6.7 million firms, employing 9.8 million people and generating \$1.2 trillion in
- The top three fastest growing states, based on an average rank of 1997 to 2004 growth rates, in the number of privately-held, 50 percent or more women-owned firms, employment and sales are: Utah, Arizona and Nevada.

The Center for Women's Business Research is the source for all of the facts presented.

Entrepreneur wants to prevent others from experiencing stress of financial tragedy

By LINDSEY NOCK Daily Reporter Staff Writer

Angie Hollerich knows first-hand how important it is to plan financially for the worst case scenario.

When she and her husband divorced in 1988, she became a single mother of two pre-teen children, with an income 80 percent less than she had as a two-parent family.

Hollerich has since made it her mission to educate and prepare women, teenagers and business owners about financial planning, in the hope of sparing others the stress and struggle she endured

Her efforts have garnered her Women Business Owners Member of the Year award.

Hollerich, owner of Brass Ring Productions Ltd., tours the country speaking to women, small business owners and high school students about financial security and planning for the future. She currently is on a speaking tour with Jeanette Bradley, Ohio's treasurer of state, for the Women & Money workshop series.

Hollerich also is implementing an interactive program for high school students to help them make sound financial decisions about credit, maintain a checking account and make good choices when taking out loans for their education.

The energetic Hollerich recalled the time after her divorce and the despair she felt at not knowing how she would afford the things her family needed.

"I remember signing the lease for an apartment and crying because I didn't know how I was going to come up with the money to pay the rent," she said.

Not only was housing an issue, but so was transportation. Hollerich said

Women-owned firms continue to show strength

DAILY REPORTER STAFF

Between 1997 and 2001, womenowned employer establishments were just as likely as all employer establishments to have remained in business, and exhibited more employment resiliency than average, according to a report published earlier this year by the National Women's **Business Council.**

"Trends in Women-Owned Employer Establishments: 1997 to 2001" focuses on two key measures: survival and changes in employment, and is categorized by state percent for women-owned businesses and by industry

According to the report, which was compiled from U.S. Census Bureau information, 69.8 percent of the employer business locations in existence in 1997 still were in operation in 2001.

Women-owned employer establishments of that time period had a 68.5 percent survival rate.

Women-owned employer firms proved to be more resilient than employer firms overall during the period, reporting a 9.3 percent decline in employment among those firms in business in 1997. The overall rate for all business establishments was 10.9 percent.

Establishments still in business throughout the four-year time period showed similar growth in employment, 42 and 43 percent overall.

Twenty-seven percent of womenowned establishments maintained their employee bases, while only 24 percent of businesses overall kept the same number of employees.

Thirty-one percent of women-owned businesses saw a decrease in employment, compared with 33 percent of all husinesses

The NWBC reported that four-year survival rates are somewhat lower than the three-year rates shown in a similar analysis published one year earlier. In that study, covering the 1997-2000 time period, 75.1 percent of women-owned employer establishments in existence in 1997 still were in operation as of 2000, as were 75.5 percent of all employer establishments

The latest report of establishment survival and employment change by industry and by state is available online at http://www.nwbc.gov/ResearchPublicati ons/issuesBrief.html.



went to a bank she had used since high school to apply for a car loan, but was turned down for the loan because, as a woman, she was considered a risky investment

"The first thing they wanted to know was what man was going to co-sign for the car loan," she said, calling the attitude a sign of the times. "That's just the way things were then."

Difficulties would continue, but Hollerich had to support her family so she took on a job as membership and marketing director for the at the YMCA and moonlighted as an aerobics instructor. For her work, she earned \$17,000 a

While there, a co-worker talked her this year's National Association of into going to classes to obtain a license to sell insurance, bonds and stocks to individuals.

> "I thought, 'yeah right!' I never went to college, I flunked out of algebra and took business math my freshman year of high school and never took another math class again," she said.

> Over the next three years, she obtained her Series 6 and Series 7 investor's licenses and joined colleagues Tom Harrington and Tony Campagni to form Harrington Assets Management.

> In the course of her work, she discovered that people often asked the same or similar questions, and that her clients often were unprepared to plan for their future, not even knowing what paperwork to bring with them to financial planning appointments.

> With that in mind, Hollerich was inspired to write her first book: Grab the Brass Ring of Financial Security, is a selfhelp workbook of financial factors.

> She found the book to be an enormous help to her clients, and decided that instead of charging high fees for her advice, she would write a series of books based on the most common questions

she had heard from clients during her years as a financial advisor. Her goal was

to help others avoid the heartbreak and overwhelming stress she endured in the years following her divorce.

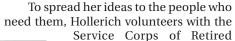
"When people are living paycheck to paycheck, and something comes up — like the roof leaks or you need to get your brakes fixed — just having to come up with \$500 is a crisis,' she said.

"Having all of your

ducks in a row before something happens helps turn that mountain into a molehill."

She said her books are simple guidelines to maintaining physical, mental and financial health

"With a diet, it's not about what you eat, it's why you eat it. Likewise, it's not about what you spend, it's about why you spend it," she said.



2005 NAWBO Member of the Year

Executives, an affiliation of the U.S. Small Business Association, where she offers expertise to entrepreneurial hopefuls free of charge.

She also participates in book tours to promote her original book and a series of follow-ups.

"I decided I enjoyed the speaking and training very much, and less enjoyed the financial

planing," she said, explaining why she sold her portion of Harrington Asset Management and launched Brass Ring Productions Ltd. in March of 2000.

The company serves as the vehicle through which Hollerich writes, publishes and promotes her books and establishes her many speaking engagements.

"She would have made a great politician, but unfortunately, she was a woman."

- My Great-Great Grandmother's obituary as published on the front page of the town paper

Women have always worked. No doubt they always will. But will they be recognized? Will opportunities be fair? Will rewards be just?

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- Bobbie Ruch CEO



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A look at women business owners' access to capital

DAILY REPORTER STAFF

While few will argue that there has been tremendous progress during the past decade, studies show women business owners' use of capital — both credit and equity — still lags behind men's.

A study from the Center for Women's Business Research, underwritten by Wells Fargo, analyzes the key trends in business capital for women business owners over the past decade.

The Center for Women's Business Research has been tracking women business owners' access to and use of capital for more than 10 years, but the study released in March, Access to Capital: Where We've Been, Where We're Going, is the first report to review this body of information and integrate it with data from outside sources.

commercial credit increased by more than ing to the study. two-thirds between 1996 and 2003, from 20 percent of women business owners using commercial credit in 1996 to 34 percent in 2003. This increase is even more pronounced for the larger businesses cent of women vs. 71 percent of men). owned by women. In 2003, 56 percent of Furthermore, women owners of fastthese businesses were using commercial credit," said Marjorie Alfus, president of male counterparts to rely on business Alfus Family, LP and chair, Center for Women's Business Research.

"This progress is due in great part to the recognition on the part of financial institutions of the market opportunity presented by the growth of women-owned businesses. But it also reflects the increased financial sophistication of women entrepreneurs," she said.

Private banks increasingly have recognized the viability of the women busi-

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financing, capital availability, and equity ness owner market. A number of national, regional and community banks have created substantial lending initiatives resulting in a greater range of financial choices available to women entrepreneurs.

The larger, faster-growing womenowned firms are more likely than other firms owned by women to use credit. For example, the women-owned firms with revenues of \$1 million or more are more likely to access commercial loans or lines of credit than are other women-owned "Women business owners' access to firms (56 percent vs. 31 percent), accord-

> However, the study also determined that even these larger businesses owned by women lag behind their men counterparts in using commercial credit (56 pergrowth firms are more likely than their earnings as their primary funding source (72 percent vs. 56 percent).

The public sector also contributed to the greater availability of credit and capital for women business owners.

Between 1990 and 2000, the percentof U.S. Small Business age Administration-backed loans going to women increased from 13 percent to 21 percent and the number of loans almost quadrupled (from 2,530 to 9,216).

The study points out that the momentum has slowed, and while in 2004 the number of loans to women-owned businesses had increased to 17,680, the share of total loans remained virtually unchanged since 2000 at 22 percent.

Venture capital is another key area of business financing where women are making strides but still lag behind men.

Women business owners are relative newcomers to the venture capital markets, yet many have experienced great success, the study reported.

As of 2003, clients of Springboard Enterprises, a non-profit venture organization that brings together equity investors and women-led businesses, had raised more than \$1.7 billion in equity capital.



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Despite these successes, Venture One reports that in the first three quarters of 2004 only 4 percent of venture backed companies were women-led. Similarly, the Center's research showed that in 2003 only 4 percent of the women owners of businesses with revenues of \$1 million or more obtained or intended to seek equity investment, compared with 11 percent of comparable men-owned firms

The study indicated that one factor may be the paucity of women in decisionmaking positions in institutional equity firms. Women in leadership positions are much more likely than men to consider deals with women-owned firms (86 percent vs. 70 percent) and more likely to have made an investment (67 percent vs. 40 percent).

However, women are experiencing higher than average success in certain industry sectors.

For instance, according to Growthink Research, in the health-care sector, women-led companies received 55 percent of venture funds. Women-led firms also raised 18 percent of the total dollars invested in agricultural biotechnology, 14 percent of human resource software dollars, 14 percent of imaging technologies dollars, and 12 percent of email/messaging software dollars.

When considering where women business owners have been with regard to access to capital and where they are going, the panel of experts studying the numbers affirmed that great progress has been made and that the future is bright

However, in order for the momentum to be sustained, certain factors need to be considered, the researchers determined.

• Banks must build relationships with women entrepreneurs and not focus only on selling.

• Women business owner initiatives must permeate the entire organization at all levels and in all lines of business.

• There must be opportunities for women to move into positions of influential decision-making in banking and venture capital.

• Women business owners must position their businesses for potential growth from the very beginning.

• Women business owners must be better educated about the appropriate forms of financing for each stage of business growth.

• Women business owners must network with financial decision makers.

The report, Women Business Owners' Access to Capital: Where We've Been, Where We're Going is available for \$90, but discounts are available for Center corporate partners and NAWBO members.

For further information, visit the Center for Women's Business ResearchWeb site at www.womensbusinessresearch.org.

Janis Mitchell

By SEAN CASEY Daily Reporter Staff Writer

Janis Mitchell has long possessed keen business acumen.

The woman — who last year sold off much of her information-technology security firm to a Bank One Corp. subsidiary for millions of dollars only to go on to start a new successful venture — started her first business at the age of 9 from her parents driveway.

Walking the approach to the house, she had her first business vision while staring at the gravel beneath her feet.

The young girl gathered some of the stones, polished and then painted them. Knocking door to door, Mitchell peddled her customized wares throughout the neighborhood.

On the streets surrounding her parents home is also where she learned that one of the keys to business success is having the foresight to stay ahead of the curve.

When the neighborhood's decorativestone market started to fizzle toward the end of that summer, she turned toward the lemonade business, as well as a series of other small-scale ventures.

"I've been selling my entire life," she said. "I understand the sales cycle like the back of my hand."

Mitchell said it was during these formative years that she also developed a defiant tenacity, which the youngest sibling often employed to prove others wrong when they suggested she could not accomplish something.

Despite her determination and powers of sales persuasion, Mitchell said her path to success included a few speed bumps along the way.

In frustration, partly brought on by dyslexia, Mitchell dropped out of school early in her college career, she said. Soon afterward, a failed marriage left her a single mother living hand-to-mouth in a basement apartment.

For a while, Mitchell and her baby daughter got by with the assistance of kind strangers and government programs, which allowed Mitchell to rebound and recover the determination and insight cultivated in her youth.

"I'm a very, very driven person, and I think the turning point came when I realized that I control my own destiny. We all control our own destiny," she said.

She returned to school, earned a degree and began applying her inherent salesmanship to a new career, one that has made her the trusted IT security consultant to some of the nation's largest corporations



2005 Visionary Award Winner

Upon leaving the Ohio State University with her degree, Mitchell worked in sales at a medical-equipment manufacturer and then an executive-training company, quickly ascending to top positions with both firms.

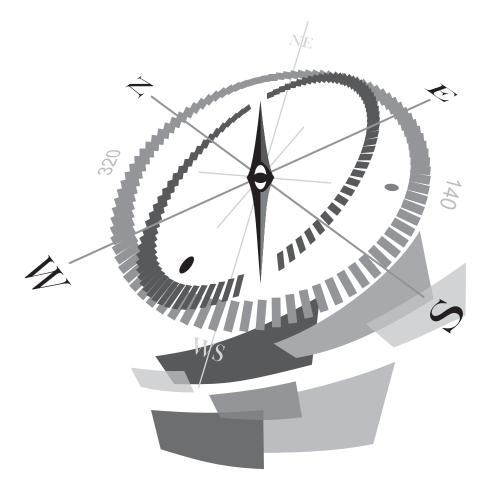
In 1994, she took on the head sales toward explosive growth.

duties at Techmate Inc., a Columbusbased IT infrastructure consulting firm founded the previous year by two of her friends. Providing the sales know-how to accompany her friends' technological expertise, Mitchell directed the company

She said navigating the overwhelmingly male-dominated field of IT presented challenges at first because some clients viewed women's technical aptitude with an initial skepticism.

(See Mitchell, Page 10A)





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NWBC reveals key legislative priorities

In May, the National Women's Business Council announced the publication of a new study that highlights the top issues of importance to women's business and small business organizations meriting legislative consid-

eration in the 109th Congress.

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Key among the issues of concern are health care,; economic equity and tax reform; government procurement; social security reform; technology and telecommunications; legal and regulatory reform; retirement and pensions; global markets; and access to capital.

In compiling this summary of key legislative priorities, the NWBC researched Web sites and position papers sent to Congress and contacted key organization repre-

sentatives to query them about their areas of concentration for the 109th Congress.

Ten top women's business and small business associations were included in this summary: Business and Professional Women USA: National Association for the Self Employed; National Association of Women Business Owners; National Federation of Independent Business; National Small Business Association; Small Business & Entrepreneurship Council; U.S. Chamber of Commerce; U.S. Hispanic Chamber of Commerce; Women Entrepreneurs Inc.; and Women Impacting Public Policy.

"This is important information for the Council, which is charged with advising Congress on policy issues

of importance to women business owners," said Marilyn Carlson Nelson, then-chair of the NWBC and CEO of Carlson Companies.

"It's also important to women business owners themselves, who increasingly have the ability to use their collective clout through these organizations to effect positive change in all of these areas."

The study includes a brief overview of each of the nine top issues, as well as a matrix of issues and organizations depicting in an easy-to-read fashion what organizations are focusing on what issues.

The complete Issue in Brief can be found at the NWBC's Web site at: http://www.nwbc.gov/Research Publications/issuesBrief.html.

By LINDSEY NOCK **Daily Reporter Staff Writer**

When she and her family arrived in the United States from South Vietnam in 1975, Thuy Bowyer's parents reinforced how lucky they were to have an opportunity to realize "the American Dream."

Bowyer has carried that thought with her for nearly 30 years, and is quick to say how fortunate she is to have had the opportunity to open M.T. Wellness Clinic.

Bowyer was 12 when she, her parents and three younger siblings fled Vietnam. The family departed only two days shy of the Fall of Saigon.

"We were very fortunate. A lot of our family had to go to the re-education camps," Bowyer said. "Because of our close ties with the U.S., we had to be reeducated under the communist idea."

Three years earlier, the children's aunt had come to the United States on a scholarship to study to become a teacher. Bowyer's parents quite often sent her and her siblings to stay with the aunt, as they wanted their children to be immersed in English in the hope that they would pick the language up more quickly.

Her aunt was a strict teacher, she recalled, and would try to make sure the children received plenty of practice both hearing the language and using it conversationally.

"I can remember my aunt would want us to answer the phone when it rang so we would be forced to practice our English," Bowyer said. "So every time the phone would ring, we would all run into the bathroom so we wouldn't have to answer."

"It wasn't long until she caught on," Bowyer laughed. "She said 'You cannot all have to go to the bathroom every time the telephone rings!""

For Bowyer, the oldest sibling, assimilation to her new home was rather difficult. She was nearly a teenager when she left her family and friends behind in Vietnam, and she found the language barrier and culture differences made it difficult to make friends during her delicate adolescent years.

She poured her energy into her education, a value stressed heavily by her parents.

"All four of us are college graduates. Education was always very important," she said. "My parents would always tell us: 'Whatever job you are in, you have to give your best."

She said she has applied that philosophy to every position she has had during

National council chaired by local woman

The National Women's Business Council is a bi-partisan federal adviso- bold initiatives, policies and programs recommendations to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners

The Council's mission is to promote are appointed for three-year terms: places — from start-up to success to significance.

The National Women's Business Council is composed of 15 members who women's business organizations, appoint-

• Eight women business owners or ry council created to serve as an inde- designed to support women's business CEOs, half in the political party of the pendent source of advice and policy enterprises at all stages of development in President of the United States and half not the public and private sector market- in that political party, appointed by the Administrator of the U.S. Small Business Administration

• Six representatives of national

ed by the Administrator of the U.S. Small **Business Administration**

• A chair, who is appointed by the President.

Earlier this year, President George W. Bush selected Tami Longaberger, CEO of The Longaberger Company of Newark, Ohio, as Chair of the Council. Longaberger assumed her duties on June 1.





WHO ARE WE?

The Ohio Women's Bar Association, formed in 1991, is the first state bar association and brings together women and men lawyers interested in issues that uniquely affect women. The OWBA is always looking to increase its growing membership (see bottom).

MEMBERSHIP BENEFITS

• Cleveland Cavaliers games

• Wine tasting and networking dinners

• Mentoring opportunities with law students

Attend various networking events held throughout the year designed to bring women in the profession together, ncluding:

- Golf Outings Judicial Candidates Forum
- Breast Cancer Forum/Luncheon
- with keynote speaker Heather Pick · Heart Disease Forum/Luncheon with keynot
- speaker Gail Hogan

Advancing Leadership, Networking and Educational Opportunities for Women Attorneys

• Retirement and Financial Planning events

The OWBA co-partners with groups like National Association of Women Business Owners, Women for the Economic and Leadership Development, Merrill Lynch, YWCA, Susan G, Komen Breast Cancer Foundation American Heart Association, various bar associations, and the Executive Women's Golf Association.

Our quarterly newsletter keeps members informed of activities throughout the state, including legislative activity, and provides a forum for publication of articles of interest to women attorneys.

For more information, please contac

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Name



2005 Visionary Award Winner

her lifetime, whether she was babysitting or a student.

"I feel like every position that I've had over my entire life has prepared me for this one," Bowyer said.

Throughout her journey of the past decades, Bowyer has kept with the values her father had instilled when he would turn to her and say: "You are in the U.S. now, and you will not be a burden to this country.'

She has been far from a burden as she has sought to relieve the burdens of others

Her business started almost accidentally, Bowyer said. It began when she learned massage therapy to alleviate the pain in her mother's back.

Bowyer said her mother had worked for the Red Cross, and after years of sitting in awkward positions as she tended to blood donors and lifted heavy objects, she had succumbed to severe back pain.

Ten years ago, Bowyer said, her mother used a cane to support herself,

and was confined to a wheelchair on occasions called for a lot of walking.

"My mother had a lot of pain, and she was taking way too much medicine. I thought 'If I could learn how to massage her back, I could help her with the pain."

Bowyer said her mother is a testament to the healing power of touch. Now, her mother easily plays with her seven grandchildren and walks without support

While she was using her skills to abate the pain that had crippled her mother, Bowyer began massaging other family members and close friends as well.

She began her business in August 1997, one year to the month after her marriage to Brian Bowyer, a doctor of physical medicine and rehabilitation at The Ohio State University.

In September 2001 she moved from a one-room office to a larger facility on Bethel Road, and added 14 professionals to her staff. Her comprehensive care center now includes licensed massage thera-

pists, reflexologists and various instructors

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Bowver emphasized that her business is not a day spa; it is a medical clinic to manage pain and limited motion. Relaxation is a side effect of her treatment.

"Our mission is to reduce pain and restore physical function," she said. "Relaxation will come to you when you reduce pain.'

Her clinic will open the first advanced learning center in the Untied States this fall, which will provide advanced coursework and training to professionals who already are licensed massage therapists.

Her vision for the future of the business is to create an understanding of what medical restorative therapy is about and to help people overcome and manage their pain without the use of medications, a mission that has garnered her this year's National Association of Women Business Owners Visionary Award.



• Training

Counseling

WBENG

JULY 2005 JULY 2005

Tammy Troilo-Krings

2005 Visionary Award Winner

By MELANIE MCINTYRE Daily Reporter Staff Writer

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Simply responding to an employment advertisement in the classifieds forever redirected the course of Tammy Troilo-Krings professional life.

Though she lacked travel industry work experience, Troilo-Krings answered an ad placed by Bradford Travel.

"I was young and naïve and thought I could do anything anyone put in front of me," she said.

The optimistic outlook stuck and nearly 20 years later she is the founder and chief executive officer of Westerville's Travel Solutions Inc., the seventh largest travel company in the nation — not exactly an accomplishment expected of an engineering undergraduate.

Troilo-Krings graduated with a bachelor's of science degree in industrial engineering from The Ohio State University in 1982, and began work at Rockwell International's Columbus facility soon after.

space shuttle program and B1 bomber projects, Troilo-Krings longed to interact with people to learn their needs and desires rather than to analyze technological problems.

After five years, she left Rockwell and took nearly five months to decide her next move

A job with Bradford Travel would be the choice, and by 1987 Troilo-Krings was working as the vice president of account management for Wagonlit Travel USA (which had acquired Bradford Travel).

In that position she developed analytical tools designed to evaluate a host of management issues, including negotiations with suppliers and travel policy compliance.

In 1994, Carlson Cos. Inc. acquired Wagonlit and subsequent corporate culture clashes prompted Troilo-Krings to terminate her employment.

The same year, American Express bought Thomas Cook's business-travel segment. Troilo-Krings, serving as a neu-

Despite engaging work with the tral third party, was charged with directing increase flexibility in the corporate travel the entities' global integration.

During the mid-1990s the travel sector experienced significant upheaval. In addition to numerous mergers, the United States' airlines capped the fees travel agents could earn on domestic flights, Troilo-Krings explained. This sent agencies into a panic, she said, as commissions were the agents' bread and butter.

The concern she witnessed was, in her mind, " a good indication" that the time had come to launch a travel and expense management consulting business. With the backing of two investors and travel colleagues — Ali Aphar and Torsten Krings – Troilo & Associates was born in June 1995.

The firm's first three clients came to Troilo-Krings as a result of the "acquisition frenzy" happening in the travel sector. They wanted control over their companies' destinies instead of having their fate decided by the buy-outs, she said.

Troilo & Associates' menu-driven pricing approach was intended to

operations model and hand over financial control to the corporation.

The ideology was ahead of its time and was considered "anti-agency," she said, so the concept fell by the way side. Nontheless, the business flourished, and in January 1996 the company's leaders held a board meeting to discuss adding a consultant to handle Troilo's multiplying international business dealings.

Krings volunteered to assume the task and moved to the United States from his native Germany in March of the same year, becoming Troilo's vice president of international development.

In those days, Troilo-Krings was not so enthusiastic about the gentleman she would later marry.

"I didn't like him very much, actually," she said, adding that she was put off by his rigid manner. She said it wasn't until she saw him "working in his element" that she realized he was "an asset culturally" and began to truly appreciate him. The two married in 1999.

While the philosophy of "all's well that ends well," would seem to come into play, achieving her business goals has not been without challenges, Troilo-Krings points out.

She said she was taken aback by the backlash from local travel agencies when she launched her consulting firm, and the even greater level of viciousness she faced from the same people when she introduced her travel agency. Travel Solutions.

In January 2004, the company acquired Troilo & Associates, which is now a division of Travel Solutions. Currently, the firm has just more than 60 employees, 98 percent of whom are female.

Troilo-Krings shares her knowledge and experiences with other professionals in the travel industry at seminars a couple times each month, and does not charge a fee for her services. She said she believes educating others in her field is more important than making a profit for these services.

Building the Travel Solutions brand is Troilo-Kring's long-term goal.

"I want Travel Solutions to be a household name and known as the company to go to for good customer service and excellent travel plans," she said.

Troilo-Krings said she "is just thrilled" about being named a NAWBO Visionary Award winner.

"To be recognized by an organization that promotes and supports women in business was a very nice compliment," she said

By JEREMY HOLDEN Daily Reporter Staff Writer

As president of the Columbus Chapter of the National Association of Women Business Owners, Kelly Borth established a program to recognize visionary women in the local business community, and the vision has led to her own recognition as a 2005 award winner.

"This award values visionary thinking beyond an individual business owner. It gives equal weight to how that business owner has used her vision to impact her industry and her community. It highlights the remarkable impact women have made in contributing to our country's and our community's overall economic growth," Borth said in describing the impetus to establish the visionary award.

Borth came to Columbus by way of Chicago, where she started her career in marketing as a sales promotion assistant for Culligan International, simultaneously earning her marketing communications degree from William Rainey Harper College.

After relocating to Ohio she began work for a travel incentive company based in Dayton, coming later to Columbus and working as an assistant advertising director for a predecessor company to National City Bank.

Borth co-founded Greencrest, a marketing, advertising and public relations company, in 1990, becoming sole owner five years later. Far from having tunnel vision toward a career in marketing, Borth said the field chose her.

"I happened upon a job that challenged me and piqued my interest. I found that I was good at marketing and that it came natural to me. I was lucky that I worked for a company that encouraged me and had a tuition reimbursement program so that I could also get a college education in my field," she said.

Borth joined NAWBO's local chapter soon after co-founding the company and became the chapter's president in 2000. While equality in the workforce is important, Borth said, she sees value in an organization embracing the differences between genders.

"The support structure has not been in place for women in business let alone women who own businesses. I think women operate differently than men. They take risks differently than men," she said.

Borth said women business leaders also recognize the importance of service in the larger business community. Service, she said, is the key to successful business.

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Kelly Borth

2005 Visionary Award Winner

"It is the main ingredient. Any successful business owner or leader understands that their role is to serve others."

Borth serves the board for Friends of the Columbus Public Library, Neighborhood Design Center and Employment for Seniors, and is a member

of the steering committee for the Women's taking risk, in a society in which women Heart Health Initiative of the American Heart Association Columbus Metro Board.

Co-founding a firm and later going it alone in the business world involved risk Visionary Awards as honoring women for is all about," she said.

do not often do so.

"Men and women have a different threshold for risk. There are some incredible women in our community who run along with vision, and Borth sees the businesses that epitomize what this award

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Women in Business

DIRECTORY

Mitchell

(Continued from Page 5A)

However, Mitchell quickly cut through those barriers with her ability to explain to clients in practical terms the advantages of her company's services — something many technically minded IT professionals are not able to do, she said.

Working completely on commissions, Mitchell secured contracts with long lists of clients, including some of the nation's large corporations, and Techmate rapidly expanded from two to 28 consultants with prospects to open additional operations in other parts of the country.

When the firm asked her to lead the development of new offices in Chicago and Tampa, Fla., Mitchell said she did not want to forego her commissions, which

start over in two new cities. Instead, Mitchell left Techmate in 2000 to form Info Fortress Solutions Inc., a

then totaled nearly \$200,000 per year, to

firm that provides complex IT security, identity-access management and communication solutions to companies. Through client contacts cultivated at

Techmate and the aggressive recruitment of some of North America's leading IT security experts, Mitchell rapidly built a sector-leading company, whose client list included giants Bank One, Cardinal Health and Nationwide Insurance.

Info Fortress reached triple-digit expansion rates each year between 2001 and 2003 and earned a strong reputation in corporate circles as a leader in designing and delivering security solutions, no matter how large the client.

"If you have the sales ability and the

substance behind you, it's a beautiful thing," she said.

The company's exponential growth earned Mitchell the Columbus Chamber of Commerce 2003 Small Business Person of the Year Award, and in early 2004, Betrusted Inc., the world's largest security provider, began to court Mitchell's company for a potential merger.

In March of that year, Betrusted, a division of Bank One's private equity arm, acquired Info Fortress in a multimilliondollar deal and retained Mitchell to serve money. as president of the firm's consulting in the Americas.

Even though that deal might have served as the final entry on the resumes of other people, Mitchell's determination and hunger for challenge would not allow her to remain stationary.

Soon after the merger, she left to start

her second proprietary venture, Precise Resource Inc., an IT staffing, recruiting and placement firm. Mitchell has contracted with Fortune 500 companies and exhibited the same propensity for explosive growth she showed in her previous capacities.

She said she has created success in her career through the application of a wellknown mantra: Love what you do.

"Do whatever your passion is," Mitchell said. "From the passion comes the energy, and with the energy comes the

"The key for me is taking the knowledge of success and sharing it with people." she said, adding that not only does it equip more women with the confidence to prosper in their ventures, but it also serves as a way to honor the spirit of those who helped her in her times of need. "I really feel it is my turn to pay back."

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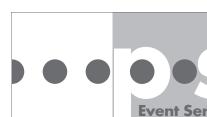
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