Ed and Nila Betof

Foreword by Beverly Kaye

Leadership Lessons

For Any Occasion

Stories of Our Mothers
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atd PRESS
To our mothers, from whom we learned life and leadership lessons that have enriched our family and our careers.

Florence Goodman  1919-1993
Jean Seeger Betof  1922-2002
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When Ed and Nila first approached me about writing this foreword, I initially talked myself out of it. I had many other time-consuming decisions to make and commitments to uphold and I didn’t know if I could find the time or energy. Ed and I have known each other professionally for many years. He was a client of my company, Career Systems International, when he led the worldwide talent management and learning functions at Becton Dickinson. We knew of the books each of us had written and of our involvement with organizations such as ASTD (now ATD).

At the time, I was not familiar with Nila’s extensive experience as an executive, consultant, coach, and author. Nor had I learned about the wide-ranging influence she has had, especially on senior executive and emerging women leaders, in her role for the past 17 years as chief operating officer of The Leaders Edge/Leaders By Design and as former president of the Forum of Executive Women.

But the very nature of the book really intrigued me, and I have always loved the power of stories for teaching and
learning. I also found myself very interested in Nila and Ed—a devoted, dual-career couple who have been married more than 48 years—and the fact that they could write their second book together and survive the experience. Between my own background in career development and engagement, my belief in the power of storytelling, and their dedication to complete this project, I was hooked.

I believe stories are a powerful vehicle to help us reflect on our lives and careers. I use them to drive home important points and to deeply engage others in their work and in their own learning. Stories give us a vivid, memorable way to pass on our values, history, and vision. They help us to understand in ways that are meaningful and relevant. Good stories leave listeners and readers enriched and inspired. They create shared meaning and purpose. They influence, teach, inform, motivate, and uplift. They invoke emotions. They give advice for dealing with adversity and overcoming challenges. They foster understanding. They are, in fact, one of the most effective means of communication. Stories leave a strong impression with listeners and with readers. They tap into our emotions and intellect in ways that help us remember the wisdom of the past as we make informed choices in the future.

Kierkegaard once said that life must be lived forward but can only be understood backward. It’s one of my favorite quotes. The stories in *Leadership Lessons for Any Occasion* about mothers and the lasting impact they have had on their adult children not only help us look back on what we’ve learned from our own mothers, but help us think about the stories we can pass on to our families, our friends, and our co-workers.

Nila and Ed have collected their stories from a wide array of storytellers. The contributors range from young professionals to older adults, and come from many different backgrounds,
ethnicities, gender identities, and countries of origin. Most of the stories were written individually; others were co-written by siblings who found it to be a tremendously bonding experience that brought them closer than they had been in years.

No matter their differences, the contributors all seemed to have one thing in common: They looked back on their lives and careers and crystallized important lessons. The stories brought up emotions, thoughts, and feelings that, in some cases, they did not even know they had. More than a few contributors told Ed and Nila that writing their story—in their voice and in their way—was a cathartic experience that was very meaningful to them.

Leadership Lessons for Any Occasion is a book of authentic stories. While it can be read for enjoyment alone, do not be surprised if it causes you to reflect on your own role in life, the effect your mom may have had on you, and the effect you are now having on others. It’s also perfect for leaders and those professionals who help teach and develop leaders. Additionally, the reader’s guide presents some very specific ideas and methods that you do not want to miss! These ideas can help you use these stories to become a better leader, teacher, and coach.

As you read this book, think about the stories that you have to tell but haven’t. Make time for a storytelling experience of your own. I am confident that you will both enjoy and learn from this unique book. It is a tribute to mothers everywhere and to the storyteller in all of us.

—Bev Kaye, Founder, Career Systems International, now part of Talent Dimensions
December 2018
“The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation to come.”
—Steve Jobs

Who Wants to Hear a Story?
The year was 2002. I was teaching a career development program to midcareer leaders and professionals. One of the activities required each participant to take a retrospective look at some of the patterns in their careers. But while facilitating this part of the program, I had my own aha moment.

Throughout my career, I’ve often been asked to start functions, teams, work processes, and programs from scratch, so I’ve had to be resourceful. I’ve taken on many fix-it and turnaround challenges, always seeming to end up with tight budgets, limited numbers of people, and inadequate resources. But, I’m not complaining—despite the obstacles, I’ve always thrived.
That day, while teaching that career development course, I realized—I had learned to be resourceful by watching my mother as I grew up.

My parents had very little money, so we needed to be creative about whatever we had and whatever we did. It was my mother who led the way. About every other night, she would work her alchemy and manufacture four or five quarts of milk out of a single quart. Mom would carefully take the quart of milk that was delivered to our home and divide it into glass and plastic containers. Then she would measure out powdered milk, run water from the faucet, mix it up, and voilà—my three brothers and I had all the milk we could drink.

Saturday was usually hot dog night. There were always more hot dog buns than hot dogs, so on Monday, we could count on finding peanut butter and jelly on a hot dog bun instead of the traditional white bread in our brown bag lunch.

Throw out our worn-out white cotton socks? Never! Our mother had figured out that she could tightly sew several socks together in the form of a ball—and it would never break a window. Let the games begin!

—Ed Betof

Why Stories About Moms?

When we began our exploration into sharing personal stories in our professional teaching and coaching lives, we noted how each story’s unique leadership perspective—the essence of what leaders believe, act upon, teach, and expect of themselves and others—could have a positive influence on individuals, teams, and organizations. We have now completed hundreds of interviews with leaders about their lives and career development, and one of the most frequent themes is the influence that mothers and fathers have had on these leaders. Think
about it. For many of us, our mothers were the first to sing, read, and tell stories to us. They were our first teachers and coaches. As we grow and mature, we learn to appreciate the power of our mothers’ stories, which become part of our developmental history and performance foundation. They stay with us for a lifetime.

Stories work in wondrous ways with people across cultures, ages, and ethnic groups—they connect us. For example, every year we book a hiking trip with a vacation company, and last year’s trip was a weeklong stay at the Bay of Fundy in New Brunswick, Canada. There were 16 other hikers from eight different U.S. states in our group. With the exception of two folks we’d met on a previous trip, no one knew one another, including the two guides.

Within minutes of meeting, we began talking about our coming week together, and sharing stories about past hiking trips quickly followed. As the week progressed, we continued sharing stories on the trail, at meals, and at the beautiful inns where we stayed. They were a blend of details—the sites we visited, historical figures, and our own lives and families. One night over dinner, we took the opportunity to share our “mom story” writing project, which eventually culminated in this book. As soon as we finished describing the concept, one of the hikers jumped in with a series of stories about her mother—that was all it took. For much of the rest of the night, our newfound hiking friends shared stories about their mothers, and the sharing continued throughout the rest of the week along the hiking trails and short bus rides. By week’s end, we had bonded and learned a lot about one another.

Stories, especially mom stories, have personal and professional impact. In addition to teaching lessons and disseminating information, they also touch the head and heart. We know
from experience as well as the more recent findings from the field of neuroscience that an impactful story has a psychological, emotional, and even physical effect. Stories are contagious. If you tell a story that has real meaning or emotionally touches others, you are likely to hear one or more stories in return.

As stories bring people together, they create shared meaning and purpose, and have a bonding effect among people and teams. They help us teach culture, values, and knowledge. They can be used to give advice for dealing with adversity and overcoming challenges. They can be funny, poignant, or sad. They are an important part of fostering ongoing and positive relationships, because they help communicate who you are and what you stand for.

If you have leadership responsibilities, you can use stories to help communicate your unique point of view or perspective on important topics or initiatives. You can use them to inspire others and help lead people into the future.

**About This Book**

For this book, we sought out the collected wisdom of a wide range of leaders, professionals, teachers, coaches, friends, and talent development professionals about how their mothers guided their paths to helping others lead authentic, resourceful, meaningful lives. *Leadership Lessons for Any Occasion* shares their stories and life lessons. Each of the seven chapters focuses on a different theme that arose as we were reading through the stories. In this book, you’ll find stories about developing trust, having a vision, managing change, innovating, being creative; the list goes on.

Leaders and those aspiring to have leadership responsibilities will enjoy and benefit from the stories and lessons of this book. Additionally, the reader’s guide at the back will
help you better understand how to actively leverage your own people management skills through personalized storytelling. If you are a leader, seek leadership responsibilities, or work in the profession of talent management, leadership, learning, or career development, use these approaches to incorporate mom stories in your work and as you teach and coach others. The essence of our approach is to help you make storytelling easy, and to be able to communicate your leadership perspectives in meaningful ways.
First Teaching, Coaching, and Learning

“Experience is the hardest kind of teacher. It gives you the test first and the lesson afterwards.”
—Oscar Wilde
Parenting is the ultimate test of teaching and coaching. A mother is the first person to bond with her baby, and from the time a child is born, mothers tell them stories. They tell stories about what the world is like, what is important, and how to do things—in other words, they teach and coach. Great leaders do the same. Great leaders inspire others around them by using stories to convey messages and connect emotionally to their audience, whether they are employees, other leaders, board members, or investors.

Mothers never stop teaching. We’ve been struck by those we have taught and coached, who’ve told us stories about how their mothers coached and supported their children who grew up to become leaders and professionals. As we prepared to write this book, we remembered a story from Phil Knight’s book, Shoe Dog: A Memoir by the Creator of Nike. Reflecting on the many ways his mother taught and supported him throughout his career, Knight describes how his mother stood up to his father and lent her son the money he needed to keep his business afloat. Knight’s mother played such an important role in his career that he installed a plaque in the entrance of the new athletic facility he donated to the University of Oregon. The plaque reads: Because mothers are our first coaches.
I grew up in the foothill region of the North Carolina Blue Ridge Mountains with a wonderful view of Pilot Mountain right in my backyard. We were far from wealthy, but I never realized that until I was much older. We were happy, and we pretty much lived like everyone else. My mother was my teacher until I entered first grade, and in many ways still is today. She taught reading, writing, math, and consequences. The last subject was taught daily, not just in the way I was disciplined, but also through more subtle ways, like when we would sit and tell each other stories. These stories were a gentle way to stimulate my imagination and help recognize and plan for consequences. There was one that we told repeatedly, always a little differently, usually sitting by the neighbor’s pond. I would throw a rock in the pond and Mom would ask, “Where did the rock go?”
“To the bottom,” I answered.
“What was on the bottom?” she asked. “Use your imagination.”
“A fish?”
“Yes! A fish! But . . . poor fish, the rock might have hit him on the head,” she would reply. “Next time, let’s tell the fish there’s a rock coming. What else happened when you threw your rock?”
“There was a big splash.”
“See the frogs on the lily pads?” she asked. “They got all wet from the waves. What could we do next time to protect them?”
“Give them all tiny umbrellas,” I suggested.
“Yes! That’s a great idea.”
And on we would go until we had elaborately prepared all the pond creatures for the incoming rocks so they were not surprised or injured when I threw the next one.

Although it’s a silly example, it was part of my foundational learning. It showed me the value of recognizing and preparing for consequences—realizing that every word and action, no matter how simple, has the power to have substantial effects on others around us, and that unpleasant consequences can happen when you act without consideration for the impact on others.

As a leader, I began to give out a rock award to people who had disciplined thought and action. Over the years, it has been passed along to individuals who are successful because they planned, were inclusive of others, and thought ahead about the consequences of success and failure—having a clear plan of action for both circumstances.
We lived on a small farm in northeast Pennsylvania and we were all busy during the day doing our assigned farm chores. Summer evenings, though, offered an opportunity for a little fun. While my father went off to his second job at a local factory, my mother and I would work on my basic baseball skills. She was my first coach and teacher.

When the weather was cooperative, she and I would walk to one of our recently mowed fields with a bat, a glove, and a few battered balls. We would spend an hour or so in the field as she hit a variety of pop flies, line drives, soft ground balls, and hard one-hoppers to me. Before each swing, she’d announce the imaginary game situation, and after I fielded the ball I’d shout out where my throw was intended. She would field my throw with her bare hand, and then quickly launch another ball
my way. Sometimes, we’d use the wooden wall of an equipment shed to simulate an outfield fence. She was more than skillful enough to hit a variety of balls to that wall to test my skills.

As we played, my mom would smile if I made a play she thought beyond my capabilities. But if I misplayed a ball or was slow to react, she would not hesitate to point out my lack of hustle. If I got hit by a bad bounce, she would not tolerate any excuses or complaints. It was partly through these evening practices that I learned to accept feedback at an early age.

Afterward, as the sun started to set and the bats filled the sky, she would explain some of the more subtle aspects of the game, such as base stealing, how to properly tag up, how to back up a bag, and how to chatter.

It didn’t occur to me that my mother’s baseball skills were unique. I thought that all my friends’ mothers had a glove and a Willie Mays Louisville Slugger bat. It was only as I grew older and my mother told me the stories of her youth that I understood how she came to love the game.

My mother grew up in a small coal mining town about an hour from our farm. As a little girl, she lived next to a modest baseball field that the local coal company had built. It had stands for a few hundred people and a wooden fence. Like many of that generation, hers was an immigrant family with many children who all wanted to assimilate to American culture. Baseball symbolized America to them, and so they spent their summers on that field. Younger children played in the mornings in unstructured groups. The afternoons were reserved for organized teen summer leagues. The men’s leagues, typically composed of coal miners, would play in the evenings. Even if you weren’t playing, you were sitting in the stands watching the game and talking to your friends and neighbors.
My mother started learning the basics in grade school, and then continued to play long after. She earned a second-base spot “with the boys” while in high school, taking pride in explaining that she was the only girl in the summer league. During World War II, as most of the men went off to war, she worked at the local sewing factory. She sewed army uniforms by day and played baseball in the evenings with the remaining men in the town. After the war, she married my father and baseball became a memory. However, even years later, my aunts and uncles would all chuckle at family reunions when they recalled my mother’s baseball adventures on that coal mining town field.

I did indeed learn baseball from my mother. But I also learned very early on that anyone can do anything. Mothers can be mothers, but they can also be outstanding baseball players and coaches. My mother made it clear to me that her skills took many hours over many days over many weeks over many summers to evolve. I can still hear her saying “nothing is easy” and “don’t get frustrated.” I came to see that dedication and proper preparation were two keys to success.
I fell in love with soccer the first time I kicked a ball on my elementary school playground.

In the spring of first grade, I begged my parents to let me join a team. I was like a duck taking to water. Even broken bones couldn’t stop me! When I broke my wrist falling off a zipline later that spring, I negotiated with an orthopedist (and my parents’ support) to continue playing soccer if I wore a shin pad to protect others from my cast and kept my arm tucked into my stomach. I joined more teams over the next several years, gaining fitness, strength, speed, and skills to match my competitive nature and love of the game. I also managed to break multiple picture frames and crack a door in our family room, but I was never asked to stop playing inside.
I dreamed about playing collegiate soccer, but I had a problem: juggling (keeping the ball in the air by continuously bouncing it on my head, chest, thighs, and feet). I could get a few here and there, but I had a mental block about juggling and it seemed like an unsurmountable obstacle. Some of my teammates were now juggling one hundred times in a row. My mom’s suggestion that “it just takes practice” fell on deaf ears. Then one day, she calmly said, “On Saturday, Dad and I are staining the clapboards on the house. You will juggle to 100.”

Over the next couple days, I experienced fear, nervousness, and self-doubt. I created lots of excuses, but my mom was there with positive words and an unshakable belief in me. When Saturday arrived, to put it mildly, I was a wreck.

As she set up the ladder, brushes, and stain with my dad, she called out, “Grab your ball Shauna—try and get to 10.”

Piece of cake . . . first hurdle navigated.

“OK, now 20.”

On and on I went until 70 times in a row was a routine thing.

Now, my belief joined hers. A persistence and commitment to go for my dream—both learned from my mom—took over. Periodically I called out the new high number and got a word of encouragement in response. That afternoon, I broke 120.

Today, goal setting and persistence have helped me achieve some of my biggest dreams.
My mother, Rose, was a typical Jewish mother and wife, whose world revolved around her children and her husband. My dad, Charlie, never wavered in his support for my mother; she was first in his life, well ahead of his three children. Before I became a father, he told me, “The greatest gift you can give to your children is to love their mother.”

On any given Friday or Saturday night, when I longed to go to my friends’ homes and hang out, they would always reply, “Mersk, let’s go to your house.”

I never quite understood why they wanted to come to my house until I realized that they wanted to spend time with my mom in the kitchen. In our home, the kitchen was the hub,
even though there was barely enough room to walk around. It was only as big as a modern walk-in closet, with a kitchen table and enough chairs to seat five or six people. What made it special was whatever Rose Mersky was cooking at the time—chicken soup, pea soup, hot roast beef sandwiches, and her special stuffing in cupcake tins in the winter; chopped chicken liver, chilled fresh fruit, homemade cakes, and special milkshakes in the summer.

We would crowd into her kitchen, and she loved every minute of it. She listened to the banter and never let on that she heard anything.

What my mom created, I am sure, was planned. She created love and warmth for all who visited. My buddies would spend endless hours in that kitchen. My mom made them feel special, enveloping them with love, a caring and warm atmosphere, and, yes, great homemade food. And for your average 16-year-old boys, there was nothing better than Momma Mersky’s kitchen.

The great lessons I have carried with me throughout my career in educational leadership have two main ingredients—courage and love. I learned both in that little rowhouse from my parents.
I remember ice skating with my Brownie troop at Rogers Stadium in Harrison, New Jersey. It was very cold. Our mothers were huddled together on the bleachers in their wool hats and scarves, their mittens wrapped around cups of hot coffee. Their frosted breath was visible as they chatted and laughed.

But my own mother was nowhere to be found on those bleachers. Instead she was ice skating with my friends and me. She was having fun, talking and laughing with us, getting to know my friends, sharing their hopes and dreams, and building trust.
Although at age 10 I was not thinking of leadership, I later realized that this was my first true leadership lesson. Only through strong personal relationships can leaders build trust with their team members.
My mother comes from Barbados in the West Indies. If you are not familiar with West Indian parenting it can be summarized as follows: Big on respect and low on explanations because Mother always knows best.

One of the many things my mother knew was that I would be the first in my family to attend and graduate from college. She was a 4.0 student, but had me straight out of high school, so her own postsecondary degree came from the prestigious University of Motherhood. However, she wanted something different for me, something that would open a world of opportunities. My mother told me I was going to college long before I could spell college or understand what it was.

When the time finally came for me to start looking at colleges, I went to the counselor’s office and grabbed every booklet, application, and open house flyer I could find. I
had pretty good grades but a very bad attitude, one that had often gotten me in trouble with the administration, teachers, and other students. I ran home from school, plopped on my bedroom floor, read every piece of paper, looked at the mess I’d created, burst into tears, and essentially decided to live at home and work in fast food forever.

At this point my mom’s senses must have started to tingle because she walked in just as I gave up. I explained that it was too much. I was completely overwhelmed by the process. After talking me out of a career in fast food, she hugged me tight, looked me in the eyes, and said, “I have no idea how to do this college stuff, but we don’t have to do it alone.”

At this point I was in a state of shock. I’d never heard my mother say “I don’t know” in my entire 17 years of life. And while I knew (logically) that she couldn’t know everything, up to this point she had never been wrong or unsure about anything.

The next morning we walked into the school counselor’s office and asked every question we could think of. That day I learned it’s OK to ask for help because the smartest people don’t do it alone. My mother showed me how to use the resources available to accomplish my goals. With her support, I attended college and now hold a bachelor of arts and master of public administration; with her continued support, I’m now working on advanced certifications.

My mom’s determination to help me achieve my college dream completely changed the trajectory of my life. I’ve been able to help hundreds of children apply to college through my volunteer work. And, as an adult educator, I influence the lives of thousands of children every year. My mom knew I would go to college; she pushed me through every doubt, guided me through every step, and supported me until the goal was accomplished.

I guess Mother really does know best.
About the Contributors

Donna M. Beestman  |  President and Executive Career Strategist, Career Success Strategies
For more than 25 years Donna has served as a career transition strategist and executive coach, holding leadership roles with regional and international career management consulting firms. She was also a performance manager for a firm serving Fortune 500 firms, executive director of an education policy nonprofit, and a high school faculty member. Donna has served on many boards related to public policy, women in leadership, university alumni, regional theater, and Rotary.

John Betof  |  Retired Teacher
John taught industrial arts, computers, and career prep to junior high students for 30 years in New Jersey and Arizona. He and wife, Sharyn, have one son and two grandchildren. Now retired, John lives in Utah, where he enjoys cycling, hiking, snowshoeing, gardening, and being a grandpa.

Robert J. Betof  |  Artist and Illustrator
Robert studied at the Pennsylvania Academy of the Fine Arts, University of Pennsylvania, Temple University, and the Barnes Foundation, as well as independent study in Europe. He has won many awards for
his work and has had numerous exhibitions. Robert also worked as a teacher and administrator. He is now semi-retired to his studio, is an avid gardener, and teaches kayaking.

Shauna Wilson Betof | Program and Sponsorship Manager, AISNE
In addition to her work at AISNE, Shauna is the co-chair of the National Association of Independent Schools Families First program, which supports heads of schools and their families across the country. She’s also on the board of directors for the Brookline Education Foundation. Prior to that, she was an assistant athletic director at George School and was awarded a Lang Grant to examine connections between physical activity, learning, and brain development. After playing soccer at Cornell University, Shauna was an Olympic development soccer coach, a graduate assistant for the women’s soccer team at Springfield College, and the director of a soccer club.

Mark Bocianski | Vice President, Global Head of Talent Management and Learning, Western Union Company
Prior to joining HP, Mark was the global head of talent development at Aon Hewitt, a leading provider of human resources consulting and outsourcing services. While there, he was focused on driving all learning, performance, succession management, leadership development, and employee engagement. Over his 17-year tenure with the company, Mark held numerous roles including the implementation of HR outsourcing solutions, managing outsourcing operations, and leading a business unit. Mark holds a bachelor of arts in education from Northeastern Illinois University. He resides in Dana Point, California.

Donna Boles | President and Founder, Sisters Enlisted to Empower Dreams
Donna served as senior vice president of human resources at Becton, Dickinson and Company until her retirement in 2013 after a 40-year career. She now serves as an advisory board member for Cielo Health-care and is on the board of trustees for the Berkeley College Foundation. Donna also served on the board for CST Brands as the compensation committee chair, and served as board chair for Big Brothers Big Sisters of Northern New Jersey. In 2016, she became a National Association of Corporate Directors Board Leadership Fellow.
Shannon Guiney Breuer | President and Chief Compliance Officer, Wiley Group

Shannon spent the majority of her career in human relations and communications leadership roles at Sunoco Inc. SmartCEO magazine recognized Shannon with a 2016 BRAVA Award and Philadelphia Business Journal named her a Women of Distinction in 2010. She is an executive board member of the Forum of Executive Women, and is active with many nonprofit and professional groups, speaking on career transition, corporate culture, and business networking. A graduate of Marymount University, Shannon and her husband have two grown sons.

Chuck Burak | Former Director, Worldwide Benefits, BD

Chuck’s professional career spanned 35 years in the HR total rewards arena, with the last 21 at BD, a global medical technology company. Before joining BD in 1990, he worked for a diverse range of organizations, including Met Life, ITT Corporation, and KPMG. His many areas of focus included HR transformation, budget management, vendor management, global retirement plan design and administration, mergers and acquisitions, and wealth management counseling. He graduated from Queens College with a bachelor of arts in mathematics.

Chris Cappy | Founder and President, Pilot Consulting Corporation

Chris has worked as a keynote speaker, consultant, and executive coach in more than 40 countries as an expert in change management, executive development, and experiential change leadership education. He is the author of Driving Leaders: Lessons in High-Performance Leadership Drawn From Endurance Racing. He lives in Colorado with his wife, Andrea, and his son, Allen Joseph.

Douglas N. Clayton | Senior Vice President, Talent Management and Learning and Development, SES

Doug splits his time between SES’s Princeton location and the Luxembourg headquarters. He is also a documentary filmmaker and has produced several parodies of mainstream movies, including James Bond films, The Godfather, Star Trek, and Mission Impossible. Doug earned a doctorate degree from the University of Pennsylvania, and is an alumnus of the Wharton Business School. He conducts ongoing research, has been published, and is a speaker on the topic of film and learning.
Suzanne Crichton | Mother and Grandmother
Suzanne was the primary caregiver for her twins, who are now in their mid-20s. As a stay-at-home mom and grandmother, she has weathered all storms, managed all types of chaos, and helped her kids and grandkids find their way in the world.

Alicia E. Daughtery | Vice President, Customer Experience, Comcast Cable
Alicia helps to execute transformational initiatives on behalf of Comcast’s customers and employees. She holds a bachelor of electrical engineering from the University of Delaware and an MBA from Villanova. A graduate of the Comcast Women in Leadership Program at Wharton and the Betsy Magness Leadership Institute, Alicia serves as a mentor to young women and was recognized with the Connect Award from Women in Cable Telecommunications. The proud parents of two grown children, Jay and Leah, Alicia and her husband, Jim, are award-winning home brewers and reside in Pennsylvania.

Gilbert (Chuck) Davis | Assistant Vice President, Associate Chief Information Officer, Children’s Hospital of Philadelphia
Prior to joining Children’s Hospital of Philadelphia (CHOP) in 2007, Gilbert worked in a variety of healthcare leadership roles. He has more than 28 years of experience in various aspects of healthcare administration and IT. Gilbert currently serves on multiple advisory boards, including in an advisory capacity to the CEO of CHOP as a member of the Diversity and Inclusion Advisory Council. He also serves as a fiduciary board director for a nonprofit that prepares children for college and careers in science, technology, engineering, and math.

Peter J. Dean | Founder and President, Leaders By Design
Peter founded Leaders by Design in 1986 and has coached executives in more than 50 companies, including those in Europe and Asia. He has also taught courses in leadership and communication at the Wharton School at the University of Pennsylvania, Penn State University, Fordham University, the University of Iowa, and the University of Tennessee. While at the University of Tennessee, he co-designed their online physician Executive MBA program. He received teaching awards at Penn State, the Wharton School, and the University of Tennessee.
has authored 10 books and numerous articles, and was also the editor for *Performance Improvement Quarterly* for six years.

**Lynne DeLay | Managing Partner, One World Leaders**

With a doctorate in management and a diploma in coaching supervision from Coaching Supervision Academy (UK), Lynne’s career as a leadership coach, mentor, and coach supervisor spans more than 25 years and three continents. She has coached senior executives from across the globe, and, as an accredited coach supervisor, has provided supervision to coaches from multiple countries to help them stay on the leading edge of their work. Lynne was previously the director of coaching with the Center for Creative Leadership in Europe, where she lived for 25 years.

**Rick DeSouza | Associate Broker, Re/Max Eastern**

After Rick graduated from Penn State in 1975, his dad suggested he get a real estate license in case things didn’t work out. So, he did. Rick eventually founded the DeSouza Realty Group. He and his wife, Andi, joined Re/Max Eastern in 2016, which brought them full circle back to Philadelphia. They have two children, Spencer and Morgan.

**Dave Drabot | Former Manager, Towers Perrin**

Dave worked for four large organizations principally in the area of enterprise-wide application systems development and management. He graduated from Penn State University in 1975 with an MPA and a focus on information systems technology.

**JoAnn Duffy | Social Work Operations Manager, Children’s Hospital of Philadelphia**

JoAnn is responsible for the operations and administrative oversight of the division of social work at Children’s Hospital of Philadelphia, which includes more than 160 social workers. She previously worked in informal and formal leadership roles in older adult protective services and several health systems, including University of Colorado and Temple University. She is also a board officer on the board of directors for Make-A-Wish Philadelphia, Delaware, and Susquehanna Valley.

**Marion Molineaux Feigenbaum | Senior Vice President of Conferences, The Conference Board**

Marion started her career at the Conference Board as a research
assistant on Manufacturers’ Capital Appropriations after graduating from Barnard College with a degree in economics. Happily, she escaped economics and loves working on creating more than 75 conferences annually.

Jennifer Finkelstein | Certified Employees Assistance Professional, Federal Occupational Health
Jennifer has worked for Federal Occupational Health for more than 15 years. In her role, she provides counseling to a wide range of employees with various psychological issues. She is also in charge of writing and presenting on various wellness topics. Jennifer also provided crisis intervention services after national disasters, including Hurricanes Harvey, Irene, and Maria. She has twin boys.

Dodi Fordham | Senior Sales Consultant, Carlisle Collection
Over the past 28 years, Dodi has had the privilege of working with wonderful women to help make them look and feel their very best by developing infinitely useful wardrobes. Styles and fashions change, but the need for a woman to present herself in exactly the right way never changes. Dodi looks forward to continuing to assist in the process of making her clients appear as fabulous as they feel.

John Gillis Jr. | President, LeadershipX
John facilitates executive leadership development programs for cross-industry companies around the globe using a digital business simulation based on his doctoral dissertation. Previously, he worked for IBM’s Strategic Change consulting, Accenture, and the Center for Creative Leadership. John has also served as president of the Penn Doctoral Alumni Network, on boards for Young Life and the Austin Leadership Forum, as a Scout Cub Master, and as coach of numerous sports teams. He is also the founder of CampLIFE!, a nonprofit charity with a mission to provide for the families of deceased soldiers.

Jay Glasscock | Chief Transformation Officer, Owens & Minor
Jay is an executive with more than 20 years of diversified leadership experience in the medical device and life science industry. Prior to joining Owens & Minor, he was the vice president and general manager, clinical diagnostics, at Thermo Fisher Scientific. He also enjoyed a successful career with Becton, Dickinson, where he held several key
roles. Jay is passionate about business leadership, teaching leadership development, and strategy execution. He enjoys hiking, skiing, and riding his horses.

**Neal R. Goodman | President and CEO, Global Dynamics Inc.**
Neal is an internationally recognized authority on cultural competence, inclusion, and organization development. His training programs have helped more than a million corporate leaders succeed in global and diverse environments. Neal is a professor emeritus at Saint Peter’s University. He is also a columnist and keynote speaker who is often quoted in leading publications. He is married with two daughters and three grandchildren (so far).

**Jane Barr Horstman | CEO, Jane Barr Horstman & Associates (JBHA)**
After founding her company more than 30 years ago, Jane now employs 10 women who handle the day-to-day working of the business. JBHA specializes in three areas: association management, special event coordination, and personal assistants in wealthy homes. She resides with her husband, John, in Fort Washington, Pennsylvania.

**June Howard | Senior Vice President and Chief Accounting Officer, Aflac Incorporated**
June joined Aflac in 2009 and was named chief accounting officer a year later. Before joining Aflac, she held financial reporting positions of continuing responsibility at ING and The Hartford. Additionally, she worked as an auditor with Ernst & Young for nearly 10 years. June graduated from the University of Alabama in Huntsville with a bachelor’s degree in business administration. She is married and has two children, John and Mary. Her hobbies include running, reading, scrapbooking, and playing piano.

**Jerry Hurwitz | Retired Executive Vice President and Chief Human Resource Officer, BD**
Jerry was a member of BD’s senior management team, serving in HR and business roles over his 25-year career. His focus was on developing leaders at all levels of the organization. He is an executive fellow with the Center for Higher Ambition Leadership, an organization dedicated to developing purpose-driven leaders and organizations. Jerry is also a member of the UNC Wilmington Cameron School of Business.
Executive Network and the Wilmington Investors Network, an angel group focused on investing in early stage start-up companies. He lives in Wilmington, North Carolina, where he finds time for kayaking, traveling, and playing pickleball.

**Jeff Jackson | Leadership Consultant, Experience to Lead**
Jeff is the proud father of two teenagers. In his spare time, he is also the program director for experiential programs with the Conference Board and the co-founder of Experience to Lead, where he’s responsible for business development and client relationships. Jeff previously worked as the executive director of leadership and experiential programs for the Conference Board. In that capacity he was responsible for the delivery of more than 100 customized executive and C-level leadership and best practice programs.

**Ted Kauffman | President, Kauffman Holdings**
Ted is the bio-founder and chairman of Eastern Connection Operating. Founded in 1983, Eastern Connection is a logistics company with 17 facilities scattered throughout the northeastern part of the United States. After a few years, Eastern Connection expanded into the messenger business and then into the outsourcing space a few years after that. After selling Eastern Connection, Ted founded Kauffman Holdings in 2015. This company invests in alternative strategies and purchases and builds small companies. Ted lives in New York with his 19-year-old son.

**Sabrina Kay | Entrepreneur and Philanthropist**
Sabrina is a serial entrepreneur and philanthropist who started seven diverse ventures, including Art Institute of Hollywood and Premier Business Bank. She is most passionate about her current role as chancellor and CEO of Fremont College. Her awards include Woman of the Year by the California Legislature, Finalist for Entrepreneur of the Year by Ernst & Young, and induction into the Hall of Fame by the California Association of Postsecondary Schools. Sabrina holds a doctorate degree in work-based learning leadership from the University of Pennsylvania and double master’s degrees from USC and GSE at the University of Pennsylvania.
Renée Owens Kennish | Former Vice President, ValueOptions Federal Services

Renée has more than 30 years of experience in various leadership roles, primarily in the behavioral health arena. In her most recent position, she provided executive oversight for all operational and administrative components of a large $500 million federal program, providing behavioral health and work-life services, including overall quality, productivity, efficiency, and organizational readiness of call centers across the United States. Renée currently consults on various projects, including management consultation and project support for strategic planning, call center operations, quality and productivity, design and development of proposal strategies, and marketing and strategic communications.

William A. Kozy | Former Executive Vice President and Chief Operating Officer, BD

William was a member of the senior management team at BD and served in various executive vice president roles. He is currently a member of the Cooper Companies board of directors and sits on the audit committee and science and technology committee. He is also a member of Hackensack Meridian Health Board of Governors, and serves on the strategic planning committee, the executive and physician compensation committee, and health ventures board. William resides in Naples, Florida, with his wife, Carol, and frequently hosts their family.

Jean Larkin | Talent Management and Leadership Development Executive

Jean is the former vice president of talent development at Johnson Controls, and is now consulting with individuals and organizations on talent strategy and career development. She is a global human resources executive and talent strategist with exceptional accomplishment in designing and implementing unique and meaningful talent solutions, C-suite and board-level advisement, and sustainable talent systems in consumer, insurance, industrial, and technology companies experiencing or requiring significant transformations. She holds a doctorate in education from the University of Pennsylvania and is a volunteer career coach for military veterans.
Bob Levin | Features Editor, the Globe and Mail

Bob Levin is an award-winning journalist who is currently a features editor at the Globe and Mail in Toronto. A graduate of the Columbia School of Journalism, he spent five years as a Newsweek writer in New York before moving on to Maclean’s, where over two decades he served as a writer, columnist, and executive editor. Bob also writes fiction; his novel Away Game was published in 2016.

Angel Livas | Host, “The Woman Behind the Business”

Angel Livas is an award-winning storyteller and host of “The Woman Behind The Business” talk show; a program that promotes unapologetically honest dialogues to advance the woman entrepreneur. With nearly two decades of media experience, Angel believes in sharing her wealth of multimedia expertise to help propel the success of others. Her book, Brand Reppin’ 101, is a how-to-guide to social media modeling and online brand building. In the book, she takes you on her journey of introducing her two boys, ages three and five, to becoming “brand reps” and kiddepreneurs. Angel lives in Northern Virginia with her husband and sons.

Jennifer Hanson Long | Instructional Designer, Learning and Development, Schwan’s Company

Jennifer’s coolest “fun fact” is that she is a triplet. And no, they are not identical (she has two brothers), and yes, her mom dressed them alike. She currently works at Schwan’s Company in Minnesota as an instructional designer in learning and development. Jennifer received a master’s degree from North Dakota State University and a bachelor’s degree from Concordia College. She is an aspiring writer and speaker and loves sharing stories from her sitcom of a life.

Alejandra Love | National Director, Professional Development, Phalen Leadership Academies

In her tenure at Phalen Leadership Academies, Alejandra created and launched a blended learning professional development model, including building from the ground up the highly immersive online learning program called PLA University. Alejandra manages the professional development of more than 300 educators, ultimately serving more than 4,000 students throughout the Midwest each year. Alejandra is passionate about professional development and youth; in her free
time, she volunteers as a college and career coach for high school seniors, and plays with her beautiful daughter, Kennedy Amiyah.

**Maqsood Mamawala | Executive Coach**
As an executive coach, Maqsood’s forte is leadership development programs for managers and executives. He’s driven to help clients reach their own “next phase” by partnering with them to find ways to quickly improve skills and competencies to achieve their goals, be they professional, personal, or both. Whether assisting individual contributors, a team of associates, or managers, Maqsood’s committed to helping them find ways to enhance their practice, team, or company. His coaching work reaches a variety of industries and disciplines, including marketing and sales businesses, engineering, operations, financial services, government, manufacturing, and nonprofits.

**Lisa Mathis | Principal, Parker Consulting**
Lisa brings an incredible amount of hands-on experience in executive coaching, leadership, communications, and organization development. She has expertise in working with high potentials to the COO level and understanding different cultures and the challenges that they face. She prepares leaders for the next level by building new competencies, imparting advice on leading change, and enhancing decision-making skills. She works with specific targets and measures that are reflected in the development action plan that the executives create under her guidance.

**Mary McDowell | Former Senior Legislative Staff, Alaska State Legislature**
Mary’s professional career, in both state government and the private sector, focused primarily on Alaskan fisheries. Besides hands-on work in commercial fishing and fish buying, she served as a senior legislative aide, specializing in fisheries and other natural resource issues; a special assistant for fisheries and wildlife to the governor of Alaska; commissioner of the Commercial Fisheries Entry Commission; and vice president of Pacific Seafood Processors Association.

**Susannah McMonagle | Assistant Professor, Communication Studies, Eastern University**
Susannah teaches in the communication studies department at Eastern University. Her research interests include global advertising, glob-
al communication, social media, and public relations. Before earning a PhD from Temple University in media and communication, Susannah worked in corporate communication for nearly seven years with leadership development firm the Leader’s Edge/Leaders By Design. She resides in Phoenixville, Pennsylvania, with her husband and daughter.

**Donna McNamara | Former Vice President, Global Education and Training, Colgate Palmolive**

Donna developed Colgate’s world-wide learning strategy, designed its business goal alignment process, and built leadership capability in accelerating effective change. She is past board chair of ATD, a recipient of the Gordon M. Bliss Award for distinguished contribution, and a former member of ATD’s Board of Directors. Donna is currently a trustee at St. Catherine University and the College of St. Elizabeth. Additionally, she is a board member for the distinctive women’s philanthropic organization, Impact 100 Garden State.

**Winni McNamara | Advanced Nurse Practitioner**

Shortly after completing a BS in 1973, Winni heard the word midwife and knew that was her path. She has worked as a private practice advanced registered nurse practitioner, specializing in women’s health and midwifery, since 1980 and has delivered more than 3,000 babies. She is also a graduate of the Hahnemann College of Homeopathy. Winni lives in the Pacific Northwest with her husband of 41 years. In her private time she enjoys hiking and gardening.

**Chad Merritt | Vice President, Americas Sales, Center for Creative Leadership**

For the last 15 years, Chad has served in sales roles for the Center for Creative Leadership, a global nonprofit focused on leadership development and recognized as an elite executive education provider. Chad worked with companies of all sizes, including nonprofits, NGOs, and education providers, focusing on facilitating discussions about how their leaders can have more impact on the lives they touch every day in their companies, in their communities, and at home.

**Mike Mersky | Head, Saint Edward’s School**

Mike, a product of Friends’ Central School in Philadelphia, has taught, coached, and led independent schools throughout his 42-year career.
His wife, Karen, is a licensed clinical psychologist with a PhD from Bryn Mawr College. His son, Matt, a graduate of Lafayette College and Duke’s Fuqua School of Business, is a consultant for PwC. His daughter Kathryn, a graduate of Dickinson College and University of Pennsylvania, is the dean of student affairs at Springside Chestnut Hill Academy in Philadelphia. Karen and Mike reside in Vero Beach, Florida.

Mark Morrow | Writer and Book Development Consultant
Mark is a freelance book developer and writer specializing in management, leadership, workplace learning, organization development, and human resources. Previously he was manager of acquisition and development for ASTD Press (now ATD Press), as well as an executive editor for McGraw-Hill’s professional book division. As a journalist, Mark wrote for a variety of newspapers, trade and professional newsletters, and magazines; he has also worked on assignments for People, Esquire, Fortune, and other national and regional magazines and newspapers as a freelance photographer.

Eunice Sevilla Nuyles | Senior Director, Global Customer Ops & Support, LexisNexis Risk Solutions
Armed with 13 years of success leading customer support teams for organizations across multiple disciplines, Eunice moved to Atlanta from Manila in 2015 to lead B2B support operations in a risk management technology industry. She is a visionary customer experience leader, enabling customer service professionals to embrace their role in driving customer loyalty. She works actively as the co-chair for the Lean-In Circle committee under LexisNexis Risk Solutions Women Connected Group, where she interacts with women leaders and professionals, advocating strongly for their development and career advancement. She enjoys traveling with her husband, Niko, and their sons, Nicholas and Ethan.

James Pasquale Orlando | Associate Chief Academic Officer, St. Luke’s University Health Network
James serves as associate chief academic officer at St. Luke’s University Health Network in Bethlehem, Pennsylvania. He also serves as course director and lecturer at University of Pennsylvania’s Graduate School of Education, and as an adjunct professor at Moravian College’s MBA program. James is a clinical associate professor in the department of psychiatry at Sidney Kimmel Medical College. He earned an EdD from
University of Pennsylvania in 2009 and was named one of Training magazine’s 2011 Top 10 Young Trainers. He served in the U.S. Army Reserves for 10 years and lives with his wife, Missy, and three children in Macungie, Pennsylvania.

Lisa MD Owens  |  Founder, Training Design Strategies
After a 30-year career at Procter & Gamble in engineering and global learning, Lisa retired and founded Training Design Strategies to continue doing what she does best: Working with the world’s doers and movers to help them achieve their goals with the help of powerful training. She earned a BCHe from Georgia Tech in 1977 and an MEd from the University of Cincinnati in 1996. She is an author, speaker, and trainer, and is learning how to quit. She and her husband of 40 years have two children and a grandchild.

James C. Ozello  |  Founder and President, Human Resources Services
Jim is a pioneer in the outsourcing of HR services to small and growing companies that do not have in-house professional human resource management. Prior to establishing his firm in 1975, Jim gained experience in HR management, sales, marketing, accounting, finance, and manufacturing with Shell Oil Company, AT&T, Mattel, and Carter Hawley Hale. He is instrumental in advancing HR services that reflect the culture and vision of the companies he serves. Jim presently serves as executive vice president, human resources, for Kennedy Wilson Holdings. An author and lecturer, Jim conducts seminars and workshops for industry groups and client companies.

Ronni Goodman Ozello  |  Former Assistant Vice Principal, Special Education
Ronni received a bachelor of science degree in elementary education from Temple University and then taught in the Philadelphia Public School System. Upon moving to Los Angeles, she then taught in the Los Angeles Unified School System. Ronni then earned a master’s degree in educational administration and was promoted to assistant principal. She collaborated with parents, teachers, psychologists, physical and occupational therapists, and speech therapists to create individualized programs for students with special needs. After retiring from her full-time position, Ronni continued as an intervention teacher tutoring students in reading and mathematics.
Howard Prager | President, Advance Learning Group

Howard Prager has significant experience in leadership and talent development. He is president of Advance Learning Group, a learning and leadership consulting firm, as well as the creator of Make Someone’s Day, a movement to increase appreciation for one another. Howard is a volunteer leader in the Boy Scouts of America, Northwestern Alumni Association, and ATD. He also plays tuba with the Northwest Concert Band, the Royal Blue Tinkertoy Dixieland Band, and other groups. His mother is his most dedicated groupie, traveling as far as Germany and Italy with his bands.

Sharon Collins Presnell | Chief Scientific Officer, Organovo, and President, Samsara Sciences

Sharon completed her undergraduate education at North Carolina State University and received a PhD in experimental pathology from the Medical College of Virginia. After postdoctoral training and a junior faculty position at the University of North Carolina at Chapel Hill, she transitioned to industry and has held multiple R&D and business leadership roles at Becton Dickinson, Tengion, Organovo, and Samsara Sciences. Sharon dedicates her free time to mentoring, writing, and spending time with family. She serves on the board of the College of Life Sciences Foundation at North Carolina State University.

Maribeth D. Renne | Career and Leadership Coach

Maribeth is a seasoned career and leadership coach whose mission is to empower people with the knowledge, tools, and skills to be successful, effective, and fulfilled in their work. She coaches individuals to become thoughtful and powerful leaders and deliver results for their organizations. Her clients come from leading corporations, nonprofits, and higher education institutions all over the United States. In addition to her clients, she shares the lessons she learned from her mother with her children, Christopher and Elizabeth.

Teresa Roche | Chief Human Resources Officer, City of Fort Collins

Believing that creating and sustaining healthy, inclusive, and economically viable communities can change the world, Teresa is living a path of purpose in her current position. She has worked as an executive in a variety of high-technology companies, helping them through various
stages of their organizational life cycles, including startups, acquisitions, mergers, splits, and divestitures. Teresa is a fellow with Harvard University's Learning and Innovation Laboratory and has a PhD in education from Purdue University. She is married to David Monahan, and their daughter, Kai Monahan, is attending the University of Denver, studying theater, creative writing, and gender and women's studies.

Sharon Dobin Ross | Former Human Resources Information Systems Manager

Upon graduating as an education major from Temple University, Sharon was an elementary school teacher for the Philadelphia Public School System. After raising four children, she was in human resource systems as HRIS manager for more than 24 years at The PQ Corporation until retirement.

Bob Sachs | Advisory Chair, The Leadership Development Group

Bob’s book on leading across the health ecosystem, co-written with The Leadership Development Group’s CEO, will be published this fall. He also sits on the board of We Care Services for Children, which provides mental health and developmental services to children in the San Francisco Bay area. Bob was vice president, national learning and development, for 19 years at Kaiser Permanente. While there, his responsibilities included leadership development, succession management, and learning. Prior to that, Bob was a general manager and partner at the Hay Group, a global consultancy.

Sara Beth Schneider | Onboarding Specialist, Samaritan's Purse

Sara Beth grew up in Birmingham, Alabama, where she and her two younger brothers were raised on sweet tea, humidity, and “Roll Tide!” After attending Furman University, Sara Beth joined Samaritan's Purse, an international relief organization based in North Carolina. It was there in North Carolina that she met her husband, Coty. They happily reside in the small mountain town of Boone, along with their adorable goldendoodle, Moses.

David Smith | HR Generalist for the Town of Smyrna, TN

David thoroughly enjoys his work as an HR generalist in local government simply because he gets to help others. Through his work in training, advising, counseling, and encouraging, he is able to remain
connected to what matters most in any organization: the people. David received a bachelor’s degree in mass communication from the University of Southern Mississippi and is currently seeking a master’s in HR management.

**Molly D. Shepard | CEO and President, The Leader’s Edge/Leaders By Design**

Molly founded The Leader’s Edge in 2001 to address the leadership development of senior women in business. She has more than 30 years’ experience in leadership development and executive coaching, and has served on for-profit and not-for-profit boards. Recognized for her leadership in the Philadelphia community, Molly often speaks as a thought leader in women’s leadership development. She has written four books including *The Bully-Proof Workplace* (written with Peter Dean, 2017) and *Breaking Into the Boys’ Club* (2015).

**Alanna Steffen-Nelson | Clinical Project Manager, Cook Research Incorporated**

Prior to working at Cook Research, Alanna was a lab manager and postdoctoral research associate at Howard Hughes Medical Institute. She was a doctoral student in biological sciences at Purdue University, and an instructor and teaching assistant at Earlham College.

**Lew Stern | Former President, Stern Consulting**

Lew Stern has consulted for and coached leaders on five continents for more than 40 years. He has taught at the graduate level for several universities and has conducted research and published on psychological applications in organizations, especially on leadership development. He now donates his time to nonprofits and initiatives focused on environmental sustainability, peaceful resolution of differences, and quality of life. His mother and father, Marilyn and Saul Stern, have served as role models of compassion and giving.

**David Turner | Former Teacher and Owner, The Closet Doctor**

David started his career as a high school math teacher, baseball coach, and gymnastics coach at Cherry Hill High School. When he left teaching, David and his wife, Joyce, started the Closet Doctor, a business providing custom closet design and installations in new and existing homes. He was president and CFO, while Joyce served as vice presi-
dent and managed sales and client accounts. They retired in Venice, Florida, but visit frequently with their two married children and four grandchildren in Medford, New Jersey, and New York City.

Jamie Watson | Procurement Manager, Toyota Financial Services
As procurement manager, Jamie is responsible for supplier registration, enterprise vendor management, supplier diversity, third-party spend reporting, and enterprise process automation at Toyota Financial Services (TFS). She has been at TFS more than nine years, holding various management positions throughout her career. Jamie is the co-chair of TFS’s Team IMPACT (Integrating Meaningful Partnerships Across Community and Toyota) and engages team members across the company to volunteer in the community. She is also a sponsor of the TFS Diverse & Small Business Supplier Mentorship Program. Jamie, her husband, Byron, and their son, Jayden, live in The Colony, Texas.

Craig Weakley | Vice President, Western Region, 20th Television
With more than 25 years of experience in the media and entertainment industry, Craig has sold the syndication rights to more than 60 different television shows, ranging from M.A.S.H. to The Simpsons. He is currently vice president, Western region, for 20th Television, the domestic syndication division of 20th Century Fox. Craig graduated from UCLA in 1989 with a BA in history. He is an avid golfer, loves to travel, and enjoys spending time with his daughters, Alyssa and Alexis.

Wendy York Witterschein | Former Director, Global Learning, BD University, BD
Wendy is a talent development, learning, and business leader, with experience in a variety of learning and business development activities. Her career spans multibillion-dollar global corporations and senior-level consulting with Fortune 500 companies. Wendy is an expert in the areas of organization development, executive coaching, and team acceleration. She holds two master’s degrees, and is a PhD candidate in psychology and education with focus on thinking and reasoning at Columbia University. Wendy does original research in mental models, a key component of business transformation and cultural change for individuals, teams, and organizations.
About the Authors

Ed Betof, EdD, is a leader, teacher, coach, mentor, and author. As president of Betof Associates, he does C-level executive and leadership team coaching. He also serves as executive coach for the Center for Creative Leadership and teaches for the Institute for Management Studies.

In 2007, Ed retired as worldwide vice president of talent management and CLO at Becton, Dickinson and Company. In addition, he served for eight years as the program director for the Conference Board’s Talent and Organization Development Executive Council, and was a founding senior fellow and an academic director for the doctoral program designed to prepare chief learning officers at the University of Pennsylvania.

Ed is the author or co-author of five books, including Leaders as Teachers: Unlock the Teaching Potential of Your Company’s Best and Brightest, Leaders as Teachers Action Guide, and Just Promoted!: A Twelve-Month Roadmap for Success in Your New Leadership Role. He is a frequent speaker on leadership and career topics and a former ATD Board member.
Nila Betof, PhD, is chief operating officer of the Leader’s Edge/Leaders By Design. She has held several corporate C-suite and executive roles, including chief operating officer, chief human resources officer, and head of strategic planning. Her executive coaching work is primarily focused on senior leaders and emerging leaders.

Nila was the recipient of the 2011 Smart COO Award from Smart CEO magazine. She also served as president of the Forum of Executive Women, and currently serves on the Thirty-Percent Coalition and NextMove Dance boards.

Nila has authored numerous articles on leadership and is frequently sought as a speaker on leadership issues, especially on developing and retaining high-potential women leaders. She co-authored Just Promoted!: A Twelve-Month Roadmap for Success in Your New Leadership Role.