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7TH EDITION • MAY 22, 2019

women



UNION COUNTY ^ MEAN BUSINESS

The Clubhouse at Galloping Hill Golf Course • Kenilworth, NJ



FEATURED KEYNOTE SPEAKER:

Linda Wellbrock

CEO & Founder
LEADING WOMEN
ENTREPRENEURS



Trending Breakout Sessions!

Union County Means Business is a partnership between Union County Government and our Our Partners businesses community leaders.



A WORKING WOMEN'S SUMMIT

www.ucnj.org/ucmb



FROM THE FREEHOLDER CHAIR BETTE JANE KOWALSKI



Welcome to the seventh annual Union County Women Mean Business Summit. The Freeholder Board launched this series in 2013 to help working women meet the challenges of today's economy. Since then, the event has grown to achieve a record setting attendance of 260 last year.

That is a real testimony to the enthusiasm for networking and skill building among career-oriented women in our community, and this year we continue our support for women's empowerment and equality in the workforce.

Today's breakout sessions that are designed to help you overcome obstacles, identify your strengths, and chart a course for the future.

We are also very proud to have Ms. Linda Wellbrock as our special guest speaker. She has a long record of support for empowering women and taking on key issues that directly impact women, including education, health care, youth and family services, and environmental issues.

We are all looking forward to an inspiring and informative event, and I wish you all a very exciting and enriching experience.



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HOST COMMITTEE

This event would not be possible without the hard work and dedication of the entire host committee. Special acknowledgment should go to this group of exceptional women!

Linda Carter
Assemblywoman
New Jersey State Legislative District 22

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Rebecca Williams
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Thank you to all of those who contributed to Union County Women Mean Business.

AMP Yoga Studio

Ashbrook Golf Course

Baked Bouquets

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The Mall At Jersey Gardens

The Red Cadillac

The Red Knot

The Rio Rodizio

The Tavern at Ashbrook

The Thirsty Turtle

Union County College

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Union County Performing Arts Center

United Way of Greater Union County

Valenca Restaurant

Vinny's Pizza & Pasta

The centerpieces at today's event have been donated by the following Union County florists:

Apple Blossom Flower Shop
Scotch Plains

Barbara Bell Designs
Kenilworth

Charlie's Flowers & Gourmet Baskets
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New Providence Florist
New Providence

The Flower Shop
Westfield

OUR KEYNOTE SPEAKER LINDA WELLBROCK



Linda Wellbrock is the CEO and Founder of Leading Women Entrepreneurs, an initiative created to commend women entrepreneurs for their service, leadership, contribution to their communities and the state's economic recovery.

Linda has dedicated more than a decade of her career to the overall advancement of women and diversity efforts.

Through Leading Women Entrepreneurs, Linda has created a national platform to showcase the efforts and accomplishments of some of the most innovative and influential women entrepreneurs.

Prior to the formation of Leading Women Entrepreneurs, Linda co-founded Own It Ventures and held high visibility conferences and forums to enable women entrepreneurs at all the stages the opportunity to gain the education and make the connections to move their professional goals forward.

She spent several years in publishing industry where she served as Vice President of Business Development and Associate Publisher for a professional women's publication. In addition to writing feature articles on some of the most influential women in the state, her responsibilities focused on managing sales efforts, launching events and developing and implementing effective marketing campaigns.

She began her career in the financial industry working for leading financial institutions including UBS and Merrill Lynch.

Most recently, Linda has taken her successful platform globally through her creation of global women entrepreneurial retreats in countries including Norway and Ireland.

A seasoned spokesperson and advocate for women's business issues, Linda has been featured in various media interviews and print publications including, a cover story on NJBIZ and numerous NJBIZ feature stories, Newsweek, New Jersey Monthly Magazine, One on One with Steve Aduato, Fox 5 News, It's Your Call with Lynn Doyle, Enterprising Woman Magazine, North Jersey Women Magazine, NJ.com, The Asbury Park Press, The Star Ledger, and more. She has been recognized by many organizations, including the Boy Scouts of America and Fairleigh Dickinson University for her work for women.

She is a sought out speaker and panelist for many university and business forums and has been a featured presenter for Tory Burch (Elizabeth Street Capital Foundation), Senator Booker, the Association for Corporate Growth (ACG), Institute for Supply Management (ISM), Fairleigh Dickenson University, Raritan Valley Community College and many business forums. Most recently, Linda began hosting her own educational forums to educate women about the importance and value of certifications, procurement opportunities and the resources available to facilitate business growth.

A graduate of Northeastern University and Fairleigh Dickinson University where she received her MBA in entrepreneurial studies, Linda resides in New Jersey with her husband and three young children.

Union County Women Mean Business

a look back...



With a 40-year track record, a full suite of services and 24/7/365 operations support, JCT Solutions (formerly Johnston Communications) is one of the leading NY/NJ providers of IT, security and communications solutions:



- Unified Communications
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- Data Networking
- Infrastructure/Cable/Fiber

**HEADQUARTERS: 322 Belleville Turnpike North Arlington, New Jersey 07031
800.437.9828**

RAFFLE PRIZES

Bags Fly Free! – Enjoy 2 round-trip international airline tickets on Southwest Airlines-operated, published, scheduled service (e-passes cannot be exchanged, extended or reissued). Tickets are valid through 2020
Donated by: Southwest Airlines

Hole in One – Spend some time on the green with this Galloping Hill Golf Package. Includes a foursome of golf with carts at Galloping Hill Golf Course! End your round of golf with a delightful meal on the deck at The Red Knot.
Donated by: Galloping Hill Golf Course & The Red Knot

POP 2000 Tour – Join Lance Bass of the hit boy band *NSYNC as he takes you on a journey through pop hits of the 2000s. With performances by O-Town, Aaron Carter, Ryan Cabrera, Tyler Hilton, and opening act, Nitty Green and Riff. This show is sure to bring you on a trip down memory lane and have you singing along. Your inner fan girl will thank you!
Donated by: Union County Performing Arts Center

Ultimate Escape – Enjoy this One Weekend Night Stay in one of our spacious two room suites and a dinner at Grain & Cane.
Donated by: Embassy Suites (Berkeley Heights) & Grain & Cane (Berkeley Heights)

Fashion Essential– Be the envy of the room with this luxury Michael Kors Tote .
Donated by: United Way of Greater Union County

Business Starter Kit– This Business Starter Education Package includes two free classes for the business entrepreneur! Learning is on us! Adobe Photoshop – to jump start your marketing effort | QuickBooks – to jump start your record keeping and financial reporting. Redeemable at the Continuing Education Division of Union County College (Cranford Campus). Classes are offered during the Fall 2019 semester.
Donated by: Union County College (Cranford)

Golf is Great! – Spend some time on the green with this Ashbrook Golf Package. Includes a foursome of golf with carts at Ashbrook Golf Course! End your round of golf with a comfort food culinary delight in the new Tavern at Ashbrook.
Donated by: Ashbrook Golf Course & The Tavern at Ashbrook

Namaste– The One Month Unlimited Class Pass - experience all that AMP Yoga Studio has to offer. With a variety of teachers and wide range of classes, use the next month to commit and grow your practice, build inner and outer strength, and find peace of mind.
Donated by: AMP Yoga Studio (Springfield)

Entrepreneurship 101– Free Tuition to UCEDC’s 6-week Entrepreneurship 101 workshop for early stage businesses and start-ups. In this six-week workshop, we’ll take an honest look at your business readiness, walk you through the early stages of the entrepreneurial process and then give you the tools you need to turn your business idea into a viable operation.
Donated by: Union County Economic Development Corporation

Iconic Bouquets | Delicious Cakes– A classic bouquet of lovely roses... except they’re cupcakes! This cupcake collection makes the perfect unique gift to a loved one.
Donated by: Baked Bouquet(Edison)

Sweet Nothings –Enjoy this delicious gift basket filled with tasty treats perfect for the chocolate connoisseur.
Donated by: Freeholder Alexander Mirabella & Phyllis Mirabella

Taste of Cranford– Experience the diversity of Cranford’s restaurants! Expand your palate at these unique restaurants : Il Gabbiano candlelit Italian cuisine , The Thirsty Turtle a contemporary café, and irresistible pasta from Vinny’s Pasta & Pizza.
Donated by: Il Gabbiano, Vinny’s Pizza & Pasta, The Thirsty Turtle

East Meets West –Enjoy this culinary tour of Union County: Valenca (Elizabeth) for Portuguese Spanish specialties, Costa’s (Roselle Park) for down to earth Italian cuisine, La Catena (Roselle Park) for a taste of Italy, Snuffy’s Steak House (Scotch Plains) for upscale casual American deliciousness, and Stagehouse (Mountainside) for rustic American good eats.
Donated by: Valenca (Elizabeth), Costa’s (Roselle Park), La Catena (Roselle Park), Snuffy’s (Scotch Plains) and Stagehouse (Mountainside)

East Meets West II –Enjoy this culinary tour of Union County: Lun Wah (Linden) for fusion specialties, Lorenzo’s (Garwood) for down to earth Italian cuisine, Grillstone (Scotch Plains) for American Classics, and Sofia’s Italian Restaurant (Springfield) for intimate Italian .
Donated by: Lun Wah (Linden) , Lorenzo’s (Garwood) Grillstone (Scotch Plains) Sofia’s Italian Restaurant (Springfield)

Taste of Union– Savor the delicious culinary talents of Union’s restaurants. Prepare your taste buds for: Mario’s Tutto Bene for nostalgic Italian fishes, The Red Cadillac for elevated Mexican street food, and Cioffi’s Italian restaurant for mainstay Mediterranean fare.
Donated by: Mario’s Tutto Bene, The Red Cadillac, Cioffi’s Italian Restaurant

PROGRAM SCHEDULE

8:30 a.m. – 9:30 a.m. Registration & Networking Breakfast

9:40 a.m. – 10:40 a.m. Breakout Session 1

- ♦ **We Persist: Building Resilience for Success (Ballroom A)**
- ♦ **Tiny Changes: Remarkable Results (Ballroom B)**

10:50 a.m. – 11:50 a.m. Breakout Session 2

- ♦ **Getting The Yes: Moving Past The No’s (Ballroom A)**
- ♦ **Personal Brand Overhaul: : Redefine Yourself Achieve Success (Ballroom B)**

12:00 – 1:30 p.m. Lunch & Keynote Address

Ballroom

Welcome - Freeholder Chair Bette Jane Kowalski

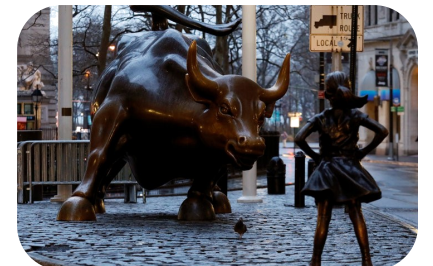
Remarks - George Sode, Executive Vice President, JCT Solutions

Keynote Address– Linda Wellbrock, CEO & Founder, Leading Women Entrepreneurs

1:30 p.m. ~ Door Prize Give Away & Networking

Prizes include international Southwest Airline tickets, and much more!

Must be present to win!!





BREAKOUT SESSIONS

SESSION 1 (9:40-10:40)

WE PERSIST :

Building Resilience For Success

Presented by: Lena Cohen, Speaker | Author | Consultant, Lena Cohen LLC.

An unexpected stumble or fall can throw off our careful planning and feel like a defeat. But, a setback can also unleash creativity, provide new opportunities, and strengthen resolve: key ingredients for success.

Using real-life experiences, this discussion will help you discover how facing challenges can help you build grit, grow professionally and reach your goals.

Whether you are bouncing back from a personal or work-related disappointment, discover ways you can become more resilient and ultimately, successful.

BALLROOM A

TINY CHANGES : Remarkable Results

Presented by: Dr. Denise Dennis, The Architect of Automation

If you're having trouble changing your habits, the problem isn't you – the problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. No matter your goals, this session will offer a proven framework for improving—every day. Explore practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. Learn how to:

- Make time for new habits (even when life gets crazy);
- Overcome a lack of motivation and willpower;
- Automate your business to free up time for what you REALLY want to do;
- Design your environment to make success easier;
- Get back on track when you fall off course.

Whether you are a team looking to hit your bottom line, an organization hoping to redefine an industry, a part-time entrepreneur seeking more time for your passion, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal, this session will offer you a fresh perspective to think about progress and success, and arm you with the tools and strategies you need to transform your habits and get 1% better every day



DIANA CALLE



Diana was born in New York City of Ecuadorian parents. She currently works for the County of Union, Division of Personnel Management and Labor Relations. Diana received her Master in Public Administration from Kean University in 2015 and her Bachelor of Arts in Public Administration and Psychology from Kean University in 2012.

Ms. Calle was inducted into the National Honor Society for Public Affairs and Administration, Pi Alpha Alpha and elected to Who's Who Among Students in American Universities and Colleges. In 2014, she was also selected to participate in the Hispanic Association of Colleges and Universities (HACU) National Internship Program in Washington, D.C. In 2013, she completed the NJ Governor's Hispanic Fellows Program, assigned to ASPIRA Inc. of NJ.

Diana currently serves as the Treasurer, and the Co-Chair of the 2019 Young Latina Leadership Scholarship Committee of LUPE Fund, Inc., whose mission is to Educate, Empower, and Engage Latinas in the State of New Jersey. She has also served in the capacity of Co-Chair of the 2017 Young Latina Leadership Conference and a committee member for the Latina Summit Statewide Conference.

Ms. Calle also served in various professional organizations such as the Membership Chairperson of the Hispanic Latino Alumni Council (HLAC), Inc., the Executive Coordinator of the 5th Latino Youth Leadership Conference of Boy to Leaders Foundation, and a mentor for HISPA (Hispanic Inspiring Students' Performance and Achievement). She is also a member of Mu Sigma Upsilon Sorority, Inc.

Save The Dates!

| Speed Advice | June 26th | Connell , Berkeley Heights

| EXPO | September 18th | Warinanco Sports Center, Roselle

| Lunch & Learn | October 16th | TBD

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BUSINESS

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ucmeansbusiness@ucnj.org

SUSAN ASCHER



Susan P. Ascher is President and CEO of The Ascher Group, an award winning national consulting firm, Founder of The Sphere of Excellence in Communication. Course Connections, and most recently Culinary Connections. Susan is an executive coach, as well as a business coach, keynote speaker, having helped countless executives, their teams, as well as individuals, raise the bar in their careers and organizations. Susan is the author of *Dude, Seriously, It's NOT All About You!* and *Dude, Seriously, Get Your ASK In Gear!* She is currently at work on her third book in the trilogy.

An avid golfer, Susan is also the founder of Course Connections, her popular instructional program which teaches golf and its corresponding etiquette in a low key professional setting, while simultaneously introducing the proven value of networking through golf.

In the winter Course Connections turns into Culinary Connections, where good taste meets great people! The only requirement to attend is the love of people, food, wine and the desire to develop your social capital. Culinary Connections is held at the top restaurants in the state including The Manor, Restaurant Serenade, and da Benito.

A graduate of Lehigh University's first class of women, Susan is a sought after national media resource. Susan has been interviewed on Bloomberg, ABC, NBC, CNBC, CNN, News 12 and

My9TV, and is a frequent commentator on TV 8 in Vail, Colorado. Susan presents workshops at universities throughout the country including Lehigh University in Bethlehem, Pennsylvania, Colorado Mountain College in Edwards Colorado, William Paterson University in Wayne, New Jersey, Caldwell College in Caldwell, New Jersey, and Fairleigh Dickinson University in Madison, New Jersey. She has been published in Forbes Magazine, Crain's New York Business, The Star-Ledger, NJBIZ and New Jersey & Company.

The Ascher Group is an INC 500 company. In addition, Susan has been a four time finalist for Ernst and Young's Entrepreneur of the Year Award, and has been named Small Business Person of the Year. Susan's most recent awards are being honored as one of the Top 25 Leading Women Entrepreneurs in the State of New Jersey, as well as a recipient of The SmartCEO Brava Award for 2017. She is a member of The National Speakers Association.

Susan is an advocate for women's and children's causes. She is an officer emeritus of the board of The Metro YMCAs of the Oranges and the founder of its Annual Kids' Care Club Golf Tournament. She is also the Chair of Play for Pink's annual golf tournament at Montclair Golf Club and involved in giving back to her alma mater, CASA of Essex and Union Counties, and Spence Chapin Services to Families. Susan is a founding patron of The Yogi Berra Museum and Learning Center.

CASEY CARPENTER



Stop And Tell Me If This Is You..Hate public speaking and lie awake obsessing when you have a high-stakes meeting, fearful that you'll blow it? Appear to be less accomplished than you really are because you don't demonstrate confidence in your role? Fear sales rejection so much that you focus instead on educating your prospects...and do such a good job that they end up buying from your competition? Know you're due for a promotion but just can't seem to get senior leaders to recognize your accomplishments? You could just cry from overwork, from having rising stars pass you by, and from not enough time with your loved ones. If this is you...Casey can help.

She works with women leaders at the intersection of speaking, leadership, and sales. As a reformed introvert, she knows what it's like to be petrified during networking events and meetings. She has trained herself to speak up confidently in any business situation and earns the right to own the entire room. She brings over 30 years experience working within the corporate sector and has run her own enterprise for five years.

She gets even the most reticent wallflower to claim her spotlight. Reach out to her here if you want to explore executive coaching: schedulingwithcasey.com

Casey wants to live in a world where dark chocolate is delivered free to her doorstep weekly, where semi precious jewelry shows up on every birthday, and introverts are celebrated as geniuses.

Casey recently inspired women in leadership at Fortis Lux Financial, Bank of America, The Brookings Institute, Benjamin Moore Women's Leadership Forum, the Society of Human Resource Management, and ConnectOne Bank Women's Leadership Series. After engaging with Casey, they felt more courageous and encouraged to take a brave stance within their workplaces. When Casey's not volunteering at the Montclair Art Museum, you can find her supporting women in business at the Morris Chamber. She serves on the national board of the National Speakers Association, and is on the Dress for Success Northern NJ Steering Committee.

She is the author of *Introverts in Sales: Turn Your Peaceful Power into a Profitable Selling Machine*, a pocket sized sales survival guide, available on Amazon

SESSION 2 (10:50– 11:50)

GETTING THE YES:

Moving Past The No's

Presented By: Lisa Lieberman-Wang, Success Strategist – Professionally & Personally

A favorite among entrepreneurs, professionals, consultants and sales people in changing your mindset for success. A proven step-by-step approach to grow yourself and your business effortlessly by getting even more YESes and winning the game.

- Master discerning the Want to Satisfy the Need to get the most “YESes”.
- Understand what “NO” means to the customer and how to turn it into a “YES”
- Research: 65% of customers say NO 4x before saying “YES”
- 92% Give up after the first “NO”
- How to overcome feeling rejected when you get a “NO”
- Grasp what mental decisions you are making when you don't get a “YES”
- Learn to love getting “NO's” and how it will lead you to more “YESes”

Master the Success Model to gets the most “YESes”

PERSONAL BRAND OVERHAUL:

Redefine The Way You're Perceived At Work

Panel Discussion:

Marcella Gencarelli , President , Suburban Chamber of Commerce (Moderator)

Susan Ascher, Founder & CEO, Raising the Bar in Influence, Communication and Collaboration

Diana Calle, Personnel Management, County Of Union

Casey Carpenter, CEO, The Sales Breakthrough Coach

People tend to come up with their own perceptions about who you are, what you're good at—and, quite likely, what you're not good at. They “brand” you in their own minds, which means your brand is created by default, rather than by intentional design. Why let others define your reputation? Join this session to explore how to brand or rebrand yourself. Experts will share their personal experiences to help you reassess your brand –in person and online—and adjust your communication to attract high-profile projects and clients solidifying your reputation as a leader.

People tend to come up with their own perceptions about who you are, what you're good at—and, quite likely, what you're not good at. They “brand” you in their own minds, which means your brand is created by default, rather than by intentional design. Why let others define your reputation? Join this session to explore how to brand or rebrand yourself. Personal experiences to help you reassess your brand –in person and online—and adjust your communication to attract high-profile projects and clients solidifying your reputation as a leader.



BALLROOM A

BALLROOM B

PRESENTER BIOS

LENA COHEN



Powerhouse business consultant, two-time author, and corporate trainer, Lena Cohen, has grown to be an internationally known phenomenon. As a master's level clinician and executive coach, Lena counsels people on how to access, understand, and regulate their emotions to excel in their careers as well as their personal lives. From working with top companies like CBS, Prudential Financial, United Way, RWJ/Barnabas and The United States Army, to gracing the TED stage telling her inspiring story of triumph; Lena's impact is felt in a mighty way.

Outside of her formal education, Lena attributes a vast amount of her knowledge and growth to a host of life experiences and tragedies. In addition to speaking and training, Lena keeps busy by remaining connected to the community through servant leadership. She runs her non-profit "*Women Operating in Opulence*," is a board member for National Sales Network, and works on staff for Assemblywoman Cleopatra G. Tucker.

Lena currently serves on the Board and as Philanthropy Chair for National Sales Network NJ/NY Chapter and resides in Bedminster, NJ with her husband.

For more information you can visit www.LenaCohen.com. To view her TEDTalk visit <https://youtu.be/TZyVbhCSyu8>

DR. DENISE DENNIS



Dr. Denise Dennis helps her clients build their lists, reputations, and sales through the power of automation. Known as "the Architect of Automation," she provides marketing automation consultation, training, and support to entrepreneurs.

As a marketing automation specialist, Dr. Denise views automation as a vital part of any company's larger marketing efforts. She works with clients to automate their lead generation and client attraction systems, sales pipelines, webinars, customer service and retention systems, and more.

Dr. Denise has been called "the aspirin to your headache!" She knows how to structure automated systems for maximum impact relieving the stress, confusion, and frustration many entrepreneurs face.

In addition, she offers individual and group coaching programs and leadership development training on topics such as team building, conflict management, and interpersonal communication. She has worked in the fields of education, training and coaching for over 20 years and shares her knowledge, experience, and passion for helping clients create positive change. One of her major corporate training clients is the Rutgers Office of Continuing Professional Education (OCPE), where she teaches the following: Cultural Sensitivity and Diversity Training, Supervisory Skills Training for Newly Promoted Employees, Strategic Planning and Goal Setting for Teams and Organizations. Dr. Dennis earned M.S. and Ph.D. degrees in Industrial/Organizational Psychology from North Carolina State University. Prior to studying at North Carolina State, she received a B.A. in Psychology from the University of California at Berkeley. She has an Online Teaching Certification from Bloomfield College. Dr. Dennis is a Professional Certified Career Coach and a Certified Professional Behavioral Analyst.

In addition to teaching courses through the Rutgers OCPE, Dr. Dennis is a Professor of Psychology at Bloomfield College. She served as the Chair of the Division of Social and Behavioral Science between 2006 and 2012. In the past, she was an Assistant Professor of Management at Zicklin School of Business, Baruch College/City University of New York.

For more information, contact Dr. Denise Dennis at denise@drdenisedennis.com or (908) 447-6269. Follow her on social media! www.facebook.com/drdenisedennis Twitter: [@drdenisedennis](https://twitter.com/drdenisedennis) LinkedIn: www.linkedin.com/drdenisedennis

WE PERSIST

LISA LIEBERMAN– WANG



As a Success Strategist for Professionals Lisa works with top level executives, business leaders and entrepreneurs to develop outstanding strategies and resources to help overcome the challenges that weigh them down so they can excel in all areas of their lives.

Lisa is the #1 Bestselling International Author of the book F.I.N.E. to FAB. She is also the Co-Creator of the cutting-edge neuroscience N.A.P., Neuro Associative Programming™ (NAP), a Licensed Master NLP Practitioner and Trainer. She is always in high demand and seen by millions on ABC, CBS, NBC, FOX, MSN, Huffington Post, The CW and TEDx.

Over the last 30 years, Lisa has advised and helped nurture the businesses of many professionals thriving today. Supporting her clients in increasing revenue, reducing operating expenses, marketing their business online and off, reducing absenteeism and presenteeism, re-positioning themselves as leaders in their industries.

Lisa uses her trademarked technology, to help transform thousands through her exclusive programs to overcome lack of focus, self-sabotage, poor decision making, barriers to reaching fiscal and personal goals so they can they can achieve the business objectives the organization is depending on. Her programs include personal and executive coaching, education, skills and resources to create change rapidly.

Applying the same principles, she has helped individuals and businesses grow exponentially eliminating the blocks that get in the way of productivity, results and revenue. Whether you need help personally or professionally Lisa is the one to get you where you want to be.

Executives & Entrepreneurs choose to work with Lisa because she's a true business leader—She has done over \$60 million in personal sales in her career. She has led countless professionals to multi-million-dollar businesses including herself. Her expertise reaches every aspect of your business.

As a professional speaker and entrepreneur, she has trained over 125,000 people around the world through her live seminars in wellness, leadership, sales and marketing to grow themselves and their business. Organizations, companies, charities hire Lisa because of her unique, practical, inspiring, and authentic approach to changing the way you feel about yourself and those around you.

MARCELLA GENCARELLI

PERSONAL BRAND OVERHAUL



Marcella is currently Vice President, Manager of Client Engagement for Lakeland Bank. She has 19 years of Banking experience and over 25 years of proficiency in business development, coaching and relationship building.

Initially a successful entrepreneur in the Food Industry, Marcella transitioned into the corporate world of banking By utilizing skills acquired through creating "differentiated marketing and client experiences", business development Strategies and maintaining strong relationships.

Marcella received the Circle of Excellence and Service Excellence awards while with PNC Bank and was also recognized As the Summit Area YMCA Mission Volunteer of the Year.

Her current community affiliations and memberships include: Suburan Chamber of Commerce Chairwoman; WCEC (Women's Center of Entrepreneurship Corporation) – Women of Influence Committee; Warren Ladies Lunch – Founder; Summit YMCA – Board Member; B.I.G. (Believe, Inspire, Grow) –Member.