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October 25, 2022

Edition 8



Union County **WOMEN** Mean
BUSINESS

A Working Women's Summit 2022
Lessons in Leadership

Galloping Hill Golf Course • Kenilworth, NJ





A Note from the Commissioner Chair REBECCA L. WILLIAMS



Welcome to the Union County Women Mean Business Summit. This is the eighth installment in our annual series, initiated by Assemblywoman Linda Carter when she served as a Union County Freeholder in 2013, to help working women build their skills, grow their networks, and meet the challenges of today's economy.

Over the last few years, the Covid-19 pandemic impacted most businesses in our community – so today's breakout sessions are meant to help our participants adapt and thrive in a recovering economy.

Today's keynote speaker is Judith Persichilli Commissioner of the New Jersey Department of Health. Commissioner Persichilli knows all about leading others through uncertain times. We are incredibly proud to welcome her here today and we are confident that you will find plenty of valuable advice in listening to her experiences.

On behalf of the Union County Board of County Commissioners, we are committed to continuing our progress on equity and empowerment in the workforce, and this event is just one component of that larger vision. We are here to support you and together, we can create a brighter tomorrow.

Thank you – and have a great day!

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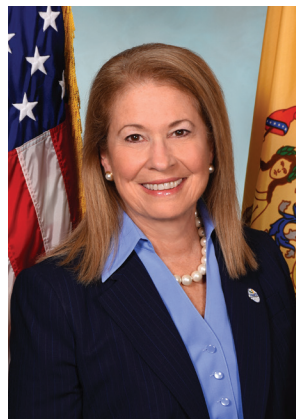
The Tavern at Ash Brook



Ashbrook Golf Course

KEYNOTE SPEAKER

NJ Dept. of Health Commissioner Judith Persichilli



Judith M. Persichilli, R.N., B.S.N., M.A., began serving as Acting Commissioner of Health on August 5, 2019. She was confirmed by the State Senate on January 9, 2020.

She has been alongside Gov. Murphy leading the state's response to the COVID-19 pandemic. Along with the response to this once-in-a-century health emergency, the Department of Health under her leadership works to protect and improve the health of New Jersey residents.

The Department's priorities include reducing health disparities, improving maternal health, addressing the overdose epidemic and increasing access to health care.

Prior to leading the department, Ms. Persichilli served as the Acting Chief Executive Officer (CEO) of University Hospital in Newark.

Ms. Persichilli was President Emerita of CHE Trinity Health, the health ministry formed in May 2013 by the consolidation of Catholic Health East and Trinity Health of Livonia, MI. She previously served as the Interim President and Chief Executive Officer (CEO) of CHE Trinity Health. Prior to this appointment, Ms. Persichilli was President and CEO of Catholic Health East.

Ms. Persichilli joined CHE in 2003 as the Executive Vice President of the Mid-Atlantic Division. She was promoted to Executive Vice President of Acute Care for the system in 2008 and then to Executive Vice President and Chief Operating Officer in December 2009 before assuming the role of CEO. Prior to joining CHE's System Office, she served for eight years as CEO at St. Francis Medical Center in Trenton.

Ms. Persichilli received her nursing diploma from the St. Francis Hospital School of Nursing, a Bachelor of Science in Nursing summa cum laude from Rutgers University, and a Master of Arts in Administration summa cum laude from Rider University. She also received an honorary Doctor of Health degree from Georgian Court University in 2009. In May 2011, Ms. Persichilli received an honorary Doctor of Humane Letters from Sacred Heart University in Fairfield, CT.

In 2006, Ms. Persichilli was inducted into the New Jersey State Nurses Association Hall of Honor. She also received the Catholic Charities, Diocese of Trenton's highest honor when she was awarded the 2008 Richard J. Hughes Humanitarian Award. In 2011, Ms. Persichilli was named one of the 50 most powerful people in New Jersey health care by NJ Biz and was selected by KYW Newsradio as a recipient of its annual Women's Achievement Award. She also received the 2011 Edward J. Ill Excellence in Medicine Award for Outstanding Medical Executive. In September 2011, Ms. Persichilli was awarded the Benemerenti Medal, a papal honor bestowed on her by Pope Benedict XVI. In October 2011, the Philadelphia Business Journal's inaugural Healthcare Innovation Awards program named Persichilli as the recipient of the Lifetime Achievement Award. Persichilli was named to Becker's Hospital Review's "300 Hospital and Health System Leaders to Know" list in 2012, which recognizes individuals leading prominent American health care organizations.

Persichilli co-founded the Catholic Foundation of Greater Philadelphia, which provides fundraising support to organizations throughout the Greater Philadelphia region. In April 2013, Modern Healthcare named Persichilli to its 2013 list of Top 25 Women in Healthcare.

Ms. Persichilli resides in Pennington.

A LOOK BACK...

At Years of Union County Women Mean Business



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TONIGHT



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- Infusion Therapy
- Internal Medicine
- Laboratory Services
- Nephrology & Diabetes Management
- Neurology
- Orthopedic Surgery
- Outpatient Surgery Center
- Primary Care – Family Medicine, Internal Medicine
- Pulmonology
- Rehabilitation/Physical Therapy
- Wound Healing



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PROGRAM SCHEDULE

October 25, 2022



9:00 AM – 9:30 AM **Registration & Networking Breakfast**

9:40 AM – 10:40 AM **Breakout Session 1**

How and Why it is Essential to Build and Maintain Valuable Relationships
Ballroom A

Navigating the New Normal
Ballroom B

10:50 AM – 11:50 AM **Breakout Session 2**

Nailing the Negotiation
Ballroom A

Turning Passions Into Profits
Ballroom B

12:30 PM – 2:30 PM **Lunch & Keynote Address**

Welcome: Union County Commissioner Chair Rebecca Williams

Keynote Address: NJ Department of Health Commissioner Judith Persichilli

2:30 PM – 3:00 PM **Open Networking**

BREAKOUT SESSION 1 | 9:40 – 10:40 AM

How and Why It Is Essential to Build and Maintain Valuable Relationships

Whether in private industry or public practice, understand the value of honing your networking skills and learn some practical tools for becoming more efficient and effective at developing meaningful relationships. Everyone, personally and professionally, can benefit from having a powerful network of contacts. During this one-hour interactive session, Sally Glick shares insights on the best practices that will enable participants to develop a personal plan for integrating meaningful relationships into every aspect of their professional and personal lives.

Presenter
Sally Glick, Principal & Chief Growth Strategist, SobelCo.

Navigating the New Normal

The workplace looks a lot different in a post-pandemic world and many of us are still working from home, trying to juggle work duties and regular life. We are job searching, trying to build valuable work relationships, and learning how to present our best selves virtually rather than face-to-face. On top of it all, this “new normal” can take its toll on us emotionally. Panelists from this session will help you navigate this changing landscape to achieve the best outcomes possible.

Moderator
Marcella Gencarelli, Chair Emeritus & Event Chair, Suburban Chamber of Commerce

Panelists
Peter Bolo, MD, Chair of Psychiatry & Behavioral Health, Overlook Hospital
Jahlisa Jones, Senior Talent Acquisition Specialist, Provident Bank
Katie Tempesta, Director of Human Resources, JCT Solutions



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- Gift Basket with goodies from Kate Spade, Bloomingdale's, and more, courtesy of our sponsor, *The Mills at Jersey Gardens*
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- Luxury Maydan dinner for four delivered to your home, courtesy of our sponsor, *Wonder*
- Golf Foursome Voucher, courtesy of our sponsor, *KemperSports*
- Round Trip Airline Ticket Voucher for Two, courtesy of our sponsor, *United Airlines*



BREAKOUT SESSION 2 | 10:50 – 11:50 AM

Nailing the Negotiation

Negotiating can be challenging. Whether you need to do it for yourself, your company or something else in your life, we all are faced with the need to negotiate from time to time. In this session, we will discuss strategies for successful negotiation to achieve the best outcomes. Note: this is a guided interactive session that is driven by audience participation.

Presenter

Cherron Rountree, President, Direct Development Design+Communications

Turning Passions Into Profits

Do you have a hobby or activity you really enjoy? Have you ever wondered how you could turn your passion into a profitable business? The women on this panel have done just that — and will share what they have learned along the way. You will hear from a business counselor about what it really takes to start your own business and make it a success. This panel will be your guide to turning what you love into a profitable venture.

Moderator

Kay LiCausi, Principle, Hoboken Strategy Group

Panelists

Mary Adelman, Business Counselor, Union County Economic Development Corporation

Melanie Cecilio, Founder, Little Fox Kitchen

Sneh Kadakia, Founder & CEO, from HERE

Radiance "Ashe" Rae, Founder & CEO, HEIGHTMagazine

Felice Twaddle, Treasurer, New Jersey CannaBusiness Association

SPEAKER LINEUP



How to Build & Maintain Valuable Relationships



Sally Glick is a Principal and Chief Growth Strategist at SobelCo. In that role she is responsible for the development and implementation of the firm’s branding, marketing communications and functions as an ambassador to the community, driving their business development strategies. Sally is deeply involved in the community, serving on several nonprofit and business boards and committees including as the President of the Association for Corporate Growth NJ, Vice-Chair of the NJ District Export Council, Board Member for Commerce & Industry Association of NJ, Committee Co-Chair of the Morris County Chamber of Commerce Nonprofit Council, Board Member and Executive Board Member for the Center for Nonprofits and Advisory Board Member of Montclair State’s Feliciano Center for Entrepreneurship, M&T Bank and Bank of NY Mellon.

Navigating the New Normal



Marcella Gencarelli serves as Chair Emeritus and Event Chairwoman of The Suburban Chamber of Commerce and Founder of Women in Warren Business Networking Group, and has over 20 years of experience in banking, business development, coaching, and relationship-building. Marcella attended Essex County College and obtained various American Bankers Association certifications. During her time at PNC Bank, she received the Circle of Excellence and Service Excellence awards, as well as the ABA Business of Banking (top 10% performance excellence nationwide), consistently outperforming in categories such as sales goals, client goals, customer experience and net promoter scores. Marcella was also recognized as the Summit Area YMCA Mission Volunteer of the Year, 2018 Boy Scouts of America Patriot’s Path Council Tribute to Women Honoree, chair of multiple fundraising events including annual Awards Dinner for The Suburban Chamber of Commerce, and is an annual contributor, panelist, and moderator for Union County Women Mean Business.

SPEAKER LINEUP



Turning Passions Into Profits



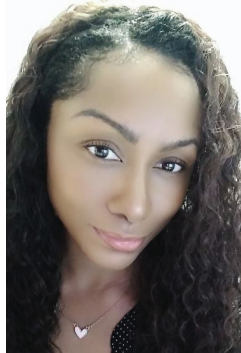
Sneh Kadakia is a founder and the CEO of “from HERE,” a network of commitment-free, on-demand workspaces conveniently located in your neighborhood. She was featured on Forbes’ Next 1000 list in 2021. “from HERE” was recognized in Bloomberg’s “50 Startups That Rose as America Locked Down” in September 2022, proudly representing the state of New Jersey. Sneh launched her first startup in June 2019: Lokus, an enterprise technology solution that facilitates coworking within hotels in New York City. The pilot was set to launch in April 2020 and postponed due to COVID-19. Prior to launching her own companies, she had an expansive career in human resources that revolved around curating the best employee experiences, developing people-centric technologies, and being a trusted business partner for leaders at all levels. Sneh has written about and presented on numerous topics that impact today’s workforce, leaders, and companies. She holds a Master of Arts (M.A.) in Industrial and Organizational Psychology and a Bachelor of Science (B.S.) in Neural Science from NYU.



Felice Twaddle is an accomplished public service professional, advocate, speaker, and host whose many years of experience led her into the cannabis field. Felice was appointed to the Board of the New Jersey CannaBusiness Association by NJ Senate President Nicholas Scutari, and is currently serving as the NJCBA’s Treasurer. She has been a fierce advocate for a legal and responsible cannabis industry. Felice also recognized the need for more attention to communities of color and has partnered with former Assemblyman Jamel Holley as a voice for social justice. Felice is also a member of Burton Trent Public Affairs, where she works with prospective cannabis industry licensees.

SPEAKER LINEUP

Turning Passions Into Profits



Radiance “Rae” Ashe believes that a self-made entrepreneur can be extremely rewarding with dedication, hard work, a solid foundation, and faith. Rae Ashe is a mother and driven woman who believes that living out your dreams while giving back is the only option to attaining true success. In 1993, she hosted a local cable access show called “Video Club House,” served as a radio personality for two online stations, Streetz96.com and BKS1 Radio. Radiance also organized the summer concert series “The Brick City Summer Jam” a local open mic platform for aspiring musical artists of all genres. A native of Newark, New Jersey, she is the Founder and CEO of HEIGHT Magazine, and has managed to expand her brand, which started out as a guide for tall women, but is now far beyond a popular fashion and lifestyle read. In addition, Rae’s weekly Daily Dose Podcast airs on Spotify, Google, Anchor, Deezer and Speaker, and in 2019 she created, directed and distributed her first television show. “Learn How to Marry Me,” which airs across millions of homes through Roku, Apple TV, Amazon Prime and more.



Melanie Cecilio is the founder and Culinary Director of Little Fox Kitchen, a culinary school and event space in Cranford NJ. Little Fox Kitchen is Melanie’s dream school - a place to share cuisine learned at the side of master chefs around the world; to inspire and educate amateur chefs and food aficionados; and above all, to celebrate the joys of food with others. Ms. Cecilio has brought her immense talents to teaching, developing, and curating recipes, and heading up product initiatives for leading global food companies, including Kraft, Nestlé, Glad, Monde Nissin, Cuisinart, and Heinz-UFC. She has developed corporate team-building culinary programs for top global companies, including Google, E-Bay, Twitter, Microsoft, Facebook (Meta), Pinterest, and L’Oreal. An instrumental part of building Hoboken’s Hudson Table, she has also taught cooking classes at Haven’s Kitchen, Hunt Hill Farm, Natirar, and Sent Sovi in Barcelona, and was chef instructor at the Institute of Culinary Education in New York.

MEET YOUR PRESENTERS

Navigating the New Normal



Peter Bolo, MD, is a board-certified adult psychiatrist who is Chair of the Department of Psychiatry and Behavioral Health at Overlook Medical Center and serves as the Resiliency Advocate for Atlantic Health System in northern New Jersey. He has thirty years of clinical experience and areas of interest include inpatient psychiatry, complex mood disorders, behavioral disturbance in dementia, and electroconvulsive therapy (ECT). His educational background includes undergraduate studies at the University of Michigan followed by medical school and psychiatry residency training at Columbia University College of Physicians and Surgeons / New York State Psychiatric Institute. Dr. Bolo launched the AMG Resiliency Taskforce to address rising concerns of burnout amongst healthcare workers. Dr. Bolo is now charged with creating resiliency programming for all 18,000 Atlantic Health System team members, and under his leadership, Atlantic was honored this year as part of the AMA Joy in Medicine Health System Recognition Program.



Jahlisa Jones is the Senior Talent Acquisition Specialist at Provident Bank and has been encouraging and inspiring business professionals for several years. Jahlisa graduated from Hofstra University with a Bachelor’s degree in Communications and Media Studies. Prior to working at Provident Bank, Jahlisa worked for Mott MacDonald, a global Engineering Consulting Firm, where she led several recruitment and training initiatives. She was often invited to speak for the nonprofit organization ‘Dress for Success’, Medgar Evers’ spotlight on STEM Student Conference, The Calculus Project and St. Peter’s University to touch on a variety of topics geared towards educating students on career advancement. She has helped acquire jobs for business professionals in leading industries. Although Jahlisa finds joy in the many aspects of business of which she’s involved, her greatest passion is mentoring and nourishing the careers of her peers. Jahlisa is a strong believer in pulling the next one up, and to that end, she gives helpful career advice – including tips for nailing interviews, dressing for the job you want, and best post interview follow-up practices.

MEET YOUR PRESENTERS

Navigating the New Normal



Katie Tempesta is a third-generation West Orange, NJ resident. She received her Bachelor of Science degree in Psychology with a minor in Women's Studies from Caldwell University in 2008. She currently holds various Human Resource Certifications which include HR Management, Learning and Development and Employee & Labor relations, and has more than a decade of experience in the field of Human Resources. Katie now serves as Director of Human Resources at JCT Solutions, where she oversees identifying and evaluating hiring challenges, employee retention, work-life balance, recruitment, performance management, mediation and employment law. Katie is recently married and resides in West Caldwell, NJ with her husband Joe.

Nailing the Negotiation



Cherron Rountree is a New Jersey native business executive with 20 years of diverse leadership experience. As the current President and Partner of Direct Development Design+Communications, Cherron specializes in strategic planning, project development, and public relations for both public and private organizations. Cherron has an extensive history in public service and administration for New Jersey county and municipal entities, expertise in developing strategic partnerships and financial management, and has served as Administrator for both urban and suburban municipalities. She has developed constituent relations, secured millions in grant funding, improved service to residents, negotiated partnerships, reduced taxes, and led redevelopment efforts that attracted new residents and businesses. Cherron is a past recipient of the Gateway Chamber of Commerce's Business Administrator of the Year Award, a part-time lecturer with Rutgers University's Bloustein School of Planning and Public Policy, and a licensed real estate agent with White Realty in Union. She holds a Master of Public Administration degree from NYU, a Bachelor of Arts degree from Rutgers University, and is a Certified Redevelopment Agency Executive Director.

SPEAKER LINEUP

Turning Passions Into Profits



Kay LiCausi is a highly sought-after government and public relations strategic advisor and issues advocate. A creative and dynamic business leader with almost 30 years of experience in government and politics at all levels, Kay knows how public policy, politics and process intersect to craft and deliver personalized strategies to achieve client objectives. As the founder and President of Hoboken Strategy Group (HSG), a boutique government and public relations firm, Kay has led HSG since its inception in 2008. HSG represents a diverse client-base including Fortune 100 companies, pharmaceutical interests, and more. HSG works with organizations in New Jersey to increase their business presence, solve regulatory challenges, and champion legislative issues. A determined advocate for women and children, Kay serves as the co-lead of the Democratic Task Force of the Bipartisan Coalition for Women's Appointments, and holds board seats on PAM's List, Latina Civic PAC, and Girl Scout Troop 10370.



As a business consultant, trainer, speaker, author, and entrepreneurial change agent, **Mary Adelman** brings a broad spectrum of expertise to her role as UCEDC's Business Counselor. Mary understands what it takes to start and operate a business. She has more than 25+ years of experience in providing strategic direction to help small businesses grow and prosper. This includes creating individual and group exercises to provide participants with opportunities to develop pragmatic, well-focused strategic action plans, among other business development initiatives. Prior to joining UCEDC, Mary was Assistant Director of the New Jersey Small Business Development Center of Northwest Jersey (NJSBDC-NW), where she mentored and provided business support to clients representing various industries. Mary holds an Associate of Arts degree in Business Administration from the County College of Morris and a Bachelor of Arts degree in Psychology from Ashford University.