



WORDS of
WISDOM from

KICK-
ASS

WOMEN

What are

KICK-ASS WOMEN

made of?

Well...

A kick-ass woman isn't afraid to be powerful. To push harder. To blaze trails.
To look at the world differently and unapologetically.

How do we know this? Because our company was founded by two of them.

To celebrate CBD's 25th year in business, we'd like to share some wisdom
from women of this caliber, in the hopes of inspiring younger generations
to reach even higher.

To do this, we asked one simple question of the women we most admire...

If you were in an elevator for a moment with the scrappy 20-year-old version of yourself,

*What would you
say to her?*

*It is not so much
what is happening but how you*

**HANDLE
IT.**



Barbara Levine
Founder & CEO,
PROJECT B



BE LESS AFRAID. TAKE A DEEP BREATH. STAND UP STRAIGHT.

Trust the vision in your *heart*, not the criticism in your *mind*.
And then fix your *eyes* on what you are trying to do, no matter
how huge and terrifying it looks from where you are, and

Let Yourself fly toward it with all the
courage and
commitment
and *capabilities*
you have to command.

YOU CAN DO IT. *Believe*.

Stacy Ratner
Founder & CEO,
Open Books





WHAT *you* DO BEST
& *like* TO DO MOST-
& *figure* OUT
HOW TO MAKE
A *Career* OUT
of IT. THE MONEY
WILL *follow*.

WENDI MILES-BOYKIN
VP MARKETING,
WESTERN UNION

Seek **DIVERSE** voices ...

★ KEEP AN OPEN MIND...

★ EMBRACE OPPORTUNITIES
FOR COLLABORATION

**NEVER STOP
LEARNING**

Joan Gunzberg

Former Executive Director,
Arts & Business Council of Chicago



I'd probably start with -

hey, love your shoes!

But, once I got that out of the way I'd ask
how much do you **LOVE** what you are
doing? And if you don't, get moving
to something you do [love].

Time's a-wasting!

Mary Ann Ahern

Political Reporter,
NBC 5 News Chicago



If I knew at 20 what I know now,
there are two things I would
do differently.



FIRST, I WOULD'VE
CONTINUED
LISTENING
TO MY MOTHER

& secondly, I would've been
more patient... the lessons learned,
however, were that family
will always be there for you
and mistakes don't have
to define your life —
if you learn from them.

Delmarie Cobb
President,
The Publicity Works

YOUR SUCCESS WILL ARISE BASED
NOT UPON WHAT YOU KNOW,

BUT UPON WHAT YOU CAN

ANTICIPATE AND **-CREATE-**

STRIVE TO PAVE A NEW PATH BY
PAINTING A BIG VISION, INSPIRING
OTHERS TO WORK ALONGSIDE YOU.

SARAH MILLER CALDICOTT

PRESIDENT & CEO,
THE POWER PATTERNS OF INNOVATION
GREAT GRANDNIECE OF THOMAS EDISON

Study hard, work hard
and never miss
an opportunity to
make the world
a better place for
all creatures.



Sometimes, the
smallest
gesture
can make a
world of difference.

Lisa Klotnia

Founder,
Chicago Canine Rescue Foundation

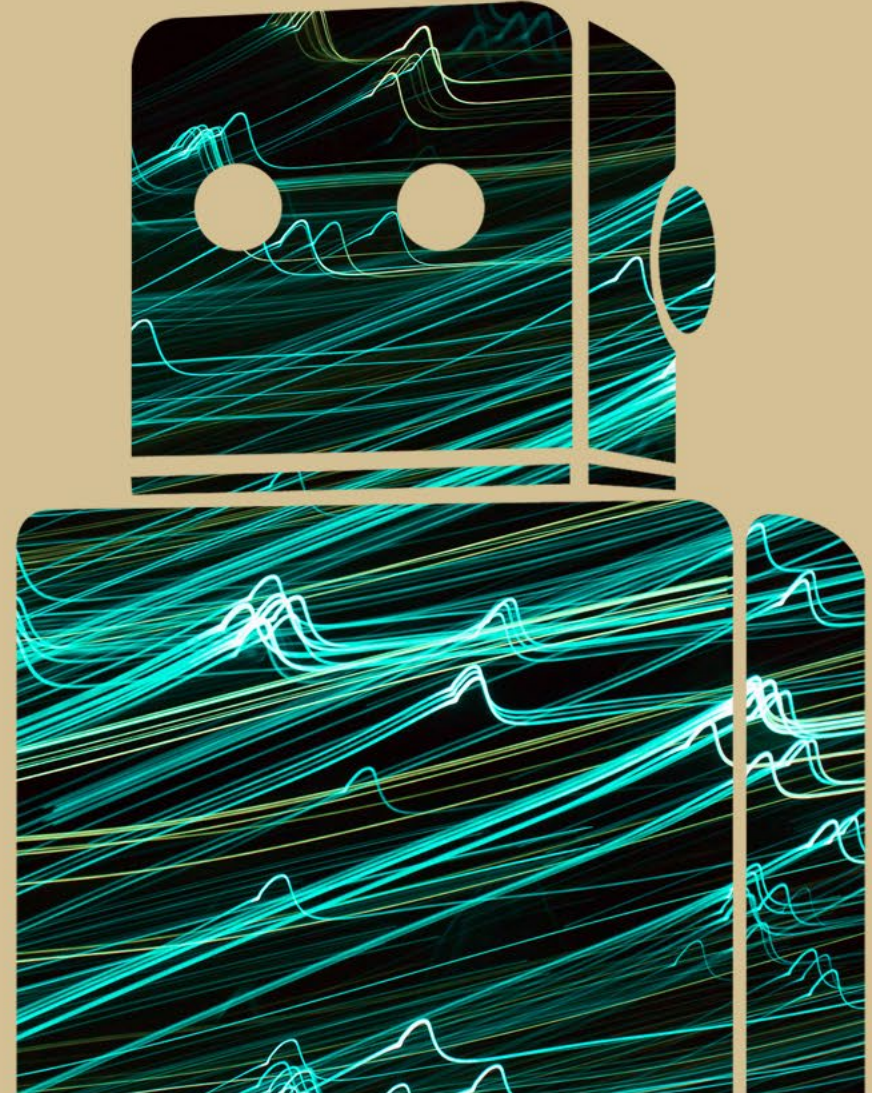
What I'd say in a mantra-like voice is

“**HIGH TECH**
NOT PUBLISHING”

and keep repeating the phrase until
she exited the elevator.

Sherren Leigh

President and Publisher,
Today's Chicago Woman





THE 'Secret to Success' HAS CHANGED:

1. YOU NO LONGER HAVE TO 'KNOW IT ALL' -
KNOW WHERE TO FIND THE DATA - THEN
SPEND YOUR TIME GETTING GOOD AT
INTERPRETING, ANALYZING AND INTEGRATING.
2. YOU DO HAVE SOMETHING TO OFFER OTHERS,
START BUILDING YOUR NETWORK NOW; THEY WILL
HELP YOU FIGURE OUT WHAT THAT SOMETHING IS.
3. BE **BOLD**, BUT NOT BRAZEN.
BE **STRONG**, BUT NOT STRIDENT.
BE *gentle*, BUT NOT WEAK.
BE **REAL** - THOSE THAT COUNT CAN
ALWAYS SPOT A FAKE. AND REMEMBER,
YOU CAN NEVER *Listen* TOO CLOSELY.
4. WITH THE PACE OF CHANGE IN
OUR WORLD TODAY, FOCUS ON
BUILDING TRANSFERABLE
SKILLS SO YOU REMAIN FLEXIBLE
AND CAN CONTINUE CREATING
OPTIONS FOR YOURSELF.

Joan Steltmann

EXECUTIVE DIRECTOR,
STARLIGHT CHILDREN'S FOUNDATION

I think the key to success is balance.

BE A GOOD LISTENER

but don't be afraid to

SPEAK UP

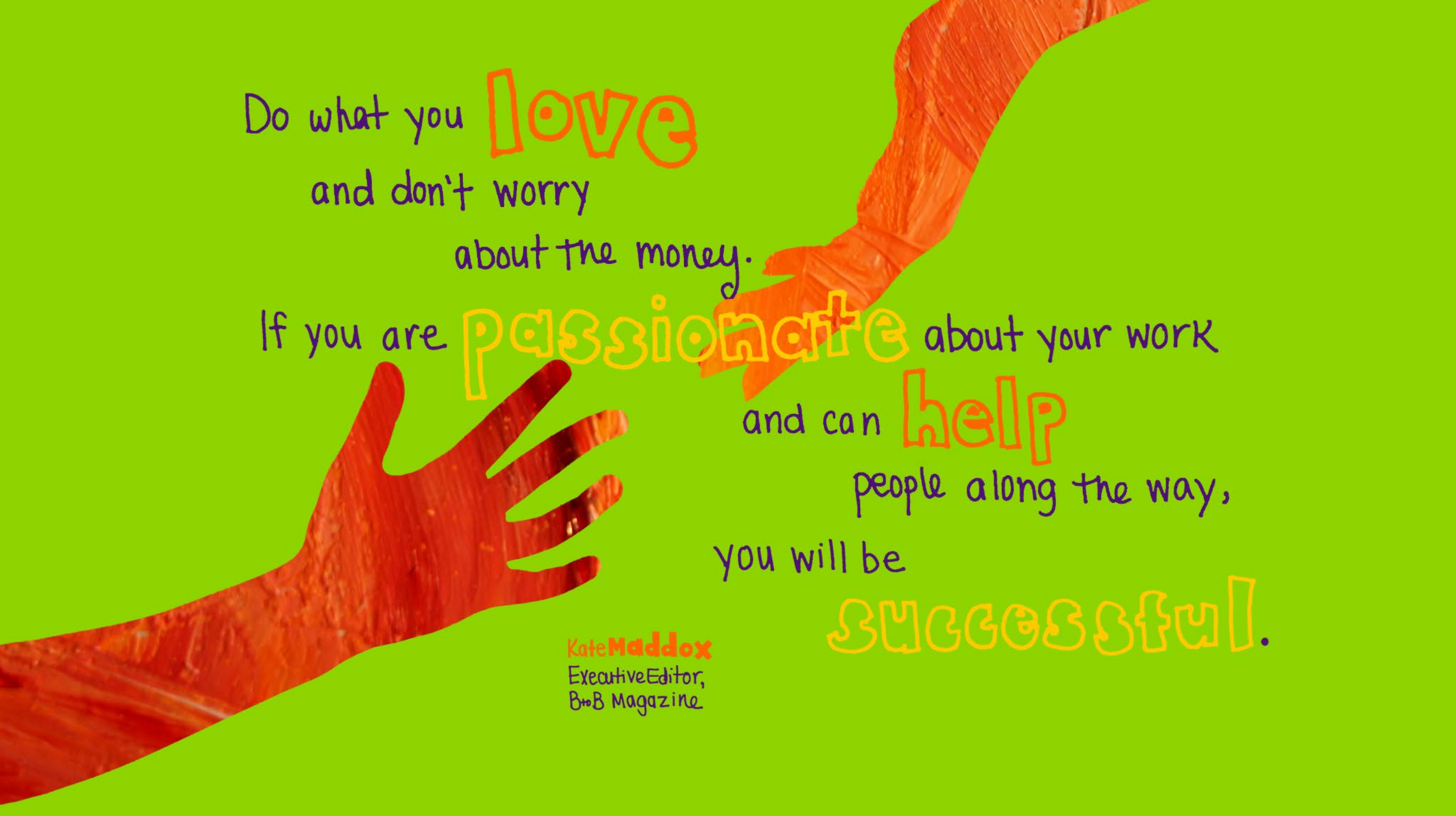
and have
an opinion no matter
how junior you are...

Seek out **FEEDBACK**,
but remember that
your **SELF-WORTH** is not defined
by what other people think.

WORK HARD, but
ultimately if you
feed your **MIND, BODY**
and **SOUL** you'll have more
to give in the long run.

Robin Winer

DIRECTOR OF INNOVATION,
REYNOLDS CONSUMER PRODUCTS



Do what you **love**
and don't worry
about the money.

If you are **passionate** about your work
and can **help**
people along the way,

you will be

successful.

Kate **Maddox**
Executive Editor,
B+B Magazine

Be true to yourself. Be **confident** and **comfortable** in your own skin.

You can be kind yet **tough**.

You can be content in your role yet **aggressive**
about seeking new opportunities to grow professionally.

You can be open-minded to new ideas and still a **directive leader** of an organization.
Always keep striving to build on what you are already good at and what comes naturally.

Find mentors you respect. Ask for feedback and be ready to accept it.

Love the process of learning new things. You'll contribute in more
meaningful ways and have a lot of fun doing it!



Larisa Drake
SVP Marketing,
Equity LifeStyle Properties Inc.

My dad used to say:

**“ KNOWLEDGE
IS POWER. ”**

I've learned that the best ways to build your knowledge base is to:

READ VIGOROUSLY

STUDY AND SEEK TO UNDERSTAND HISTORY

LEARN FROM OTHERS

WORK HARD

There is no substitute for real-life experience, so take chances,
recognize that every failure brings you one step closer to success.

Melissa Bean


President and CEO,
The Executives' Club of Chicago
Former U.S. Representative,
Illinois's 8th Congressional District





Keep it up!

Scrappy is good!

Use your  to find what motivates you. Then use that enthusiasm to get something worthwhile done.

Don't take no for an answer.

Dawn Geras

Founder and President,
Save Abandoned Babies Foundation

YOUR COMPASS IS SET CORRECTLY.

*So, be who you are and
own your power.*

*'Tis better to ask
for forgiveness than
wait for permission.*

Susan Abbott Gidel
OWNER,
SUSANGSAYS LLC



Never assume anything.



Many of the mistakes I have made over the years have been because I did not follow this cardinal rule. And while this is a valuable tenet, it can lead to a life of following up with everyone and double checking everything - often to the distress of your colleagues! It's worth it though!

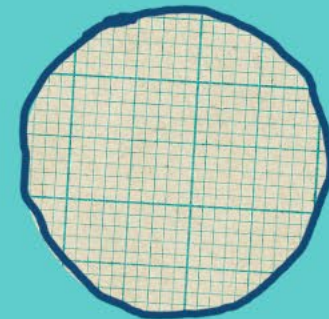
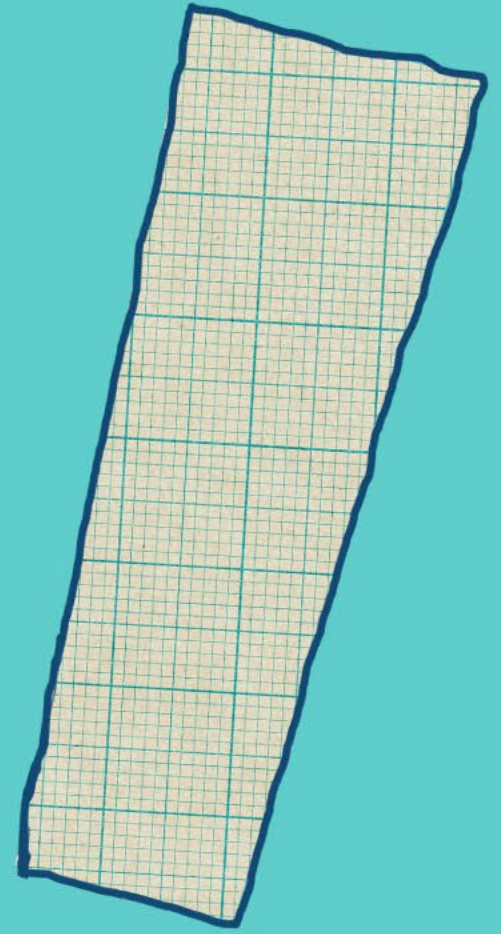
Susan Kryl
President,
Kryl & Company

SPEAK UP IN MEETINGS!

Contribute something, ANYTHING,
that is relevant, so that you continue to be included.
But DO NOT use the word "like".
Remove it from your vocabulary **COMPLETELY**.

REBECCA MACKAY

VP, Strategy, Insight + Planning,
Dairy Management, Inc.



Seeking approval will limit your **CREATIVITY**
and *judgment.*

DO THE RIGHT THING

and approval will come.

Lori Lee Sadler Bielski
Entrepreneur,
GAMMA PARTNERS

Rules of the Road:

Your 5-speed Honda is just the **prelude** to life.

The journey will be bumpy. **Buckle up!**

Always look ahead. Objects in the mirror are
just reflections of what's passed.

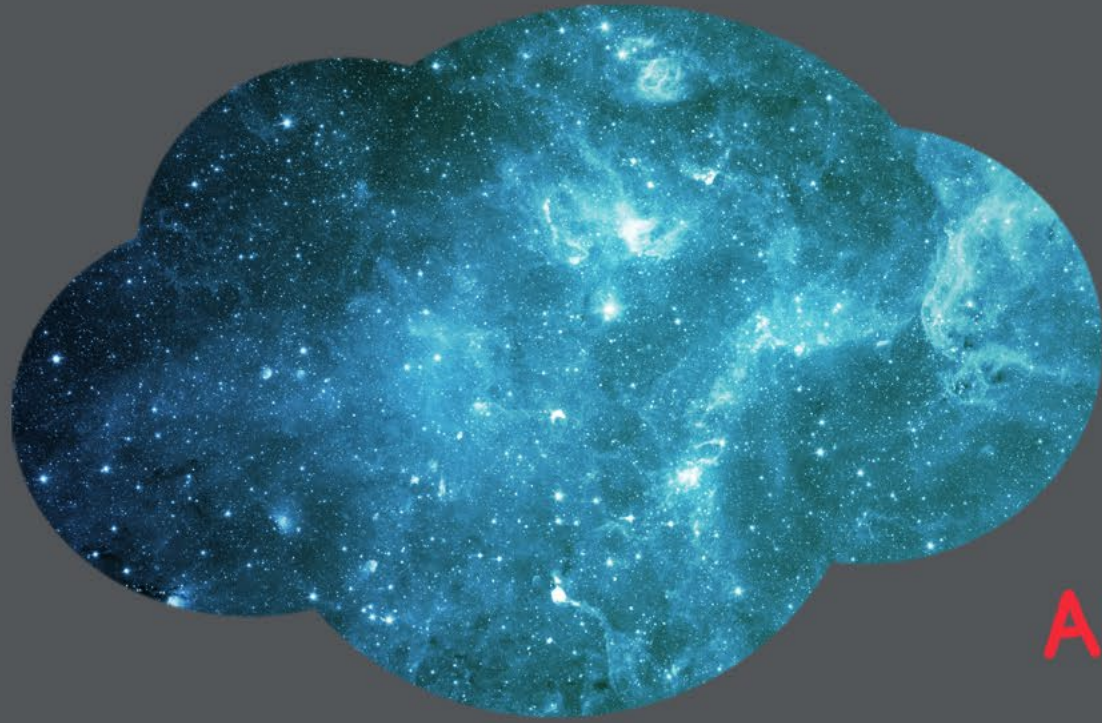
It's a long and winding road. **Learn how to shift.**

Even in the dead of winter...
crank the sunroof open...
turn the music up...and sing.

Paula Scheller

Director, Marketing Communications,
Firestone Building Products





BELIEVE IN YOUR
dream.

BE BRAVE IN
business.

AND KEEP PUSHING
forward.

IT'S GOING TO BE AN
amazing adventure.

SOPHIA REYES DAVID
Chicago Fashion Designer

YOU HAVE TO

*visualize
your path*

AND ACTIVELY CONTROL YOUR LIFE,
YOUR CAREER, YOUR DESTINY.

*Be
proactive,*

NOT REACTIVE.

YOUR SUCCESS WILL COME FROM THE PATH
YOU SET AND CHOICES YOU MAKE, NOT THE
CIRCUMSTANCES YOU ENCOUNTER AND YOUR
REACTION TO THEM.

IT IS YOUR LIFE -

*Take
control.*



PATTIE CAGNEY SHEEHAN

FOUNDER,
SECOND ACT



If something needs to be done,

charge ahead.

But always **ask other people to help**
and **let those who succeed take over,**
leaving you free to deal with the next thing
that needs doing.

Your life will never be dull.

Lee Botts

Founder,
Alliance for the Great Lakes

Find a job at the **biggest** company you can -

even if the job is simply administrative or grunt work -
and soak in everything and everybody you can.

Volunteer to work on extra projects all the time.

This will help you quickly learn what you like to do and what you're good at.

It will also **get you noticed**

by people at a higher level - which will be important to building long-term business success.

Dana Schueller

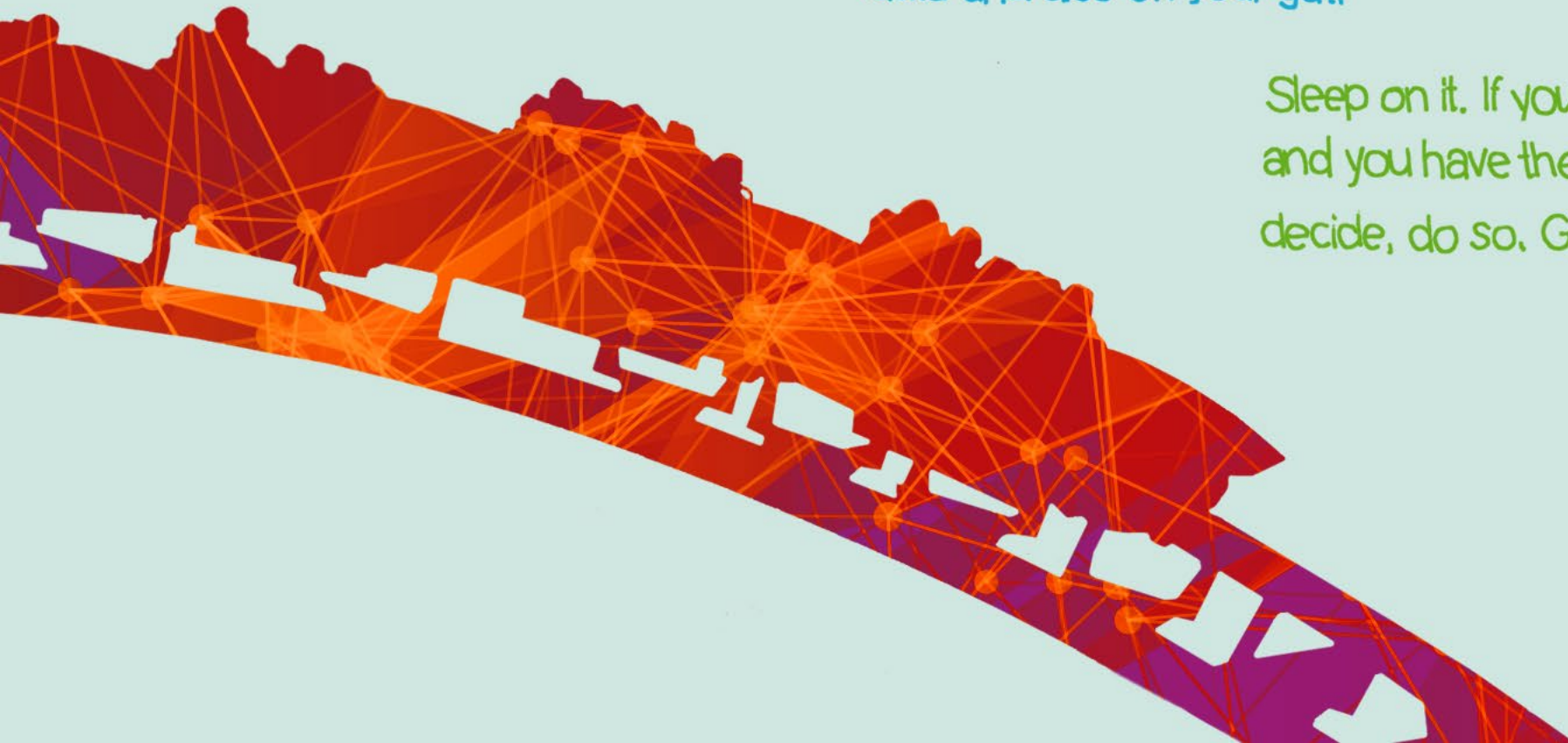
Senior Marketing Leader,
Mariano's

Networking is the lifeblood of your career
so keep tabs on new and old professional contacts.
You never know when your paths may cross but
experience shows you will meet again.

Trust your intuition. Make decisions based upon
data and also on your gut.

Sleep on it. If you are faced with a decision
and you have the option of waiting 24 hours to
decide, do so. Good luck - enjoy the ride!

Amy Shivvers
Director of Events,
Crain's Chicago Business





Nancy Ronquillo
President & CEO,
Children's Home + Aid

Be brave.

Pursue your dreams.

Listen deeply to others and yourself.

Breathe.

Know that you can do the thing you
sometimes feel that you cannot do.

Let persistence and passion fuel your efforts.

The gifts and talents that you are blessed
with are just what the world needs, so develop
them and lavish them upon the world.

True happiness is found in giving and
we are ALL here to make a difference.

It's up to you to find your special calling
that will make the world a better place.

Enjoy the journey.

Love deeply and say yes to life no matter
what obstacles and detours come your way.

AS LONG AS YOU HAVE

COURAGE,

AND THE

WILL

YOU WILL

SUCCEED



ENERGY,

TO IMPROVE YOURSELF
AND THOSE AROUND YOU,

IN YOUR ENDEAVOR -

GUARANTEED.

JESSICA GEORGE

FOUNDER AND EXECUTIVE DIRECTOR,
APARECIO FOUNDATION & HASANA, INC.

Use your pause button. It's okay to wait to respond with words or by email.

Almost always, **a good night's sleep** is the best next move. In most cases, 22-year-olds should not get married. Vacations and adventure are necessary.

And because it's almost certain you'll get it, know that **taking time, a deep breath** and **a step back** is how to determine what you really want out of this blink called life.

Andrea Crews

Director of Marketing
& Business Development,
Levenfeld Pearlstein, LLC



If you're considering career choices and you realize that you're

good at one thing, but *passionate*

about something else,

follow your passion.

The rest will take care of itself.



Deb Giampoli

Director of Global Strategic
Agency Relations,
Mondelez

HOLD ON GIRL!

You are about to ride the
elevator through the **ROOF**.



MEANING:

AT TWENTY, I WISH I HAD KNOWN THAT THERE REALLY ARE
NO LIMITS TO WHAT CAN BE DONE OR WHAT I CAN DO.

AILEEN ROBINSON
CHICAGO POLICE DEPARTMENT



My first thought is to tell her to

"GROW UP..."

Much of life is, and should be,
concerned with the needs of others.

Laugh, play, share

with those you love, enjoy friends
and save time to be alone.

Eugenie Johnson
Photographer

And last but certainly not least...

You long to leave this world a better place.
But you're a late bloomer and it would be wise

And you will.
for you to speed things up a bit.

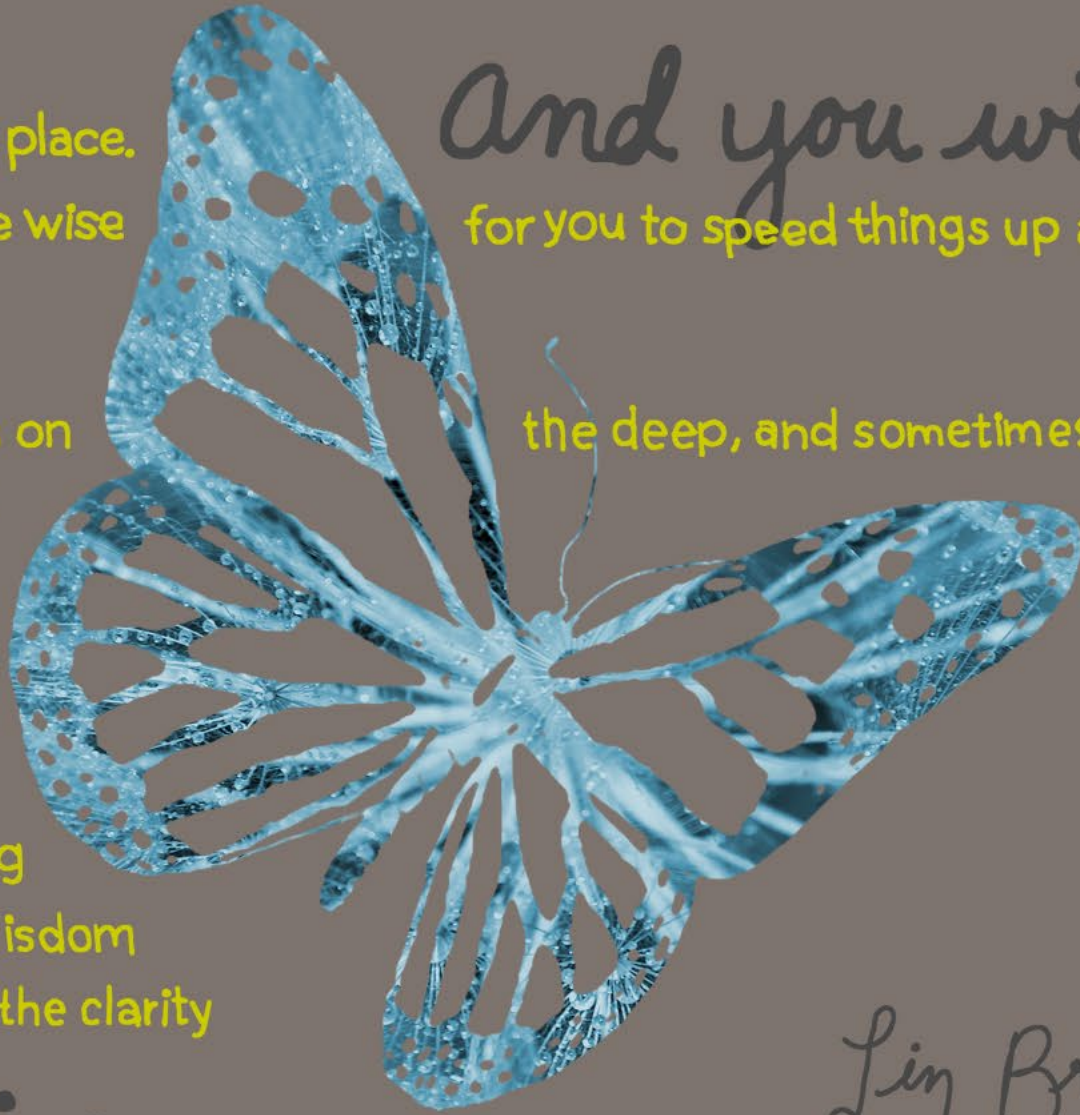
Accelerate your growth and focus on
hidden, meaning of each experience.

the deep, and sometimes

CONFIDENCE

comes from the feeling
that you are gaining wisdom, and wisdom
gives you the calm and the clarity

to give back & give more.



Liz Brohan
Co-CEO,
CBD Marketing



DON'T LOOK BACK

*Lori Colman
Co-CEO,
CBD Marketing*

Thank you

To all of the women who contributed to this project. You helped make CBD's 25th Anniversary a truly meaningful experience.

Now, go kick some ass.



Artwork by Dao Nguyen

Copy by Kyle Briggs (with contributions from a whole lot of Kick-ass Women)