

Peer

POWER



Terri Krivosha
Partner, Maslon Edelman
Borman & Brand

Camille Thomas
President/CEO, JMC
Marketing Solutions

Jennifer Smith
Owner/President,
Innovative Office Solutions

Ruth Murman
Owner, Auntie Ruth's Animal
Care & Wellness Centers

Nancy Rosenberg
Owner, Big Top Liquors/
Sid's Discount Liquors

Rose McKinney
President, Risdall
McKinney Public Relations

Deborah Callahan
CEO, CTS Corporate Travel
Solutions/American Express

Marie Bak
President/CEO,
SDQ LTD.

THESE
ENTREPRENEURIAL
WOMEN ARE
SUPPORTING
AND ENHANCING
EACH OTHER'S
SUCCESS

BY DAVID GEE
PHOTOS BY TATE CARLSON
AND EMILY J. DAVIS





DEBORAH CALLAHAN

CEO, CTS Corporate Travel Solutions/American Express

Q: Why did you start your own business? A: To provide a rewarding and nurturing work environment for those who share my vision and passion, as well as to provide value for customers and clients. I always thought if I work hard and treat people how I like to be treated, I would be successful. Though our business and industry has constantly changed, those same simple principles guide me and our growing company today, nearly 30 challenging and immensely rewarding years later.

Q: What advice do you have for leaders to help their businesses thrive in these challenging economic times? A: Some things are simply beyond our control, but we can change the way we interpret and react to them. Be decisive and keep being decisive, empower employees, build cash reserves, constantly reinvent your business and focus on the positives. Stay hopeful and optimistic.



NANCY ROSENBERG

Owner, Big Top Liquors/Sid's Discount Liquors

Q: What was your first involvement in your business? A: I joined my family business about 15 years ago, and have been instrumental in its growth since. Some of the changes have included computerizing the office, establishing wine clubs and events, and formalizing employee training, education and travel programs. The leadership skills I have learned through WPO have helped me to develop a more structured company.

Q: What are some of the upsides/advantages to being a women entrepreneur and business owner? A:

The uniqueness of being a female owner in the liquor industry has made me more noticeable. Hopefully, that works to my advantage. The liquor industry is obviously heavily dominated by men in the leadership roles. I find that my leadership both in my business and in our industry organization where I have been a board member for many years stands out because of my gender. I am frequently asked to represent the "liquor folks" because it helps to dispel an old stereotype. I readily relate to many of the government officials and legislators that we work with to uphold and enact positive laws concerning liquor issues.



Kay Phillips, president, ATEK Manufacturing, makes a point.

"There are a lot of commonalities between what we do and I always take things away from our meetings," says Kay Phillips, president, ATEK Manufacturing. "Somebody always talks about things they are doing that I can use to help my company be better. That's the reason that I participate in this group is to be a better leader and create a better organization."

"Early in our careers and in our business, we focused very much on the industries we serve," states McKinney, a local public relations veteran. "As diverse as those are, like Kay said, it's the commonalities that bring us together and where we find solutions."

"I also like the networking aspect of it across the community and the country," says Terri Krivosha, partner, Maslon Edelman Borman & Brand, LLP. "When I meet women while traveling, or at a conference, you just say you're in WPO and everyone understands what that means and how you might be able to

➔ Minneapolis-St. Paul ties for fourth place among metro areas across the country with the largest number of women-owned firms.

Minnesota has the second highest percentage of women engaged in the workforce in the U.S. (69 percent).

Source: Minnesota Department of Employment and Economic Development