



Kristin Waters, Emily Moss Hoffman, Marsha Gilford, Jody Williams, Mauri Love

30 Women to Watch

Women Making a Difference in Utah Business

By Sarah Ryther-Francom & Jared Preusz • Photography by Eric Delphenich

With dedication for excellence and a competitive fire, today's businesswomen are making waves across the Beehive State. Each of this year's 30 Women to Watch brings something unique and inspiring to Utah's business scene. Spanning industries, job titles and education, these women have a passion for their work—a passion that has bettered their companies and their communities. Join *Utah Business* as we honor 30 women who are breaking barriers and shaping Utah's business community.

Photo location courtesy of Wells Fargo Center

Meredith Kaley • Vice President of Consulting, ConsultNet

Meredith Kaley says anyone can accomplish their dreams, no matter their circumstance. “I was a single parent for several years, and today I am a happy and successful businesswoman. It all happened with hard work,” she says. “I put myself through college and paid off student loans for years. If you have a good work ethic and a desire to succeed in life, you can certainly do anything you put your mind to.”

At ConsultNet, Kaley has forged numerous valuable relationships with some of Utah's top employers in the technology industry. Meredith knows the pulse of Utah's tech industry like no other,” says Nicole Mangino. “She will have a major affect on the direction of Utah's technology industry.”

Suzanne Ziemba • Founder and President, Yelo Graphics, Inc.

As founder and president of Yelo Graphics, Inc., Suzanne Ziemba says the best part of her job is sharing her passion for printing and design with others. “I find true reward in sharing my knowledge with others who have a desire to learn about printing and design—staff, clients, students—anyone who demonstrates a willingness to achieve excellence in their work,” she says. Beyond teaching her employees and clients, Ziemba enjoys teaching others throughout the community and serves as a workshop instructor at Salt Lake Community College and is a member of the Salt Lake/Tooele Applied Technology College Media Technologies Employer Advisory Committee.

After moving to Salt Lake from Chicago without a job or contact, Ziemba learned that anyone can find success with hard work and diligence. “Breaking down those smaller walls gets you ready for the bigger walls that are waiting for you,” she says, adding, “The only person stopping you is you. The only person responsible for your happiness is you. We cannot look to others to show us our strengths.”

Colonel Yolanda C. Dennis-Lowman • Commander, Tooele Army Depot

As commander of the Tooele Army Depot, Colonel Yolanda Dennis-Lowman leads approximately 500 employees and is responsible for the receipt, storage and issue of ammunition for the Army, Air Force, Marines and Navy. With such responsibility, Dennis-Lowman says leadership and accountability are key to her success. “I demonstrate proficiency through my example, involving the leaders and holding them accountable for the good, the not so good and the ugly,” she says, adding that what keeps her motivated is, “knowing that the lives of others are dependent upon the service and products I provide.”

Since becoming commander of the depot, Dennis-Lowman increased revenue by \$1.53 million over the previous fiscal year, according to Kathy Anderson, public affairs officer for the depot. “The [revenue increase] was primarily due to her leadership that increased maintenance, storage and logistical support of ammunition and equipment sent to military forces around the world,” Anderson says.

To women just starting their careers, Dennis-Lowman advises, “Never let anyone else define who you are.”

Angela Ramirez • Director, Worldstock, Overstock.com

Angela Ramirez says the most enjoyable part of her job is changing the lives of others around the world. As the director of Worldstock, a division of Overstock.com, Ramirez heads a global business initiative that allows artisans in 36 countries to sell handmade products like jewelry, clothing, ceramics and furniture online. She makes a tremendous impact on the lives of more than 560 craftsmen everyday, providing jobs for people in

some of the poorest regions of the world. Recently, she visited an artisan in Peru who said that he was able to finish building his house with the money he received from Worldstock orders.

Ramirez says what keeps her going are the inspiring influences of her husband and father, who taught her that humility is the foundation of a person's success in life and business. Both helped her make hard decisions, especially when it was time to move on, she says. “Never let anyone or anything tell you that you're not capable of more,” Ramirez says. “We tend to get comfortable in a position and think that finding something better is difficult, but this is only because we're comfortable. One thing I've learned is that your greatest growth comes when you are out of your comfort zone.”

Alisanne Guzzetta • Director of Communications, FatPipe Networks

Alisanne Guzzetta is a perfect example to other women to follow their dreams. While growing as a professional at FatPipe Networks, Guzzetta followed her ambition and became a Muay Thai boxing champion. She started competing at age 31 and let nothing stop her from winning national and international titles, as well as two bronze medals for the United States at a World Cup event in Thailand.

The challenges Guzzetta faced as a world-class athlete in the ring prepared her for her current position as director of communications. She now manages the media efforts of FatPipe and oversees the training programs for the company's employees, resellers and distributors worldwide. Guzzetta's work has been a major factor in the company's success with its recent expansion into international markets and recognition as one of Utah's fastest growing companies for six straight years.

Kimberly Page • CFO, Million Air

Travel and working at an aviation company go together, says Kimberly Page, who has visited just about every continent in the world. “Travel has taught me how small the world truly is and how much we can achieve if we work together,” she says. “My travels have also emphasized how important air transportation is to the global economy and to America's economy, in particular.”

Managing the finances for Million Air, as well as the accounting, IT and HR staff, Page loves the variety of her job as well as working with the people in the aviation industry. Her greatest achievement to date was assisting in a business plan that brought the company recognition as one of five HondaJet dealers in the nation.

Sandy Hoover • Northern Utah Regional Manager, Prudential Real Estate

Sandy Hoover's path to becoming a leader in Utah's real estate industry was full of bumps along the way. When starting her family in Louisiana, Hoover was involved in a severe car accident that required several months to recover. She ultimately lost her job and struggled finding another, while taking care of 10 children, Hoover was confronted with another, life-changing challenge: three of her children were diagnosed with diabetes. She was advised by her doctor to move to a dry climate and, thus, began her journey to Utah.

Today, Hoover is a prominent face in real estate and is a powerful role model for women. She oversees the operations of four northern Utah Prudential offices, including 77 sales professionals and staff, and is the managing broker of the South Ogden office. Hoover is also the 2009 President of the Northern Wasatch Association of Realtors, a local trade association of 1,900 members, and is a director-at-large for the National Association of Realtors.



Angela Ramirez, Alisanne Guzzetta, Kimberly Page, Sandy Hoover, Lisa Gough, Jenifer L. Tomchak

Lisa Gough • Executive Vice President,
Sysco Intermountain

Participating in a zip line adventure in Canada with her husband is something that Lisa Gough will always remember. “I learned that taking risks can lead to great experiences,” she says. “Don’t be afraid to try something new.”

Gough applies that philosophy to her leadership role at Sysco Intermountain as she faces new challenges daily. She never views an obstacle as something difficult, but rather as an opportunity to make the company better. She says open communication with employees is at the top of her list. “This must be demonstrated by talking openly and honestly with our employees about real issues facing us today,” she says. “I believe if you share information in that way, employees are supportive and extremely appreciative.”

To women just starting their careers, Gough says, “Do not let the mistakes you have made define who you are. It’s imperative to overcome those mistakes, forgive yourself and then move beyond them.”

Jenifer L. Tomchak • Senior Associate,
Parr Brown Gee & Loveless

Jenifer Tomchak knew she chose the right profession as an attorney after her very first trial. “We represented a company and its employees, who were maliciously defamed by the employees’ former employer...The jury awarded our clients more than \$2 million, one of the largest defamation judgments in Utah history,” she recalls. Since then, Tomchak has played a significant role in several large cases throughout the Beehive State.

Outside of the courtroom, Tomchak is involved in numerous organizations, including the Salt Lake County Bar, the Federal Bar Association, Young Lawyers Division and Women Lawyers of Utah. Her involvement within these organizations and her legal work has resulted in a profound respect from her peers. “Jen has had the vision to pursue her passions,” says Jonathan O. Hafen, attorney, Parr Brown Gee & Loveless. “She has the unique skill set to champion with deliberate focus and intense organization, while donning an amazing smile.”

To young women just beginning their careers, Tomchak advises, “Don’t be afraid to speak your mind...people will appreciate your honesty and respect you for it.”

Jinger Becker Adams • Creative Director and Company
Spokeswomen, **Provo Craft**

Since joining Provo Craft, Jinger Becker Adams has helped the company develop innovative crafting tools, including the Cricut personal cutting system, a book binding system and a personal silk screen machine. And though she enjoys crafting new ideas, she says the best part of her job is hearing and then applying ideas from women across the U.S. “I get to interact with women all over the country, educating them on how to live a creative life. I get to hear their views and input on what they like and want, and bring their input back within the walls of the company to create amazing products.”

Provo Craft CEO Jim Thornton says, “Jinger is one of those great, dynamic personalities that people just cling to...She has an ability to build incredible consensus from the team that reports directly to her to the organization overall.”

As a single mother of two young children, Adams says that key to finding success in each day is, “Don’t let fear stop you. When the going gets tough, keep going. There will always be someone who doubts you; believe in yourself and your ideas, and you will be successful.”

Ann Thomas • Principal and Market Leader, **Mercer**

Ann Thomas, market leader of Mercer’s Utah office, works each day to help companies throughout the state solve their HR conflicts. “My motivation is based on the desire to do the best I can and share my knowledge with those that can benefit,” she says.

Her ability to guide others through challenges led her to being named the first woman leader of Mercer’s Utah office. “Throughout her career, Ann has demonstrated strength and excellence in all areas, from leading financial and data innovation, to serving on national task forces within our firm,” says Nicole Cozzo, senior associate at Mercer.

Thomas says that success comes from working through challenges.