

# South Jersey Women in Business

Here's an observation: Men are in serious trouble. In trouble like the dodo. In trouble like the Woolly Mammoth. In trouble like the long-extinct Moa-nalo of Hawaii. It's the type of trouble that haunts and plagues all species that refuse to adapt, refuse to evolve. Men are currently staring down the loaded barrel of that threat—and doing nothing about it. Men (on average) have become complacent and so enamored with their own caricatures—a peculiar self-imposed lampooning—that extinction seems all but eminent. Just grab a handful of humorous Father's Day cards or scan some prime-time family sitcoms. Men, it seems, are quite content to be fat, lazy, and left behind.

Meanwhile, women have done nothing but evolve, progress, and fight not only for survival but the type of advancement that ushers in new eras of thought and ways of seeing the world. Not only

have women been voting in this country since 1920, they have also managed to climb ladders both political and sociological, all the while holding on to that which makes them women. It's a fine, delicate, and very admirable balance they have struck. And the women that follow on these pages are testaments to that poise. (Yes, there are exceptions to all of this, but this is

# They Came, They Saw, & They're Still Conquering...

neither the time nor place for exceptions. Now is the time for the exceptional.)

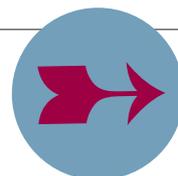
For this, our Second Annual "South Jersey Women in Business" feature, we reached out to several women's organizations throughout the region, asking them to provide a list of female business leaders in South Jersey they believed best personified the virtues of diligence and success, diversity of talent, and a philanthropic spirit intent on giving back to the community. We heard from the National Association of Women Business Owners-South Jersey Chapter, The Women's Business Enterprise Council, New Jersey Association of Women

Business owners, and Business and Professional Women of New Jersey. After careful (and quite difficult) consideration, we narrowed the list to the ten most outstanding individuals. What follows is a glimpse into these women's lives—what drives them, what gives them strength,

and what it means to be a woman in the year 2007. We decided to photograph these women on the grounds of the James and Ann Whitall house, a standing testament to a woman who made a significant difference during the American Revolution. Visit [www.nj.searchroots.com/Gloucesterco/redbank](http://www.nj.searchroots.com/Gloucesterco/redbank) for a detailed history. —N.D.

Photos by Stu Goldenberg

Shot on location at Red Bank Battlefield Park, National Park





**Name:** Stacey Kammerman

**Age:** 38

**Name and location of business:** KAMMS Consulting, LLC, Ventnor

**Title:** CEO

**About the business:** KAMMS improves communication in the workplace by providing job-specific Spanish and English language training programs. It creates programs that teach the essential words and phrases needed in Spanish and English for a specific job or profession. It also creates, publishes and distributes two complementary series' of audio programs.

**Why this woman:** In 2005, Kimmelman, while working and raising three children on her own, went into business for herself. Today, KAMMS products are available in over 1,500 retail stores across the country, including Wal-Mart and K-Mart. KAMMS has sold over 50,000 products in the last nine months and currently employs a COO, a Web designer, a computer specialist, a graphic artist, a linguist, translator and bookkeeper. This year, the company has increased revenues by 300 percent.

**Fill in the blank:** The biggest mistake a woman entering the business world can make is...Not trusting her instincts. When you do not feel comfortable with something or feel like something is wrong, pay attention. I call these things little red flags. Things to which I need to pay attention.

**In her own words:** "There is a joke that says. 'You know why girls are bored in history? Because it's his-story'...Superwoman and the Bionic Woman were my heroes...I realize Hillary Clinton is making great strides for women in politics, but It really bothers me that she accepted her husband's lying and cheating. I wonder what this is saying to women across the country...I was never intimidated by being a woman in a 'man's world.' I think you only feel intimidated if you don't feel confident about yourself, your knowledge and your abilities. I don't think being in the company of a man or a woman has anything to do with it...I guess it depends on your definition or connotation of the word feminist. I believe that women can do anything they want in their professional or personal life. I do not believe women's nor men's roles should be defined by their gender. I believe that woman and men are different and that we each have assets we can bring to the table...I am very lucky to get up every single day and look forward to what I may accomplish that day. I feel very strongly that everyone should do what makes them happy."



**Name:** Anne Gallagher

**Age:** 53

**Name and location of business:** Newsletters & Beyond, Cherry Hill

**Title:** Principal, Owner

**About the business:** Newsletters & Beyond is a creative communications firm specializing in newsletters designed to help businesses “reach out and touch” their client base on a consistent basis.

**Why this woman:** First, originality. Who would have thought there was such a viable niche market for newsletter publication? Gallagher, that’s who. Secondly, consistency. Gallagher started her business in 1999 and still publishes a monthly newsletter and two weekly newsletters for her very first client. Oh, and she was also the founding president of the South Jersey Chapter of the National Association of Women Business Owners.

**If the business world you are immersed in were an animal, what animal would it be and why?** A cat. Elegant, sleek, and graceful. Ability to purr one minute and claw the next. I see design, writing and graphics like that.

**In her own words:** “I know it may sound trite, but my mom was an amazing woman. We struggled some when I was young and my mom went to work to bring in some extra cash. She made sure, though, that she was home for me when school was out. She worked in the school cafeteria, in a drycleaners, in an electrical parts plant. The house was always clean, dinner was on time every night, and she never complained...I think the ones they refer to as ‘Young Hollywood’ are doing a major disservice to women. Paris Hilton, Britney Spears, Lindsay Lohan. They have no sense of values. It’s not enough to be pretty or to have money. And to have those things and talent is a gift. But they waste them and that’s the problem...I wasn’t intimidated, but I definitely had to work harder... If you’re polite, the prospect on the other end of the phone is usually less inclined to hang up when they hear a female voice...If I could change anything I guess it would be the peaks and valleys. Because my work is so deadline oriented, it’s either feast or famine. I wish there was a way to smooth that out a bit...Observe. Be open-minded. Listen.”



**Name:** Eileen Unger

**Age:** 49

**Name and location of business:** Emergency Preparedness Partnerships, Hammonton

**Title:** President

**About the business:** Emergency Preparedness Partnerships helps organizations prepare for emergencies through plan development, review and audit; training and plan implementation; drills and exercises; standard operating procedure development; vulnerability assessments and physical security assessments.

**Why this woman:** Unger formed her business in January 2001 and it doubled its revenue every year for the first five. Additionally, Unger was honored by the *Philadelphia Business Journal* as one of their “25 Women Of Distinction” and *NJBIZ* as one of the “50 Best Women in Business.”

**Fill in the blank:** When someone enters my office or workspace, I want this person to feel... “Valued.”

**If you could design Jeopardy categories for yourself, ones on which you would be an expert, what would they be?** Electrifying Electric Utility Trivia, The Secret Life of Dogs, All About Ayn Rand, Natural Disasters in our Time.

**In her own words:** “One of the ways that I earned money to pay my way through college was buying old Volkswagens, fixing them up and selling them. So, I guess I was in business during college...I attended engineering school, and then went to work in the Nuclear Power Plant construction field, so I’ve always been involved in a somewhat non-traditional field...Our entire staff volunteers with the New Jersey Emergency Preparedness Association, helping to plan, organize and conduct their annual conference. The conference provides affordable training to emergency management personnel and first responders from New Jersey and the surrounding states. The conference has grown from 160 attendees in 1998 to over 1800 this year...I enjoy reading, working in my garden, playing with my two Siberian husky’s, and riding my Harley Davidson...If I wasn’t doing this, I’d probably be a mystery novelist.”



**Name:** Isabelita “LITA” Marcelo Abele  
**Age:** 55  
**Name and location of business:** U.S. Lumber Inc., Woodbury Heights

**Title:** President/CEO

**About the business:** U.S. Lumber has been a full wholesale, retail, minority/woman-owned business for 33 years.

**Why this woman:** In four years, U.S. Lumber Inc. has enjoyed a 15-percent growth rate and currently employs 12 individuals. And it's growing. Abele says she is currently attempting to obtain a lumberyard in Delaware. U.S. Lumber is also FSC Certified by the Forest Stewardship Council.

**What was your greatest personal challenge to overcome in order to be successful, and how did you do that?** Having to overcome my accent and learning to turn it into an advantage.

**In her own words:** “Success in life is not measured in dollars and cents. It is measured in the everyday things we do and how well we do them...In my growing up years, I was not exposed to successful women. However, I did admire the actresses that played the parts of successful businesswomen. I dreamed that someday I would be one of them...I was not intimidated by being a woman in a man’s world because of my strong determination to be a successful businesswoman...It’s better to be respected rather than feared or loved...The biggest mistake a woman entering the business world can make is expecting it to be easy. It is not...Work hard. Be persistent with a strong determination...Be honest with yourself and others.”



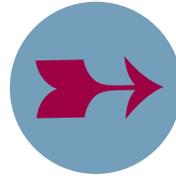
**Name:** Gwendolyn Ann Faulkner

**Age:** 28

**Name and location of business:**

Faulkner Financial, LLC Cherry Hill

**Title:** Special Care Planner



**About the business:** Faulkner Financial, LLC provides financial services to individuals and small business owners. Faulkner also has a specialized practice in planning for families with special needs and disabled loved ones. Life Care Planning begins by providing access to a compilation of information—from what one needs to know to provide the best care to a loved one, to how to manage the needs of oneself and other family members.

**Why this woman:** At just 28, Faulkner has managed to swim against the tide (of both ageism and sexism) to create her business as well as help other women achieve similar goals. Ninety percent of her clients are women.

**Fill in the blank:** To be a woman in the year 2007 is to...“Want more than the status quo.”

**In her own words:** “I never really had women growing up that I admired. Growing up on an Air Force base, most women were stay at home moms and I just knew I didn’t want that life for myself...Ann Coulter scares me at times...The truth is, most women wanted to work with other female advisors, so I obviously changed my marketing plan to work with people that wanted to work with me...I was the first person in my family to go to college and I know that without out that I wouldn’t be here today working in a field that I love...I regret believing I could make a lot of money in a short time. I took a job working for a mortgage company right after rates dropped to an all time low and I left after three months because I realized that most of the time my ethics were on the line and I wouldn’t help people cash out their home’s value without giving them the correct financial advice first...I think my age was an issue when I started in the industry. I actually found myself obsessing over it until one day I had to move on or I was going to fail. Having done so much to prove myself for years, I had to start moving forward...Once a year, I have to get out of town to just recharge my mind. Even though I might be off on a weekend, I am always finding myself trying to do something...I think it is important for women to stand up for each other. I spend a majority of my day working for and helping women...Surround yourself with the right people, successful people.”

**If you could design six Jeopardy categories for yourself—ones on which you would be an expert—what would they be?** TV Shows, Roads in South Jersey, Cats, NJAWBO, Disney World, Life Insurance.

**If your business and life were made it into a novel, what would you like the last sentence to read?** Gwen still has so much more to give.

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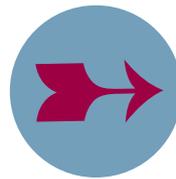
**Name:** Harriet G. Weiss

**Age:** 67

**Name and location of business:**

CRW Graphics, Pennsauken

**Title:** CEO



**About the business:** CRW Graphics is an award-winning, certified woman-owned commercial printer for many Fortune 500 companies, graphic designers, advertising agencies, colleges and universities, trade associations and

others. It is now one of the largest commercial sheet-fed printers in the Delaware Valley, employing 105 people in its 47,000 square foot state-of-the-art facility located in Pennsauken.

**Why this woman:** Growth. Weiss says she now has 105 team members working for her and growing.

**Fill in the blank:** The biggest mistake a woman entering the business world can make is...“Focusing on what’s wrong rather than focusing on doing a great job.”

**In her own words:** “Success is providing...At a very young age I realized I always wanted to be in charge...I knew I had to work harder to get ahead. I was fortunate to have a wonderful husband who believed in my abilities and was my mentor...Women often lead by building consensus. This has been very helpful...Seeing beautiful, well designed products rolling off our presses excites me—using the power of print to better mankind...I consider myself a human being and wish to be fair to all...A leader needs to be respected. It’s always nice to be loved...Choose to work in a field that you enjoy and be passionate about what you do.”

**Name:** Lorraine M. Kay

**Age:** 56

**Name and location of business:**

Kay Construction, Mt. Laurel

**Title:** CEO



**About the business:** Kay Construction handles construction management and general contracting for the commercial construction industry.

**Why this woman:** In 12 years, Kay Construction has grown to almost 60 million per year in

volume. Additionally, Kay successfully opened a Florida operation. Besides, when asked what she is currently listening to on her iPod, Kay answered, “Bob Dylan. Is there anything else?”

**What is your greatest fear?** Crickets.

**Fill in the blank:** The biggest mistake a woman entering the business world can make is...“Trying to be ‘one of the boys.’ Always be a lady.”

**In her own words:** “Dr. Ann Weaver Hart, President of Temple University is brilliant and she’s for real...Although you are still expected to prove yourself in more empowered and more senior roles, going up through the ranks offered mentoring and guidance from folks that might not have been willing to invest their time and energy in you if you were a young man, since they saw your enthusiasm and knew you were willing to work hard to absorb their advice...Every day is a new adventure...The loss of one of my sisters to breast cancer made focusing on anything else difficult. I did it with the grace of God and a lot of support from my partners, employees, friends and family...I just happened to be ahead of my time entering into the construction field. Some folks call it pioneering. I think it’s just following my Dad’s advice from when I was young: ‘You can do whatever you want if you put your mind to it.’ He didn’t say, ‘in spite of being a girl’...Develop a reputation of being fair. You don’t need to be feared or loved in business...Do what you say you’re going to do; don’t over commit. Be a lady at all times; work hard and have fun doing it.”



**Name:** Liz Cruz-Kaegi

**Age:** 47

**Name and location of business:** CK Quest, LLC, Haddon Heights

**Title:** President

**About the business:** CK Quest is a research and analysis firm with expertise in business, industry, science and the Latin American business environment. Its clients use services when they are developing a new product or a service, expanding into a new market, developing sales leads, want to know how their industry is performing, what products are their competitors offering, or plan to develop new marketing strategies.

**Why this woman:** Born in Honduras, Cruz-Kaegi moved to the United States to earn her Msc. and Ph.D in biological oceanography at Texas A&M. Four years ago, despite the looming uphill battle she knew she would have to wage, Cruz-Kaegi left her job to start her own company, which has experienced steady growth, especially in the last year. And besides becoming president of the Tri County Chapter of NJAWBO, she’s also a Tom Waits fan.

**If you could design Jeopardy categories for yourself, ones on which you would be an expert, what would they be?** English Kings, Web technologies, oceanography, mystery writers, children negotiating tactics, Latin American History, business books.

**What is currently playing on your iPod/CD player/cassette deck/record player?** “To Rule Mankind and Make the World Obey” by Frances Titchner; “A History of Ancient Rome” by Timothy Ferris; “The Four Hour Workweek” by Marc Cohn, The Dixie Chicks, Pablo Milanes, Ricardo Arjona and Tom Waits.

**In her own words:** “I grew up surrounded by strong women. They were not successful in the sense that they were not presidents of companies or great entertainers. They were a quiet strength. My mother who dared to work outside the home risking her ‘reputation’; my aunt who took in sewing and washing from the neighbors to pay for her daughters’ private school because her husband would only pay for the boys’. There were and are countless of women like that all over the world. They don’t understand the word feminism, but quietly fight to give their daughters a better life. A life of choices...I think for each woman out there that acts silly, there are lots that are smart, funny, hard working. Why dwell on the silliness...Information and research have always been my passion, so the logical step was to create a consulting firm and be in control of my life...We have been conditioned to many things, but never to be the best hunter of the tribe and so we are less afraid to fail, more willing to cooperate and to listen. Those are all skills necessary to succeed in business...I have regretted when I have done things because they were the ‘right’ thing to do or because it was expected even though in my heart I knew they were wrong for me. I have learned to listen to my instincts...You don’t succeed in business alone...I don’t like male bashing either. Men and women have different talents and the world will be a better place when those talents are fully used...I admire the explorers like Ferdinand Magellan, scientists like Charles Darwin, poets like Federico Garcia Lorca and Pablo Neruda.”



**Name:** Michelle Bunting  
**Age:** 41  
**Name and location of business:** Horizon Pediatrics Systems, Inc., Bordentown

**Title:** President

**About the business:** Horizon is a pediatric healthcare system that provides children with special healthcare needs, between the ages of birth and five years old, with a continuum of medical care prescribed by their doctors in a stimulating and safe daycare environment.

**Why this woman:** The center opened in July of 2003 as Mercer County's first pediatric medical daycare and is the largest pediatric medical daycare facility in the State of New Jersey. Within 18 months of opening, the center's rate of growth reached \$1+ million.

**Do you consider yourself a feminist?** No. Professional and personal successes don't require additional labels. Your work speaks for itself no matter who or what you are.

**In her own words:** "The measure of success for a business or professional can be measured by its or her impact on the community it serves. The greater the impact, the greater the company and/or professional...Women who use their authority or position to cause pain and suffering do the most damage to women professionals. Women who exhibit self-destructive tendencies also do a disservice to women's advancement as well...I was groomed and trained early in life to understand the business dynamics between men and women as well as the business dynamics between younger and older people. As it turns out, the information was one of the keys to my success and more than half the battle...Women are historically more inclined to be empathetic towards those around them and are able to channel that energy towards productivity and positive results...My greatest personal challenge was to center myself—ground myself—in faith. My ability to center myself around my faith has allowed me to handle most any challenge or crisis that has been thrown my way, both professionally or personally...The biggest mistake a woman entering the business world can make is stepping out without faith and with a substandard team...My greatest fear is that I may some day give in to fear...I can't imagine another path."



**Name:** Valerie Schlitt  
**Age:** 51  
**Name and location of business:** VSA, Inc., Haddonfield  
**Title:** President

**About the business:** VSA is a business-to-business marketing and prospecting firm. They do what most people don't want to do, don't like to do, or are not very good at doing: They get people appointments.

**Why this woman:** It was 2001 and, after being laid off from her job, Schlitt decided to become an entrepreneur. Next month, VSA will celebrate six years in operation. In its first three years, VSA experienced slow, steady growth. Then, in 2005, it spiked and saw a 40 percent jump from the previous year. According to Schlitt, 2007 is shaping up to be an even more impressive year, surpassing that 2005 revenue boost.

**If your business and life were made it into a novel, what would you like the last sentence to read?** And Wall Street was not shocked that her son decided to take over the business.

**In her own words:** "Growing up, I admired my mother who was and continues to be successful in everything she does because she never stops putting her whole self into each new venture...Sometimes, we as women do the biggest disservice to other women. We judge women who are too ambitious, too domestic, or whom we perceive to be incapable to handle what has traditionally been a 'man's' job. But I already see a positive change in how the younger generation regards their peers and am hopeful this narrow perception of what women can be is changing as we speak...As a child, when others wanted to play, I always wanted to make something with an end result. As a child, I remember making papier-mâché figures, writing the newspaper for our neighborhood club, organizing 'fairs' in the vacant lot next to our house. I thrived on planning, organizing and making things happen...When I first started looking ahead, I didn't give being a woman a second thought...I cannot pinpoint any way that being a woman has been more advantageous than being a man. For me, it always comes down to each individual's ability to overcome obstacles...The only thing I wish I could change is to duplicate myself...My family is the single most important part of my life and I get much fulfillment from being a wife and mother...Being an entrepreneur and small business owner is more all-consuming than I had ever thought it would be, both time-wise and emotionally." ■