



DYNAMIC
Women
IN business
2013

*Leadership
comes in all styles*

A salute to **25** Valley executives who
have found their own paths to success

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Welcome to the 2013 edition of Dynamic Women in Business!

This year's 25 honorees were selected through nominations and recommendations from a community advisory group and the *Phoenix Business Journal's* news staff.

This year, we took a different approach to gathering information about our winners: We asked their mentors and colleagues to tell us a little about them. In addition, we asked each honoree to provide biographical details and their quick personal impressions of five concepts/issues: dynamic leadership, economic recovery, glass ceiling, education reform and ultimate downtime.

Not everyone was able to get every element to us, but we were able to glean plenty of interesting information — and even pull out one fun fact for each honoree. (A few choice ones are on the facing page.) We also compiled some "Editor's Picks" on Page 35 of some of the personal impressions that stood out.

Congratulations to this year's winners!

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25 Dynamic Women

		Page
Christine Aguilera	SkyMall Inc.	20
Michelle Ahlmer	Arizona Retail Association	20
Diane Brown	Arizona Public Interest Research Group	21
Nikal Conti	PHX Architecture	21
Mary Contreras	Contreras State Farm Agency	22
Julia Dollarhide	Biltmore Bank of Arizona	23
Christine Ehrich	Industrial Solutions Network	23
Abbie Fink	HMA Public Relations	24
Jean Hammelev	Laboratory Sciences of Arizona/Sonora Quest Laboratories	24
Courtney Klein Johnson	Seed Spot	25
Anne Kleindienst	Polsinelli Shughart	26
Sharon Knutson-Felix	100 Club	26
Sharon Lechter	Pay Your Family First	27
Mary Martuscelli	US Bank	27
Karen McConnell	Ballard Spahr	28
MaryAnn Miller	Avnet Inc.	28
Harriet Mountcastle-Walsh	Honeywell Aerospace	29
Margaret Mullen	Science Foundation Arizona	30
Cindy Nieves	iAcquire	30
Roberta "Sissie" Roberts Shank	Chas Roberts Air Conditioning & Plumbing	31
Nicole Stanton	Quarles & Brady	32
Trish Stark	First Western Trust	32
Dorothy Wolden	Gravity Webworks	33
Cathy Valenzuela	Arizona Business Bank/CoBiz Financial	34
Patricia Tate	Talking Stick Resort, Casino Arizona	34



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Margaret Mullen
Chief operating officer, Science Foundation Arizona

JIM POULIN | PHOENIX BUSINESS JOURNAL

Margaret Mullen: a mentor/colleague's view

Margaret Mullen is an extraordinary leader. She's smart, grasps complex issues quickly, can organize a team to get things done that most people think impossible, and has the highest integrity for doing business properly one can possibly imagine. "Full disclosure even when people aren't watching" is her motto. From the Downtown Phoenix Partnership to the Diamondbacks stadium to the creation and operation of Science Foundation Arizona, countless projects have Margaret's fingerprints on their success. She is a true Arizona talent.

— Don Budinger
Chairman, Science Foundation Arizona
Chairman, Rodel Foundation of Arizona

Personal details

FAMILY: Husband, Tom Jennings; children and grandchildren across the country

PET: An Australian cattle dog named GG

EDUCATION: Law degree

FUN FACT: Now has been honored among the most influential local businesswomen by the Business Journals in both Raleigh, N.C., and Phoenix

COMMUNITY INVOLVEMENT: Past chairman, International Downtown Association; member, International Women's Forum; board member, Arizona Opportunities Industrialization Center; founding board member, Home Base Youth Services; past member (six years), Phoenix Central City Village Planning Committee; past board member (12 years), Homeward Bound

A few words about...

Dynamic leadership: Knowing when to take risks versus when "good" is better than "perfect" without ever compromising your ethics, and being fair and professional with everyone along the way.

Economic recovery: Slower than it would be if we had invested more in education and had bipartisan support for real problems facing our state, rather than dealing with silliness.

Glass ceiling: Still exists, but many young leaders never knew it. For women my age (63), we have an enormous responsibility to mentor those who will replace us at the table.

Education reform: This is my hot-button issue, because for the 30-plus years I've been in economic development in Arizona, our poor education standing has been the biggest drawback to business recruitment and retention.

Ultimate downtime: Reading a great book, traveling or playing ball with my dog.

Cindy Nieves: a mentor/colleague's view

Cindy Nieves is one of those leaders whose passion for learning and innovation is contagious. I have worked with her for several years and have seen her excel at every role she has been in. She sets a clear strategy and leads her team toward it.

Cindy holds herself very high standards, remains humble, and jumps in to quickly remove barriers in her team's path. Her relentless pursuit to solve everything at its core not only creates immediate operational efficiencies, but sets the tone for the rest of the organization on how to get stuff done. She has a track record of developing great leaders through targeted coaching, training and contextual feedback. Said differently, people want to be on Cindy's team. Attracting talent and placing the right people in the right positions have built a solid foundation for her career, and I can't wait to see how far it goes.

— Jeff Moore
Senior product manager, Amazon.com

Personal details

FAMILY: A brother and two sisters

EDUCATION: U.S. Air Force Academy; working toward Ph.D. in organizational development

HOMETOWN: Born in Puerto Rico, but calls the Philadelphia area "home" since she spent a good bit of her childhood there

FUN FACT: Has participated in several competitive skydiving teams, including one representing the U.S. Air Force at the 2006 World Military Games in Russia. She met her fiancée, Blane, on a professional skydiving team. They are getting married in May.

A few words about...

Dynamic leadership: The ability to equip and empower others around you to become leaders. Great leaders know how to follow, and that means knowing what your team needs to be successful.

Economic recovery: Continues to struggle because of our narrow objectives to solve today's problems. We need sustainable solutions for tomorrow combined with a greater understanding of what the people need.

Glass ceiling: What glass ceiling? My mom empowered me to be a strong, independent woman. She always said you cannot be held back by what you don't know is a barrier.

Education reform: Comes in the form of opportunity. Education facilitates opportunities, but it's up to you to embrace it.

Ultimate downtime: I envision a deserted island, writing my book, sailing, scuba and running.



Cindy Nieves
Director of digital marketing operations, iAcquire

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