

Women Business Owner of the Year



Name: Jeryl Mitsch

Company: Mitsch Design, Inc.

Day Phone: 317-573-2222

Biography: Jeryl is a successful entrepreneur, business leader, charitable giver, family-focused woman and a grandchildren-obsessed “Nana”. She is also a NAWBO crusader, having been a board member for five years, on the executive board for six, and served as President 2014-2015.

In 1989, Jeryl started a commercial interior design firm out of her home nearly thirty years ago! Today, through sound leadership, Mitsch Design, has grown to be one of the largest interior design and architecture firms in Indiana with 27+ employees. They are the go-to-resource for Indianapolis companies such as Dow Agro, Citizens Energy Group, Eskanazi Health and Flaherty & Collins.

Beyond Indiana, Mitsch Design currently has 50+ projects in fifteen other states. Impressive? You bet, sales figures have doubled each year for the past three years. Mitsch Design recently became a commercial furniture dealer, too, with a new showroom opening soon. Certainly a far cry from a firm that started in her home, right?

Member of the Year



Name: Ellyn Ludden

Company: Team Summit

Day Phone: 317-833-8862

Date and Year Member Joined NAWBO: 07/2008

Biography: She is the President and CVO of her company, creating powerful leadership programs that catapult leaders to the next peak of leadership and executive reinvention.

Ellyn speaks trains and facilitates on the national and international level with companies and in a variety of meeting settings from regional to national and international summits. She specializes in professional services, manufacturing, hospitality, sports teams, financial and healthcare industries. Her dynamic style on topics such as Leading with the secret ingredient, Leading Change, Leading from your zone of genius and more leave audiences engaged and excited about what's next for them and ready to take new action. Author of the book, "Are you sleepwalking through your life?" Ellyn offers workshops on creating the life you want.

As a facilitator, Ellyn brings her strong marketing and communications skills to any business challenge and tackles it with enthusiasm. She quickly reads and tailors her message to any audience in a unique, empowering and creative way. She facilitates change leadership and specializes in mergers, acquisitions and creating empowering cultures.

Ellyn is just one of four certified master coaches in Indiana. She specializes in transformational executive and leadership coaching. She works with C suite executives in reinventing cultures, their leadership styles and their teams. Her insights and professionalism along with her straight forward caring approach makes her a valuable asset to teams across the globe.

She has over 20 years of corporate marketing, sales and communications expertise and leverages that expertise to organizations of all sizes including Fortune 100, nonprofit boards to collegiate athletic teams.

Entrepreneur Scholarship



Name: Cassandra Faurote

Job Title: President & Founder

Company: Total Reward Solutions

Daytime Phone: (317) 589-8529

E-mail: Cassandra@totalrsolutions.com

Biographical Background: Cassandra Faurote is a seasoned human resources consultant with 25+ years in the human resources field. She is the founder and President of Total Reward Solutions, a consulting company focused on helping clients in the areas of compensation, benefits, performance management, and reward/recognition programs. She has worked with close to 100 different clients in 30+ industries. Born in Dayton, Ohio, Cassandra has a bachelor's degree in Business Management from Indiana Wesleyan University and holds three certifications to include SPHR, CCP, and SHRM-SCP. Professional affiliations include Society for Human Resources Management, World at Work, Indy SHRM, and NAWBO. Cassandra served on the board for Total Rewards Indiana for seven years and has taught in the human resources certificate program at IUPUI. She has also authored an article in Workspan, a World at Work publication, on 10 Ways to Use Your Merit Dollars. Cassandra is a frequent speaker at conferences as well as various human resources and compensation groups. Cassandra currently serves on the Board for the Greater Lawrence Chamber of Commerce.

Indianapolis Choice



Name: Dr. Sue Ellspermann

Job Title: President

Company: Ivy Tech Community College

Day Phone: Assistant- Nancy Ketterman: 317-921-4530

Biography: Dr. Sue Ellspermann has more than 30 years of experience in higher education, economic and workforce development, and public service. In May 2016, she was selected to serve as President of Ivy Tech Community College of Indiana. She is the ninth individual to hold the position and first female president for the college.

Ellspermann most recently served as Indiana's 50th Lieutenant Governor from 2013 until March of this year. She served as President of the Senate and Secretary of Agriculture and Rural Affairs, as well as oversaw six agencies including Office of Small Business and Entrepreneurship, Indiana Office of Tourism, Indiana State Department of Agriculture, Indiana Housing and Community Development Authority, Office of Community and Rural Affairs, and Office of Defense Development. She served as the co-chair for the Blue Ribbon Panel on Transportation Infrastructure and the Rural Broadband Working Group and led agriculture trade missions to Japan, South Korea, Taiwan and China.

Being named president of the nation's largest singly accredited statewide community college system marks a return to higher education for Ellspermann. From 2006 to 2012 she served as the founding Director of the Center of Applied Research and Economic Development at the University of Southern Indiana (USI). She also has classroom experience teaching at USI, University of Evansville and University of Louisville.

Ellspermann's educational and workforce development experience is extensive. As Lieutenant Governor she was vice chair of the Indiana Career Council tasked to align Indiana's education and workforce development system to meet the needs of employers.

As the chair of the Pathways and Implementation Committee Ellspermann helped lead efforts on a strategic plan that aligns K-12, higher education and workforce development efforts to employer needs.

She also served on the State Workforce Investment Council, an organization charged with developing opportunities for Hoosiers to gain employment and earn competitive wages, as well as developing and implementing workforce solutions based on the input of representatives of local workforce development boards. In 2016, Ellspermann accepted a nonpartisan fellowship with the new Hunt-Kean Institute which brings together reform-oriented state leaders to study best practices and policy in education and workforce.

In 2010 Ellspermann was elected as the State Representative for District 74 (portion of Dubois, Spencer, Perry and Warrick counties). While in office she served as the Vice-Chair of the Employment, Labor and Pensions Committee, as well as served on the Small Business, Commerce and Economic Development Committee and the Elections and Reapportionment Committee. She was nominated for and participated in the 2011 Emerging Leaders Program at the University of Virginia focused on developing the next generation of leaders in state legislators. She served one term during the 2011-12 legislative session before running for Lieutenant Governor in 2012.

The 20 years prior to joining the University of Southern Indiana, she owned and operated Ellspermann and Associates, Inc., d/b/a Basadur Applied Creativity, an independent consulting firm licensed in the training and facilitation of Simplex Creative Problem Solving. Her clients included Kimball International, Microsoft, Mead Johnson and numerous small businesses and non-profit organizations. She was the first associate of Dr. Min Basadur, founder of Simplex Creative Problem Solving, and achieved the highest level as Master Simplex Consultant.

Early in her career she spent time with Frito-Lay in Dallas, Texas. During her tenure at Frito-Lay, Ellspermann served as a production and shipping supervisor and plant industrial engineer followed by a promotion as a corporate industrial engineer where she was responsible for corporate productivity initiatives. She also spent time at Michelin Tire Corporation in Greenville, S.C., where she completed an extensive industrial engineering program including pace rating, plant layout, work design and material handling.

Ellspermann holds a Ph.D. and M.S. from the University of Louisville in Industrial Engineering. She conducted quantitative research on problem formulation within unstructured problem solving with dissertation titled, "The Impact of Creative Thinking Training and Problem Structuring Heuristics on the Formulation of Ill-Structured Problems." Her dissertation was recognized by Emerald Management Reviews as one of the top 50 articles published in 2007.

Her thesis was titled, "Implementation of Creative Problem Solving Technology in the Business Organization" utilizing case studies toward the development of a prescriptive model for implementation. She holds a B.S. from Purdue University also in Industrial Engineering. While at Purdue she completed the cooperative engineering program with AC Spark Plug, a division of General Motors in Flint, Mich., and served as a residence hall counselor and teaching assistant.

Ellspermann has published research and reports on various topics including workforce development, innovation, and problem solving.

She is highly engaged in the community and was recently named to the OneAmerica board of directors. She also serves as Indiana Honorary Chair of the Million Women Mentors, Advisory Board of the Indiana Conference for Women, and has served on numerous committees and nonprofit boards, including the Evansville Chamber of Commerce Board and Executive Committee, Diocese of Evansville Strategic Planning Committee, Indiana HomeTown Competitiveness Steering Committee, Tri-County YMCA Capital Campaign Advisory Board, Little Sisters of the Poor Advisory Board, and Good Shepherd Catholic Church Pastoral Council.

She is married to James Mehling, a principal at Forest Park Junior-Senior High School. She has a blended family of four daughters, three sons-in-law, two grandsons and two granddaughters.

Avatar



Name: Amanda Parker

Company Name and Title: Collective Alternative, President and Owner

Day Phone: 317-417-2141

Biography: After surpassing 10 years in the Marketing industry, Amanda Parker grew tired of hearing she was “too vested” in her clients. This determined personal commitment to her clients was the catalyst behind the creation of her full-service marketing agency, Collective Alternative (CA), founded in 2008.

At the core of Collective Alternative is the principal DIS-belief of “It’s not personal, it’s just business.” Amanda strongly believes business is very personal. Whether her clients are the CEO or the receptionist, she knows there is a personal reason people go to work every day. Because of that belief, she takes a deeper look at her clients’ goals and directives so she can accurately draw a roadmap to get them there. With Amanda’s vision, Collective Alternative leverages its personal investment to create cutting edge solutions, growing the business of every single one of its clients.

Today, she directs a talented team in the planning and executing of cohesive marketing strategies which position each and every client as a leader and trusted name in their industries – creating demand and recognition that exceeds their expectations.

Since opening its doors under Amanda’s leadership, Collective Alternative has seen a consistent 15% growth each year. This year, CA is on track to make it their best year yet, and to date, Collective Alternative is surpassing what they have done every year since inception.

Amanda currently serves as Board Chairman on the Collective Alternative Advisory Board, a group of well-respected individuals from various backgrounds who serve as advisory partners for each other and for their respective businesses. She also serves on the Advisory Board of Grossman Wealth Advisors, a leading firm that helps clients and their families make the right choices so they can be financially independent later in life and realize their life’s goals and dreams. Amanda also sits on the Board of Business BLAZE, a B2B lunch series, as well as the DRIVE Board, a high-level, business owner initiative to drive education and inspiration. She also gives of her time by being an active member of NAWBO, involved at present with the Young Entrepreneurs Academy Committee, as well as the Programming

Committee. An organization near and dear to her heart is an organization called, CHAMP Camp, where she serves on the Marketing Committee. Champ Camp provides a summer camp experience for children and adolescents with tracheostomies and those who require technological respiratory assistance. Amanda not only serves on the Marketing Committee; she gives of her time and talents, such as designing their website and providing other marketing materials at no charge to CHAMP Camp.

The accomplishments that Amanda Parker has forged in a short period of time as President and Owner of a Marketing company that began in one of the worst economic times in our country's history is really a testament to her leadership, service and dedication to commitment of excellence, integrity and strong work ethic.