

## WPONext Workshop Panel

### Elizabeth Beskin

#### President and CEO, 5th Avenue Digital

Beskin has been President and CEO of 5<sup>th</sup> Avenue Digital, a nationwide photography company, since 2008. 5<sup>th</sup> Avenue Digital addresses the needs of today's fractured and confusing photography market by offering experienced photographers nationwide at hourly rates for all types of corporate events, as well as Weddings, Mitzvahs and other social events.



Seeing trends in the marketplace and acting upon them has been a hallmark of Elizabeth's career. Prior to launching 5<sup>th</sup> Avenue Digital, she spent 21 years helping to build Sarah Merians Photography into the New York metro area's premier brand in social photography. Recognizing the need for user-generated content, Elizabeth created the YouBooth photo booth in 2008, which helped initiate the current photo booth craze and was one of the first to include filters and photo-sharing capabilities.

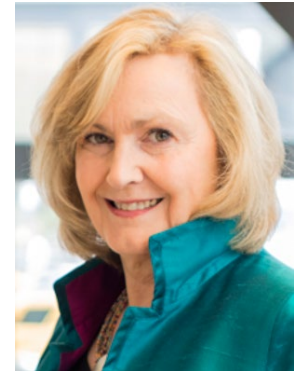
In 2012, Elizabeth was awarded Enterprising Woman of the Year by Enterprising Woman magazine. An active member of the Women Presidents Organization, Elizabeth earned her Executive MBA from the Harvard Business School in 2011. She is proud to be included in the Goldman Sachs 10K Small Business Program in 2014. Elizabeth has been the Chairperson for the Annual Diabetes Research Institute Dream Gala and serves on the boards of The Pediatric Cancer Foundation, Director of Programs for WIPA, a wedding planner organization, as well as Communications Director for WPONext.

In 2018, Elizabeth went through the process of selling her company and made the decision instead of scaling back and becoming a lifestyle company. She currently is making more income than when her business was larger, using oversees back-office staff and no overhead. She splits her time between Aspen and Fire Island with her husband and is loving life.

## Linda Hamilton

### Founder and CEO, Linda A. Hamilton, CPA LLC

Linda has lived and worked in New York City for more than 30 years. She is a wife, mother, and entrepreneur. She loves to walk for miles through Central Park and the busy sidewalks of Manhattan. She also loves to hang out with her husband binge-watching their favorite TV shows.



Professionally, Linda is a Certified Public Accountant with more than 30 years of experience in tax, accounting, and consulting services. Her firm works with clients in the U.S. and across the globe including businesses, nonprofit entities, and high-net-worth individuals. She advises her clients on federal, state, and local tax matters and provides financial coaching, and outsourced CFO and controller services.

Linda is passionate about helping business owners grow and mentoring students, employees, and business owners. To be of value to our customers, Linda and her staff take the time to understand their pain points and business goals so they can recommend meaningful solutions.

Using the latest cloud technology solutions, Linda guides clients in monitoring performance and understanding the story behind their numbers so they can make smarter money decisions. She holds certifications in many accounting technology solutions including QuickBooks, Xero, LivePlan, Bill.com, AccountEdge, Freshbooks, and Mentor Plus and Corelytics Dashboards.

Before striking out on her own more than 30 years ago, Linda worked with emerging businesses in the audit and tax practices of Coopers & Lybrand (now PricewaterhouseCoopers). She is a frequent speaker on a variety of topics, including tax planning, managing and growing a business, selecting a cloud accounting system, and unlocking the financial intelligence in business data.

She has been a board member and past treasurer of the Financial Women's Association (FWA) and belongs to the Women Presidents Organization (WPO), the AICPA, the NYSSCPA, and the NYSSCPA Partnership and LLC Tax Committee. Linda is a summa cum laude graduate of The City University of New York, Bernard M. Baruch College. She is also a member of Beta Gamma Sigma, the honor society for business schools.

## Dena Jalbert

### Founder and CEO, Align Business Advisory Services

Dena leverages nearly 20 years of success in building, scaling, and buying and selling businesses to accomplish her clients' goals. A CPA and MBA, her career experience spans many years in "Big 4" public accounting and consulting firms, in addition to holding executive positions with Fortune 500 and hyper-growth middle market companies.



As an M&A expert, Dena has facilitated over \$2 billion of buy and sell-side transactions, including acquisitions involving companies such as Visa, Bank of America, Hewlett Packard, and Google. Dena has been recognized as a leader in her field, earning distinction as a rising star of M&A by M&A Advisor Magazine and one of the top 25 Women in Mid-Market M&A by Mergers & Acquisitions Magazine.

Dena and the firm have been featured in top-tier publications such as Fast Company, Inc, and Entrepreneur, and Align was named the best mid-market M&A consultancy in the Southeast for the past four years. Align is headquartered in Winter Park, Florida, and serves clients nationwide.

## Colleen Pleasant Kline

### Partner, Nelson Mullins

Colleen is a Partner at Nelson Mullins and one of the M&A Team Leaders at Nelson Mullins overseeing a team of over 180 M&A attorneys. She regularly represents both buyers and sellers in M&A transactions. She also serves as outside general corporate counsel and a M&A attorney and advisor to middle market clients.



She assists her clients in mergers, acquisitions, divestitures, joint ventures, succession planning, venture capital investments and general corporate governance matters. Her diverse client base includes privately held companies, portfolio companies, private equity firms, American subsidiaries of foreign owned entities and public companies, government contractors, manufacturers, distributors, and real estate entities and serial entrepreneurs across several industries.

Ms. Pleasant Kline is a recognized leader in her field and is ranked by Chambers USA, IFLR 1000USA, The Best Lawyers in America, Maryland Super Lawyers, and has won several leadership awards. Nelson Mullins is a national law firm with over 32 offices throughout the US and serves clients nationwide.

## Dr. Sandi Webster

### CEO and Chief Learning Officer, Sandi Webster LLC

Dr. Sandi Webster is the CEO and Chief Learning Officer of Sandi Webster LLC. She helps frazzled and lonely entrepreneurs form an advisory board, giving them an outside perspective and advice. She develops and delivers curricula for workshops, intensives and retreats and creates customized advisory experiences for her coaching clients.



Sandi is a serial entrepreneur who successfully created, scaled, and sold her 150+-employee marketing and analytics consulting company to a private equity firm. With over 30 years of experience in business strategy, operations, and analytics, she fulfills her passion for ensuring that women are fully prepared for business through her online education and advisory services.

Dr. Webster is a NY-III Chapter Chair for the Women Presidents Organization; is currently a member of WPONext where she speaks and organizes workshops for women with multi-million dollar businesses; started the Mentoring Program for new business owners as an ex-board member of NAWBO-NYC; and is a member of IWEC and travels internationally to recognize and meet with women business owners in countries including Peru, Sweden, Spain, and India.

She sits on the advisory boards of Anchor ID, Workshop in Business Opportunities, Temple University DEI Board, and Enterprising Women Magazine. Volunteering includes The Enterprising Women Foundation Mentoring Program, where she Co-Chairs the NY effort to create awareness of STEM career opportunities for young girls. She also mentors doctoral candidates at Temple Fox School of Business.

Sandi holds a Doctorate from Temple University Fox School of Business, researching technology's impact on flexible work arrangements for millennials and baby boomers. She coaches women business owners to understand how to work from home while scaling their businesses. She has an MBA in General Management (International) from Dowling College and a BS in Marketing from Marymount College at Fordham University.

Dr. Webster invests in commercial real estate and co-founded Pandi-App LLC – a company that invests in small businesses, pre-IPO stocks, builds marketing apps and hosts her publishing company.

She co-authored *Black and White Strike Gold: Practical Nuggets to Grow Your Business from the Women Who Launched Consultants 2 Go, a Multi-Million Dollar Company*, and authored a chapter in the recently-published book *Immigrant Hustle: How 50 Entrepreneurs Came to America and Built Something Out of Nothing*.

## WPONext Workshop Panelists

### Michele McGough

Founder and CEO, solutions4networks

As Founder and CEO of solutions4networks (s4nets), Michele leads her IT professional services and integration company, providing clients with decades of experience in assessing, advising, and implementing enterprise, hybrid, and cloud services with technologies that deliver sustainable outcomes while addressing business priorities.



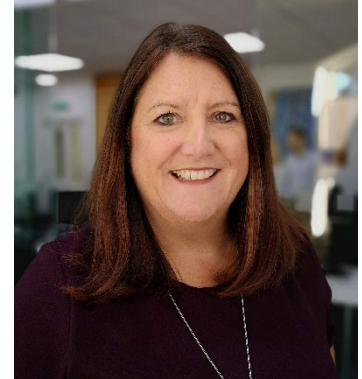
The specific areas of expertise include collaboration, network infrastructure, data centers, wireless networks, cybersecurity, and Microsoft (Modern Workplace, Defender, Azure). Solutions4networks' clients include Westinghouse, PPG, Alcoa, EQT, and the Pittsburgh International Airport. Solutions4networks has won numerous client and industry awards over the past 23 years including: E&Y Finalist, Pittsburgh Technology "CEO of Year" finalist, and Cultural Leader Finalists 2019, "Top 50 PA Businesswomen", and "Top 50 Best Places to Work in Western Pennsylvania" (2013-2023).

Michele is a long-term member of the Women Presidents Organization (WPO), a Board Member of the African American Chamber of Commerce of Western PA, and an Outdoor Odyssey Board Member (for veterans, as well as teaching leadership for youth and corporate teams). She is also on the Frostburg State University Business School's Advisory Board. Prior to founding solutions4networks, Michele served in various management roles for AT&T and a few tech start-ups

## Wendy Merricks

CEO, Jumar

Wendy's story is a testament to the power of determination and perseverance. Despite facing adversity and discrimination in her early life and career, she did not let those challenges hold her back. Instead, she used them as fuel to drive her forward and achieve her goals.



As an apprentice in the male-dominated IT and Tech recruitment industry, Wendy recognised the lack of opportunities for women to excel and join the board. This realisation motivated her to found Jumar in 2000 and she achieved rapid growth in the following years.

In 2012, Wendy expanded Jumar into a digital services business, providing a complete digital solution for organisations across the globe. With Jumar's current turnover of more than £49m, Wendy's focus is on the growth of the business, including new markets and technologies and leading teams of talented individuals to achieve her business goals.

Throughout her journey, Wendy has been a passionate advocate for promoting inclusion within Jumar and the wider technology industry. She is part of several leadership groups and mentors women to help them achieve their career goals. Wendy's story is a reminder that with determination, hard work, and a commitment to inclusivity, it is possible to overcome adversity and achieve success.

## Christina Winters

Founder, CEO, and President, Creating & Managing Wealth LLC

From her former Celebrating Diversity Cable TV show and former Ms. Biz Radio Show to educational workshops for women in finance, Christina Winters focuses on educating clients on strategic retirement. She participates on several of the region's non-profit investment advisement committees, as well as the Women Presidents Organization, and worked with Texas Legislatures to address the retirement benefits for educators. Winters has been helping open doors to a better financial future for her clients for more than 30 years.



As Founder, CEO, and President of Creating & Managing Wealth, Winters currently addresses the needs of clients representing more than \$338 million in assets through three office locations. She places a premium on the education of her clients to help ensure that they make informed decisions, whether during the accumulation period, the transition into retirement, or at the most important time, when managing distributions in retirement.

Winters developed CMW's full-service approach, offering clients a comprehensive range of services, including tax planning\*, college planning, estate planning, long-term care insurance analysis, trusts and wills, and retirement planning.

Her Professional Registration and Education certifications and designations include:

- FINRA Series 24: General Securities Principal
- FINRA 63: Uniform Securities Agent State Law Exam
- FINRA 65: Investment Advisors Law Exam
- FINRA Series 8: General Securities Sales Supervisor Examination
- FINRA Series 6: Investment Company Products/Variable Contracts Representative
- FINRA Series 7: General Securities Representative
- AIF®: Accredited Investment Fiduciary
- BFA™: Behavioral Financial Advisor
- Completed Executive CFP Program Studies through College of Financial Planning 1995