

Women Entrepreneurship
Panel Discussion (Continued)

Panelist
Monica Smith



With over 20 years as the founder, owner and CEO of Marketsmith, Inc., Monica Smith has defied the odds in a personal quest to change the landscape of the advertising world in the boardroom, the c-suite, and the office forever. Monica's drive to create opportunities for everyone has led to the founding and support of numerous organizations that directly impact the lives of underserved children and their families in the Garden State of New Jersey. As an example, her Bring Dinner Home initiative has provided food and coats for thousands of Newark school children so that they can succeed in school rather than worry about their next meal, while dramatically driving increased test scores and attendance rates. Monica lives with her wife of 20+ years and five adopted children in Chester, NJ. Her first nonprofit, One More Smith also located in Chester is a forever home for neglected animals. She welcomes calls and discussions with anyone interested in ways to change, for the better, their world and the world around them.



Pictured Above: Monica Smith
Owner & CEO of Marketsmith

Women Entrepreneurship Panel Discussion

Kean University
Friday, October 25, 2019
Women's and Gender Studies Fall Series
From 10am-12pm

Dave Gibbons Conference
Center (K-127) in Kean Hall



Kean Center for Interdisciplinary Studies
Special Thanks to: Graduate Assistant Greta Latvyte
and Olivia D'Angostino for the arrangements and
Tiffany Thebodeau for the design

Welcome the Panelists

Welcome: Suzanne Bousquet, PhD.
Vice President for Academic Affairs

Remarks by: Consuelo Bonillas, PhD.
Community Health Education Professor
Women's & Gender Studies Coordinator

Panel Moderator Joan Verplanck



Joan Verplanck serves on the Wenzhou-Kean University Board of Directors, and has held numerous high-profile positions as captains of industry. She is the former President and CEO of the Delaware State Chamber of Commerce, and was the first female President appointed to head the New Jersey Chamber of Commerce. Joan has represented the business community on a wide range of critical issues, most notably as a founding member of Nation's Port in 1996, and of the State Chamber Education Foundation.

She's one of New Jersey's ten most powerful women in business by the Star-Ledger in 2006 and 2002. In 2004, she was one of New Jersey Monthly magazine's five "business power players." Joan is also the recipient of numerous honors, including the Lewis R. Applegate Outstanding Business Leader Award by the New Jersey Society for Environmental, Economic Development (NJ SEED), the "Evangeline Menendez Trailblazer Award," the Barbara Boggs Sigmund Award for Women of Vision (WPC), and the Virginia Appar Award.



Pictured Left:
Joan Verplanck
WKU Board Member

Pictured Right:
Elisa Charters
President of
Latina Surge



Panelist Elisa Charters



Elisa has passionately advocated for Diversity and Inclusion, and the empowerment of the Latino/a/x community for 20+ years. In 2000, as President of the Port Authority Hispanic Society (PAHS), she identified and negotiated solutions for inclusion with the Port Authority's C-suite Diversity Council. Subsequently, she led various committees of the Latino Leadership Alliance of New Jersey's (LLANJ) Board of Delegates, NJ's most powerful statewide Latino advocacy organization. As Appointments Chair of LLANJ, Elisa challenged public officials to increase diversity and inclusion on public boards. In 2014, Elisa co-founded Latina Surge, a 501(c)(3) non-profit with a mission to educate and advocate for Diversity and Inclusion on executive boards in government and corporate America. On social media, @LatinaSurge dynamically challenges the status quo results of antiquated diversity models, and promotes positive self-empowering action (#INpower) to reward companies for exemplifying authentic best-in-class corporate social responsibility.

Pictured Right:
Majorie Perry
President and CEO
MZM Construction



Panelist Majorie Perry



Marjorie Perry, a lifelong resident of New Jersey, is the President and CEO of MZM Construction and Management Company, Inc. Perry's mission is to motivate nascent entrepreneurs to develop and pursue their dreams by sharing the lessons she has learned from her own success, which often means taking life's lemons and making lemonade. Perry initially launched a consulting company focused on helping start-up and serial entrepreneurs succeed in the marketplace. Resourceful and open to all possibilities, it wasn't long before she and two partners founded MZM Construction and Management. Soon after, she became the sole principal of the company, which has sustained a multi-million-dollar bottom line for the last 24 years. Perry is now a coveted, inspirational speaker and writer, motivating people with the message that, "You, too, can do it!" She has travelled throughout the United States, speaking to women in enterprise, and at small business conferences about how to successfully navigate entrepreneurship while playing in shark-filled waters.