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Lake County business leaders weigh in on challenges women can face in the workforce

Sheena Holland Dolan
sholland@news-herald.com

Women often still experience various challenges in the workforce, and those in leadership roles have an especially close viewpoint on what those challenges are and how to face them.

Dr. Jessie Baginski, president of Leadership Lake County, began as a youth volunteer for the organization in 1997 and went through the flagship leadership program in 2004.

Baginski said she loved Leadership Lake County, but she never envisioned herself as its future president when she returned to Lakeland Community College at age 40. She simply wanted a degree that might lead to a better job. Baginski went on to earn a doctorate in urban education with a specialization in leadership and lifelong learning, after which she taught undergraduate classes at Cleveland State University.

"And so, my story is, it's never too late to figure out what you want to be when you grow up," Baginski said.

She said that some of the challenges she believes that women still have to face in places of leadership and business are pay equity and potential judgments based on age and appearance.

"I think certainly another issue that's coming up with women in leadership is ageism. We tend to want the Barbie doll look, and once you reach a certain age, you lose the Barbie doll look," she said. "And so I think that's a reality that women have to deal with. Now, the flip side of that, especially for younger women, is how do you elevate your level of credibility in the workforce against a male counterpart who might be

Women in businesses where they do not feel they are treated fairly should not be afraid to speak up about inequality and advocate for changes.

doing the same job?"

Baginski said the programs offered by Leadership Lake County help equip its participants — women and men — with networking connections and mentorship relationships they may not otherwise get. She said that her personal mentors have had tremendous influence on her own career journey, and that she feels honored to be able to meet with the up-and-coming community leaders in her organization and advise them.

She said that it is particularly important for women in business to support each other and continue cycles of mentorship.

"I think probably another really important attribute for women in leadership is to think about how [to] bring someone up with you, bring them along with you, and how do you amplify their voice at a table?" Baginski said. "If you're the only two women sitting at a table, and another female says something, don't let that get brushed over or glossed over, and keep the conversation there. Because how we build our voice is to start using it."

Patty Perry, president and founder of ProMark Enterprises, a marketing, public relations and event firm in Mentor, left her position in healthcare to found ProMark in 1995. The idea of creating her own schedule and working



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*Dr. Sarah Curtis
Owner/Doctor of Audiology*



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Destiny to Dentistry

Did you ever consider that perhaps you were destined to follow a certain career path? Such was the case for Dr. Katherine Thokey, DDS. The first job she ever loved going to was in dental assisting. She loved interacting with patients, offering gentle care and the rewarding feeling that she found in helping them with dental issues. She found creativity there too, which led her to take her job to a career level.

Educating close to her beloved community was important since this is where she wanted to practice. Dr. Thokey received her undergraduate degree from Cleveland State and her dental credentials from



Case Western Reserve University.

Celebrating her 25th year in dentistry, Dr. Thokey is pleased to provide dental services in Madison, Ohio. She has surrounded herself with a top-notch array of women professionals to offer services from preventive care and repair to cosmetic procedures, and clear aligners. Her office also offers easy payment programs like QDP. Just ask!

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Pamela Kurt owns the firm and has since 2009. She graduated from Cleveland-Marshall, Cleveland State College of Law with a dual degree - her Master's in Public Administration and her Juris Doctorate in 2003. She is a

member of the Lakeland Hall of Fame and National Association of Professional Women. Pamela cares about families and children and how to help them through what can be the most difficult times in their lives. She believes in community and participates in many areas and non-profit events.

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Pictured L-R: Jackie, Kate Anderson, owner and Sarah.

At Your CBD Store in Willoughby, people are finding the relief they crave from a remarkable, natural source.

by Patricia Nugent

Since opening last November, Your CBD Store in Willoughby has helped its clientele with a myriad of health issues, from pain management and anxiety, to skin care, with a variety of bespoke products containing CBD.

"We are highly educated about our products and consult with people to educate them about the potent effects of CBD," says owner Kate Anderson, who years ago discovered CBD as an antidote to anxiety. "We offer free samples and encourage people to find the best product for their individual needs."

The store is more of a super chic lounge, with a clean, serene boutique vibe. Along with CBD specialists Jackie and Sarah, Kate enjoys taking the time relaxing with customers on cushy linen couches to pinpoint their prob-

NATURAL RELIEF

Mention this story and take \$20 off the first \$100 you spend at Your CBD Store. Offer good through December 1, 2020.

lems and come up with solutions.

In a quality over quantity fashion, the CBD found here is high-end, third party lab-tested and grown in the USA. From soil to bottle, the products are meticulously tended, and the resulting CBD is generally more effective than products you will find anywhere else.

The Promise of Pain Relief

In scientific terms, CBD is short for cannabidiol, one of many cannabinoids found in organic hemp. It is said to reduce pain and inflammation, lift mood and control

nausea caused by chemotherapy. What it won't do is produce a "high" or psychoactive effect that's associated with marijuana.

The CBD is available in tincture, water-soluble edibles, gummies, hard candies, topical creams, serums and accessory products like bath bombs. They also offer products to ease anxiety and symptoms of aging in dogs and cats.

"We are always bringing in new product lines," says Kate. "For instance, this month we are introducing a line that's engineered to help women with symptoms like cramps, bloating and irritability they might experience at certain times of the month."

As one of the first and largest brick and mortar stores specializing in CBD, she says her store is always leading the way in terms of product evolution and that she

SEE PAGE 10



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**Women
in Business**



BUSINESS LEADERS FROM PAGE 2

closer to home appealed to Perry, and her company has now celebrated 25 years in business.

Perry said that in her career she has noticed certain trends that affect women in business environments.

"Challenges for women in business are typically concentrated with traditionally run organizations. Sometimes the challenges are for women themselves who stay in jobs or work environments that do not support equality and diversity," she said. "Forward-thinking companies are, or have addressed, challenges and issues like equal pay for equal

worth, [and] sex discrimination work schedules."

She said that women in businesses where they do not feel they are treated fairly should not be afraid to speak up about inequality and advocate for changes.

"Not sure it is a skill, but some women who are facing challenges in business, need to muster up the courage to raise their hand with business solutions, make change when needed and leave bad bosses, jobs and or work environments. Women should have a zero tolerance for inappropriate behavior at work, or for environments that do not treat women and men equally."

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Kelsey O'Brien Sirvinskis grew up watching her mother, Linda Cappelli, put on the top events for over four decades. Linda owned Cappelli Party Center in Lake County -- the second Cappelli woman to run a business in the Wickliffe building. Kelsey's grandparents, Ralph and Vera Cappelli owned a nightclub in the same building straight through the prohibition.

Learning Linda's every move and soaking up all of the knowledge she could in a lifetime of hard work and dedication to customer service. Kelsey decided to re-open Billy's- A Cappelli Martini Bar.

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Fashion begins with proper foundation

by Sali McSherry

Reprinted from *Currents News*

The tagline for Next to Me intimate apparel, "where fitting is an art," says it all.

Owner Mary Wood has been fitting women with bras since the early 1960s. And she doesn't even need a tape measure anymore -- which is a testament to her expertise and experience.

And, before opening her own shop she worked for many years at Halle's and later at Lane Bryant.

She's fitted women who have undergone breast surgery and need mastectomy bras or breast forms, ladies with fuller-size bust lines and local celebrities. The right fitting bras is so important in making women feel comfortable and confident -- it's fundamental, Mrs. Wood explained.

Considering studies show that at least 80 percent of women are

wearing ill-fitting bras -- in fact I'm wearing one right now, finding an in-store fitter isn't easy. Next to Me is one of the few places left that does it, and does it right.

Next to Me is a comfortable place to find the proper garment for a woman's special needs, with sizes 32 to 52 and cups up to O. The staff's sensitivity to its clients plays a key role in making a potentially tough situation better. There can be up to a two-hour wait on a Saturday for bra fittings. In determining the right size, Mrs. Wood is swift and exudes confidence in her clients.

Throughout a woman's life, her body changes an average of six times, experts say, due to pregnancy, weight gain or loss, medical issues, and age among other issues.

Next to Me has a large selection of name-brand intimate apparel

SEE PAGE 10



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FOUNDATION FROM PAGE 9

and styles that are both practical and feminine, as well as an online catalog featuring manufacturers like Anita, Amoena, Aviana, Braza Bra, Carnival, Chantelle, Fantasie, Freya, Fashion Forms, Elila, Goddess, Nearly Me and Va Bien that can be delivered to your door.

The shop also features clothing and accessories, from jeans, T-shirts and sexy honeymoon style intimates, to handbags

and jewelry.

"We can be your bra resource for comfort and grace and a look to fit any active lifestyle or social occasion. You never need to wear a bra that doesn't fit because the proper size is not available," Mrs. Wood said.

For more information, stop by Next to Me at 8920 Mentor Ave., Mentor Corners Plaza in Mentor. Call 440-974-0900 or visit nextto-meintimateapparel.com.



NATURAL RELIEF FROM PAGE 6

finds her job very rewarding.

"We are at the frontlines helping people through their issues, when other products and traditional medicine may have failed them," says Kate.

Your CBD Store is located at 37812 Vine Street in Willoughby, just steps from downtown. Hours are Monday-Friday, 10 a.m. to 7 p.m.; Saturday, 10 a.m. to 5 p.m.; and Sunday, noon to 4 p.m. Walk-ins are welcome. For more information, call 440-306-8131 or visit CBDRX4u.com. Join their FB page to enjoy a bevy of special sales and giveaways.



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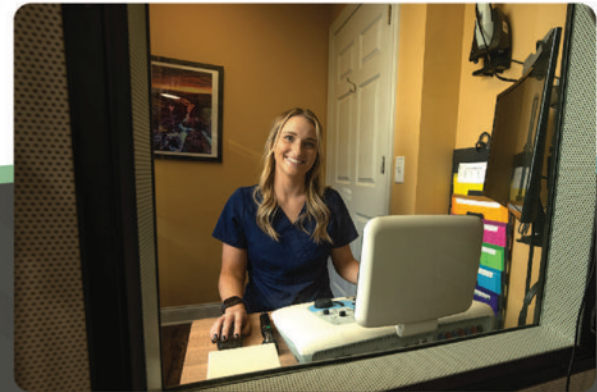


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