



**Workshop and Networking Event**  
**Women in Technology (WIT) Women Business Owner (WBO)**  
**Special Interest Group (SIG)**

**Funding Your WHY:**  
**Designing Your Banking Partnership**

**Date:** Tuesday, January 30, 2018      **Time:** 5:30 - 8:00 p.m.  
**Location:** John Marshall Bank, 1943 Isaac Newton Square, Reston, VA 20190

Running a business can be both daunting and exciting. So, it's important to have an excellent and a close relationship with the people you have assembled to be part of your team. As a small business, the relationship with your banker is one of the most important relationships you can have. Your banker should be at the top of your friend list and a member of your business strategy team.

Join the WIT Women Business Owners Special Interest Group (WBO SIG) for an evening of networking and strategizing as we design a road map for "How to" both start a conversation and build an effective, lasting relationship with your banker. You will learn how to mitigate funding risks, maximize your cash flow, and leverage "matchmaking" funding relationships. During this interactive and dynamic session, relevant to business owners at ALL stages of growth, we will discuss why your banker is critical to your business strategy, address how to develop an effective relationship with your banker before you need financing, and walk through a case study on what happens when the relationship works as it should. This session promises to engage. You will leave knowing WHY, HOW, and WHEN to establish a relationship with a banker as you grow your business.

The session, designed to be interactive and educational strategy session with take-away action items for next steps, includes networking, featured presentation, and working session. This session will follow the agenda outline below:

- 5:30-5:50pm      Registration & Networking
- 5:50-6:00pm      Welcome & Introductions
- 6:00-6:20pm      Participant Sharing & Learning
- 6:20-7:45pm      Featured Presentation/Case Study/Working Session/Q & A
- 7:45-8:00pm      Networking

**\*Heavy hors d'oeuvres, wine and other beverages will be available throughout the event.**

Please visit [www.womenintechnology.org](http://www.womenintechnology.org) to register (look for the upcoming events section). Registration cost:

- WIT Member: \$25
- Non-Member: \$35
- At the door: \$45

## **Your Banking Partnership Guides**

### **Cathleen Arch, Vice President, Business Development, John Marshall Bank**



Cathleen Arch is a Vice President of Business Development at John Marshall Bank. She works with businesses from start up to \$50 million in revenue to ensure each company's banking is facilitating the achievement of its unique financial goals. By working with businesses in a consultative manner, she discovers their banking needs and puts in the right individualized solutions. Prior to joining John Marshall Bank, Cathleen worked as a Business Relationship Manager at PNC Bank for 9 years. Currently Cathleen is a board member of Celebrate Fairfax Inc. and is a board member of the Herndon Rotary. With her 30 plus years of banking experience, she brings knowledge and value to her business clients.

### **Daniel L. Hampton, Vice President, Commercial Lending, John Marshall Bank**



Mr. Hampton serves as a Vice President in government contractor lending for John Marshall Bank. Much of his career has been centered on working with the unique, dynamic needs of the government contractor community. Prior to joining John Marshall Bank, Daniel ran the Government Contractor Banking Unit at Alliance Bank. Mr. Hampton is active in the community and is involved with a number of organizations, most notably SECAF, The Rotary Club of Leesburg and the Backpack Buddies Foundation of Loudoun, Inc.

### **Ngozi Azubike, Executive Vice President, OBAN Corporation (OBAN)**



Ngozi is a serial entrepreneur and consultant with over 20 years of experience in business startup, growth and acquisition, as well as operations consulting for major U.S. corporations and governments. Ngozi is co-founder of OBAN Corporation, a management consulting firm providing professional services to the federal government. Prior to OBAN she was Senior Vice President at ICF International following the acquisition of her last company, Advanced Performance Consulting Group (APCG), by ICF, and was Managing Consultant at EDS (currently Hewlett Packard Enterprise). Ngozi's areas of expertise include business strategy, business transformation, organizational change management, performance management, and entrepreneurship. She combines executive level experience and business acumen to provide senior executive clients with strategic insights on business growth, organizational effectiveness and efficiency, and business process innovation that lead to optimum performance. Her clients include executives in mid-large commercial firms and multi-billion dollar federal agencies. Ngozi is a recognized leader and visionary in the Metropolitan DC area business community. Ngozi's honors include Maryland's Top 100 Women in 2006 and 2017 and a recent 4-year term appointment on Governor Larry Hogan, Jr.'s Commission on African Affairs. She serves on the board of various business, civic, and non-profit organizations and is a sought-after speaker, moderator, facilitator, and a frequent radio and TV guest.

## **Your WBO Sharing and Learning Guides**

### **Robin McDougal, CEO e-GLAM, Inc.**

#### **Chair, Women Business Owners SIG**



Robin McDougal is the 2017-2018 Chair of Women Business Owner SIG and CEO of a technology accessories company, e-GLAM, Inc. After starting a business with pocket change and a dream, she has learned first-hand that there is a difference between running a small business and steering a thriving enterprise. She has specialized in data analysis, market intelligence, and impact strategy to bring products to market. Robin received her B.S. degree from Springfield College in Massachusetts, and attended George Mason University where she received a M.Ed. in Curriculum Design. In addition, she continued to study at George Mason University in the Executive MBA program in

Global Business. When she is not growing her business, she indulges her passion for philanthropy. She founded a not-for-profit, The Pearl Project Institute for Innovation in STEM Literacy. The Pearl Project Institute is a STEM advocacy organization designed to remove barriers to STEM literacy for youth, especially girls.

### **Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC**

#### **Vice Chair, Women Business Owners SIG**



Dr. Arti Patel Varanasi As President and CEO of Advancing Synergy, LLC, She is passionate about developing innovations that empower all individuals to lead healthier and longer lives. Arti has over 25 years combined experience in cancer research, advocacy, capacity building, health care, public health and project management.

Advancing Synergy is providing low-income women going through breast cancer treatment in Maryland with needed information and support through a web-based application and virtual outreach

program. This collaboration represents Advancing Synergy's commitment to working closely with research institutions, health care providers, the community and relevant stakeholders to develop solutions that are timely, evidence-based and effective. Arti received her PhD from the University of North Carolina at Chapel Hill and MPH from the Johns Hopkins University. She is a graduate of the National Science Foundation funded ACTiVATE® program for women technology entrepreneurs. Arti has a long-standing track record of advocacy, mentoring and empowerment. She has been an advocate and role model for improving the training of scientists-in-training since graduate school. Arti's ultimate goal is to work across sectors to "advance synergy" and develop tools and technologies that help to build sustainable health capacity and achieve health equity for all, especially in resource limited settings.

## Venue and Directions

The event will be held at John Marshall Bank located at 1943 Isaac Newton Square in Reston, Virginia 20190.

**Driving:** Located off Route 267/ Dulles Toll Road Exit: Wiehle Road exit.

**Parking:** Ample free parking available on-site.

**Metro:** Silver Line to Wiehle–Reston East. Walk 1 ½ blocks to Isaac Newton Square.

## Sponsors and Supporters

Programs are made possible through the generosity of professional women who donate their time, energy and passion and corporate sponsorships, such as John Marshall Bank.

### **Thank You to our Program Host & Venue Sponsor**



John Marshall Bank is one of the fastest growing community banks in the Washington, DC metropolitan area. Most important, John Marshall Bank is local. We work and live in your community, and understand government's vital role in the local economy. In today's economic environment, the government contracting industry faces tremendous challenges and

opportunities. More than ever, companies and their owners are relying on creative financial solutions, efficient operations, and sound strategic advice to maximize performance.

At John Marshall Bank, financial solutions have a personal face. We want to get to know you and your business; your goals become our goals. Led by bankers with decades of proven expertise in the government contracting sector, we offer comprehensive financial services and direct access to the bank's decision-makers without the burden of a cumbersome bureaucracy. We provide a full range of deposit and credit solutions which we customize to suit your business's changing needs, supplemented by a full suite of online banking.

## **Thank You to our Program Supporters**



[e-GLAM, Inc.](#) is a mobile technology accessories company which designs and manufactures luxury computing carry cases for the world's tech savvy professional pursuing their interests and passions for living life well. For more than 10 years, e-GLAM has provided premier customer service and the highest quality products to wholesale and retail customers.



through innovative solutions.

[Advancing Synergy](#) is a health technology and services company passionate about empowering individuals and impacting communities to achieve optimal health outcomes



[OBAN Corporation \(OBAN\)](#) is a management consulting firm with deep expertise and experience building management and operational capabilities, structures, processes, and infrastructure to support large program implementations and organization management. OBAN works with Federal and commercial clients throughout the lifecycle of human capital management and human resources operations from concept through implementation. OBAN is an SBA-certified 8(a) and a Service-Disabled Veteran-Owned Small Business (SDVOSB) founded in 2008.

## About the Women Business Owners SIG



The Women Business Owners Special Interest Group (WBO SIG) offers owners of technology-related companies a confidential environment for networking, learning, and discussing business trends, ideas and solutions, specifically related to growing their businesses. Our programs are designed to appeal to WBO's whose businesses are at different stages of development (thinking about it, launched it, flying

high, reinventing it). Examples of technology-related companies include but are not limited to the following: information technology, peripherals, software, hardware, trainers, programmers, consultants, talent acquisition services, authors, engineers, intellectual property attorneys and experts, project managers, health technology, devices, diagnostics, manufacturing, Six Sigma, business advisors, recruiting, counseling and coaching.





The leadership of the WBO SIG consists of a Chair, Vice Chair, and Steering Committee. Members of the 2017-2018 Steering Committee include:

Ngozi Azubike  
Janet Chiu  
Kara Dickey  
Shashi Duraiswami  
Shari Goodwin

Denise Hart, Board Liaison  
Robin McDougal, Chair  
Francesca Molinaro  
Khayti Nayak  
Arti Varanasi, Vice Chair

## About Women in Technology

Women in Technology (WIT) is a not-for-profit organization with the mission of advancing women in technology - from the classroom to the boardroom - by providing advocacy, leadership development, networking, mentoring and technology education. With nearly 1000 members in the Washington, D.C.-area, WIT strives to meet its vision of being the premier organization empowering women to be architects of change in the technology industry.

**Our Mission:** Advance women in technology from the classroom to the boardroom by providing advocacy, leadership development, networking, mentoring and technology education. Women in Technology (WIT) is the premier organization empowering women to be architects of change in the technology industry.

## Program Contacts

**To host or underwrite a WBO Program or to join our Steering Committee, contact:**

**Chair:**

Robin McDougal  
[rmcdougal@e-glam.biz](mailto:rmcdougal@e-glam.biz)

**Vice Chair:**

Arti Patel Varanasi  
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