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The Hot Mommas Project research is headed by Kathy Korman Frey, part time faculty at national sponsor:

The George Washington University School of Business, Center for Entrepreneurial Excellence

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2013 HOT MOMMAS AWARDS-TBD
Save Saturday, 10.26 & 11.2 at 4.30 pm EST at the George Washington School of Business. See [HotMommas.com](#) or our Facebook page for updates & to register.

The nationally award-winning women's leadership and mentorship venture, The Hot Mommas® Project, announces its 2012-2013 case study competition winners. The top global winners will be published in a Prentice Hall textbook. All winners, finalists, and authors will be honored in the Fall at the George Washington University School of Business.

Washington, DC-MD-VA-WV May 7, 2013— As Mother's Day approaches, the Hot Mommas® Project announces the winners of its 2012-13 case study competition in which dynamic women from around the world shared their stories to serve as virtual mentors and role models. "You don't need to be a momma to be a 'Hot Momma.'" Our venture celebrates diverse, dynamic women around the globe," said Kathy Korman Frey, founder of the Hot Mommas® Project and Entrepreneur in Residence at the George Washington University School of Business, Center for Entrepreneurial Excellence.

The Hot Mommas® Project 2012-13 Top Three Global

Winners are: [Michelle Lochan](#) – a Canadian case author – who begins her story on a bridge, and ends it with a triumphant professional award. [Eman Al-Awadhi](#) – a Kuwaiti case author – defies cultural norms, raises eyebrows, and excels. [Kathy Wilson](#) – a US case author – is a women's basketball coach with a fragile sense of self that grows stronger until she is the ultimate coach.

The Hot Mommas® Project makes the stories of everyday women teachable because exposure to role models – even in the form of case studies – increases the self confidence of girls and women.



The 2012-13 Hot Mommas® Project Case Competition
Be a role model. Tell your story.

Women and girls tend to do something called “self-limitation” as a result of lower confidence. The Hot Mommas® Project measurably increases confidence up to 200%.

Cases include personal challenges such as work-life balance and “aha moments” in addition to traditional business lessons. Beyond the top three winner awards, top honors are given for major categories and regions around the globe. The categories include: Mentoring, STEM, Arts, Survivor, a Financial Literacy award sponsored by the Schwab Foundation and a new MDPT Category “Building a Million Dollar Business Part Time” category which best represents the business model women could use to build a sizeable business on a part-time schedule. Regional winners include Africa, Canada, Northern Europe, East-Central Europe, Southeast Asia, the Middle East, and United States.

Cases were judged by a [panel of globally-recognized leaders](#) in business, government, media, academia and nonprofit sectors including Lesley Jane Seymour, Editor in Chief of MORE Magazine, Maryam Banikarim, Chief Marketing Officer of Gannett, Diane Tomb, President and CEO of the National Association of Women Business Owners, Ellen Thrasher, Head of the Small Business Association's Office of Entrepreneurship, Princess Fay Al Jahan Ara, President of the RACH Charity Foundation, and Katherine Johnson, former Senior Vice President of Integrated Marketing for the Oprah Winfrey Network.

About the Hot Mommas Project:

The Hot Mommas® Project is the world's largest women's case study library, providing free online access to stories of diverse female role models and mentors. The Hot Mommas® Project was conceptualized in 2002 and founded in 2005 to fill a gap in the education system: Scalable access to role models, particularly female ones. It is the recipient of a national Coleman Foundation Case Award, and was founded by a experienced executive and Harvard Business School case author who is the instructor of the nationally award-winning Women's Entrepreneurial Leadership class at the George Washington University School of Business. The Hot Mommas Project is included in the mission of the school's Center for Entrepreneurial Excellence. The project partners with women's organizations, universities, corporations, and institutions to teach its confidence-building, mentor programming, and leadership curriculum.

The Financial Literacy category is sponsored by the Schwab Foundation. To sponsor a judging category, learn more about the project, or nominate a dynamic female role model 18 or older for the 2014-15 competition, email support (@) HotMommasProject dot org or visit <http://www.HotMommasProject.org> for our case site, or <http://www.HotMommasProject.com>.



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WELCOME TO YOUR PLACE IN WOMEN'S EDUCATIONAL HISTORY

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The Hot Mommas® Project was conceptualized in 2002 and founded in 2005 to fill a gap in the education system: Scalable access to role models, particularly female ones.

Why role models and mentors matter: Exposure to role models and mentors – even in the form of case studies research shows - increases a specific type of self-confidence of women and girls necessary for success.

If you can't see it, you can't be it.

Why role models and mentors matter: Exposure to role models and mentors increases a specific type of self-confidence of women and girls necessary for success.

Is self-confidence lower for women and girls, still? Yes. Believe it or not, it is. While we earn the majority of Masters degrees and PhDs, women and girls tend to do something called “self-limitation” when we have lower confidence. You might have run for senator, but you run for city council. You might have started a business, but you think “nah, I can't” It happens all the time, but less so for men.

Is there a benefit to corporations and economies if we're successful? Yes. The research is extensive from the home, to the classroom, to the boardroom, to around the globe. Corporations promoting women to executive positions are more profitable. Nations encouraging female entrepreneurs boost their GDP. The list continues. When women and girls succeed, we all succeed together.

The Hot Mommas® Project takes the stories of women in our lives, and makes those stories teachable. We are a digital democracy welcoming people of all religions, races, educational backgrounds and income levels. Our resulting educational tools improve confidence in Gen X and Gen Y women up 66% in three hours 200% in semester. Learn more at our research site www.HotMommasProject.org, and our main site: www.HotMommasProject.com.

**YOU ARE NOW PART OF THIS LEGACY OF WOMEN. THANK YOU.
WELCOME TO THE HOT MOMMAS® PROJECT: THE NEW SISTERHOOD
OF SUCCESS®.**

As seen and heard:



The Washington Post





The 2012-13 Hot Mommas® Project Case Competition
Be a role model. Tell your story.

HOT MOMMAS PROJECT 2012-2013 WINNERS

GLOBAL TOP THREE 2012-2013
1st Place Michelle Lochan
1st Runner Up Eman Al-Awadhi
2nd Runner Up Kathy Wilson

MAJOR CATEGORY WINNERS	FINALISTS	REGIONAL WINNERS
STEM Award Francisca V. Alonso	April M Courtney Symons Cynthia Anne Cosco	Africa Award Lola Akinmade Åkerström - Nigeria
Schwab Financial Literacy Award Whitney Johnson	Ebony Utley Faiza Al Zayani Heather Stouffer	Canada Award Michelle Smith
Mentorship Award Caroline Adams Miller	Helen Wolwyn Hillary Shenk Berman	East-Central Europe Award Hana Medin - Croatia
Arts Award Mary Sarah	Inti Maria Jazzmon Wright Jowita Dorota Bydlowska	Middle East Award Sahar El Hawary - Egypt
Personal Health & Wellness Award Nasheen Liu	Julia Rosien Kawkab Moshen Kristina Brezenski	Southeast Asia Award Madhu Chitkara - India
Survivor Award Stephanie Gardner	Linda Dembo Lori Saitz Maha Barakat Allamki	Northern Europe Award Kristina Svajone Bobs - Lithuania
Breaking Barriers Award Anjum Nayyar Rosalyn McPherson	Makia Smith Thomas Mona Anita K. Olsen Polly Elkins Rosenstein	United States Award Kara Vanderpool Ward
History Maker Award Jean Gaddy Wilson	Rachel Eberhard Rita Myerson Roxana Jones	
New Category: MDPT Building a Million Dollar Business Part Time Lynne Silver	Sonya Lynn Cooper	

Thank you to all of our Case Authors, Finalists, Winners, and Nominators, Country Managers & Judges!



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2012-13 Judging Panel

- **Anne Day** - Day is the Founder of Company of Women, an award-winning organization that supports, connects, and promotes women entrepreneurs headquartered in Canada.
- **CBS Radio Panel - Amy Morris** - Morris is an award-winning news anchor and reporter, anchoring morning drive news for CBS News in Washington D.C.
- **CBS Radio Panel - Judlyne Lilly-Gibson** - Lilly-Gibson is a news anchor for WNEW All News 99.1 and founder Second Street Dreams, LLC.
- **CBS Radio Panel - Nancy Lyons**- Lyons is a Business Anchor and Reporter for CBS Radio's DC affiliate All News WNEW 99-1-FM.
- **CBS Radio Panel - Patti Cochran**- Cochran serves as General Sales Manager for CBS DC's new radio start up.
- **Diane Tomb** - Tomb is currently the President and CEO of the National Association of Women Business Owners (NAWBO®), the voice of America's more than 10 million women-owned businesses.
- **Ellen Thrasher** - Thrasher is the Associate Administrator for the Office of Entrepreneurship Education, U.S. Small Business Administration (SBA) as well as the Director for the Office of International Visitors and youth entrepreneurship program.
- **HRH Princess Fay Al Jahan Ara** - Her Royal Highness Princess Fay Jahan Ara is a noted philanthropist and President of the RACH Charity Foundation.
- **Jill Frey** - Frey is a cancer survivor and one of the 13 original founding members of the Young Survival Coalition.
- **Katherine Johnson** - Johnson was most recently the Senior Vice President of Integrated Marketing at The Oprah Winfrey Network.
- **Kimberly Greenberger** - Greenberger is a Managing Director for Morgan Stanley, North America Specialty and Softline Retailers.
- **Lesley Jane Seymour** - Lesley Jane Seymour is editor-in-chief of *More* magazine.
- **Maryam Banikarim** - Banikarim is the Senior Vice President and Chief Marketing Officer of Gannett Co., Inc.
- **Melissa Bernstein** - Co-founder of Melissa & Doug toy company loved by millions of families.
- **Pam Stone** - Stone is a professor of Sociology at Hunter College as well as the Graduate Center at the City University of New York & author of [Opting Out? Why Women Really Quit Careers and Head Home](#)
- **Susan Jones** - Jones is a Professor of Clinical Law at the George Washington University Law School where she founded the nation's first small business law clinic.
- **Theresa Alfaro Daytner** - Daytner is President and CEO of Daytner Construction Group and one of Fortune's Most Powerful Women Entrepreneurs.
- **Young Leader Judges - Tina and Trina Fletcher** - Each year the Hot Mommas Project likes to highlight outstanding young leaders and include them in our judging panel. This year, we feature Tina and Trina Fletcher:
 - Tina is the Community Investment Manager for the NBA's Memphis Grizzlies.
 - Trina currently serves as an engineer for a Fortune 500 company.