# 2012-2013 Hot Mommas Project Global Case Awards

**November 2nd, 2013**

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# What is 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. It is the recipient of a national Coleman Foundation Case Award, and was founded by 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 was conceptualized in 2002 and founded in 2005 to fill a gap in the education system: Scalable access to role models, particularly female ones. Our digital library launched in 2009 so that women from all over the world could share their stories in the case study format.

**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 in the US – often a model of women's achievement - women and girls everywhere tend to do something called "self-limitation" when we have lower confidence.

**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. THANK YOU.**
**WELCOME TO THE HOT MOMMAS® PROJECT®!**

As seen and heard:

Prentice Hall · npr · The Washington Post · THE WALL STREET JOURNAL · MariaShriver.com

HotMommasProject.com - @HotMommasProj

THE HOT MOMMAS™ PROJECT

**“The Sisterhood of Success” – click for summaries of the cases**

# 2012-2013 Case Winners



Click here to view the press release announcing the winners.
Click on any of the names below to read their cases.

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

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

# The Judges



Our case competition judges are prestigious women from a variety of fields. Click on the picture of a judge to read more about her. Click here to visit our 2012-13 Judge page.

**Anne Day**
**Amy Morris**
**Judlyne Lilly-Gibson**

**Nancy Lyons**
**Patti Cochran**
**Diane Tomb**

**Ellen Thrasher**
**HRH Princess Fay Al Jahan Ara**
**Jill Frey**

**Katherine Johnson**
**Kimberly Greenberger**
**Lesley Jane Seymour**

**Maryam Banikarim**
**Melissa Bernstein**
**Pam Stone**

**Susan Jones**
**Theresa Alfaro Daytner**
**Tina and Trina Fletcher**

# The Team

## Country Managers

**Ify Ofulue – At Large**

**Rim Siam –Middle East**

**Lydia Fernandez – Canada**

**Lilit Tsur – Israel**

**Marion Chapsal - France**

**Cheyanne Brae Ainsworth – Australia/New Zealand**

## The Rest of the Team

**Kathy Korman Frey – Founder**

**Hannah Friedman – Global Telecast Manager**

**Matt Scott – Social Media Manager**

**Sonia Ledwith – Events Manager**

**Hope Baber – Operations Manager**

**Achin Jain – At Large Learning Community Consultant**

**Click here to view the bios for the rest of the Hot Mommas team.**

***Thank you for celebrating with us and thank you to all of the authors, nominators, judges, supporters, followers, and fans. We couldn't do it without you.***

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