

2012-2013 Hot Mommas Project Global Case Awards



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\$35 supports an author.
\$350 supports 10.
 Help our social venture's cases remain free.



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:



The Washington Post



"The Sisterhood of Success" – click for summaries of the cases



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HOT MOMMAS PROJECT REGIONAL WINNERS

read about them at www.HotMommasProject.com

HotMommasProject.com - @HotMommasProj



2012-2013 Case Winners

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[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

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

The Judges

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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
Judylynne 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**



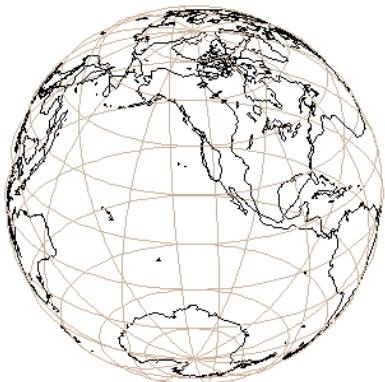
**Maryam Banikarim
Melissa Bernstein
Pam Stone**



**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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