

Strong Girls, Big Dreams, Shark Tank!: Girls Week. Girls were encouraged to follow their dreams and to explore their talents and strengths to pursue their passions and goals in our camp, and that's exactly what they did!

We would like to thank the following successful women who had taken time to present to our girl campers to talk about the opportunities they've had throughout the years, their experiences, and what has made them successful. Thank you to...

Entrepreneur Speakers & Successful Women

DENISE CORBO, Founder & President, Storybook Treasures

www.storybooktreasures.org

Ms. Corbo, M. Ed., NBCT, is the Founder, President and Executive Director of Storybook Treasures. She is a National Board Certified Teacher with endorsements in administration, gifted specialist, education NK-8 and vocational education, and she won the LCPS Teacher of the Year Award in 2018.

Less than 2 years ago, Denise launched StoryBook Treasures, which is a non-profit organization with the goal of providing books and reading materials to promote literacy and education to ALL children. Her organization has raised over \$130,000 and has provided 15,000 books to children in Alaska, Florida, Maryland, Nevada and Virginia.

The StoryBook Treasures organization educates, inspires and empowers ALL children to experience the best children's literature in an educational setting. Her program helps children make vital comprehensive reading connections to literature while building a classroom and personal home library collection of books. Denise's company has a vested interest in reaching in our country's most economically disadvantaged communities; children who she believes need books the most and otherwise would not have the opportunity or means.



ANGELA LORINCHAK, President, Jackson Adept Research

www.adeptresearch.com/about-us/executive-team

Mrs. Lorinchak, President of Jackson Adept Research, has been an industry leader in the market research profession. She began her career over 25 years ago when she realized her passion of evaluating the market and the impact it had on the decisions company's make. Angela is a past president of the MRA's Mid-Atlantic Chapter and on the national level she has served on the Board of Directors. She has developed two industry best practice guides and the Virtual Business Guide for MRA offering business owners a place to refer for Human Resources assistance and guidance.

Angela visited us at Fitwize with an awesome presentation on her journey as a business woman. She discussed how she runs focus groups and taste tests with major corporations like Coca-Cola and Mattel. Angela ran a focus group with the girls to generate ideas for a unique doll to sell in the marketplace. She told them how Mattel has recently hired her company to run focus groups of young girls and their mothers to come up with new ideas for dolls. Angela inspired our campers to create their own unique doll and brainstorm ideas for her to take back to the toy company, Mattel.



KRISTA WOODS, Director of Stink Operations at GloveStix & Shark Tank Winner

<https://glovestix.com>

Ms. Woods had built her career in the sales, customer service and training industry since her teen years. It was when her youngest child became a lacrosse player when she realized she no longer wanted to deal with "the STINK" of equipment, and developed the GloveStix product. Krista had no experience with manufacturing, logistics, e-commerce or product development, but in less than a year after she had brainstormed about her product, she was able to bring GloveStix to the market.

GloveStix and ShoeStix are odor management systems that fit into gloves and shoes to absorb harmful moisture, eliminate odors and inhibit 99.9% of odor-causing bacteria growth on the items' surface.



CHRISTINA DAVES, Founder, PR for Anyone® and President, MediFashions

www.christinadaves.com | <http://prforanyone.com>

Ms. Daves, Serial Entrepreneur and Award-Winning Inventor, shares how she started without any experience in PR and no media contacts and ended up featured in over 50 media outlets in less than 1 year. She has been an entrepreneur for over 20 years and has a knack for discovering niche markets from service industries to consumer goods. She's done event planning, land development feasibility, owned a retail store, and is the designer and manufacturer of MediFashions, which are award-winning accessories to make medical devices fashionable.



Christina appeared on the Today Show, The Steve Harvey Show, The Dr Oz Show, NBC, runner up on Shark Tank and more.

JODI KLINE, Owner, Sunny Ann Company

www.sunnyann.com

Ms. Kline owns a business offering screen printing, embroidery and customizing promotional items. Jodi talked to the girls about her journey as a small business owner and how she had to fail to succeed. She and her partner were in business for years and then in 2011, they had to close all three of their retail stores, sell their equipment and went out of business. The market was changing and the online retail business was booming. She told the girls how they had to persevere through the huge disappointment of failing. They did a lot of research and soon opened their own online store and sales are now booming today more than ever.



KATHY CORBY, Owner, Club Jump (formerly Studio Pink Fit)

<http://studiopinkfit.com>

Ms. Corby had to unfortunately cancel due to being chosen to be in a movie (congratulations Kathy!), so Jen Pantall, one of Club Jump's trainers, came to speak with our girls.

Jen talked to the girls about her story of graduating from VT in BioMedical Engineering and had a passion for developing prosthetics. She did that for a while and her passion for that gradually died. She worked in pharmaceuticals for a while. She had always been active and healthy and soon began a business as a personal trainer and health coach. She did both jobs for a while until she had decided to focus on fitness and nutrition. Jen talked to the girls about sometimes our passions change and that's okay. They will evolve and her recommendation was to follow your dreams and if they change over time, to be flexible and not give up.



FIELD TRIPS

Rebounderz/Ninja Zone

www.rebounderz.com/location/sterling

Rebounderz is an indoor trampoline center with basketball, dodge ball, and their brand new Ninja Warrior Course which features several obstacles to test your skills on.

Escape Room Loudoun

www.escaperoomloudoun.com

The Escape Room Loudoun offers two exciting rooms to break out of with their current themes including the Hippocratic Oath and Paradise Casino. What better way to foster collaborative problem solving and thinking then with a group of friends?

Pump it Up

www.pumpitupparty.com/ashburn-va

Pump it Up is an indoor moon bounce facility offering a ton of fun. They feature multiple bounce equipment for kids to jump, slide and play!

