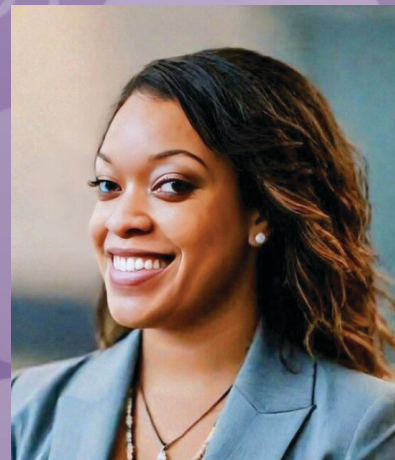


WOMEN 2025

Influential

GREATER FORT WAYNE
Business Weekly



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LaToya Kelham



LaToya Kelham

LaToya Kelham is an accomplished professional with over seven years of experience as a Business Development Manager in the automotive industry and a strong background in retail banking. She holds a degree in Business Administration with a concentration in Management and is recognized as a Paul Harris Fellow for

her dedication to service as a Rotarian. In 2025, she launched her own self-care business, Marie Janay Studios, expanding her leadership into entrepreneurship and community engagement by hosting Kendallville's first-ever 2nd Saturday Soiree. A respected mentor and leader, Kelham has also given back to youth as a

volunteer track and field coach for the East Noble High School girls' team in 2018 and 2019.

Kelham is deeply committed to her community and service. As an active Kendallville Rotarian and member of the Rotary Board, she works to support local and global initiatives that make a lasting impact. She is also an engaged member of the Kendallville Chamber of Commerce and participates in the Women's Leaders Network, where she builds connections and uplifts other women in leadership.

Beyond her organizational involvement, Kelham is known for her generosity and compassion, always willing to lend a helping hand if it brings joy to someone else. She is an avid supporter of the Ronald McDonald House and related charities, reflecting her dedication to families in need.

She brings positivity, integrity, and empathy to every interaction, making her a trusted advisor, mentor, and role model. Her unwavering dedication to improving the lives of those around her exemplifies the qualities of a true leader and a transformative force in the community.

GREATER FORT WAYNE Business Weekly

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Farah Combs

Farah Combs

Farah Combs is a Palestinian educator and academic leader whose journey reflects the transformative power of education. Born and raised in Kuwait as a stateless Palestinian, she overcame systemic barriers to pursue higher education in the United States, earning her Bachelor's in Biology and Natural Science, Master's in Geography and Regional Planning, and is now completing her Doctorate in Leadership and Innovation. She began her career teaching Arabic at The Ohio State University and the U.S. Military Academy at West Point before joining Purdue

University Fort Wayne, where she built the Arabic program and taught Arabic. She now serves as Director of the Honors Program and Experiential Learning. Recognized with the Purdue University Martin Luther King Jr. Dreamer Award and the Welcoming Fort Wayne Positive Role Model Award, Combs is an ACTFL-certified language proficiency tester. Her work reflects her lifelong commitment to advancing opportunities, cultural understanding, and student success.



FILE PHOTO
Purdue Fort Wayne's mascot is the mastodon, as seen in this statue on the campus.

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Jill S. Boggs, MSM, CDME President & CEO of Visit Fort Wayne

BY LISA ESQUIVEL LONG
long@fwbusiness.com

As president & CEO of Visit Fort Wayne, Jill S. Boggs, MSM, CDME, oversees a team that seeks to attract the 9.2 million visitors who come to Allen County every year, bringing over \$1.1 billion in spending to our community.

Boggs says she embraces strong community partnerships while working alongside her team to increase the economic impact of the local visitor economy.

She's often the woman behind presentations of the 10-year tourism master plan, which not only includes riverfront development but regional tourism development. Among Visit Fort Wayne's initiatives are to increase accessibility for visitors, increase the music economy and make the area a sports entity.

Kristen Guthrie said in

her nomination of Boggs, "Jill is a decisive and influential executive who leverages a vast network to identify and build optimal community-focused nonprofit organizations. She is a trusted advisor to C-level peers and key stakeholders, recognized for communication expertise and financial acumen.

(She is a) "proactive risk manager and self-starter known for building teams of experts that ensure consistent successful project execution."

Guthrie wrote in the nomination, "For the past three years, she has led Visit Fort Wayne into its next phase of community and economic development, where the organization and its results have skyrocketed."

Boggs earned her Bachelor of Science from Ball State University and her Master of Science degree in Management from Indiana Wesleyan Univer-

sity. Recently, she completed the US tourism industry's highest individual education level by earning her Certified Destination Management Executive designation.

Her previous experience includes assistant vice president of university marketing and communications at Trine University, chief executive officer at Kosciusko County Convention and Visitors Bureau, and executive director of a chamber of commerce receiving the Indiana Chamber of the Year award.

She serves as a board member for Indiana Tourism Association, Greater Fort Wayne, Inc., and Turnstone Center for Children and Adults with Disabilities.

Jill and her husband, Samuel, have a home at Chain O'Lakes State Park where he is the park manager. They also have an apartment in downtown Fort Wayne.



Jill S. Boggs

Women entrepreneurs who have helped to shape the world

BY METRO CREATIVE SERVICES

The business landscape is continually evolving, shaped by the relentless determination and innovative spirit of visionary leaders of industry. Entrepreneurs come in many types, and a significant percentage of trailblazers are women. Women entrepre-

neurs have built global empires and inspired many young girls and women to follow in their footsteps.

Global Entrepreneurship Monitor says one in three high-growth entrepreneurs and nearly two in five export-oriented startups were led by women, according to its latest report

of women's progress in entrepreneurship over the past 25 years. Forty-two percent of all American firms are women-owned businesses, according to Ecommercetips.org. In many regions, women are driving forces behind new business creation. Here's a deeper look at some of the women

entrepreneurs that have made their mark.

• Oprah Winfrey: It wouldn't be a complete list of women entrepreneurs without Oprah Winfrey. Despite a challenging

childhood, Winfrey built a multimedia empire from the ground up, becoming a self-made entrepreneur. From her titular talk show

SEE WOMEN, Page 13

Congratulations to
Jill Boggs, MSM, CDME,
President and CEO
of Visit Fort Wayne
On being selected as one
of the 2025 Influential
Women of Northeast Indiana!



From the
Visit Fort
Wayne Board
and Staff





METRO CREATIVE SERVICES

Here's a deeper look at some of the women entrepreneurs that have made their mark.

Erica Hyatt, founder of Breastie Boxes

BY STEVE PENHOLLOW

Erica Hyatt and Samantha Glassley came from different backgrounds but the things they know and the things they've experienced combined to create an amazing non profit organization that has helped thousands of women with breast cancer.

This is Hyatt's second year being named one of the Fort Wayne's Influential Women for her work with Breastie Boxes.

Breastie Boxes provides care packages to women at any and all points on their breast cancer journeys.

Hyatt is a breast cancer survivor and Glassley is an expert on healthy living and the products that support it who lost her mother to cancer when she was only 13.

Navigating the world of uncertainty, discomfort and isolation that is a woman's breast cancer journey, Hyatt knew what was missing. "I personally knew what I wish I would have had," she said.

In 2021, it occurred to these friends and neighbors that they could work together to help improve the care of breast cancer patients.

"Samantha is super knowledgeable in the world of making safer choices in our life when it comes to personal care products and household goods," Hyatt said. "Whether people want

to debunk that or not, just think about it in terms of, 'Wouldn't you just like to have access to high-quality things that make you feel good?' So, we blended my personal background and her knowledge of that whole industry. We put that together and that's a big decision maker about what we put in our boxes."

Breastie Boxes are filled with personal care products that are created to the highest possible standard, exactly the standard that anyone who is navigating their way through a treatment journey wants and needs.

The Breastie Box comes in three styles: a diagnosis box, a surgical box and a treatment infusion box. Customization isn't the norm, Hyatt said, but exceptions have been made.

"We'll get a special request every now and then when they'll say, 'Can you maybe change out a couple of things to make sure they didn't get a duplicate of the same things.' We can make exceptions for that, but we don't advertise that. That's something we 100% can do for people."

Getting a care package of this sort is not something women with breast cancer expect.

"Who doesn't love getting a gift?" Hyatt said. "But getting a gift when you've been diagnosed with

a life-changing disease... you're not expecting to get a huge pink box that's overwhelming with luxury items in it and comfort items. But also knowing that there's people out there that 100% have walked in your shoes and see you and are with you...A lot of people call it a hug in a box."

To date, Breastie Boxes has distributed almost 3,000 of these care packages.

Asked about her plans, Hyatt describes herself as "visionary to a fault."

"My vision is that Breastie Boxes will be the gold standard in a comprehensive breast cancer care package," she said. "There are plenty of cancer care packages. You can get them on Amazon. You can Google them. But I don't think anyone does it to the degree of which we do it, the intentionality of the items we put in them, quality over quantity. It's so important to us. And so I think that's just something that makes us different as a whole."

So many excellent professionals are focused on so many aspects of breast cancer care, Hyatt said, but "so many people forget what happens when it happens."

"And that's our superpower," she said. "We come in and we are that gap in that patient care, and that's how we provide a tangible good that also focuses on emotional



Erica Hyatt

healing."

Hyatt said she is honored to have won this award a second time, but she certainly didn't start Breastie Boxes to win awards.

"My father-in-law runs a huge nonprofit out in Colorado, and he talks about this award all the time," she said. "I just kind of laugh. I think of it as, I just wanted to help people. It's as simple as that. I just wanted to help

people. I experienced breast cancer personally at the tail end of COVID, which is a horrible time. There weren't resources there. It was very isolating. And I wanted to fix that, because people were going to be coming up behind me, and I just wanted to fix it. So, influential? Fine, call me that. I just wanted to be a change maker."



Courtney Sproat

PT, DPT, CLT
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in Cancer Rehab

Doctor of Physical Therapy
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Kayla Warren

Kayla Warren is senior vice president and chief finance officer for Trine University. She manages financial planning, budgeting and reports, accounting and business operations, and audits for an annual budget of \$110 million. In addition, she oversees housing and residence life, events and conferences, information technology, campus operations, the Thunder Ice Arena and Zollner Golf Course.

She earned her Bachelor of Science in business administration with a major in accounting from Trine and has been a certified public accountant since 2010. She will complete her MBA at Trine this December.

She joined the university as controller in 2016 and earned Trine's Outstanding Young Alumnus/a Award in 2023.

She serves on the Audit Committee for the Independent Colleges of Indiana, the board of the Steuben



Kayla Warren

County Community Foundation and the Board of Directors of Farmers

State Bank and FS Bancorp. She also coaches Angola youth girls basketball teams.



CONGRATULATIONS, Kayla Warren!

Senior Vice President and Chief Finance Officer

We are grateful for the positive influence you have on the Trine University campus, Angola-area youth, the Steuben County community and on higher education throughout the state of Indiana.

TRINE
UNIVERSITY



TC Spellman

TC Spellman

TC Spellman is an incredibly powerful and experienced community educator, group facilitator, curriculum writer, and advocate for both adult and youth populations on topics including addiction, domestic violence, crisis intervention, financial literacy, healthy relationships, cyberbullying, mental and behavioral health, teaching/coaching, child psychology, career and personal growth, reporting, diversity/LGBT+ people, discrimination, knowledge of local resources, empathy, and project management. She has led school and community-based educational initiatives across a six-county region in Northeast Indiana. She is an active participant in forming crucial relationships with

local partners to maximize efforts, standardize curriculum, and promote visibility for her organization.

Spellman works hard to form relationships with community members and organizations that have similar goals/shared values. These include with the Center for Nonviolence, Crossroads Child & Family Services, Fort Wayne Community Schools, The Literacy Alliance and Brightpoint.

Spellman is profoundly caring, strategic, compelling, and empathetic to people of all walks of life and uses her own personal experiences/upbringing to offer vulnerability, bridge gaps between people, and share the impact of her work.

W Influential
OMEN 2025

Jill Casey Claypool

Jill Casey Claypool embodies the spirit of transformation. For years, she moved between roles, searching for a place where insight and integrity weren't just welcome but essential. Known for asking the hard questions and challenging the status quo, Claypool's candor wasn't always embraced by every workplace. But in 2022, she found that fertile ground at Citilink and Fort Wayne's public transit system has never been the same.

Her early days at Citilink were met with steep challenges, and she wrestled with whether the fight was worth it. But Claypool doesn't back down. Through grit, grace, and relentless

dedication, she earned her place and quickly became a driving force within the organization. Under her leadership and influence, Citilink has made tangible improvements: the Rosa Parks and Steam Engine buses, advanced GPS tracking, electronic bus passes are all evidence of her commitment to accessibility and innovation.

When City Council deliberated a direct investment in Citilink's future, Claypool mobilized public support, turning civic engagement into a force for change. Her leadership doesn't stop at systems, it extends deeply to people. She mentors her team with empathy and conviction,

lifting others up and encouraging them to lead with confidence.

Claypool's influence reaches far beyond infrastructure. She's a steadfast advocate for women in the workplace, known for mentoring with generosity and candor, whether guiding her team or offering thoughtful support to a friend navigating a challenge. Her leadership lifts others up, quietly shaping a culture of confidence and care.

In 2025, she was honored with both a She(ro) Award and the Champion of Change Award, celebrating not just her vision, but the heart and grit behind it.



Jill Casey Claypool

'Women Take the Walls' exhibit in Garrett

FROM STAFF REPORTS

GARRETT — The Garrett Museum of Art is hosting the third annual "Women Take the Walls."

The exhibit runs through Dec. 21. The museum is located at 100 S. Randolph St.

"Women Take the Walls" highlights 19 visionary artists who use an array of

media that include painting with water, photography with mixed media, nature based sculptures, handmade jewelry, mythological bronze sculptures, contemporary paintings, painting on silk, hair sculpture, wire/paper sculptures, forest floor collages, mixed media art, sculpted oil paintings and

a hand-cut paper/painting installation. Their works will reflect their inspirations and their reimagining of realities.

SEE GARRETT, Page 13



"Twelve Men in the Moon" by Karla Fuller is one of the pieces that is part of the "Women Take the Walls" exhibit at the Garrett Museum of Art.

Many thanks to the Women Behind our Success!

From left to right: Kaelyn Petty, Cynthia Word, Ashley Kellett, Kelsey Hendrick, Marilyn Moser, Chloe Plots, and Carol Bassett sitting.

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Tammy Maldeney

During her tenure with Sweetwater, Tammy Maldeney has been asked to cover an incredible amount of ground across its marketing operations. The most common theme you'll hear about Maldeney from folks inside and outside of marketing is "I love working with her." Maldeney leads with a lot of heart and grace, which allows her to set the bar high for her teams. She has introduced new operational technology to

help bring visibility and structure to the work inside the marketing team, and we continue to utilize that platform to scale our efforts. Tammy is a master organizer and communicator. She leverages these skills effectively to ensure her deliverables, the deliverables of her entire team as they remain accurate, relevant to business goals, and on track. Maldeney is also a cycling instructor for a local fitness center. She prides herself on remaining fit

and teaching others how to best manage their physical health as well. She invests lots of time supporting young professionals (both men and women) who depend on her for guidance and who look to her as a mentor, be it official or unofficial mentorship. We are fortunate to have Maldeney as a leader within our organization, and we recommend her for such an accomplishment for recognition without reservation.



Tammy Maldeney

Congratulations to Tammy Maldeney

for being recognized as one of Northeast Indiana's most influential women!

Tammy, you've earned the applause! Your sound leadership moves thousands of projects to completion every year, empowering colleagues and collaborators to wow millions of music-making customers worldwide.

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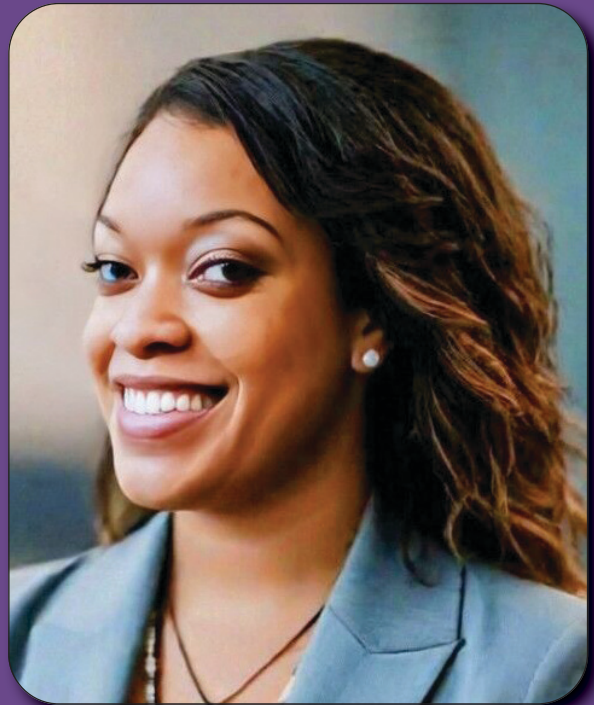
Danielle Baldwin

Danielle Baldwin is the Director of Development and Membership at the Auburn Cord Duesenberg Automobile Museum, where she plays a key role in growing support for one of Indiana's most celebrated cultural landmarks. Known for her strategic vision and community-centered leadership, Baldwin has strengthened the museum's membership programs, expanded corporate partnerships, and secured vital

grant funding to advance accessibility, education, and preservation.

Her work is guided by a deep belief in ethical fundraising, inclusivity, and the power of philanthropy to unite people around shared values. Baldwin's passion for storytelling and relationship-building continues to enhance the museum's visibility and impact, ensuring its legacy endures for future generations.

CONTRIBUTED
The Auburn Automobile Company's 1930 showroom and Administration building is seen in 2022 after being meticulously restored to what is now the Auburn Cord Duesenberg Automobile Museum.



Danielle Baldwin

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1600 S. Wayne St. Auburn, IN 46706



Congratulations, Danielle!
We appreciate your continued dedication to the museum's efforts and fueling impactful relationships in Auburn and beyond. Being named an Influential Woman of 2025 is well deserved!

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The Women Behind Our Success.

Cameron Health is proud of the many women who strongly stand for our mission and deliver on its promise of providing high-quality care for our community.

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Juli Johnson

Juli Johnson joined Parkview Health in 2004 and has served in a variety of administrative and clinical leadership roles. As the chief nursing and health-care markets executive, Johnson leads Parkview's core markets and facilities across 22 counties in northeast Indiana, including all nursing and clinical areas within the system including Imaging, Lab, Pharmacy, Therapies, Sleep Medicine and Cardiopulmonary

services.

Strongly rooted in the community, Johnson serves on the board of directors for Erin's House and Bippus State Bank. Johnson also serves on the IU Fort Wayne Advisory Board. She previously served on the board of directors for United Way of Huntington County and the Parkview Boys and Girls Club of Huntington County.

Johnson received her Bachelor of Science in

Nursing from Indiana University in Bloomington, and her Master of Science in Nursing from Western Governors University. She holds membership in the American College of Healthcare Executives and the American Nurses Association, along with the Northeast Indiana Organization for Nursing Leadership, and the Indiana Organization for Nursing Leadership.



Juli Johnson

Parkview Health named No. 5 Most Loved Workplace

FROM STAFF REPORTS

FORT WAYNE —

Parkview Health has been named the No. 5 Most Loved Workplace in the 2025 Top 100 list, ranked by the Best Practices Institute (BPI) and published Oct. 14 by The Wall Street Journal.

The No. 5 ranking is another Top 10 finish for Parkview, which was ranked No. 7 in 2024 by BPI and Newsweek.

"We are proud to once again be recognized as one of the nation's best workplaces," said Dena Jacquay, chief administrative officer, Parkview Health. "We have worked hard to create one of the best workplace cultures in the nation by listening to our co-workers and responding to their needs. Through the support that we provide our workforce of more than 17,500, Parkview strives to unlock the potential of every co-worker, so they can bring their best selves to work and deliver the best care to our patients."



CONTRIBUTED

Best Practices Institute has ranked Parkview Health the No. 5 Most Loved Workplace in its 2025 Top 100 list.

This year's Most Loved rankings, published as a custom content feature in The Wall Street Journal, highlight 100 organizations across industries that are transforming employee experience and redefining retention strategies in today's economy.

The 2025 America's Most Loved Workplaces

list is grounded in proof from employees themselves. Research was conducted by BPI using the proprietary Love of Workplace Index and advanced sentiment analysis. This methodology captures how employees truly experience their workplace — measuring emotional connection, collaboration, respect,

alignment of values, and achievement. More than 2.8 million U.S. employees were surveyed across companies of all sizes and industries. Hundreds of executives were also interviewed to provide context on culture, leadership and strategy.

"These companies aren't just attracting top talent — they've cracked the code on how to keep employees engaged and thriving," said Louis Carter, founder and CEO of Best Practice Institute and creator of the Most Loved Workplaces certification and annual rankings. "America's Top 100 Most Loved Workplaces prove that when you help employees become who they want to be, they'll help your company become what it needs to be."

Parkview has been recognized as a Most Loved Workplace for three consecutive years now, improving from No. 87 in 2023 to No. 7 in 2024 and No. 5 this year. Parkview continues to invest in its coworkers and culture through competi-

tive pay and a wide suite of benefits.

Parkview coworkers receive a quarterly "lifestyle benefit" stipend to use on personal expenditures of their choosing; are allotted 16 hours of volunteer time off each year; have access to Parkview's nationally recognized well-being department to support their physical and mental health; are eligible for tuition support for further education and career development; receive free admission to local, seasonal events of their choosing; and benefit from innovative perks like Parkview Pups, which brings certified therapy dogs into the workplace to visit coworkers.

Parkview also frequently solicits and acts upon feedback directly from coworkers. By conducting its annual culture survey, performing stay interviews with coworkers to gauge career satisfaction and by hosting the Parkview

SEE PARKVIEW, Page 13

PARKVIEW

FROM PAGE 12

Listening Tour to engage small focus groups, Parkview is tuned in to the wants and needs of its coworkers.

Parkview introduced new benefits this year in direct response to feedback, including Daily Pay, which gives coworkers more flexibility to access their biweekly pay early, and new partnerships with local childcare providers to provide backup support in unexpected situations when parents need care.

The Most Loved award follows a string of workplace culture awards Parkview has received this year. Parkview was named as a Forbes Best-in-State Employer for the third consecutive year; selected as the No. 1 nonprofit and No. 31 overall in North America and No. 43 globally by Inspiring Workplaces Group; was named one of Newsweek's Best Places to Work in Healthcare; and selected to Becker's 150 Top Places

to Work in Healthcare in back-to-back years.

"High-quality healthcare is delivered by high-quality providers," said Dr. Ray Dusman, president, physician and clinical enterprise, Parkview Health. "By fostering a strong and supportive workplace culture, Parkview can attract and retain the workforce we need to deliver excellent care and a great experience across our 15 hospitals and more than 300 physician offices. It's our team of talented and dedicated physicians, providers and co-workers who deliver the quality, safety and value to our patients."

To see the complete 2025 America's Top 100 Most Loved Workplaces list and company profiles, visit <https://mostlovedworkplace.com/americas-top-most-loved-workplaces-2025>.

To view the feature in The Wall Street Journal, visit <https://partners.wsj.com/most-loved-workplace/most-loved-workplaces-2025/americas-top-100-most-loved-workplaces>.

WOMEN

FROM PAGE 4

to the founding of Harpo Productions and the Oprah Winfrey Network (OWN), Winfrey became the first Black woman to achieve billionaire status.

- Melanie Perkins: Perkins is the co-founder of the popular graphic design platform Canva. At around age 19, Perkins had the idea to make graphic design accessible to everyone, even those without many design skills. She persevered despite facing numerous rejections from investors, and now Canva is a multibillion-dollar global success story.

- Whitney Wolfe Herd: Online dating has helped pair many successful couples. Many have Herd to thank, as she is the CEO of the dating app Bumble. The concept of the app is unique from other platforms, as it

requires women to make the first move, a concept that has helped empower women. At 31, Herd became the youngest woman to take a U.S. company public.

- Kiran Mazumdar-Shaw: Shaw is an Indian billionaire entrepreneur, and the executive chairperson and founder of Biocon Limited and Biocon Biologics Limited. These are biotechnology companies based in Bangalore, India. Shaw is known for being India's first woman entrepreneur and the country's richest self-made woman.

- Arianna Huffington: Huffington is a digital journalism pioneer. She is the co-founder of The Huffington Post and founder and CEO of Thrive Global, a wellness and health platform.

This is just a short list of the women entrepreneurs that have helped shape the world.

GARRETT

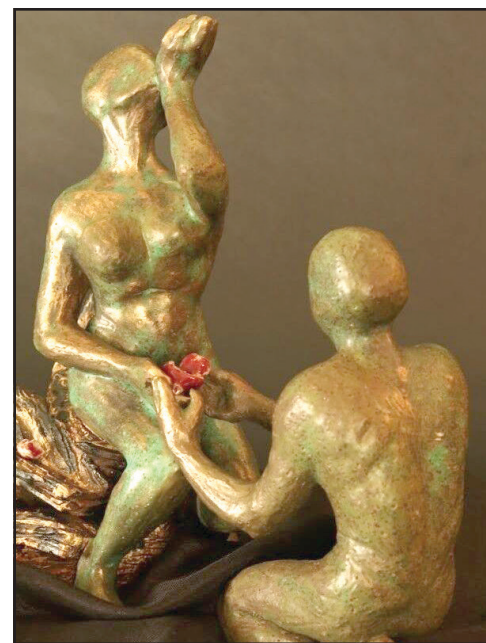
FROM PAGE 7

Contemporary sculptures and paintings will hang from the ceiling and walls and are pioneered by contemporary women creators. View a series of photographs imprinted on various implements and objects.

The sky's the limit as visitors can take in handmade jewelry — each piece one-of-a-kind, unique bronze sculptures and 3-foot-tall branch weavings. A second-year return surprise at this exhibit is a hair sculpture made especially for this show by Migena Furxhi. Lisa Merida-Paytes returns with two female figures made of paper and wire suspended from the ceiling to move with the air flow and enhance viewing.

Altogether, the innovative and unique works by all 19 artists will spark curiosity, encourage exploration, and will captivate viewers. Practices and perspectives will encourage visitors to take a slow look at this exhibit of women artists' work. Area artists and artists from all over the U.S. have come together to celebrate creativity and artistic expression.

Participating artists include Amy Segami of Chicago; Jessica Grissom, Saugatuck, Michigan; Kasey Wallace of Fort Wayne; Emily Moores of Cincinnati; Kim Rice of Baltimore; Gina Wolfrum of Hicksville, Ohio; Brooke Major of Clayton, Georgia; Karla Fuller of Oconomowoc, Wisconsin; Vivian Visser of Chicago; H. Highwater of Grand Ledge, Michigan; Ruth Koomler of Fort Wayne; Jasmine McGlade of Denver; Sherie Hampshire of Fennville, Michigan; Liz Barick Fall of Ann Arbor, Michigan; Cherry Tung of Chicago; Pete



CONTRIBUTED

"Persephone and Hades," by H. Highwater, is the name of this piece that will be part of the "Women Take the Walls" exhibit at the Garrett Museum of Art.

Steele of Indianapolis; Mel Kolstad of Fond du Lac, Wisconsin; Migena Furxhi of Grand Rapids, Michigan and Lisa Merida-Paytes of Cincinnati.

Museum hours are 5-8 p.m. Friday, 4-7 p.m. Saturday and 1-4 p.m. Sunday. Other hours are by appointment only. Call 260-704-5600, visit the website, garrettmuseumofart.org, by email at @_gmoa and Garrett Museum of Art on Facebook.



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Christie Browning, owner of Content by Request

BY STEVE PENHOLLOW

Hiring a marketing firm can be cost-prohibitive for a small business.

Hence, there is a niche filled locally by Christie Browning's Content by Request.

Browning's goal is to provide marketing solutions that won't break the bank for small businesses and nonprofits.

"We do full service there," she said, "which is kind of unique in the marketing world. We try to help people with their online stuff and their print stuff, but also also help nonprofits retain donors and volunteers, as well as attract new ones."

"There's not a lot of marketing companies that do everything anymore," Browning said. "So, that's unique in and of itself. We have figured out a way to run our company in an efficiency model that allows us to keep our costs really low and make it affordable for businesses and nonprofits that would not otherwise be able to hire that out."

The company should probably charge a lot more for what it offers, Browning said, but it won't.

"No one else is giving these people space for that right now," she said. "So I'm very passionate about serving those types of people."

So devoted is Content

by Request to the success of its clients that it sometimes does more than assists staffs. It joins them.

"One of the things that we do uniquely for nonprofits is that we work in tandem with their volunteers," Browning said. "Let's say they have a volunteer board or committee working on their annual fundraiser. We just kind of want to join the team and help with the marketing. A lot of companies won't take time to deal with lower-level staff or lower-level volunteers. We really want to step in and be a part of the team. We also do volunteer and donor retention. No one does that. No one does that anywhere in a marketing company."

Content by Request also offers a la carte services designed to meet companies where they are financially at any given moment.

"They can purchase services that they need most when they need them," Browning said, "We don't do any long-term contracts, so they can use us while their budget allows and then step out when they maybe be in a budget crunch. Nonprofits, this works great for them too. They don't have to get tied into something. So, they can really upscale and downgrade their services

as their budget allows or as their needs arise."

Browning said this award proves that you don't have to have deep pockets or connections to make a difference in Fort Wayne.

"There's so many other amazing women doing other things in the city," she said. "I'm super humbled to be among them. But I think that it's a testament to the fact that when we get to do things that we're passionate about, people notice."

You live a different life when you get to do what you love, Browning said.

"And you're lucky when you get to do that," she said. "I think that is an example of how we don't have to write really big checks or have our names on buildings to have an

impact in our community. Just showing up and being authentically who we are

with the talents we have is enough to influence and impact the world."



Christie
Browning

Congratulations,
Christie
Browning



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Trine honors Kathy Eikenberry as Woman of Distinction

FROM STAFF REPORTS

ANGOLA — Trine University honored Kathy Eikenberry, known along with her husband, Mike, for her service and philanthropy throughout the Greater Fort Wayne area, with its annual Woman of Distinction Award during the university's annual Touchstone and Homecoming Celebration Dinner on Oct. 3.

The event was held in the Keith E. Busse/Steel Dynamics Inc. Athletic and Recreation Center.

Earl D. Brooks II, Trine University president, presented the award.

"Kathy and Mike have been true, dedicated, loyal friends of Trine University for many years now, where Mike has served as a member of the board since 2014 and serves on both the Audit/Finance and Advancement/Campaign committees," Brooks said. "Their connections and advocacy for Trine have resulted in millions of dollars for the university through their

work and advocacy with multiple organizations throughout Northeast Indiana."

About Kathy Eikenberry

Through service and philanthropy, Kathy Eikenberry has positively impacted many charitable organizations in the Greater Fort Wayne area, both on her own and in partnership with her husband, Mike, a member of Trine University's Board of Trustees.

Kathy raised three children while working for the Fellowship of Evangelical Churches in Fort Wayne, overseeing the fellowship's international missions and serving as educational director, where she worked with curriculum for camps and Sunday School. She also managed a three-day annual convention with an average of 2,000, attendees which included bringing missionary families in from various countries and securing housing and food.

She served as executive manager at her local church



DEAN OREWILER

Earl D. Brooks II, left, Trine University president, presents the Woman of Distinction Award to Kathy Eikenberry at the Touchstone and Homecoming Celebration Dinner.

in Fort Wayne, where she supported a new building project. She also led the women's ministry.

She became director of development for Hope's Harbor, which provides hospitality for families with children receiving

medical care. One of the rooms within Hope's Harbor is named in memory of her sister. As director of development, she led major fundraising efforts, including the Treasure Chest for Hope event.

She served as executive

director of the Mad Anthonys Foundation. In that role she organized two major events, the Red Coat Gala and the Pro-Am Golf Tournament, with duties that included developing marketing and web content as well as preparation for the events.

Kathy also has served on the boards of the Early Childhood Alliance, Stop Child Abuse and Neglect (SCAN), The Carriage House and Youth for Christ. In addition, she worked to collect food and supplies for the YWCA to provide shelter management.

Feeling very strongly that their marriage is a partnership, Kathy has attended every dinner and event that Mike has been part of, including events like the Auburn Cord Duesenberg Museum Driving Experience, which has grown from 10 drivers to more than 50.

She also hosted parties for PNC Bank employees and customers in their home for many years.

Parkview Health receives Consumer Loyalty, Excellence in Experience Management awards

FROM STAFF REPORTS

FORT WAYNE — Parkview Health was recognized with the Excellence in Experience Management award and Parkview Regional Medical Center (PRMC) received the Best in Class Consumer Loyalty Award in an announcement from NRC Health issued Oct. 15.

Parkview was the sole hospital system recognized with the Excellence in Experience Management award by NRC Health, while the Best in Class designation received by PRMC is awarded to the Top 10 hospitals that qualify for a Consumer Loyalty Award each year.

It's the third consecutive

year Parkview has been recognized by NRC Health for its commitment to collecting and acting upon feedback received from patients to drive improvements in care and patient experience.

The Excellence in Experience Management Award honors an NRC Health partner organization that demonstrates an unwavering commitment to listening deeply to the voices of patients and consumers. This recognition celebrates organizations that embed feedback into every stage of the care journey, understanding their market trends, consumer preferences, and patient expectations, using insights not just

to inform decisions, but to transform experiences. By fostering a culture of responsiveness and empathy, recipients exemplify what it means to deliver truly personalized, human-centered care.

Consumer Loyalty Award winners are celebrated for the highest ratings in Net Promoter Score, brand perception (overall image and reputation), and NRC Health's proprietary Human Understanding Metric. PRMC received a Consumer Loyalty Award in 2024, but improved to the Best in Class in 2025.

"This award is a direct reflection of the positive experiences our patients have at Parkview," said Dr. Ray Dusman, president,

physician and clinical enterprise, Parkview Health. "Our physicians and providers deliver high-quality care with compassion, going the extra mile to listen to patients' needs and do whatever they can to meet them. Patients get the highest levels of quality, safety and experience when they choose Parkview."

Parkview contracts with NRC Health as a third-party vendor to distribute, collect, aggregate and analyze responses from post-visit questionnaires completed with patients via email, text or phone. Patients provide ratings for different aspects of their recent visit and can also add comments about their experience. In 2024,

more than 264,000 patient surveys were completed by patients. A few examples from feedback received in September 2025 are provided below:

"I appreciate the superior care I receive every time I come in contact with a doctor, nurse, receptionist, volunteer, PA, surgeon and the like," a patient at the Parkview Physicians Group – Sleep Medicine, wrote. "I will never patronize another healthcare system in Fort Wayne. The care received has always been fantastic. Thank you. You must screen your employment candidates for compassion, kindness and dedication to patients. Thank you, Parkview!"

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