

# CIANJ Showcases Success Stories that Inspire Women Business Leaders

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IN THE MOST RECENT INSTALLMENT OF ITS POPULAR Women of Influence series, the Commerce and Industry Association of New Jersey presented a panel of four more successful women to share their stories of making it to the top of their fields. Appearing on the panel for the June 15, 2010 event were Debra Taeschler, president/CEO of GráficaGroup, Susan P. Ascher, president/CEO of The Ascher Group, Dr. Padma Allen, president/CFO of TechnoDyne, and Cathy Callagee, vice president of information services for UPS. Longtime series moderator Sally Glick of Sobel & Co. led the discussion, held at Ramapo College of New Jersey. Ramapo College Vice President for Institutional Advancement Cathleen Davey welcomed the attendees.

Debra Taeschler's journey led her to form her own advertising/marketing company, Gráfica, after working for several "lousy agencies." She noted that "there were a lot of challenges and growth on the way," but advised the audience that "if you keep honest to yourself and your clients, success is on the way."

Susan Ascher founded her executive search firm, The Ascher Group, in the early '80s and enjoys being a risk-taking trailblazer. "First and change are my two favorite words," Ascher said. "Read, read, read," she continued, "and get new ideas every day. Always keep your eyes and ears open."

Dr. Padma Allen came from a family of entrepreneurs, but initially decided that she wanted to become a physician to help people. Once she and her husband immigrated to the United States, she took a break from her medical practice to help her spouse start his own business. That business, TechnoDyne, has flourished. She has since returned to medicine as the business continues to grow.

Cathy Callagee opened her remarks with some sage advice: "If you want to be a leader, you need to understand the dynamics of all people, no matter their differences." She noted that the keys that led her to success at UPS were "perseverance and differentiation," as well as learning to adapt to any changes her career brought her.

A question and answer session gave the nearly 130 men and women in attendance the opportunity to get even more insight from the speakers on topics such as mentoring, balancing personal life and business and finding the right leadership style for each individual. The next installment of the Women of Influence series will be held in November 2010. You can get more information at [www.cianj.org](http://www.cianj.org). ■



CIANJ helps open doors for women business professionals through a speaker series where successful executives share their career paths.



Cathleen Davey, vice president of institutional advancement for Ramapo College, welcomed attendees to the event.



The panel from the June 15, 2010, Women of Influence event (l-r): Cathy Callagee, Dr. Padma Allen, moderator Sally Glick, Susan Ascher and Debra Taeschler.



"Don't let anyone tell you what you can't do," Cathy Callagee of UPS reminded the audience. "Learn multiple skills so you can do whatever is needed."



"Don't sit back and relax," said Susan Ascher, president/CEO of The Ascher Group, "because anything can happen."

Andy Sulzer of Milton Terry Associates (left) asks a question to guest speaker Dr. Padma Allen.



At the conclusion of the event, Debra Taeschler (right) shares some advice with Kiki Vassoler of Pitchmedia.