

SPECIAL EDITION

WOMEN

CELEBRATING 10 YEARS

TO WATCH

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Shannon Kinney

Founder and client success officer / Dream Local Digital

What's changed: Dream Local Digital has grown significantly, we are on track to hit \$3.8 million in revenue this year, have 39 employees in eight different communities in Maine plus 10 other states, and are serving media companies and clients in more than 60 cities in the United

States. We have helped more than 48,000 businesses in workshops, seminars, and with online marketing solutions including social media management and advertising, search engine optimization and paid search ads, website development, video, media buying, strategic planning, blogging and more.

What's ahead: Continuing the national expansion of Dream Local Digital is a big focus for the foreseeable future, and adding new services for our partners and clients. We are also reviewing international expansion with the business. I'm grateful to be part of Maine's entrepreneurial ecosystem, and do all I can to support other entrepreneurs, accelerators and other programs. I hope to continue that work and give back to the community that has been so supportive of me and of Dream Local Digital. My daughter is 9 now, and I see traveling with her in my future. I want to show her so many things.

Advice: Build the brand of you through your interactions with people, online, and in your career. Be focused on building and nurturing your network, your own tribe of people that you can learn from, share with, and potentially work with.





FILE PHOTO / AMBER WATERMAN

Claire Kiedrowski
Managing director / Cornerstone Energy Services Inc.

What's changed: I am more sure of myself — I've had time to reflect upon my career and feel good about it. I also sold our business last year to a utility consulting firm that wanted to add a geospatial component to their offerings and have stepped into the role of experienced mentor.

What's ahead: Teaching and exploring new technologies.

Advice: Collaborate with others, be yourself, and trust your gut. Seek out mentors — some last throughout your career, and some are involved only very briefly. Both types are valuable.



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WOMEN TO WATCH

Here it is, our fifth year of Women to Watch, the annual issue where we shine a spotlight on exceptional female executives. The genesis of Women to Watch was in early 2009, when six Mainebiz editorial staff found all the covers of the previous year's issues on a wall and realized we were looking at a lot of male faces. This occurred at the same time we were writing stories about the rise of women in business based on U.S. Small Business Administration reports and American Express' annual "State of Women-owned Business Report."

Humans, where were these women in Maine? We decided to find out.

This year we received dozens and dozens of "Women to Watch" nominations. From those, we called and interviewed the best — only outstanding executives who manage their companies and organizations with courage, vision and vision. The five women we present in this issue develop and deliver products or services in serial steps, health care, digital media and dollars — big dollars. (And one actually shooes babies.) They all manage their own schedules, their mistakes and manage their teams toward long-term accomplishments. We are inspired by their stories. You will be, too.

PROFILES START ON PAGE 1A

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THE LIST

Chowen High School tops the list of Maine's top public schools.

SEE WHO'S NEXT ON PAGE 4B

FOCUS: EDUCATION / TRAINING

Follow your passion, embrace change, be fearless.

— **Bev Neugebauer**
 Anthem Inc.



FILE PHOTO / TIM GREENWAY

Bev Neugebauer
Care consultant senior / Anthem Inc.

What's changed: I was a health care administrator for over 15 years at the time of the Woman to Watch award. I came to realize that my passion was process improvement and team collaboration. I now have a position with Anthem, based in Manchester, N.H., as a care consultant. I work

with ACOs (accountable care organizations) and primary care groups and support their success in value-based contracts.

What's ahead: My husband and I own a homemade ice-cream business in Hollis Center, Maine. It turns 10 this summer and we are making plans for the next 10! In addition to my work at Anthem, I remain focused on growing that business and possibly continuing my education.

Advice: Follow your passion, embrace change, be fearless.