

Creating Career Connections for Women at WCU
PANELIST BIOS
September 30, 2014

Mary Pat Knauss
Board President, Wings for Success

Mary Pat Knauss has been an active advocate for women throughout her life, first as a mentor for professional women and now in her community service career. Mary Pat's professional life spanned a 27-year career with Hewlett Packard/Agilent Technologies. In its Life Science and Chemical Analysis division, she worked in marketing and then transitioned to focus on strategy and business development. Her education – a B.S. in Chemistry from West Chester University and an MBA from The Wharton School at the University of Pennsylvania - provided her with both the scientific background and the business acumen to guide new business creation.

Mary Pat retired early with the intent of devoting her energy to giving back to her community. Her passion for supporting women in the workforce led her to Wings for Success, a Chester County nonprofit which empowers women in need to pursue employment and economic security through attire, advice, and advocacy.

Tapping into her corporate leadership experience, as Board President, Mary Pat has helped Wings for Success develop its vision and strategy for the future. She continues to guide Wings as they implement the structured operating techniques necessary for a growing organization. With a unique blend of compassion and drive, Mary Pat helps Wings impact clients today, while lighting the way for an even more impactful future.

Marie Thibault
President, Paoli Blues Fest, Inc

Working with people has always been a passion with Marie. When you partner that with stirring creative juices to make things happen and grow – it's hard to think of anything better in life.

The Paoli Blues Fest is an example of the best of life because it is a challenge that has successfully resulted in a community event that has grown to thousands of attendees, a hundred vendors, more than 60 volunteers, 50 sponsors, infinite number of positive remarks, profitable retailers and happy residents and visitors. Marie finds giving back to her community rewarding; and by doing it with a committee of people who also give their all makes it a fun undertaking. Having many people express how organized it is, is one of her greatest moments.

The Blues Fest is a result of being in Advertising and Marketing for 18 years. Marie began with Earle Palmer Brown where she absorbed unlimited experience from working with Black & Decker, Glidden and Armstrong on a cooperative promotion that resulted in B&D increasing sales 23%. This experience laid a fantastic foundation for the future – what a priceless initiation.

As a group supervisor at Dudnyk Advertising, Marie grew her BASF billings to over \$6 million; managed an agency team that launched multiple products successfully; renewed industry interest in aging products; and was responsible for both corporate and individual product branding to ensure consistent growth.

She also managed a BASF account that entered the global market with an umbrella campaign that was recognized world-wide for a myriad of chemical products of unmatched performance and service. And

Marie mastered the challenge of resurrecting one product that was owned, marketed and sold jointly by two chemical leaders – and did it by re-launching it with a live, interactive web seminar – an industry first.

Marie believes it's her job to make things easier for clients, and does. She is a take-over kind of person that attends to the details – “it's all in the details” – while keeping a big picture perspective.

Partners Advertising, President is the culmination of Marie's advertising foundation. Her own firm, to work with clients that not only want to grow effectively and budget more efficiently but want to work together to build a trusting relationship that often leads to friendship. This trust is a large part of the Partners philosophy and advertising program and leads to “making a difference” for clients, a big, measureable difference.

Graduating from the University of Pennsylvania in Communications and Marketing was the basis for listening and “getting it” - the key message. It has served Marie well with clients like: Devereux, Braxton's Animal Works, Keystone Gardens, Meridian Bank, The Timothy School and Tim Academy, Residex LLC, JA Moody, 1st Colonial National Bank, Paoli Village Shoppes, and many more.

And her greatest love of all is Amelia, Will, Berkeley and Ronan - life gifts from her sons.

Jessica L. Landis **Advisor, Legacy Planning Partners**

Jessica joined Legacy Planning Partners in 2009 and became a Registered Representative in 2010. She enjoys helping her clients get organized financially and plan for their future so they can focus on what is most important in life-their growing families and business.

In today's world everyone is moving faster than they ever have before. Everyone I meet easily list off the goals they have for themselves, their families and their businesses. However, very few have sat down and created a plan to achieve those goals. That's where my team and I excel! We will learn about your goals and help you prioritize them, share how likely you are to achieve those goals based on your current plan, help educate you on your options, create a step-by-step action plan to get you moving in the right direction and review your plan on an ongoing basis so when life changes your plan does too. Through this process we will review and recommend any needed changes to your cash flow, investments, insurance products, employee benefits, business documents and estate plans to make sure everything is working together.

Jessica graduated from West Chester University of Pennsylvania with a Bachelor's degree in both Finance and Communication Studies. She also earned her CERTIFIED FINANCIAL PLANNER™ certification.

In 2013 Jessica was a Cover Girl for the Women's Yellow Pages of Greater Philadelphia and an eWomen Network Emerging Leader of the Year Nominee.

Jessica lives in Doylestown with her husband Jason. In her spare time, Jessica gives back by serving on the board for Women in Leadership and Service at West Chester University. She enjoys spending time with her friends and family, cooking, traveling and enjoying a nice glass of wine with great company.

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