

2008 Women Helping Women Award

Patsy Anderson

Owner of the Women's Expo Forum

The Women Helping Women Award recognizes a woman who's professional or personal efforts seek to help other women achieve, succeed and thrive. Patsy Anderson is an extraordinary individual - on many levels - but her dedication to helping women maximize their business potential is what makes her our 2008 Woman Helping Women award winner.

She is a national award winning event designer/ promoter of business networking events. As the owner of the Women's Expo Forum & Well Connected Networking Patsy designs networking opportunities to connect businesses and organizations, with the community and other businesses to help them succeed and be profitable. Whether it is through the CCBC Women's Expo Forum, the monthly Well Connected Networking meetings, radio or other media opportunities; Patsy's events are uniquely designed to educate, strengthen and empower women business owners.

Pat Beyer, Patsy's Mom and the Queen Mum of the Belles of Baltimore Red Hats, reported that the drive and energy that is Patsy Anderson was apparent at a very early age. When she was just seven years old Patsy became a Brownie - and she volunteered for everything. "If she couldn't do it, Pat said, she always knew someone who could - her parents. Even at that age she knew how to delegate. When she went from Brownies to Girl Scouts her father became an honorary Girl Scout with an official pin and ceremony because of all her volunteering. She volunteered for everything, even latrine duty on a camping trip, when she didn't know what a latrine was."

Patsy's career is one that has centered on and utilized her innate creative talents. Patsy was only 16 years old when she began working for Riedel's Flower's owned by Soroptimist of Arbutus' charter president Betty Riedel. Patsy speaks of Betty when she says; "I can remember being scared to death of her, but I knew I was in the company of very powerful and special women. I can remember always watching her, and being amazed by her confidence. I did not realize the relationship of Soroptimist with Betty Riedel. I find it fascinating that life comes full circle, and that I would not only have been one of her employees, but receiving an award from an organization influenced by such an admired woman."

The Carpenter's Daughter Craft Show, Inc. was Patsy's first major foray as an entrepreneur helping other women to be entrepreneurs. Patsy recognized the need to help women identify their own talents and believe in themselves as business owners. As a result Carpenter's daughter evolved into the CCBC Women's Expo. Patsy says "The Women's Expo is Carpenter's Daughter brought up to date, supporting women in business with an educational experience. The Women's Expo provides scholarships and awards for women, I couldn't think of a better place for business to have landed ... creating a brighter, better future for women."

Charolene Oliver, President of the CCBC, Catonsville Chapter of the AA WCC praises Patsy's efforts when she says "The CCBC Catonsville Women's Expo continues to be a huge and growing success since its inception in March 2002. This success is largely due to the tireless and outstanding creative efforts of its promoter, Ms. Patsy Anderson. Because of Ms. Anderson's extraordinary commitment and dedication to, and promotion of this exposition, CCBC and its Catonsville Chapter of the American Association for Women in Community Colleges have received national awards and recognition."

Through The Women's Expo Forum, Patsy generates affordable business opportunities and helps women owned businesses grow. She has worked with IOLOAM Talk Radio to give small businesses and organizations an opportunity for affordable media exposure. There are monthly "Well Connected" networking meetings that provide support, educational forums and marketing.

Patsy creates concepts that teach and assist women to achieve their business and personal goals. "One of Patsy's most significant talents is in connecting people together. It is like she has a special power to see an invisible line, linking one business or organization to another that will result in a complementary and mutually rewarding relationship." says Margaret Henn, Treasurer of Soroptimist International of Arbutus. "Patsy's innovative ideas have been a great boost to our organization and have been instrumental to our ongoing success"

Nancy Daniel, Founder of Mom's Inc., and the 2007 winner of the Women Helping Women Award says, "Patsy sincerely wants to help other women business owners - whether it's helping someone use their booth at the Women's Expo to promote their business or teaching business skills at one of her "Well Connected" meetings."

Patsy has been married for 27 years to Frank Anderson and she has two sons, Frank and Tim of who she says are "My life's best accomplishment."

In 2006 Patsy was recognized by the American Association of Women in Community Colleges with the Award of Excellence and she was the 2007 recipient of the Woman of Purpose Award from On Purpose Networking. Soroptimist International of Arbutus is delighted to honor Patsy Anderson as our 2008 Woman Helping Women.