

PRESS RELEASE

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The Women's Leadership Institute at Bentley University Honors Geri Denterlein for Helping Women to Access Power

Workplace Innovation Award Presented October 2

The Bentley College Women's Leadership Institute (WLI) names Geri Denterlein, author of *The Power Chicks' Guide to Boston*, the recipient of the 2008 Workplace Innovations Award. The award was presented by WLI Director Marianne Kulow on Thursday, October 2, at the Fifteenth Annual Mentoring Night for women students on the Bentley campus.

Now in its third year, the annual award honors individuals or organizations that innovate in the workplace to improve women's likelihood of achieving professional leadership roles. As Kulow states, "The goal of this award is to recognize those who go beyond 'business as usual' to strengthen the pathways to women's success by implementing novel ideas, and Geri epitomizes this goal. In particular, Geri's book provides incredibly useful advice for those young women seeking to access power. While young professional women trying to network and self-promote is no longer new, what *is* new is having a practical guide just for women on to how to best do this right here in the Boston area. Bentley's Women's Leadership Institute believes that the type of creative, forward-thinking approaches advocated by Geri Denterlein is just the sorts of innovations that young women need to get ahead in the workplace."

As founder of Denterlein Worldwide Public Affairs, Geri Denterlein leads a growing company that specializes in strategic communications and is known for its successful public policy campaigns, crisis communications work and healthcare consulting. Drawing on more than 25 years of experience in media, government and business, she provides executive level communications and public relations counsel to businesses, nonprofits, colleges and healthcare organizations. Ms. Denterlein has written columns for or has been featured in articles published in the *Boston Globe*, *Boston Herald*, *Women's Business*, *Boston Business Journal* and *Inc. Magazine*. Her book, *The Power Chicks' Guide to Boston*, is a guide for women providing strategies to navigate the circles of power in Boston.

The 2007 recipient of the Workplace Innovations Award was Carol Fishman Cohen, founder of IRelaunch and author of *Back on the Career Track – A guide for Stay-at-Home Moms Who Want to Return to Work*. Ms. Cohen is a former investment banker who is now a consultant to women, organizations and employers on the issue of career reentry.

The 2006 recipient of the Workplace Innovations Award was Jerome R. Rossi, chief operating officer of The Marmaxx Group (purchasing organization for TJX Companies), noted for the domestic violence policy and program that he instituted.

BENTLEY UNIVERSITY is a leader in business education. Centered on teaching and research in business and related professions, Bentley blends the breadth and technological strength of a university with the core values and student focus of a close-knit campus. Our undergraduate curriculum combines business study with a strong foundation in the arts and sciences. The McCallum Graduate School emphasizes the impact of technology on business practice, in offerings that include MBA and Master of Science programs, PhD programs in accountancy and in business, and custom executive education programs. Located minutes from Boston in Waltham, Massachusetts, the school enrolls approximately 4,000 full-time undergraduate, 250 adult part-time undergraduate, 1,400 graduate, and 30 doctoral students. Bentley is accredited by the New England Association of Schools and Colleges; AACSB International – The Association to Advance Collegiate Schools of Business; and the European Quality Improvement System (EQUIS), which benchmarks quality in management and business education.