

BRAVELY

A Digital Publishing Internship
Designed to Ensure More Female Role Models Emerge

Prepared for
Encouraging Women Across All Borders



HELLO EWAAB PARTICIPANTS.

We're delighted to be working together to ensure more female role models emerge.

In our newest book, *Bravely*, we feature 100 remarkable women ~ from history through today ~ who have helped shape the United States. Many of these women have also impacted the world at large.

Through this Digital Publishing Internship, you'll help us shine a spotlight on six of the modern-day women featured in *Bravely*. You'll work as teams to expand upon the concise printed bios that will appear in the new book. The bios are your starting point. You'll work together to create the digital destination for each woman that will be published on Quotabelle.com. By researching, curating, captioning and sourcing content, you'll allow visitors to the site to dig deeper. Your choices will introduce readers to timely, relevant, insightful and engaging content drawn from speeches, interviews, books, photographs, videos, and more.

We will equip you with Quotabelle's editorial guidelines as well as some tips. And, we'll serve as advisors along the way as well as the final reviewers / editors before your work is digitally published. Each of you will receive an authorship credit on Quotabelle.com. We expect the six profiles will go live in conjunction with the July 2020 launch of *Bravely*.

By providing meaningful glimpses into the lives of gutsy heroes and intrepid trailblazers, you'll help us share inspiring ideas and true stories that more people can use and pass along in their everyday lives. This is how we can work together to move the world forward and inspire the future beyond.

Cheers!

Pauline Weger, Founder & CEO
Quotabelle, Inc.
pweger@quotabelle.com

IDEAS & STORIES TO INSPIRE A FUTURE BEYOND

This book is brimming with ideas and stories of women—pioneers of possibility—who, in ways simple and profound, have left their mark across all fifty US states. Builders, dreamers, and fighters, they represent the best of a nation shaped by a promise and filled with hope. In finding their place—and helping others find theirs—they allow us to see many paths forward.

Throughout these pages you'll discover quoteurs past and present, some well-known and some not yet discovered but worthy for sure. In their words are uncommon insights, plainspoken thinking, and wisdom packed with layers of meaning. Some quotes speak to moments of reckoning for those who persevered through unthinkable circumstances or who let serendipitous happenings re-steer their course. Other ideas emerged as people set out to pursue a grand vision or defend an ideal.

All of these stories remind us that destiny is not preordained.

Alongside pioneering artists, scientists, politicians, farmers, movement-sparkers, and self-made billionaires, you'll find the world's most widely syndicated columnist, the original software engineer, classical music's debut maestra, and even the National Park Service's earliest "lady lookout." Besides scouting fascinating female firsts, we've handpicked stories that connect to beloved American institutions, from the Statue of Liberty to the Hollywood Walk of Fame, the Kentucky Derby to the Wild West, Thanksgiving feasts to Southern soul food.

So drift through the pages. Linger on words. Delve into stories. Get riled up. Cherish what's nostalgic. You might uncover a catalyst to reinvigorate your thinking or a dose of timely inspiration that will lift someone you know.

Fixing the Quote Supply Problem

Since stumbling upon the world of quotations, we've developed a fascination bordering on obsession with the power that's packed in just a few short words. Yet the words of women often remain undiscovered, misattributed, unsourced, and simply absent. For every amazing historymaker whose ideas we've been able to recover, there are so many more whose voices are sadly lost forever.

We're steadfast in our mission: to fix the quote supply problem so an abundance of ideas, which are a gateway to rich stories, become visible. Beyond our books and products-for-good, we continue to gather and share thousands of sourced quotations through our digital destination Quotabelle.com.

As research aficionados and dedicated "cite-seers," we've had ahas! along the way. This book, *Bravely*, came from one of those moments.

The United States, in so many ways, has been built upon the efforts of strong women. But scour the many history books, rousing presentations, thought-provoking articles, leadership publications, social media posts, and inspirational goods out there and you'll discover that the core principles we hold in high esteem (like honor, valor, innovation, and freedom) are missing meaningful—or even passing—references to women. We're setting out to change that by adding missing voices back into history and ensuring today's leading lights don't go overlooked.

On This Journey Together

Our hope is that teachers, leaders, and students—frankly, all of us—are inspired to share the thinking of remarkable women & girls so more role models emerge.

And, we hope this book will help you find muses on whose shoulders you can stand and lean as you bravely chase the future with courage and grit and kindness and honor and humanity.

Cheers!

Pauline & Alicia

BRAVELY

themes

The book, *Bravely*, is arranged by themed chapters, each titled with an adverb such as “bravely” that creates a sense of action. Chapter titles intentionally reflect celebrated principles and values, particularly those where women’s voices remain underrepresented.

20 themed chapters · 5 quotes & quoteurs’ stories per theme · representing the 18th century to today

Authentically

Boldly

Bravely

Candidly

Compassionately

Creatively

Daringly

Faithfully

Fiercely

Freely

Gracefully

Honorably

Ingeniously

Passionately

Profoundly

Purposely

Resourcefully

Tenaciously

Valiantly

Wittily

BRAVELY

quoteur / KWÖ TəR

A person who originates a collection of words worth sharing.

On August 20, 2020, the United States will celebrate the 100-year anniversary of the 19th Amendment, which became the start of granting women in the US the right to vote. As a nod to the centennial, we're spotlighting 100 remarkable women & girls in Quotabelle's new book *Bravely*.

Among the featured quoteurs are icons alongside unfamiliar names that represent diverse ideas, backgrounds, eras, geographies, and such.

For the EWAAB Digital Publishing Internship, we've pre-selected 20 contemporary women who will appear in *BRAVELY*. Each team will select one individual from this list to research, write and curate content that will be published on Quotabelle.com.

Sylvia Acevedo

Cristeta Comerford

Halima Aden

Jeanne Gang

Marin Alsop

Margaret Hamilton

Aesha Ash

Indra Nooyi

Ann Bancroft

Jacqueline Novogratz

Scout Bassett

Nonny de la Peña

Sara Blakely

Beth Robinette

Katie Bouman

Tammie Jo Shults

Emily Núñez Cavness

Jody Williams

Amelia Morán Ceja

Terry Tempest Williams



SYLVIA ACEVEDO

born 1957

engineer • startup & nonprofit founder • Girl Scout turned US Girl Scouts CEO

“If you’re prepared, you can be fearless.”

Sylvia Acevedo has been a Stanford-educated engineer, NASA rocket scientist, Silicon Valley tech exec, software entrepreneur, award-winning education campaigner, and nonprofit leader. It’s a remarkable and, given the era, unlikely career for the daughter of a Mexican immigrant raised in a hardworking family that lived paycheck to paycheck. When asked what inspired her to be a trailblazing go-getter, she has a simple answer—she was a Girl Scout. It was a Brownie camping trip that turned Sylvia into a stargazer. Her troop leader’s impromptu astronomy lesson not only set her on the path to a science badge—for which she assembled her first model rocket—but a distinguished tenure in STEM. Setting and working hard to meet her cookie sales goals gave her a sense of control and self-confidence. She also learned persistence, never walking away from a prospect until she’d heard “no” at least three times. (Sylvia still thinks the annual cookie sale is one of the best entrepreneurial and financial literacy programs around . . . and finds cracking open a box of Thin Mints to be the best kind of aromatherapy.) Most importantly, being a Scout taught her to approach challenges as a constructive problem-solver. That mindset was an asset when she was working on the Voyager mission’s flyby of Jupiter or designing a state-of-the-art manufacturing facility for IBM.

Today, Sylvia is at the helm of the very organization she found so formative. Founded by Juliet Gordon Low in 1912, Girl Scouts has touched the lives of nearly 60 million American girls like her—including more than half of all the US’s female elected officials. As CEO, Sylvia’s staying true to the original Girl Scout promise, building upon the much-loved foundation of crafts, camping, and cookies while debuting 21st-century-skills-building badges for her 1.8 million members to explore cybersecurity, robotics, and civic engagement. Her goal? Fueling the STEM, leadership, and entrepreneurship pipelines by preparing girls with the emotional, analytical, and technical resources they need to shape the modern world.





HALIMA ADEN

born 1997

Somali refugee • 1st hijab-wearing cover girl • UNICEF goodwill ambassador

“What a great time to be yourself.”

In 2018, Halima Aden returned to the refugee camp in Kenya where she was born. There, she revealed her unlikely journey, from a girl fleeing civil war and dealing with malaria and hunger to an elite international model, racking up bookings around the globe. It was a story about hope but also about learning to be herself again. Conditions at Camp Kakuna were tough, yet kids of all backgrounds banded together to play and learn. When Halima's family was given the go-ahead to move to the US, the 7-year-old suddenly felt pressure to hide her differences and became wary of visually marking her Muslim faith. In 2016, she decided it was time to reclaim her identity and make a public statement about her choice to dress modestly as a part of her religious practice. She entered the Miss Minnesota USA beauty pageant, becoming the only contestant ever to take the stage in a hijab and sport a burkini for the swimsuit competition. She didn't come away with the tiara, but she did make national headlines.

Soon after, Halima was approached by a modeling agency. She had unprecedented provisos that stood a high likelihood of souring the deal: wearing the hijab at all times, never modeling clothing that revealed any skin, and always having an all-female support team. To her surprise, the agency execs agreed and enthusiastically signed her. Since then, Halima has posed her way to many historic firsts as the inaugural hijab-wearing model of high fashion. She has graced the cover of British *Vogue*, anchored a dazzling burkini spread in the *Sports Illustrated Swimsuit Edition*, and ruled the runways at Milan and New York Fashion Weeks for the likes of Max Mara, Zendaya, and Tommy Hilfiger. An icon of the diversifying face of fashion, Halima has become a catwalk staple. Yet, for her, the runway is above all a humanitarian platform. The proud black, Muslim Somali American from Kenya is using it to spread a message of cultural acceptance, celebrate our era of female empowerment, and better the lives of fellow refugees.



MARIN ALSOP

born 1956

Juilliard-trained violinist • Koussevitzky Conducting Prize winner • music's 1st maestra

“Just don't give up. Just persevere. You pound and pound and pound at the front door, and then, while no one's looking, walk around the side and climb in the window.”

From the moment 9-year-old Marin Alsop witnessed Leonard Bernstein lift his baton and jump around the stage, she knew she wanted to be a conductor. There was only one problem: she was a female. Her parents were both professional musicians, and they'd groomed her to follow in their footsteps. She could happily spend eight hours a day practicing her violin, but it was far more difficult to rehearse her chosen art, even with willing parents or music school buddies bribed with pizza. No conducting program would accept her without experience, and no one was willing to give her a chance. So she decided to create her own podium. Marin formed a string swing band, cutting her teeth in clubs and at weddings before convincing one of her clients to fund a full orchestra. Her innovative concert series—think gospel meets Handel's *Messiah*—finally earned her an audition for conducting school after four prior rejections. The 30-year-old student emerged as a star pupil, under the wing of her childhood idol, Leonard Bernstein.

After years of chasing her dream, Marin thought she'd finally gotten her foot through the front door when, in 2005, she was tapped to be the first woman music director at the Baltimore Symphony Orchestra. She'd already become the UK's first female conductor. Now as she undertook leading a major US orchestra, unflattering headlines broadcast a full-on musician revolt. Marin's openness, zeal, and vision eventually won them over, revitalizing the organization and making her a sought-after conductor, from São Paulo to Vienna to the BBC Proms. Her tempo-setting tenure has also transformed classical music. She's swapped stuffiness for an accessible, community-oriented approach that has reverberated beyond concert halls to engage adult amateurs, families, and thousands of her city's most deprived children. Describing her ultimate role as a “messenger for genius,” Marin's a champion for young modern composers . . . and more female “messengers.” With hundreds of experts hanging on every flick of her wrist, this master of body language reminds us how every gesture sends a message.



AESHA ASH

born 1977

trailblazing classic dancer • pro bono ballet teacher • inspirer of swan dreams

“You never know the impact you can have just by being a presence.”

Aesha Ash was an inner-city kid who happened upon an unexpected calling. Raised in Rochester, New York, she started dancing jazz and tap at age five and was soon dominating the competition circuit. But the more trophies she earned, the less interested she got. When she made the switch to ballet, it was like discovering another side of herself— subtle, poised, and serene. Being a ballerina felt right, even if she didn’t fit the alabaster mold of most classical dancers. By the time she turned 14, the School of American Ballet had come knocking with a scholarship. Four years later, she’d been dubbed a student of outstanding promise and pirouetted her way to a spot on the full-time corps of the New York City Ballet. After seven years as the troupe’s only black ballerina, Aesha signed on as a soloist for celebrated companies in Switzerland and San Francisco before retiring at 29 to raise a family.

In 2011, the mother of two decided to lace up her toe shoes again. Only this time, she’d perform not on vaunted international stages but on the roughest streets of her hometown. Aesha launched the Swans Dreams Project, a self-designed and self-funded program of ballet outreach to encourage disadvantaged kids to freely imagine and aspire. Besides putting on free camps and classes in dance, nutrition, etiquette, and arts education, she started a photo campaign to break down the barriers between her two worlds. Capturing powerful, multidimensional representations of women of color, the images document impromptu performances in full ballet regalia at barbershops, bus stops, and schools. Onlookers often stare and thank her for lifting them up. A picture of two little girls joyfully mimicking her motions on the sidewalk went viral— one of the many times Aesha’s felt like she made an impact just by showing up. Today, the muse in a tutu is expanding her outreach to other cities to make an elegant point: “Beauty and grace are not defined by status or race. They are boundless.”



ANN BANCROFT

born 1955

record-making adventurer • 1st woman to reach both poles • global wilderness educator

“I’m always wondering, how will I act at my moment of truth?”

The young Ann Bancroft never felt comfortable within classroom walls. Struggling with an undiagnosed learning disability in an era before special education, she became a devoted student of the great outdoors. Her rural Minnesota home offered ample opportunities for learning, like canoe trips with her family or winter camping in a neighbor’s backyard. When Ann’s dyslexia was finally recognized, it motivated her to go into education. She was teaching phys ed when her application to join the 1986 Steger International Polar Expedition got a surprising green light. Crossing more than 1,000 miles of ice, Ann became the first woman to reach the North Pole by foot and dogsled. Lauded as one of the world’s preeminent explorers, she went on to headline other daring snow adventures—leading the first groups of women to cross Greenland and reach the South Pole on skis—while promoting outdoors and environmental curricula to a global classroom of five million.

In 2001, the intrepid educator got an unexpected lesson in moral courage. She and Norwegian collaborator Liv Arnesen had spent three years planning, training, and fundraising for an expedition that would make them the first women to cross Antarctica. After a grueling 94-day trek in subzero temperatures, hauling 250-pound sleds, they’d traversed the 1,717 miles of the continent’s landmass. Liv had almost slipped down a crevasse, Ann had torn a shoulder muscle, but now they faced their greatest “moment of truth”—deciding whether to continue over the 400 miles of ice shelf left to reach their ultimate goal. The Antarctic summer was about to end, heralding nonstop blizzards and darkness. Continuing would not only risk their lives but those of their crew and rescuers. Ann’s iron will was telling her to go on no matter what, but she thought of their millions of kid followers and knew it was important to make the right choice—one that didn’t put her personal ambition first. She found the mettle to come up short. Today, the explorer continues to harness her adventurous spirit to inspire young seekers on their journeys.



SCOUT BASSETT

born 1988

orphan • Paralympic sprinter & long jumper • fastest American in her class

“The beauty of being underestimated is that you have an opportunity to defy the odds.”

When Scout Bassett was eighteen months old, she was discovered abandoned on the streets of Nanjing, China with burns and a badly mangled leg from a chemical fire. A month before she turned eight, a loving couple from Northern Michigan arrived to adopt her from a Chinese orphanage. They found her underweight, struggling with the aftermath of a poorly executed amputation, and hobbling around on a homemade prosthesis. Scout hadn't been outdoors for six years. In the US, she received good medical care and lived a life without want, but finding her way in the small town was no fairytale. The turning point came when her mother took her to be fitted for a custom prosthetic by an industry-leading expert. He looked at the slight, shy, and lost 4'9" Scout and convinced her she could be an athlete, even taking her to compete in her first Paralympic event at age 14. Scout hunched over stifling sobs at the runner's blocks, but by the time she crossed the finish line (well behind the pack), her anger and terror had been replaced by a new sense of community and possibility. Running put the once-timid girl on track to forging a new identity as a tough, driven competitor.

After attending UCLA on a full ride, Scout had her first Paralympic Olympic Games in sight. That is, until she finished dead last at the qualifiers. Instead of giving up on her goal, Scout quit her day job with a medical device company to focus solely on training. It was a risky move that saw her living out of her car and surviving off ramen for months. A year after she made the leap, sponsors started to come through. In 2016, she came through for them, qualifying for Team USA and competing in the 100-meter sprint and long jump at the Rio Olympics. Scout has yet to win gold, but her odds-defying story has earned her many a fan. Now a NIKE spokesperson who has been featured in ESPN's *Body Issue*, the inspiring sprinter is accelerating toward the world she'd like to see by encouraging us all to embrace our scars.



SARA BLAKELY

born 1971

girl who dared to fail • business mogul • youngest self-made female billionaire

“Humor is important. I don’t believe you have to act serious to be taken seriously.”

Before Sara Blakely had her billion-dollar idea for Spanx, she had plenty of nonstarters. She wanted to be a lawyer but bombed the LSAT—twice. She put herself out there as a stand-up comic but couldn’t make a go of it. She joined the cast at Disney World but quit a few months in. Sara had been prepped for these disappointments. Her father made asking what she’d failed at into normal dinner-table conversation. He met every embarrassing anecdote with a high-five to keep her trying. And the budding entrepreneur did, eventually rolling \$5,000 and a cavalcade of “no’s” into a thriving global brand. In 1998, Sara was working as a fax machine salesperson when a personal wardrobe conundrum—what to wear under white slacks with sandals that wouldn’t show panty lines—set off a hosiery revolution. With two snips of a scissors, she made her first prototype for an undergarment that didn’t exist: footless, body-shaping pantyhose. The patent lawyer she consulted thought the idea was so wacky he feared it was a *Candid Camera* hoax. A series of male mill owners likewise rejected her concept—until one conferred with his daughters. She had to travel to Texas and haul a Neiman Marcus buyer into the ladies room for a demo to land her first account, but when Oprah named Spanx as one of her “Favorite Things,” Sara knew she was finally being taken seriously.

If grit got Spanx off the ground, Sara’s sense of humor got it soaring. After all, she never expected her own butt would be the inspiration for a business empire. She used that comic origin story, along with sassy-fun marketing and punny product names to score press hits and generate buzz when she couldn’t afford advertising. Today, the queen of shapewear is devoting herself to reshaping the world. Besides pledging to donate at least half her fortune, she’s ensuring that thousands more female entrepreneurs hear “yes!” instead of “no.” A muse and mentor to many, Sara’s spreading the gospel of embracing failure with her witty reminder: “The worst thing that can happen is you become memorable.”



KATIE BOUMAN

born 1989

computational imaging prodigy • STEM professor • black hole “seer”

“Is it possible to see something that, by definition, is impossible to see?”

Black holes—one of the most mysterious phenomena in our universe and yet one of the most fundamental— are thought to be the pulsing hearts at the center of most galaxies. Their gravitational pull is so strong that nothing can escape, not even light, which means there’s no way to “see” them aside from the shadows they cast onto the glowing hot discs of dust and gas presumed to whirl around their edges. They’re so dense and distant that trying to capture an image of one is like spotting an orange on the Moon with your naked eye. Nonetheless, a daring team of 200 international researchers decided to attempt the impossible, synchronizing a network of radio telescopes that spanned the entire Earth. But how could they possibly piece together the scant patchwork of noisy data collected to create a comprehensible picture? Enter computational imaging whiz Katie Bouman. The Indiana native had no background in physics or astronomy when she joined the Event Horizon Telescope project in 2013. But she did have an uncanny knack for finding ways to see and measure the invisible.

As an MIT grad student and postdoc, Katie helped forge the code that could render an image from thousands of bytes of data. At her insistence, the crew spent two years simply testing and refining the algorithm to ensure they hadn’t designed it to construct the picture they expected to see. She knew that, for the results to be scientifically valid, they had to leave open the possibility that they’d reveal a “giant elephant” instead of a dark sphere. Finally, the mountain of data they were waiting for—gleaned from a galaxy 54 million light years away—arrived, manually shipped on half a ton of hard drives. The 29-year-old Katie was amazed to see a hazy orange ring immediately come into view. It was the world’s first visualization of a black hole—exactly as Albert Einstein had predicted it would look more than 100 years earlier. Now a Caltech professor, Katie’s got a new Event Horizon target: imaging the 4-million-solar-mass black hole in the middle of our own Milky Way.



EMILY NÚÑEZ CAVNESS

born 1989

military kid • US Army lieutenant • purpose-filled repurposer

“What in my life is sometimes discarded that could be harnessed into something beautiful with a powerful mission?”

The question of how to turn the discarded into something beautifully beneficial sparked Emily Núñez Cavness’s imagination one fateful day as she sat listening to a lecture by a visiting social entrepreneur. Before the talk even wrapped, the Middlebury College senior had marshaled a business plan to convert military surplus into stylish, American-made accessories. The daughter of a lifelong Army officer, she’d grown up surrounded by soldiers, calling West Point home and eating Thanksgiving dinners in bustling mess halls. She wanted to serve, too, so she enlisted in the Reserve Officer Training Program. As the only ROTC cadet on a campus of 2,500, she soon became a de facto military ambassador in a student community where many had never met someone in the service. Galvanized by the idea of social entrepreneurship, she spotted a chance to expand her bridge-building mission with a company run by and for veterans that would reduce waste while encouraging meaningful connections between military and civilian populations. She would turn “swords into plowshares.” In 2013, Emily and her sister/cofounder, Betsy, launched Sword & Plough with a Kickstarter crowdfunding campaign that raised 15 times their \$20,000 goal. They were swamped with 1,500 orders to fill right as Emily learned she was being deployed to Afghanistan. She honorably performed both duties—CEO of a startup and first female intelligence office for the 10th Special Forces Group.

After joining the inaugural class of women to enter the US Army’s 5-month Ranger Training Assessment Course, Emily retired from the military to run her Certified B Corp full-time. Determined to create opportunities for fellow vets, Sword & Plough routes 10% of all proceeds to veterans’ initiatives. Veterans have also been drafted into every department, from design and manufacture to sales, fulfillment, and even modeling. Thus far, they’ve salvaged more than 40,000 pounds of surplus, including challenging materials like aircraft insulation. As the cofounder of a company that continues to notch up accolades for principled innovation, Emily’s stepping up as a general for quadruple bottom-line businesses driven by people, planet, profits, and purpose.





AMELIA MORÁN CEJA

born 1955

grape picker to vintner • 1st Mexican American vineyard president • roots-honoring philanthropist

“It really doesn’t matter where you begin. What really matters is what you do from that point on.”

Cutting her first cluster of Merlot grapes at age 12, Amelia Morán Ceja was immediately determined to have her own vines. When she told her father she’d run a vineyard one day, he said: “Of course you will.” And she would. Amelia’s dad was away working in the US for much of her childhood in Jalisco. The tiny farming village had no electricity or running water, but its bountiful love and unforgettable flavors were sturdy roots for her bright future. When her family moved north in 1967, Amelia joined them in the fields on the weekends, meeting her future husband when he (unsuccessfully) tried to help her tip a heavy load into a trailer. The history and lit major was newly married with three children when she and her husband’s family pooled their resources to buy their original 20-acre spread. It took five years of patient cultivation to yield a harvest and 12 more of selling grapes to other vintners before they were ready to bottle their first commercial wines in 2001. Amelia, who knew the biz from the ground up, was their pick for president. With her filling every role from marketing manager to executive chef, critics anointed Ceja Vineyard as the industry’s most promising newcomer.

The first Mexican American to head a winery, Amelia’s made her family-run operation into a full-bodied celebration of their heritage. Her innovative culinary pairings—tomatillo-laced oysters with Sauvignon Blanc, grilled chiles rellenos with Chardonnay—have busted the myth that wines don’t mix with Latin cuisine. Having grown up with labor leaders Dolores Huerta and Cesar Chavez as her heroes (and houseguests when UFW was organizing Napa Valley), Amelia also pays tribute to her roots by protecting the rights of Mexican campesinos and raising awareness about their essential contributions to the US wine industry. She’s raised hundreds of thousands of dollars for related causes and successfully lobbied for a bill banning minors from fields where pesticides are used. Today you can find the indefatigable vintner fronting her own PBS cooking series, pouring wines in the White House, and breaking ground for the vineyard’s new mission-style HQ.



CRISTETA COMERFORD

born 1962

young food lover • White House's 1st female executive chef • culinary diplomat

“At the end of the day, whatever you do and whatever your mission is, it's only successful because of your team.”

For Cristeta Comerford, the kitchen table was the heart of her childhood home in Manila. Cooking was her mother's “language of love,” and the accomplished professional still considers her mom the most talented chef she's met. When her family relocated from the Philippines to Chicago in 1983, Cristeta entered the restaurant industry as a hotel “salad girl.” Starting at the bottom and working her way up taught her to appreciate the importance of even small duties to the overall success of a team. She approached each step along her journey as a learning opportunity, and the diligent and passionate foodie eventually graduated from prepping Cobb salads to leading elite teams who set the menu for the world's most influential diners.

After studying French cookery in Austria and working in fine dining in Washington, DC, Cristeta was selected from among hundreds of applicants to join the White House kitchen staff as an assistant chef in 1995. Ten years later, First Lady Laura Bush promoted her to the top spot after she wowed the first couple with a specially prepared tasting menu. The first woman and first person of color to hold the executive chef position since it was created by the Kennedys in 1961, Cristeta's also the only chef in the country whose culinary briefs are top secret. After more than two decades of feeding four first families, plus foreign dignitaries, national heroes, and A-list celebs, Cristeta's become an expert at adapting her fare to suit the needs and tastes of each administration. She's made an art of state dinners, doing months of research to ensure her courses showcase the best of American cuisine while honoring guests' distinctive food cultures. Always a fan of regional, seasonal cooking, dating back to the days when she used to prepare meals using meat and produce from her grandparents' farm, today Cristeta's menus are so locally inspired, she doesn't have to go much farther than the gardens on the White House's South Lawn to source fresh herbs, vegetables, and honey straight from the hive.



JEANNE GANG

born 1964

studio founder & professor in practice • eco-innovator • modern “relationship builder”

“Pleasure and discovery often stem from looking at the world with openness, as if we are seeing it for the first time.”

As a kid, Jeanne Gang spent blustery Midwest winters building ice castles in the snow. Little did she imagine that her first high-profile commission as an architect would be to design one of the highest skyscrapers in the region’s metropolitan hub—Chicago’s 82-story Aqua Tower. The state-of-the-art project not only put her Studio Gang on the map as one of the field’s most innovative firms—and gave Jeanne the record for the tallest building designed by a woman—it helped people recognize once again the possibilities of urban architecture to construct sustainable, equitable, and socially engaged communities. Inspired by ecology’s focus on the finely balanced networks that underlie thriving habitats, Jeanne thinks of herself first and foremost as a “relationship builder,” creating spaces that connect people with their environment and each other. That’s a difficult thing to do in the vertical orientation of big cities, but Jeanne gave us the blueprint. For Aqua, she devised a system of offset balconies that encourage residents to interact as if chatting between backyards. Blending style and function, the balconies artfully evoke rippling water while also blocking the Windy City’s gusts. Since then, Jeanne has designed high-rises from Amsterdam to Honolulu and has an even-taller 95-story tower in the works on Chicago’s Riverfront.

No matter the scale or medium, purpose is the cornerstone of Jeanne’s creative process. She courts pleasure and discovery by seeking a fantastic variety of commissions and approaching them all with openness. She’s reimagined a forbidding inner-city police station as a trust-rebuilding “polis station” complete with barbershops and basketball courts. She’s repurposed a 100-year-old coal-burning power plant into a university health and wellness center, designed sleek boathouses that organically filter runoff, and turned an artificial island into one of the largest urban aquatic nature preserves. Recently dubbed the world’s most influential architect by *Time*, Jeanne’s latest commissions will leave her inventive mark on iconic sites, including the US Embassy in Brazil, Chicago’s O’Hare Airport, and New York City’s Natural History Museum.



MARGARET HAMILTON

born 1936

computer science pioneer • “software engineering” coiner • savior of the Apollo 11 mission

“There was no choice but to be pioneers; no time to be beginners.”

The year 2019 marked the 50th anniversary of the first moon landing. Commemorations revealed new dimensions of the milestone mission that hadn't gotten much press before, including some of its instrumental unsung women, like Margaret Hamilton. In many ways, her contributions to the Apollo program marked as great a leap for humankind as that initial step on the lunar surface. Margaret got involved with computer science before it was an academic field. The young mathematician didn't mind learning on the job and developed a passion for doing things that had never been done. After working on an MIT project to develop weather-predicting software, Margaret was hired to head a team of 100 that created NASA's Apollo Flight Guidance Computer Software Collection. Her rigorous and creative approach to anticipating problems was so effective there were zero software bugs during any crewed Apollo mission.

Today, it's hard to imagine the differences in method and scale that Margaret had to contend with. Computers were room-sized and had no screens. Code was written on paper and translated onto punch cards to feed into the machine or manufactured into ropes of copper wire for in-flight instructions. The spacecrafts carried 72 kilobytes of computer memory—about a million times less than the storage space on your average smartphone. Yet the principles she established laid the groundwork for a radically new engineering discipline. When her young daughter managed to crash the whole system by hitting one wrong button, Margaret realized she had to account for failures in “peopleware.” That extra programming proved essential in the dramatic final moments before Neil Armstrong first touched down on the moon. The landing module began flashing emergency warning signals during their approach, but Margaret's error detection and recovery mechanisms kicked in, accurately diagnosing and compensating for a malfunction in the hardware. Mission Control had such faith in Margaret, they gave the astronauts the historic green light to proceed. She would go on innovating her field, founding two software companies that applied her lessons from Apollo to develop programming languages for complex systems.



INDRA NOOYI

born 1955

India-born business student • renowned strategist • values creator

“Values make an unsinkable ship.”

In 2006, Indra Nooyi was named CEO of PepsiCo. She was the first woman to head the flagship American brand, and, at the time, one of only 11 female top execs in the Fortune 500. (Today there are triple that, though they still make up less than 7% overall.) Indra had been with the company since 1994, when she signed on as its chief strategist, and was later tapped to be its president and CFO. She inherited the top job at an uncertain time, with the global financial crisis looming, and had to map out a strategy to meet the challenges—would she try for morale-boosting immediate gains or equip the corporation to thrive in the long haul? The calm captain opted for the latter, charting her course with one simple, visionary principle: creating value through values. She began shifting Pepsi’s portfolio away from its sugary offerings to healthier options for the whole family, giving back with childhood health initiatives, and stressing environmental sustainability as the keystone to sustainable growth. Her tack paid off. In her 12 years at the helm, Indra upped revenue from \$35 billion to \$63.5 billion, keeping the company’s shares steadily rising despite an international downturn in soda consumption.

Indra was a rebel kid in a conservative family. She played lead guitar in an all-girl rock band and had the audacity to pursue a Yale MBA—when still unmarried—against her mother’s wishes. Known for wearing saris to corporate functions, she considers herself equal parts daughter of India and all-American businesswoman. Both her deeply traditional roots and rebellious streak have served her well in her groundbreaking career. At Pepsi, she was famous for “thinking outside the can” while ensuring the company was grounded in principles. Indra stepped down as CEO in 2018, ready to apply her sense of purpose to new projects. Besides writing a book to share what she’s learned from her decades of leadership, the admired exec is dedicating herself to helping other values-driven women rise to the top.



JACQUELINE NOVOGRATZ

born 1955

banker • impact-investing pioneer • compassionate nonconformist

“Your job is not to be perfect. Your job is only to be human.”

At six years old, Jacqueline Novogratz took to heart the age-old axiom “to whom much is given, much is expected” instilled by her first-grade teacher Sister Mary Theophane. This adage stirred her desire to change the world. In her first job out of college, Jacqueline got the chance to see a lot of it. Working for the credit audit division of a major bank, she traveled extensively to assess the quality of their loans. When a trip to Brazil confronted her with the huge gulf between rich and poor, she ventured to ask her manager if they could do more for those at the bottom of the pyramid. The answer was a definitive “no,” defended with familiar reasons of why it would be too risky and costly. Jacqueline’s response was to quit her job on Wall Street and imagine a new kind of investing, one that would measure results in terms of social impact.

When the 20-something idealist opted to begin her good works in Africa, she quickly realized that people there neither wanted nor needed saving. Giving up the charitable mindset that reinforces the gap between rich and poor, Jacqueline instead listened keenly. In 1986, she partnered with Kigali women to set up a thriving local bakery operated by formerly ostracized residents and created the country’s first microfinance institution run by and for Rwandans. After heading back to the US for her MBA, Jacqueline made her next big move in 2001, launching Acumen, a “nonprofit venture capital fund for the poor.” Since then, the first-of-its-kind organization has invested \$110 million to finance more than 100 social enterprises, from Colombia to Uganda. Backing companies and entrepreneurs whose innovations in education, health care, sanitation, energy, and agriculture have improved the lives of more than 200 million people, Jacqueline’s “patient capital” has reached places that markets and government aid don’t touch. Recently named among the “World’s Greatest Living Business Minds,” the impact investor remains on the front lines of a moral revolution in business and a business revolution in philanthropy.



NONNY DE LA PEÑA

born 1962

journalist • tech company founder & CEO • “Godmother of Virtual Reality”

“What if I could present you a story that you would remember with your entire body and not just your mind?”

We often think of virtual reality as the future of marketing, gaming, and entertainment. Nonny de la Peña, an early VR advocate and maker, has always thought about the technology’s potential in a different light—as an “empathy machine,” a tool for genuinely understanding the realities of others. Now a founder/CEO of a pioneering virtual and augmented reality studio, Nonny came to the industry through journalism. She’d already distinguished herself when, in 2010, she decided to give VR a try. An intern had come back in tears from a research trip. Her footage recorded an LA food bank worker shouting “there’s too many people!” with desperate frustration as one man waiting in the enormous line collapses into a diabetic coma because his blood sugar had gotten too low. Nonny knew that if she could allow people to experience this scene as her intern had, they’d understand the story not just with their minds but with their entire bodies. She debuted *Hunger in LA* at the 2012 Sundance Film Festival. Even though it was presented via a duct-taped headset with rudimentary graphics, the world’s first VR film fueled the visceral reactions she was looking for. The president of the World Economic Forum took notice, commissioning her to design a piece about the Syrian refugee crisis, and the projects have kept coming.

Featured on news platforms, at conventions, and in top-flight museums, Nonny’s VR inventions—which she’s dubbed “immersive journalism”—are generating powerful new ways to put people on the scene. Distilling complex, urgent issues into graspable experiences, her team at Emblematic has taken viewers to the base of melting glaciers, put them in solitary confinement, and asked them to traverse war-torn streets. A stickler for journalistic integrity, Nonny’s jumping-off point for every project is rigorous documentary, combining real footage with painstaking digital reconstructions. Her next big mission? Making VR more accessible so that everyone has the chance to not only be transported to fantastic imaginary worlds but also engage more meaningfully in our own.



BETH ROBINETTE

born 1987

theater geek • rancher & holistic land manager • cowgirl educator

“If you desire diversity, you have to create conditions for diversity to thrive.”

Beth Robinette grew up on an 800-acre ranch west of Spokane, Washington, dreaming of a career in theater. Her college cafeteria was a wake-up call. Once she got outside the bubble of her bucolic upbringing—working intimately with nature, eating home-cooked meals made with produce raised or grown by her family—she suddenly realized that her future lay much closer to home. Confronted with the industrialized food systems that come with heavy environmental tolls and compromise local communities’ abilities to feed themselves, Beth came to see that her small family business was a genuine opportunity to sow seeds of change. She returned to Lazy R Ranch with a degree in sustainable agriculture, ready to raise premium grass-fed beef alongside her father under the eco-aware slogan: “We ranch like your future depends on it.”

A fourth-generation rancher, Beth’s also part of the changing face of agriculture. The recent influx of women isn’t just stepping into men’s boots, they’re changing the profession to reconnect with the land and reshape our foodscapes. Beth’s steering the herd by helping to bring ladies into the fold. In 2017, she cofounded New Cowgirl Camp, a “rhinestone-free zone” that offers a crash course in animal husbandry and holistic land management. Though cattle have gotten a bad rap as drivers of climate change, Beth believes her style of ranching can be part of the solution. At Lazy R, she’s proven that better livestock starts with enhanced ecosystems—pastures teeming with life that can sequester carbon, retain water, and encourage resilience. Besides running her own farm, Beth is actively rewiring her state’s food systems with LINC Foods, a cooperative hub that connects local farmers to commercial customers. As she continues to roll out projects and gain prominence—including a statewide “Farmer of the Year” cred in 2018, her core duties remain the same: long, solitary hours mending fences, choreographing grazing, and counting grass species. Whether changing the demographics of her profession, empowering regional producers, or cultivating robust ecosystems, Beth’s purposeful work is boosting diversity and sustainability.



TAMMIE JO SHULTS

born 1961

retired Navy officer • pioneering commercial pilot • heroic lifesaver with “nerves of steel”

“Heroes are just people who take the time to see and the effort to act on behalf of someone else.”

On April 18, 2018, Southwest Airlines captain Tammie Jo Shults was 20 minutes into a routine domestic flight when the left engine on her Boeing 737-700 exploded in midair. The blast tore away a section of plane, spraying shrapnel into the wing and main cabin. One passenger, Jennifer Riordan, tragically lost her life; the rest were panicking as the cabin rapidly lost pressure and oxygen masks dropped down. While the aircraft was in chaos, shaking and steeply tilting to one side, its captain calmly communicated with air traffic control before maneuvering an emergency landing that saved 148 lives. After touchdown, Tammie Jo went up and down the aisles, personally checking on each passenger. The stunning incident made immediate headlines. The pilot didn’t release her name, but her grateful passengers refused to let her heroism go unacknowledged.

As Tammie Jo’s backstory came to light, people realized her whole life has been defined by a remarkable sense of duty and courage. Raised on a ranch near a New Mexico Air Force base, she’d grown up awestruck by air drills. The teen knew she wanted to serve and fly. When a colonel at a career day discouraged her from attempting, she temporarily rerouted her ambitions toward veterinary care, but couldn’t shake the dream of getting into the cockpit. She tried to enlist in the Army, Air Force, and Navy, but they kept putting her off or telling her to send along her brother instead. Finally, a year after taking the Navy aviation exam, Tammie Jo found a recruiter willing to accept her. She served as an instructor and tactical pilot before being selected for the first female team to fly supersonic F/A-18 combat jets. Leaving the armed forces as a lieutenant commander, she joined Southwest as one of the first female commercial airline pilots in 1994. No doubt Tammie Jo’s military training helped her meet the most high-stakes challenge of her life. Her intrepid attitude probably played its part, too. And that’s why the next class of highfliers have Tammie Jo on their radar.



JODY WILLIAMS

born 1950

international aid worker • social justice professor • Nobel laureate redefining peace

“Peace is not a rainbow and a dove. It is hard work every single day to try and reshape our understanding of the world.”

Jody Williams was a newly minted grad of international politics when her work with Central American aid organizations gave her a startling hands-on lesson. Posted in civil war-torn El Salvador, she had the grim job of providing artificial limbs to children who lost arms and legs to land mines. This experience made her realize what a grave threat the concealed explosive devices posed, not only to combatants, but entire civilian populations. Worst of all, the menace of these weapons remained long after the fighting stopped. In 1991, Jody was invited by two NGOs—a veterans’ group and a medical relief organization—to investigate the possibilities for forging an international coalition to address the 100 million land mines perilously dotted around the globe. As the founding coordinator of the International Campaign to Ban Landmines she grew the organization exponentially, enlisting 1,300 groups in 95 countries to sign on as supporters, as well as celebrity advocates like Princess Diana. In just six years, Jody generated enough political momentum and community backing to broker an unprecedented diplomatic achievement: a Mine Ban Treaty that’s been ratified by 130 countries and counting, virtually eliminating the new use, trade, and production of land mines. The feat won Jody the 1997 Nobel Peace Prize, but she didn’t rest on her laureate. Besides addressing the explosives still buried in 61 countries that affect thousands of victims each year, she continues to monitor the treaty’s implementation, ensuring that signatories honor their commitments.

Today, the endowed chair of social work at the University of Houston is expanding her mission to spread a “realistic” vision for world peace. In 2006, she teamed with her sister laureates to launch the Nobel Women’s Initiative. They’re using their clout to back projects that contribute locally or globally to justice and equality. The group is part of Jody’s effort to reframe how we think about peace—not as a rainbow or dove or any other abstract utopian ideal. For her, peace is a daily human responsibility to work toward environmental justice, sustainable development, and the guarantee of a dignified life for all.





TERRY TEMPEST WILLIAMS

born 1955

natural history museum curator • faith-filled author • “storyteller; disruptor; engaged citizen”

“The eyes of our future are looking back at us, and they are praying for us to see beyond our own time.”

Raised in Utah’s Salt Lake Valley, Terry Tempest Williams learned to cherish its dark sky full of stars and “the curvature of the Earth in an erosional landscape.” An acclaimed environmental writer steeped in the American West, she’s descended from Mormon pioneers and grew up with their faith traditions. While it has been years since she belonged to any church, she still honors her religious background for giving her a deep appreciation of community, family, and place. Those are the love-centered values she wants to take seed through her work.

A naturalist and educator first, Terry didn’t set out to have a career in writing. She learned the art of storytelling as a young science teacher whose students flourished when she could translate biology and geology lessons into awe-inspiring narratives. Her first published work, the National Science Foundation Book Award winner *The Secret Language of Snow*, was for children. Turning to the fraught tale of her own native landscape, Terry emerged as a giant of American nature writing with the 1991 memoir *Refuge*. Now a widely published master of creative nonfiction with a conscience, she’s lent her lyrical voice to meditations on everything from erosion to democracy, earned multiple accolades—from a Guggenheim fellowship to the Sierra Club’s John Muir Award—and served as a professor or writer-in-residence everywhere from the University of Utah to Harvard’s Divinity School. To mark the centennial of the National Park Service, she appeared in a Ken Burns documentary series and penned a “personal topography” of US national parks, including her time teaching in the Grand Tetons. Terry has also pledged to put her boots on the ground as an activist, protesting aboveground nuclear testing and starting her own energy company so she could buy up leases to prevent fossil fuel drilling on public lands. Today the eco-author is helping the world see climate change as a spiritual issue. Addressing it means adopting an ethical stance that respects the worth of all living things while acting on a selfless devotion to the well-being of future generations.

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Pauline Weger (founder + ceo) · Alicia Williamson, PhD (chief editor)
pweger@quotabelle.com
Quotabelle.com