

COVERSTORY

ENTERPRISING
WOMEN

11.17.2016

TIME:

Registration: 11 a.m.
Lunch: 11:30 a.m. - 12:45 p.m.
Program: 1-5 p.m.
Networking/Cocktail Party: 5 p.m.

LOCATION:

Cape Codder Resort & Spa, Hyannis, MA

COST:

\$75

REGISTER:

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IDEAS * INSIGHT * INSPIRATION

From the national political stage to the Olympic arena, women are clearly making their mark in 2016. Closer to home, the Enterprising Women event provides a forum for entrepreneurial women to explore and embrace their unique experiences and perspectives. The collaboration and connections offered by Enterprising Women enable women to achieve more, both professionally and personally. Enterprising Women is the premier women's business event in the region, bringing together varied experts to provide advice and inspiration in a hands-on setting.



Master of Ceremonies:

Kathryn Eident, Co-Host Morning Edition, Reporter - WCAI

Kathryn Eident is co-host for Morning Edition with Brian Morris. She first began producing stories for WCAI in 2008 as a Boston University graduate student reporting from the Statehouse. Since then, Kathryn's work has appeared in the *Boston Globe*, *Cape Cod Times*, *Studio 360*, *Scientific American*, and *Cape and Plymouth Business*.



Lunch Speaker:

Women & Transition

A provocative interactive discussion on change, transition and your own success!

Linda Rossetti, Author, Harvard MBA, tech startup entrepreneur and Fortune 500 executive

womenandtransition.com

Program Speakers:



The Courageous Woman

Dale Allen, A veteran corporate and commercial communications expert, daleallenproductions.com

Dale's approach to corporate communications is polished and professional. She can take complex and technical data and make it relatable.



Things I'd Wished I'd Known When I Started My Business

Jane Pollak, Successful entrepreneur, public speaker, author and business coach, janepollak.com

Jane loves sharing inspirational, yet practical, lessons with like-minded entrepreneurs.



Own Your Ambition

Bonnie Marcus, Award-winning entrepreneur, *Forbes* and *Business Insider* contributing writer, womensuccesscoaching.com

Bonnie, author of *The Politics of Promotion* and *Lost Leaders in the Pipeline*, helps women get ahead and consults with companies to retain top female talent.

BANKING ON TRUST



Cape Cod Five's Dorothy Savarese embodies true leadership

By Joy Jordan

As a child, Dorothy Savarese did not plan to grow up and become a banker – in fact, her dream was to become an astronaut. But today, as President and CEO of Cape Cod Five Cents Savings Bank, she wouldn't change a thing.

"After working in economic development for more than a decade, I wanted to stop traveling when my son was born and still use my skills in lending and finance to help customers and communities," says Savarese. "Banking seemed like a good fit. A former colleague invited me to join his bank and suggested I start by learning the retail side before moving into community reinvestment activities.

"When I moved to Cape Cod for family reasons I began working at Cape Cod Five as a commercial lender. It must have been the right move, because I've been there for 23 years, working alongside smart and committed board members and talented, dedicated staff. Over time, what started as a job became a vocation and then a passion. Because everything we did at the bank aligned with why I started in economic development."

The community is taking note of that passion. Savarese has been the recipient of many awards and accolades over the years, including two impressive honors this year.

Savarese recently was named Number 11 on American Banker's 2016 list of The 25 Most Powerful Women in Banking. According to the magazine, their annual list represents "25 leaders are using their influence to make banking – and their communities – better."



Leah Fennell

Marketing Director
Shepley Wood Products

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508-862-6200

Leah Fennell joined the lumber and building materials industry in 1998 to implement a software system for a multi-location retail home center. She successfully developed a training program that served as a prototype for other retailers looking to transition to similar systems. In 2006, Leah joined Shepley Wood Products, a wholesale lumber and building materials supplier, as their Marketing Director. With an emphasis on relationship marketing, Leah works with the sales teams and suppliers to provide educational and social opportunities for building professionals.

Leah is an active member of the Home Builders & Remodelers Association of Cape Cod and is president of the Massachusetts Retail Lumber Dealers Association.

Leah lives in Eastham, Massachusetts with her husband Skip. She enjoys cycling the trails of the National Seashore and hiking the beautiful beaches on the outer Cape.

Learn more about Shepley at ShepleyWood.com, on Facebook at Shepley Wood Products and Twitter @ShepleyWood.

Leadership Lessons

“As for individual management, through my own experience and the extensive management research that I have read, I’ve found that the best management style is adapting to whatever works for the employee. For some of my employees, I check in regularly with structured tracking devices to make sure things are running on time. Not that I have any doubt that things won’t get done, but to keep our collective focus on the priorities and goals we are trying to reach. For others, I am much more hands off and we talk through any big decisions as they arise. For everyone, constant and immediate feedback and coaching as needed is essential for growth. I adapt my management of staff to the particular circumstances as well. If we are dealing with a new area or rapidly changing matter I will be very hands on. Where we are dealing with more established and successful areas, I will delegate heavily and do more in the way of oversight.”—Dorothy Savarese

With a long history of community support and innovative leadership, Savarese clearly fits the bill.

In addition, Savarese is highly esteemed by her professional peers. She was recently elected as Chairman-Elect of the American Bankers Association at its annual convention in Los Angeles after having served this past year as Vice Chairman. The American Bankers Association is the primary national organization that represents and supports the banking industry. The ABA provides numerous services and benefits to its member banks, all of which help them to be more successful.

“I am looking forward to working with ABA Chairman Dan Blanton, the other Officers and Board members, incoming CEO Rob Nichols, and the highly professional ABA staff as well as my fellow ABA members to help support the competitiveness of our industry, which is so vital to the nation’s economy,” Savarese says.

Following 12 years in key management positions, Savarese became President and CEO of The Cape Cod Five in 2005. She also serves as Chairman of the Board of Directors and Executive Committee of The Cape Cod Five Cents Savings Bank and Chairman of The Cape Cod Five Cents Savings Bank Charitable Foundation Trust. She serves as Secretary of the Board of Trustees of Cape Cod Community College and as a Board member at Gosnold on Cape Cod, an addiction healthcare provider. She recently completed her final term on the FDIC Advisory Committee on Community Banking, is a past Chairman and Board member of the Cape Cod Chamber of Commerce Board of Directors, past Chairman of the Massachusetts Bankers Association, and a past member of the Board of Directors of the American Bankers Mutual Insurance Ltd.

Savarese is quick to note that much of her success is thanks to her entire team.

“I am committed to the concept of collaboration, teamwork and diversity,” she says. “I feel in this rapidly changing world, organizations with high-performing teams are essential to accomplishing our mission. I surround myself with people are smarter than I am in their areas, and work to facilitate engagement between them to arrive at directions that are in the best interest of our customers and the bank. We characterize ourselves as a ‘learning organization’ – we learn from our environment, our mistakes and our successes to continue to improve. We are hard on

Dorothy Savarese's top tips for professional women

- This is the dash - between the dates of our time on earth - make the most of it!
- Do not be afraid to fail, as those moments often provide some of life's greatest lessons.
- Never stop learning.
- Remember to support the women below or behind you, as much as you do of you.

problems and supportive of our people. We try to play to employee's strengths and continue to challenge them to grow and develop."

In keeping with that theme, when asked what her greatest achievement is to date, Savarese does not focus on individual advancement, but on the growth of the bank under her stead.

"The growth and success of the bank in meeting the needs of the customers and communities we serve has been a source of great joy for me," says Savarese. "I know it is due to many individual acts on the part of our dedicated employees and reflects the trust our customers have in us."

In addition, Savarese points to her recent ABA appointment - which was an historic event for the bank to be represented on a national level, and as only the second woman to be elected as Chair.

"It also reflects the strong leadership of everyone at the bank, from the board to the senior management team, to all of the employees," notes Savarese. "My confidence in their ability to meet the evolving needs of our customers



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Mentoring Matters

Dorothy Savarese sees mentoring as a true necessity to professional success and satisfaction. She has been the recipient of excellent mentoring and continues to pay it forward by mentoring many others.

"I have been blessed to have both mentors and sponsors throughout my career, who have helped me grow and develop," says Savarese. "They have advocated for me professionally and at times, challenged me to see where my own shortcomings lie. I feel obliged to support others on their journey, because I have benefitted so much from this support and mentorship. Because I have so many commitments, I know I can't reach out to everyone I would like to support. So I try to challenge all those with whom I commit to undertake mentorship and sponsorship as a part of their lives. I let them know that I get far more out of mentoring than I give - I am so inspired by the journeys and the courage of the people I've had the privilege to mentor or sponsor."

One of Savarese's mentees says, "Dorothy never asks for more than she thinks a person is capable. This has helped me want to grow to meet the potential she sees in me, even if I have not before seen it in myself."

and leading the bank forward in the constantly changing world in which we live, as well as their support of my taking on this role, were the number one motivators to allow me to accept this chairmanship."

As she continues to expand her influence on a national level, Dorothy Savarese remains committed to the local community that she supports, and sees her bank's role as a vital thread.

"At Cape Cod Five, we make a difference in people's lives," says Savarese. "We get to help them purchase their first home, second home or retirement home, expand their business, or prepare for the future. We get to help dreams come true. And we get to help support the vitality of our communities. Every day, I'm reminded of how lucky I am to work with wonderful colleagues who share my passion for helping our customers succeed. I consider this the best job in the world."



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Enterprising Women 2016 will feature an accomplished roster of speakers, sharing their insights into ambition, entrepreneurship, communication and reinvention. Here is a sneak peek at their experiences and the wisdom they will be sharing at the event:



Enterprising Women Emcee
Kathryn Eident
Co-Host Morning Edition, Reporter

Kathryn Eident is co-host for Morning Edition with Brian Morris. She first began producing stories for WCAI in 2008 as a Boston University graduate student reporting from the Statehouse. Since then, Eident's work has appeared in the *Boston Globe*, *Cape Cod Times*, *Studio 360*, *Scientific American*, and *Cape and Plymouth Business Magazine*.

She also worked in commercial radio, first as a reporter, then news director, at Cape Cod Broadcasting, four commercial radio stations in Hyannis. In between, Kathryn spent several years sailing as a deckhand and mess attendant on Woods Hole Oceanographic Institution research ships, and has written for the Institution's magazine, *Oceanus*.



Linda A. Rossetti
Author, *Women & Transition*
womenandtransition.com

How did you end up in your current career, and what makes it a good fit for you?

An unexpected transition set me on my current course, a course that I'd describe as an activist, author and social entrepreneur. My work focuses on women's development. I am particularly interested in women's transitions and their influence on women's advancement. I teach, write, conduct research and collaborate with women and with organizations to advance this work. I founded a not-for-profit, WE R, that is dedicated to increasing the capacity for transition in women.

I love the work because it aligns what I do with what I care deeply about. This focus has also given me a chance to do something I've always dreamed about — writing a book! The most important thing to remember about all of this is that it emerge from a time of great uncertainty for me.

How would you characterize your leader-

ship style?

My leadership style is collaborative with an emphasis on learning. I remember when I served as EVP of HR and Administration at Iron Mountain, I was one of the few leaders in the C-suite who prioritized learning cycles for my teams. I wanted to give my teams enough time to make mistakes, develop their skills, and test new ideas. I believe that in today's corporate environment both our time pressures and our results orientation are often at odds with this type of learning. Too often there isn't enough time to give a person or a team the cycle time to 'try something' before needing to deliver results. I find this one of the greatest challenges as a leader — to ensure that my teams have the bandwidth to grow and develop while still delivering on the organization's commitments.

What aspects of leadership do you struggle with the most?

I struggle with the belief that there is one style or a best style of leadership. I think that is wrong. I've learned that the best leaders are those who have the confidence to bring who they are to the job. As a result there are many styles of leadership that can be effective.

What are your top three pieces of advice for professional women?

1. *Identify what fuels you.* Through my work on transition I've learned that the most energetic and impactful people are those who do something that they love for no other reason than they believe in its importance. Many of us — including myself — have to experiment in order to find that special focus. The key is to never stop experimenting until you find it. Even if something doesn't play out in a way that you initially expected, never stop. Regroup, incorporate what you've learned, and try again. The most successful companies — and people — aren't those who have a perfect initial strategy. The successful ones are those who iterate quickly and keep moving. I tell my kids it doesn't matter if you fall. It is how you get up that really matters.

2. *Eliminate from your vocabulary the word 'should' as it relates to job or career choices.* I always bristle when people ask me, "What

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should I do next?" What are you interested in? What are you passionate about? The answers to those questions lead to better choices than trying to figure out what might be useful on a resume or a future application. Trust your instincts and don't be afraid to course correct as you learn new things.

3. *Cultivate networks.* People, particularly peer networks, are critical sources of affirmation, information and knowledge. Find ways to connect and maintain those connections as you move and grow.



Dale Allen

Corporate and Commercial
Communications Expert
daleallenproductions.com

BIZNOTE

Andrew G. Gordon Insurance and Atlantic Advisers Insurance merge to create Gordon Atlantic Insurance

Andrew G. Gordon Insurance Inc. and Atlantic Advisers Insurance Agency Inc., both of Norwell, have announced their merger. The combined company will operate as Gordon Atlantic Insurance. The announcement was made jointly by Geoff Gordon, CFP, CIC, CRM, president of Andrew G. Gordon, Inc., and Jeff Helm, CIC, LIA, president of Atlantic Advisers. A separate division, Gordon Atlantic Advisers LLC, will provide specialized risk assessment and risk management services for businesses.

How did you end up in your current career, and what makes it a good fit for you?

My career fits my essence, as even in childhood I was involved in school plays, the writing and creating of my own stories and theatrical pieces, and the making of fun movies with our family camera. It was only natural that I go into business for myself in corporate, commercial and creative communications. I began to take action on my ever-present desire to serve and inspire by writing and performing my one-woman show, "In Our Right Minds," which I've performed across the United States and Canada, from Kawai to Dubai, and twice to the



U.N. Commission on the Status of Women. My latest form of service is to facilitate strategic partnerships to globally launch game-changing emerging technologies that will benefit us all.

How would you characterize your leadership style?

My leadership style reflects my desire to be of service to the greater good in our world. This has motivated me to help my cherished clients deliver their most effective messaging, to write an inspirational piece that I toured for a decade, and now, to facilitate the launch of critical new technologies. My leadership style reflects that I believe a larger destiny, or soul purpose is being fulfilled in myself and the people I work with. I'm thankful for the strengths everyone brings to a collaborative table.

What aspects of leadership do you struggle with the most?

The struggle I run into is inherent in the human journey: If you pledge to be of service, and if you continuously up the ante, then self-doubt, self-criticism and fear will arise each time. The higher the ante, more inner work to be done. But I believe that the Universe/Divine/Life is conspiring to assist in our breakthrough to be the best we can be, which results in bringing something good to the world.

What are your top three pieces of advice for professional women?

1. *Expand your perspective to see yourself as a valuable part of a greater plan for good.* You were designed to fulfill a special role, which will benefit you and the rest of us.

2. *Incorporate a daily practice of compassion and care for yourself.* Be in touch with all your feelings, including feelings like fear, frustration and anger. By quietly and compassionately acknowledging these feelings, they calm down, and you become more aligned, aware, courageous and free.

3. *Pay attention.* The people, experiences and opportunities in your life are there for a reason – see where there's light and potential. The Universe/Divine/Life wants you to take action. Hold your silent inner compass and do more listening than talking until you are fully clear on your role and how best to serve. You don't need to know everything – you can't know everything – pay attention and bring together people that collectively represent the full scope of the skills required to move a project along.

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Enterprising Women
Kathryn Eident
Co-Host Morning Edition, Reporter

What can we repaint for you?

Kathryn Eident is co-host for Morning Edition with Brian Morris. She first began producing stories for WCAL in 2008 as a Boston University graduate student reporting from the Statehouse. Since then, Eident's work has appeared in the Boston Globe, Cape Cod Times, Studio 360, Scientific American, The Penman House After Cape and Plymouth Business Magazine.

She also worked in commercial radio, first as a reporter when news director at Cape Cod Broadcasting, four commercial radio stations in Hyannis. In between, Kathryn spent several years sailing as a deckhand and his attendant on Woods Hole Oceanographic Institution research ships, and has written for the Institution's magazine.

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Leah Fennell

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Learn more about Shepley at ShepleyWood.com, on Facebook at [Shepley Wood Products](https://www.facebook.com/ShepleyWoodProducts) and Twitter @[@ShepleyWood](https://twitter.com/ShepleyWood).



Jane Pollak

Certified Coach, Author, Blogger, Lifestyle
Entrepreneur
janepollak.com

How did you end up in your current career, and what makes it a good fit for you?

I was born to be a coach, however, the profession wasn't established until I'd been in my art career for 20+ years. I was able to hire my own coach in the '90s and loved what it did for my career – having that wise cheerleader, advisor, advocate as a constant resource. I've worked with three coaches over the last 15 years. With their counsel and listening ear, I've written two books, expanded my speaking career, incorporated online training and vastly outpaced what I would have accomplished without their positive influence. Once I began speaking professionally, I was constantly approached to become an advisor or consultant. In 2002, I hung up my coaching shingle, got certified by the Coaches Training Institute in 2006 and made it the major part of my business ever since.

Teaching was my first profession. Coaching is a form of teaching that incorporates listening at a very deep level to hear what the client really wants. While I have decades of accumulated knowledge in business and life, it is hearing what the client deeply wants that is at the heart of good coaching. I feel fortunate to be able to do this kind of work. My highest values are authenticity, intimacy and success. Coaching is

a perfect blend of these.

How would you characterize your leadership style?

Through CTI I also graduated from their Leadership Program. The most significant take-away I got was that leadership does not require me to be in the front of the room or on a stage. It happens wherever I'm present. I like the phrase "attraction rather than promotion," which is what I consider my style. When people "want what I have," it's easy for me to lead them to that. If they see what they like in me, they can do what I have done to achieve it. Very simple. To characterize my style, I'd distill it down to leading by example. I walk my talk in everything I do.

What aspects of leadership do you struggle with the most?

How do I say this? It may be days, months or years in the making that 'followers' say, "You've been my inspiration!"

I'm going to sustain my way of being no matter what, but I wish my disciples/followers/admirers were more visible/vocal on a daily basis. It's lovely to receive a standing ovation when I'm on the platform speaking, but what I struggle with most is sustaining the belief that what I do matters to others on a more frequent basis. Could some of you come to my apartment building in New York and applaud when I'm heading to the subway on a given day and tell me you appreciate me as a role model?!

What are your top three pieces of advice for professional women?

1. *Take the long view.* Great achievements are gained over time, not overnight. Anyone looking for instant gratification or their definition of success will choose a different guru than me.

2. *Find support systems.* I have an accountability partner, a visions group and two networks to check in with on a regular basis. I don't succeed alone and depend heavily on sharing my struggles and successes with others on a regular – I'm talking 3x weekly at least – basis.

3. *Reward yourself.* Yes, I know that work can be its own reward, but dangle a carrot out there for the big achievements in your life. Schedule a special trip, a luxurious spa experience or additional time on your calendar to savor your successes.



Bonnie Marcus

Author, Forbes Columnist, and Certified Executive Coach
womensuccesscoaching.com

How did you end up in your current career, and what makes it a good fit for you?

I spent over 20 years in corporate positions, working my way up to CEO of a national company from an entry level position. Along the way, I saw many talented and qualified women passed over for promotions because they focused solely on their work and didn't know how to effectively promote themselves or build a supportive network. They didn't pay attention to the politics and often were blindsided. When I started my company, Women's Success Coaching, in 2007, it was with the mission to help women learn the skills they needed to get the promotions they deserved.

How would you characterize your leadership style?

My leadership style has always been collaborative. I enjoy mentoring and coaching my employees. Paying attention and listening to my employees has helped me learn more about them and learn valuable skills.

What aspects of leadership do you struggle with the most?

In the past, I have struggled with wanting everyone to like me, but I learned fairly early in my career that it's much more important to be respected.

What are your top three pieces of advice

"The best part of my day tends to be when I meet with members of my team to discuss a topic - whether it is a challenge or opportunity - and through extensive analysis and debate, we end up coming to a better, often unexpected, conclusion about the best course of action. I am a better leader because I have full confidence in my team, and they know I appreciate their willingness to question everything. They look at things from a different angle than me, and many times, our final decisions end with meeting somewhere in the middle."—Dorothy Savarese

for professional women?

1. *Know your value* because it helps you negotiate and promote yourself effectively.
2. *Build a supportive network* of champions and allies who can advocate for you.
3. *Pay attention to the politics* so you can position yourself well and navigate the workplace successfully.



Elizabeth Kovach

Manager, Estimating Department
 Shepley Wood Products

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Since 2001 Liz Kovach has managed the Estimating Department at Shepley Wood Products. Liz has worked in the construction industry for over 25 years and is a MA Construction Supervisor License holder. She has been an active member of the Homebuilders and Remodelers Association of Cape Cod and Homebuilders and Remodelers Association of MA for over 20 years. She served as President of the HBRAMA from 2015-2016, and is a Past President and former board member of the HBRACC.

Liz, with her husband Steve, owned and operated Windswept Homes for 23 years. They were recognized as HBRACC *Builder of the Year* in 1999 & 2007. In 2010 Liz was honored as a HBRAMA *Legend* and was inducted into the HBRACC Hall of Fame in 2011.

Liz was an integral member of the Massachusetts Board of Building Regulations and Standards 7th Edition Building Code High Wind Construction Task Force that developed a MA version of high wind construction code.

In her personal life, Liz loves gardening, is an avid reader, and enjoys beach time with her family.