

Enterprising Women Names New Members To National Advisory Board

By MMI Associates, Inc.

Dated: Jul 24, 2009

Mary Ardapple Dierker, Nancy Freeman Balkcom, Elaine Buxton And Tanya Matthews Join As Board Members

RALEIGH, N.C. – Monica Smiley, publisher and CEO of Enterprising Women magazine (www.enterprisingwomen.com), has named Mary Ardapple Dierker, Nancy Freeman Balkcom, Elaine Buxton and Tanya Matthews as Enterprising Women National Advisory Board members.

Ardapple is the owner of Apple's Bakery Northside Market in Peoria, Ill. Inspired by her original establishment, O'Leary's Restaurant, Ardapple established Apple's Bakery, Inc. in 1998 and successfully launched its first gluten-free kitchen in 2008. Ardapple holds a bachelor of arts in Business Administration and Management from the University of Northern Colorado in Greeley, Colo. She serves her community through involvement with Friends of Wildlife Prairie State Park, as a board member of the Peoria Community Foundation and the District 150 School Foundation, and as president of the Central Illinois National Association of Women Business Owners (NAWBO) Chapter.

Balkom is president of MySupplies, a Freeman Forms and Supplies Company based in Atlanta. Since becoming president in 1986, Balkom has grown MySupplies into a multimillion dollar, full-line office products sales organization, and has guided the company through many industry challenges. Balkom serves on the board of directors for the Greater Women's Business Council Committee and participates in several leadership roles with the Atlanta Chamber of Commerce. She also serves on the Voice Forum Committee, the GWBC Education Committee and the Mentor Protégé Committee, where she mentors other women business owners. Dedicated to giving back to the community, Balkom instituted MySupplies' Rewards for Charity program, which provides financial support to more than 15 local charities by donating a percentage of sales to these organizations.

Buxton is president of Confero, Inc., a national customer experience measurement firm based in Cary, N.C., that offers customer service mystery shopping evaluations, customer brand support services, customer satisfaction research, and employee incentive and recognition programs. Buxton was active in the formation of the Mystery Shopping Providers Association which is now the largest professional trade association dedicated to improving service quality using anonymous resources. She served on the operating committee that formed the association and then went on to serve on the group's board of directors for five years. Most recently, Buxton was elected to the MSPA 2009 board of directors. She serves as chairwoman of the MSPA communications committee, a role in which she helps bring together the association's diverse international membership. Active in the community, Buxton has served on the Meredith College Board of Trustees, the Cary Chamber of Commerce Board of Directors, as board chair of Life Experiences and as president of the Raleigh Professional Women's Forum.

Matthews is president of TMG Construction Corporation of Purcellville, Va., a full-service general contractor. Founded by Matthews in 1992, TMG has developed a portfolio of hundreds of projects for such clients as the Washington Metropolitan Airports Authority, U.S. Army Corps of Engineers and the Department of Homeland Security. An internationally recognized expert in Design-Build construction, Matthews has held key management positions in several large construction and engineering companies, including Glen Construction Company, Dewberry and Davis, and Parsons Brinckerhoff. She has served as a visiting professor at numerous colleges and universities around the world and holds five academic degrees. Matthews currently serves as president of the Committee for Dulles, a nonprofit organization

representing the interests of businesses and individuals in the vital growth and development of Washington Dulles International Airport and its immediate market area.

Members of the Enterprising Women National Advisory Board provide advice to the publication's staff to tailor the magazine to meet the needs of entrepreneurial women.

Related Links:

www.enterprisingwomen.com
www.applesbakery.com
www.mysupplies.com
www.tmgworld.net
www.conferoinc.com
www.mmimarketing.com

Quotes:

"We are excited to announce the newest additions to the Enterprising Women National Advisory Board," Smiley said. "The insight they provide to our board will be invaluable, and we look forward to their contributions."

About Enterprising Women Magazine:

Enterprising Women, with headquarters in Cary, N.C., is the nation's only women-owned magazine published exclusively for women business owners that chronicles the growing political, economic and social influence and power of entrepreneurial women. The magazine provides a friendly meeting place, a public forum and a national stage for the critical issues confronting women's businesses and daily lives from the unique perspectives and experiences of entrepreneurial women. For more information, please visit www.enterprisingwomen.com or call (919) 362-1551.

Keywords:

Enterprising Women National Advisory Board, Monica Smiley, Women Entrepreneurs, Mary Ardapple Dierker, Nancy Freeman Balkom, Tanya Matthews, Elaine Buxton, Apple's Bakery Northside Market, Confero, TMG Construction Corporation, MySupplies, a Freeman Forms and Supplies Company

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