

# 20 QUESTIONS for 20 WOMEN

Interviews by Christine Shannon  
Photography by Cassandra Tomei  
Location: The Sanctuary Resort and Spa

We talked to 20 successful Arizona women—from politico Betsey Bayless and author Melissa Pritchard to fashion designer Angela Johnson and model Jennifer Johnson. Here, they sound off on topics as diverse as what makes a woman beautiful and when there will be a First Gentleman.

## DO YOU THINK THE GLASS CEILING WILL EVER BE FULLY REMOVED?

Marilyn Seymann, founder of the Arizona Foundation For Women ►

*I think that it is very gradually eroding. For every step forward, I do see a few steps backward. We have not been able to do what we need to do to really get to the next step. I don't think women help women enough. I think when women get to the top, instead of reaching down and getting the next woman on the chain, they safely ensconce themselves.*

## IF THERE WAS ONE THING YOU COULD CHANGE FOR ALL WOMEN, WHAT WOULD IT BE?

Sherry Kiyler, Phoenix Police Department commander

*All of the "you can'ts" and "you shouldn'ts" that [women] get from people—"you can't have a family and a career," "you can't be a police officer." It's easy to tell people, "Don't think you can have it all," [but] you can. You have to work hard to have it all. You have to believe you can do it.*





## HOW DO YOU KEEP A STYLISH EDGE WITHOUT COMPROMISING PROFESSIONALISM?

◀ **Linda M. Herold, president of Herold Enterprises**

*I don't think it is necessary to sacrifice style for professionalism. If your business life is more important to you, then it is not an issue. It's being good at what you do, that's the value. The most important thing is to be confident so you can forget about [your clothes] and concentrate on what you do. How you look is an investment in your career.*

## WHAT MAKES A WOMAN BEAUTIFUL?

**Susana Della Maddalena, vice president and executive director of Petsmart Charities** ▶

*A belief in herself. Self-confidence. A feeling that she can accomplish what she needs to accomplish. It certainly always helps how you feel when you look good. I feel beautiful when I feel like I am in control of my life.*

## HOW DO YOU MANAGE YOUR PERSONAL FINANCES?

**Valerie Manning, president and C.E.O. of the Greater Phoenix Chamber of Commerce**

*I pay attention to my finances, but the truth is that I am dependent on my husband, Roger. We talk about it. If we are going to make any decisions, we will have a discussion about it. It is really a practical decision on my part. The demands on my time are much different than his. In order for you to manage your finances, you have to decide who is going to be in the lead. Timing is everything when it comes to personal finances.*



## DO YOU FEEL PRESSURE TO STAY YOUNG?

Sheryl Cooper, owner/artistic director of Destiny Dance International  
*I think that society has imposed that pressure on us. As a dancer, it tends to keep the body flexible and [me] mentally youthful. My husband [Alice Cooper]'s dictates a young lifestyle. I think being socially active keeps you very youthful.*

*Men are distinguished; women are old. Men have character; women don't have the luxury of those terms. I think that women in film, women who grace the covers of magazines, might feel more pressure. For me, staying in good physical shape reflects on my face and how I carry myself. It is almost a nonissue.*



## HOW DO YOU GET WHAT YOU WANT?

◀ Mayme Kratz, artist

*I am not sure I always get what I want. Sometimes I think I only get what I need. At an early age, I knew what I wanted to do and I have been fairly unwavering in my focus. I have always had to work very hard, nothing has come easy. I rely a great deal on my "gut level" responses when it comes to making decisions and knowing what the next step is. I never force anything. I have had times of extreme sacrifice...no food, no money, total fatigue, and for many artists this has been the path. In spite of all that, I have no regrets. I feel so fortunate to wake every day and give my life to what I love most: my work. Perhaps this is how I get what I want. I love what I do.*



**BEST FRIENDS ARE OFTEN MADE EARLY IN LIFE. HOW DO YOU STAY CLOSE TO YOUR WOMEN FRIENDS, DESPITE DISTANCE AND FAMILY COMMITMENTS?**

◀ Denise Resnik, president of Denise Resnik & Associates, co-founder and president of the Southwest Autism Research and Resource Center


*That is a very important part of my life. As with all special relationships, you need to spend time to really connect with them. I really look for ways in which I can spend time with friends [while accomplishing] what I need to do. I used to hike, and the great thing about hiking was doing it with my friends. I stay close by making them a priority, by connecting with them in a variety of ways—snail mail, phone calls, finding ways to blend other activities. My female friendships are really grounding. They really help center me, help me establish priorities.*

**WILL THERE EVER BE A FIRST GENTLEMAN? IF SO, WHEN?**

Betsey Bayless, director of the Arizona Department of Administration ▶

*I certainly believe there will. When is the operative question. It wouldn't surprise me if in the next 10 years we see a serious female candidate, and in the next 20 years, a female president. I think, traditionally, women have not had the opportunity to gain experience to be in line for the presidency. I think the doors are starting to open. It has been developmental. I think women add an enormous value to the public experience. Women represent a different viewpoint. I think we see that in our state legislature and we ought to see more of that at the national level.*





## CAN WOMEN BE EQUAL TO MEN ATHLETICALLY? DO THE L.P.G.A. AND W.N.B.A. HELP?

Kayte Christensen, Phoenix Mercury player

*Because of our genetic differences, men and women cannot be athletically equal to one another. Golf is the only sport in which the two can be on equal playing fields and have the same shot because there is not running and jumping involved. Because our bodies are built so differently, I don't think that men and women can be compared to one another as basketball players.*



## HOW CAN YOU BE SUCCESSFUL PROFESSIONALLY WITHOUT STRAINING OR EVEN RUINING YOUR PERSONAL LIFE?

◀ Bernadette DeAngelis, senior vice president and regional managing executive of the East Valley division of Northern Trust Bank  
*First of all, know that I'm married and have been married for 31 years and in the business for 23 years. I don't think that there is any reason to worry, as long as you keep your priorities in line. If family is most important, then that is something that is to be agreed upon and you need to make sure that the time for family is there. If you are very fast-paced, then perhaps the career is most important. You need to find the balance. For me, it is a balance. We're a couple when we're together. We both have our own interests and we respect our personal time. I think you are a better person at the office if you're able to strike that balance.*



WHAT BOOK SHOULD BE  
REQUIRED READING FOR  
ALL AMERICAN CITIZENS?

**Melissa Pritchard, author and director of  
the Creative Writing Program at ASU**

*I would think some books address a deeper question of life...those books which have shaped our nation's history. And I am not talking about 1492, but the Native Americans. It is important to understand your own origins and sense of history, to understand your own origins as much as you can. To understand yourself better, to ground yourself in that. Knowing where we come from can help us, particularly as women, understand ourselves. I think that gives a woman great strength. I am always going to the deeper source of things and then connecting in a contemporary way. Know who you are in the deepest level.*

## CAN YOU BE A GOOD WIFE AND A GOOD MOTHER AND STILL BE TRUE TO YOURSELF?

Susan Brooks, co-founder and president of Cookies From Home, professional speaker and consultant

*For me, this has been a work in progress. When I was married, I was 20-years-old, so my impression was still in embryonic form of what was expected from me in this role as wife and mother. I tried to fit those expectations into this role in the 60's and 70's. I was committed to being a stay-at-home mom, and I lasted three months. I was not a happy camper. Though I loved my son, I thought life was passing me by. I went back to the classroom and found myself with professional moms. I've been forced to look at priorities, the choices and possibilities in my life. I was always juggling, and still am.*



## WHAT LESSON WOULD YOU LIKE TO PASS ON TO YOUR GREAT-GRANDCHILD?

Deborah Carstens, member of the Wish List National Board of Directors

*See the world. We, as Americans, think we do everything the best. But having traveled for over 50 years, and to all seven continents, I can tell you that's just not true. America is a leader in many ways, but there are lessons to be learned from other countries, other cultures. Living out of the country for three years made me see America with new eyes—in some things, like entrepreneurship, we're mired in bureaucracy. See the world, bring home the best ideas and enjoy putting them into play.*

## HOW DID YOU REACH AND ACCOMPLISH YOUR GREATEST GOAL?

Barbara Barrett, business and government leader

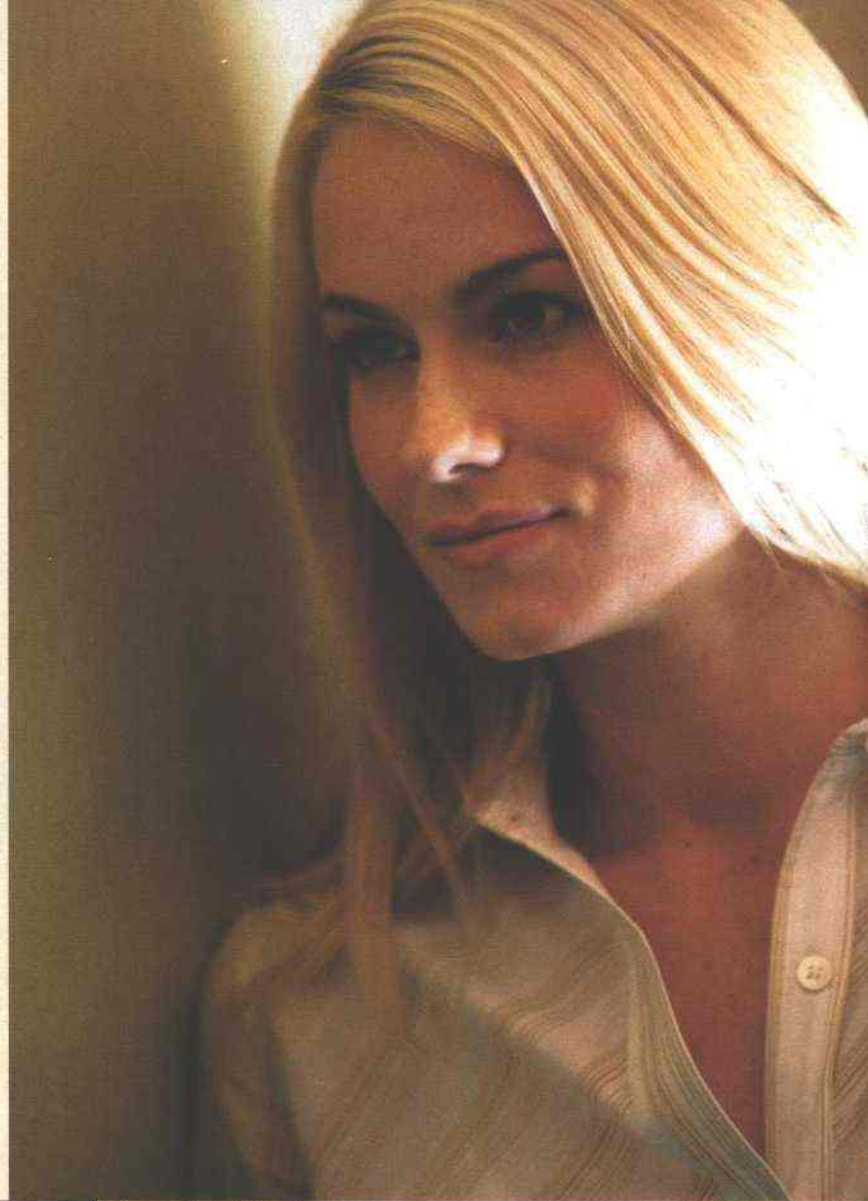
*In my heart, my greatest achievement is funding scholarships for capable students from around the state, country and world to come to study at Arizona State University. I grew up on a small farm and came to Arizona State to study, and I developed a love for Arizona and for the education. And as I became capable to support those, I found it a real pleasure to pass on that opportunity.*

*There were obstacles every day. I was working five jobs a day to pay for my education and support my family when I was in Arizona. All of those translated into skills development, time management—all of those things that didn't have a name then, but do now.*

## IS THERE A PERFECT BODY?

**Jennifer Johnson, model** ►

*No, I definitely don't think there is a perfect body. I think that most of that comes from the fact that we are all made up differently. In the field that I'm in, I see different girls struggle with trying to be the perfect size and perfect shape. There's a lot of pressure to be thin. You have to stay young and stay fit, but you can't go overboard. We are all different heights and sizes and shapes. With modeling, when you are showing people clothes, people say, "Sure that looks good on you." But there is a line out there that everyone can look good in. The most important thing is just to be healthy...We all have areas we need to work on.*



## WHAT ITEM OF CLOTHING ARE YOU CURRENTLY EYEING?

◄ **Angela Johnson, fashion designer**

*The one thing that I've focused on the last few months are garter belts that have little bags that [hold] your lipstick or ID. [I look for] something that stands out, something that is different. I tend to pull away from mass-produced clothing. Lately, I have taken different t-shirts and cut them apart and sewn them together to make big, billowy ball gowns. I even do skirts out of men's tighy-whitey underwear. I also have always loved something that fits and feels like it's not there.*



## HOW DOES FOOD AFFECT YOUR LIFE?

◀ Tammie Coe, pastry chef

*It's so passionate for me. It's everything for me. My husband and I are foodies. We love to eat. We love the idea of just trying anything delicious. It's like breathing. We are not the skinniest people, but so what. I want to try. And if I hate it, I hate it. That's all we've ever done. Absolutely, every moment of my life revolves around food.*

## HOW DO YOU DECIDE WHAT TO WEAR IN THE MORNING?

Mahsa Jaeger, owner of Mahsa ▶

*It's all about the mood, whether I'm happy or mellow. When I'm happy, I will accessorize with a fun scarf or pair of shoes. When I'm mellow, I usually wear jeans.*



## WHAT MAKES AN IDEAL JOB CANDIDATE?

◀ Laura Palmer Noone, president of the University of Phoenix

*The ideal job candidate is a person who has a great deal of enthusiasm. Hire for will, train for skill. You can always teach skills.* 