



## Business

### On the move - Business edition

Daily Record staff  
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#### Awards

Baltimore Gas and Electric Co., a subsidiary of Constellation Energy, has received a 2009 Marketing Excellence Award from the Baltimore chapter of the American Marketing Association. The award was for its multimedia and interactive efforts to enroll customers into its PeakRewards program. PeakRewards is a program that provides residential customers with incentives for allowing BGE to reduce energy consumption at their homes during peak usage times.

Bryan Goehring was named Montgomery County Public Schools' Teacher of the Year. To honor his accomplishments, Fitzgerald Auto Malls awarded Goehring a Toyota Camry car lease for one year. For the past 19 years, Goehring has served as a public school teacher for the state of Maryland. He currently teaches grade 7 science at Takoma Park Middle School.

Elaine J. Bonneau is this year's recipient of the American Red Cross of Central Maryland's William J. Casey Award. Bonneau was honored for her contributions in the areas of communications, fundraising and youth mentorship. Bonneau is a member of the Red Cross board of directors, where she leads the Hispanic outreach initiative and serves on the Health and Safety Committee. She is the president of Bonneau & Associates, a marketing and strategic communications firm.

Gilchrist Hospice Care, Maryland's largest hospice provider, has been awarded a Circle of Life Citation of Honor from the American Hospital Association. The recognition is a shared honor with Greater Baltimore Medical Center, of which the hospice is an affiliate organization. Gilchrist was among five honorees chosen this year out of 50 who applied for the awards program.

A. Bright Idea Advertising and Public Relations recently won several awards. The firm received a 2009 American Web Design Award for its design of [www.remotecontrolz.com](http://www.remotecontrolz.com). A. Bright Idea also received several 2009 Communicator Awards for its work on the Remote Controlz logo, and the Harford Day and John Carroll annual reports. President and Founder Anita Brightman was honored with a Women in Business recognition from Baltimore SmartCEO, Baltimore magazine and Harford magazine.

#### Boards

Leadership Howard County announced the addition of new members to its 2009-2010 board of directors. They are: Beverley Francis, Jeffrey L. Marquina, Jeffrey M. McCarron, Michael A. Mobley, Ron Nicodemus, Candace Dodson Reed and Robert L. Smith. In addition, Caroline Sherman will be joining the board as general membership chair, and Cindy Drummond will be joining the board as youth program chair.

Harry Leider, Ameritox's senior vice president and chief medical officer, has been elected as president and chairman of the board for the American College of Physician Executives. Leider became an ACPE member 20 years ago. He served as a faculty member within the college for 13 years, teaching courses on improving the quality of health care. Leider was elected to the board five years ago and has previously served as the organization's secretary-treasurer and vice president.

The American Red Cross of Central Maryland board of directors unanimously re-elected its board officers. Chair Peter Rosenwald, Vice Chair Steven Schuh, Secretary Mark Banta and Treasurer Daniel Whelan were all

elected in 2008 and will each maintain their current leadership positions for another term. William F. Casey was also elected to a three year term on the Red Cross board. Rosenwald is a member of Gordon, Feinblatt, Rothman, Hoffberger & Hollander LLC.

Mel Tansill, the director of corporate relations for Erickson Retirement Communities, has been reappointed to a two-year term as a member of Community Health Charities of Maryland's board of directors. He will help the statewide federation of nonprofit health services agencies in areas of policy, planning and marketing. Tansill has been a volunteer with CHC for the past eight years.

UCP of Central Maryland has elected three new board members. They are Allison Clark, Marc A. DeSimone and Kathleen Schneider. Clark serves as president of the Parent Staff Organization for the UCP Delrey School. DeSimone is an assistant public defender for the Maryland Office of the Public Defender. Schneider is a health care director for Navigant Consulting in Baltimore. UCP of Central Maryland was founded in 1953 and is headquartered in Baltimore County.

#### **Education**

Roger Ward is University of Maryland, Baltimore's new associate vice president for academic and student affairs. He was assistant vice president for student affairs at The New School in New York City for seven years. As part of his responsibilities, Ward will develop programming activities for the Southern Management Corporation Campus Center.

Edward Eisenstein is the new acting president of the University of Maryland Biotechnology Institute. A scientist at UMBI's Center for Advanced Research in Biotechnology (CARB) in Rockville, Eisenstein served as director of CARB for eight years. He first joined the center as an assistant professor in 1989. Eisenstein is also a 2008 graduate of Leadership Montgomery.

#### **Energy**

groSolar announced that Kurt Luecke is joining the firm. Luecke has accepted the position of regional sales manager and will oversee all residential and commercial direct sales in the mid-Atlantic region. He has over 25 years of experience in national & regional sales management and direct sales management. Luecke previously worked for iWired Inc., a low voltage wiring integrator.

#### **Health Care**

Lisa Rowen, senior vice president of patient care services and chief nursing officer of the University of Maryland Medical Center, has been selected as a Fellow of the American Academy of Nursing. Rowen, who joined the medical center in 2007, leads the center's 1,600-member nursing department and other patient care services. Previously, she served as director of surgical nursing at Johns Hopkins Hospital.

#### **Lending**

Kelly & Associates Insurance Group Inc. announced the hiring of David Bossi as its new chief information & technology officer. Bossi brings to Kelly more than 20 years of IT industry experience, most recently serving as the vice president of information technology and service delivery for Adecco North America. In addition, he has held strategic leadership positions in technology at Ajilon Consulting North America and Electronic Data Systems.

#### **Public relations**

PR Flex has hired Alison Walsh as a full-time PR specialist. Walsh previously worked in New York with firms including Ogilvy PR Worldwide and Evins Communications before relocating to Baltimore. In her new role, she will lead account service efforts while assisting with business development. Additionally, Walsh will lead PR Flex's social media outreach using the firm's Web site and blog. She began her career as the executive assistant to Ogilvy PR Worldwide CEO Marcia Silverman before being promoted to assistant account executive and account executive within Ogilvy's consumer marketing practice.

#### **Real Estate**

Advance Realty Timonium Inc. recently added seven new agents: Myrna Wallace, Mona Saigal, Michele Echo, Linda Abate, Vicki Stiles, Shawnette Jamison, James Kavlich and Crystal Petr. Echo is formerly of Advance Realty Experts Inc. Abate previously worked at Advance Realty Perry Hall Inc.

Evers and Co. has hired four new agents. They include husband and wife team Delia McCormick and John

Gregory, and father and son pair Geoffrey Clopton Jr. and Geoffrey Clopton Sr. McCormick and Gregory have a combined 19 years of experience. Clopton Jr. is the past chairman and current member of the community service arm of The Greater Capital Area Association of Realtors.