

LAWRENCE BUSINESS MAGAZINE

2022 Q4



Women of Impact

LETTER FROM THE PUBLISHERS

The Lawrence Business Magazine introduced our yearly impact issue in 2012 with the Women of Impact; ten years later, we decided to focus again on the Women of Impact in our community. We are fortunate to have so many incredible women from which to choose. But it also poses a big challenge. Unfortunately, we couldn't get all of the amazing women in this issue, and we are sure you have someone very deserving that isn't here, but along with our writers, we tried to find a collection of strong, diverse, and selfless women; individuals who reflect a multitude of different career paths and who represent various ways to make an impact.

Lawrence is and continues to be shaped by dedicated women. One woman, Elizabeth M. Watkins, was a philanthropist and a steward of education and health. She is known for her generous monetary contributions to the City of Lawrence and the University of Kansas. If you have ever come across a Lawrence building or organization with the name Watkins on it, such as The Watkins Museum of History at 11th and Mass St (and the location we chose for the cover shoot), there is a good chance its existence is the result of Elizabeth's philanthropic donations. From 1926 until her death in 1939, Elizabeth became a champion of health and education, which earned her the nickname "Lady Bountiful." The Lawrence Business Magazine celebrates Elizabeth Watkins as one of the original Women of Impact.



The Women of Impact throughout our community, whether mentioned in this issue or not, are the role models that uplift our youth and influence generations to become more impactful in their present lives. They inspire others to follow in their footsteps and leave their legacy on our future.

As we end the year, take inspiration from these women and all of those in our lives that are making a positive impact. Let's appreciate them, and do our best to honor them by making a positive impact on our neighbors and community.

Please remember that all our advertisers have a stake in the local economy; we ask you to first consider them before looking to source your needs outside of the community. Try and shop locally as much as possible and avoid the urge to order online. If you find something online – see if one of our local businesses has it. We know that they would appreciate the business, and when you hear someone say, "We are all in this together," remember that our local businesses are at the center of our community.

When we Shop Local - Shop Baldwin, Eudora, Lecompton, and Lawrence (and use Local Services). We are not just supporting those businesses but giving back to our community and building a future together.

Happy Holidays,

Ann Frame Hertzog
 Editor-in-Chief/Publisher

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WE'RE BACK

THE 10TH ANNIVERSARY FOUNDATION AWARDS CELEBRATION

**Local Businesses and their Growth continue to be the
Foundation of our Local Economy.**

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celebrate businesses that grew over the last 3 years
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**The Minority Owned Business Impact Award &
The Woman Owned Business Impact Award**

The Foundation Awards Honor Businesses
located in Douglas County that are locally owned or locally franchised and have
been in business a minimum of three years and shown growth in employment
by 20% or 20 employees over one of the last three years:

Jan 1 to Dec 31, 2020 or Jan 1 to Dec 31, 2021 or Jan 1 to Dec 31, 2022
or over the full three-year period: January 1, 2020 to December 31, 2022

**The Minority Owned Business Impact Award
& The Woman Owned Business Impact Award honor**
Minority Owned or Woman Owned businesses located in Douglas County that are locally
owned or locally franchised and have been in business a minimum of three years
and shown stability or growth in employment over the past three years as well as making
a focused impact in support of the community.

Lawrence Business Magazine
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