



NORMA RIST

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Norma Rist is president of Norma J. Rist CEO Consulting, Inc., a company that provides strategic growth and profitability solutions. She has over 20 years of experience in marketing, operations and financial management. Her management experience includes positions as controller for a \$200 million division of a public corporation and vice president and general manager for a \$40 million manufacturing and wholesale company, Pepsi-Cola Bottlers of Akron, Inc. Norma is known for her ability to develop realistic, down-to-earth techniques to help entrepreneurs grow their businesses.

<p>Norma J. Rist CEO Consulting, Inc.</p>	<p>President, 1989–</p> <ul style="list-style-type: none"> • Business development to help professionals to build a better client base. • Business coaching for owners of firms up to \$100 million. • Business planning to help owners create a plan for stability and growth. • Executive coaching for professionals to achieve their goals.
<p>Speaking and Workshops</p>	<ul style="list-style-type: none"> • Presentations nationally on women’s leadership. • Presentations locally on women and philanthropy. • Presentations nationally on marketing strategies and entrepreneurship.
<p>Author</p>	<p><i>Small Business Savvy: A Woman’s Guide to Building a Business</i>, Adams Media Corp., January 2002. <i>How to Find the Right Customers: Target Marketing for the Small Business Owner.</i> <i>The Woman’s Guide to Launching a Successful Business: How to Secure More Customers Than You Need.</i> “Marketing for Service Professionals, “ <i>The Consulting Dietitian</i>, Winter 2000.</p>
<p>Awards and Distinctions</p>	<p>Rainmakers, Northern Ohio Live 2004 ATHENA Leadership Award Recipient, ATHENA International, 2003 Top 10 Women Business Owners of Northeast Ohio, NAWBO Award, 2002 Distinguished Sales and Marketing Award, Sales & Marketing Executives Association of Akron, 2000 Women in Business Advocate of the Year, U.S. Small Business Administration, Cleveland, 1999 Northern Ohio’s Influential Business Woman, Northern Ohio Live, 1998 Woman of Influence, Crain’s Cleveland Business, 1997 Leadership Akron, 1986</p>
<p>Education</p>	<p>BS in Business Administration, The University of Akron</p>
<p>Community Service</p>	<p>Chairman, Board of Directors, ATHENA International Secretary, Board of Trustees, Edwin Shaw Hospital Board of Directors, Executive Committee and New Enterprise Committee, Akron General Medical Center Advancement Council, University of Akron, College of Business Administration Trustee, Akron Regional Development Board Chairman, Private Industry Council Board of Trustees, Past President, Tri-County Employee Assistance Agency Board of Trustees, Great Trail Council, Boy Scouts of America Board of Trustees, Past President, Women’s Network Treasurer and Founding Member, Women’s Endowment Fund of the ACF</p>