



Date published: Monday, April 25, 2005

Eighty Four resident among Pa.'s 'Best 50 Women in Business'

Laurie Nicholl, a Washington County resident who co-owns a marketing communications firm that consults with area nonprofit groups is among those recently named a recipient of the Pennsylvania Best 50 Women in Business Award for 2005.

The 10th annual award, which will be presented to winners during a ceremony May 23 at the Whitaker Center in Harrisburg, recognizes the impact women business owners and business leaders have in creating jobs and building communities in Pennsylvania.

Name: Laurie Nicholl

Home: Eighty Four

Age: 41

Title: Co-owner/principal, Nicholl Brandt Communications

What she does: Nicholl works with area nonprofit agencies to help them with marketing themselves and their fund-raising programs. Clients include Washington County Health Partners' "Tobacco-Free" program; Greater Pittsburgh Community Food Bank's direct mail program; and Fairmont State University's new donor societies. Nicholl, who worked as a copywriter for numerous nonprofits before setting up her business six years ago with graphic designer Becky Brandt, said her company works with clients to help them successfully launch a variety of programs. "We meet with potential clients, assess their marketing and fund-raising and look at the strategic aspect of what they've done. My goal is always to build and maintain an open relationship with our clients."

Words she lives by: "Sharpen the saw. Renew and enhance the greatest asset you have – you." (From "The 7 Habits of Highly Effective People")

Advice for other women in business: "It's very important for women to build a network. We're a small firm, but we don't market it. All of our business comes to us through word-of-mouth."

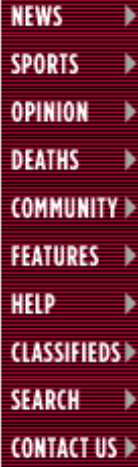
Education: B.A., journalism, Indiana University of Pennsylvania

M.A., professional writing, Carnegie Mellon University

Outside the office: Immediate past president of Pittsburgh Chapter of American Marketing Association; Troop Leader for Daisy Girl Scouts, Bentleyville.

Hobbies: Travel; being a spectator at youth sports activities

Best advice she's received: "When making the decision to start my business, my primary care physician, Dr. Patricia Friedsam, told me that I needed to grow the business for five years before evaluating its success."



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Observer
Publishing Co.
Washington,
PA