

Women to Watch - Susan Bock, Heidi Olinger and Mechelle Beddoe

Susan Bock

Susan decided she wanted to change her life, beginning with her weight. She joined Anytime Fitness in Loveland weighing 420 pounds. Through exercise and learning new food choices, she began to lose the weight. When all her hard work began to pay off, Kitty asked Susan if she would be featured in an ad. They thought it might encourage others who needed to lose weight but didn't feel comfortable in a gym. The ad ran, and imagine Kitty's horror when Jay Leno used Susan's ad as the brunt of his headline joke. Kitty called Leno, read him the riot act about how overweight people need ENCOURAGEMENT and not disrespect and ridicule! Leno apologized, and rather than discourage Susan, his jabs inspired her to work out even harder. Today Susan has lost over 200 pounds and over 100 inches - without surgery - through exercise and diet. She was nominated and won an Anytime Fitness national "success story" award for 2009 and is now featured in TV commercials nationwide. Her story has inspired more people than we even know to start exercising and get healthy. Susan has now left her job as a bartender and started her own cleaning business which became profitable after a few short months.

What's next for Susan? The LENO Show, of course! Jay promised when she reached her goal weight he would have her own, apologize and "eat crow." We are proud to name Susan a "Woman To Watch" for the encouragement she gives all people who are overwhelmed with the daunting job of losing weight!

Heidi Olinger

Our daughters need role models and Heidi Olinger is making sure they have them. Her new line of clothes is more than fun & fashionable. It is essential for our current generation of young women, to enable them to develop a sense of self in a safe, intelligent way. Heidi Olinger formed Pretty Brainy, Inc., in 2008 to address a market void: apparel and accessories for preteen girls specifically designed for preteen girls. Heidi's insight for product development and market knowledge began close to home. She had a fantastic relationship with her niece, who, at 7 years old, would ask her Aunt Heidi questions such as, "When you get to the edge of the universe, what comes next?" Before Pretty Brainy was a corporation, it was simply Heidi's goal to keep her niece as self-confident at age 13 as she was at age 7. Heidi's background and expertise for creating Pretty Brainy were informed by the following:

- Serving on the faculty of the University of Colorado at Boulder, where she taught and conducted research on pedagogy, emphasizing a shift in the classroom paradigm from teaching to learning.
- Being the foster parent of a 16-year-old girl from Thailand.
- Teaching women and girls self-defense.

Before launching Pretty Brainy in December 2008, Heidi was the executive director of a Denver-based nonprofit performing arts organization and director of marketing at Newfield, a

leadership and coach training company with offices in the United States and Chile. Heidi also had formed Indie West, a strategic communications firm focused on mission-driven, cause-oriented companies.

For the 2010-2011 academic year, the Pretty Brainy brand will be the focus of study for CSU seniors majoring in Design & Merchandising. CSU Professors Karen Hyllegard and Jennifer Ogle are leading the study. Heidi's business is beyond mere monetary profit, with a socially responsible business model that focuses on the development and well being of our daughters. Her clothing encourages girls to celebrate their intelligence. Ann's granddaughter wears her "Look Who's Pretty Brainy!" t-shirt with ATTITUDE!

Mechelle Beddoe

The quest to make a difference in the lives of family, friends and the community began for Mechelle in elementary school by volunteering to assist special needs children with extracurricular activities after school. In junior high, Mechelle became President of the D.A.R.E. (Drug Abuse Resistance Education) program including launching the program and working as a liaison with the Governor of California. Mechelle became an Officer for S.A.K.E.S. (Students Against Killing Endangered Species) working towards removing animals off of the endangered species list. Her passion and drive only intensified over the years, allowing many unique and different opportunities to arise. These opportunities provided building blocks for Mechelle to make a difference in so many ways. Ways, she never thought possible by mentoring, coaching, increasing fundraising goals and generating innovative fundraising ideas for many organizations. Such organizations include; Respite Care Fort Collins Soccer Club, Poudre Valley Wilderness, American Cancer Society, and many others. In addition to fundraising opportunities, Mechelle has had the distinct pleasure of volunteering time for organizations including, BMW Street Survival, Oakridge Senior Living, Johnson Elementary, Denkai Animal Sanctuary, Zonta, Character Ft. Collins, Partners Mentoring Youth, and many more. During 2008, 175 individual volunteer hours were donated resulting in an economic impact of \$3,214.28. During 2009, 271.5 individual volunteer hours were donated resulting in an economic impact of \$5,296.97. As Mechelle launches her own non-profit Legacy For Character, we have no doubt that she will truly do something extraordinary! She is another Women To Watch!

Rising Star - Grace Hanley

At age 16, Grace traveled to Kenya to build a new school and teach in a small Masai school. During her college years, at DU she worked for Free the Children as Regional Network Coordinator for Colorado. Because of her interest in the international community, she founded Mosaic, an international women's group. She spend her semester abroad in Brazil, working with trafficked & abused children. After graduation she was hired by Whole Foods Market and was immediately drawn to work with the Whole Planet Foundation (microloans in communities where Whole Foods products are raised). With constant work, encouragement & energy, she

helped drive the FC store to the top of the company two years in a row. She also coordinated and executed an \$82K fundraiser for local Larimer County food programs. At age 22, her passion to make a difference touches lives literally all over the planet.

Woman of Courage - Linda Wheeler Holloway

Linda Wheeler-Holloway is a warrior for justice – a passion she has followed since 1978 when she became the second ever female deputy for the Larimer County Sherriff's office.

"I thought, 'I'm just going to play cop for a while,' and I never stopped."

Linda, a Fort Collins native and magna cum laude graduate of CSU, has been a tireless advocate for the victims of crime. Her 30-plus year career in law enforcement has always focused on crimes against persons. In 2009 her work to free Timothy Masters, who was wrongfully convicted of the murder of Peggy Hettrick, drew her national attention and acclaim. Because of DNA specialists Linda found in the Netherlands, Tim is now free after serving 10 years in prison.

A warrior has courage, and Linda has the courage to stand for what is right. You see, as the lead investigator for the Fort Collins Police Department, she organized the investigation of the Hettrick murder. Later she began to have doubts about the 1987 murder and conviction. "I was working at Amgen as the head of security when Tim Masters came back to haunt me. I was contacted by a citizen about the case." In 2006 she took on the project to free Masters. Despite the high personal cost she worked tirelessly for justice. The ramifications of her fight continue to make headlines today.

Linda is truly a warrior for victims. In the early 1990's she headed a state-wide grant to standardize sexual assault protocols for women. This included training investigators, nurses, victim's advocates and the creation of a standardized sexual assault kit. In 2001, she helped revise those protocols to include male rape victims and children.

Some other things you might want to know about this outstanding woman:

- She did a large amount of work on the Big Thompson Flood combining her biology and law enforcement training.
- She began her law enforcement career in 1973 working as a part time receptionist at the Larimer County Sherriff's Office.
- She graduated first in her class from the Police Academy.
- Linda worked for the Fort Collins Police Department for 16 years, with 12 years in investigation of crimes against persons.
- In 1995, Linda went to work for the Colorado Bureau of Investigation and spent 9 years in the Major Crimes unit investigating homicides and sex assault.
- She "kinda" retired in 2003, but has worked as a DA's investigator for the 13th Judicial District for four years investigating domestic violence, homicide and sexual assault.

Woman of Inspiration - Dr. Temple Grandin

Temple Grandin, Doctor of Animal Science and professor at Colorado State University, bestselling author, and consultant to the livestock industry in animal behavior. Temple is considered a philosophical leader of both the animal welfare and autism advocacy movements. Both movements commonly cite her work regarding animal welfare, neurology, and philosophy. Her writing on how to improve standards in slaughter plants and livestock farms have changed how livestock is treated. One of her most important essays about animal welfare is "Animals are not Things", in which she says that animals are technically property in our society, but the law ultimately gives them ethical protections or rights. In 2004 she won a "Proggy" award, in the "visionary" category, from People for the Ethical Treatment of Animals.

As a person with high-functioning autism, Temple is also widely noted for her work in autism advocacy. She is the inventor of the hug machine designed to calm hypersensitive persons. Temple has also been featured on major television programs, such as ABC's Primetime Live, the Today Show, and Larry King Live, and written up in Time magazine, People magazine, Forbes, and The New York Times. She was the subject of the Horizon documentary "The Woman Who Thinks Like A Cow", first broadcast by the BBC on June 8, 2006 and Nick News in the spring of 2006. She has also been a subject in the series First Person by Errol Morris. She is the focus of a semi-biographical HBO film, titled Temple Grandin, starring Claire Danes as Grandin. The film was released in 2010.

International Woman of Vision Dr. Joan C. King