

With almost 30 years of recognizing female leaders, we wanted to find a way to highlight the companies and organizations that do their part to elevate women.

Through The Daily Record's Maryland's Top 100 Women event we have recognized almost 1,800 women including almost 400 that have won the award three times to join the Circle of Excellence. Our Leading Women awards has recognized almost 700 up-and-coming female leaders 40 and under. Our annual Women's Leadership Summit is an event that brings these groups together along with others for learning about critical topics, networking and more.

We launched Empowering Women to highlight and recognize the companies and organizations that elevate women.

Despite our long record of honoring women across Maryland, we weren't sure what kind of response we would get with this new event. We ended up with 47 applications and honored more than 30 of them. We held the inaugural event following our Women's Leadership Summit, which proved to be quite popular.

Empowering Women generated more than \$75,000 in new revenue for company. There were around 200 attendees at the event as we filled the room.

We also provided all the materials and information so that other markets in our company could run the event in their market. Many of them launched the event in 2023 while several have added it to their plans for 2024.

It was a successful inaugural event that received strong feedback from those recognized and in attendance.