

SPEAKER BIOS

UNITED WAY OF YORK COUNTY
WOMEN UNITED

*Annual
Membership
Meeting*



Julie Lando
President GRIT Marketing

As the founder and President of an award-winning, full-service strategic communication, advertising and marketing firm with locations in York and Lancaster, Julie Lando brings vast experience to the region. With over 24 years of experience and a proven track record in creating and managing brands, creative direction, strategy and public relations, Julie returned to her hometown of York to create an agency that was unique to the market providing the best of what boutique and big business approaches to marketing have to offer.

Under Julie's leadership since the company's original inception in January 2008 as Moxie Design & Marketing, GRIT has secured work from national accounts (including the 2015 U.S. Women's Open, Marvin Windows & Doors and McDonald's); several regional accounts in South Carolina, North Carolina, Virginia and Maryland; and local accounts such as Strand-Capitol Performing Arts Center, York Wallcoverings, York Traditions Bank, Martin's Potato Chips, WITF, rabbittransit and Kinsley to name a few.

Julie's approach to her clients and business has earned her and GRIT the following recognitions: "Women of Influence" winner by Central Penn Business Journal (2010); Governor Rendell's "Best 50 Women in Business" (2009); "Forty under 40" winner by Central Penn Business Journal (2009); finalist in Central Penn Business Journal's "Emerging Business of the Year" (Fall 2008) and winner of York's Downtown Inc's "Outstanding New Business" (Summer 2008) as well as numerous International Creative Awards for outstanding design.



Betsy Rosengrant-Stein
President K. D. Rosengrant Building and Remodeling

In 2002, Betsy Rosengrant-Stein purchased the family business and became president of K. D. Rosengrant Building and Remodeling. She lays claim to being the only woman owned and operated building and remodeling business in York County. Betsy has also served as the first woman president of the York Builders Association. Together with her father and her husband John Stein, Betsy has formed an innovative and award winning team. All in all, her favorite part of the job is seeing the fruits of the company's labor every day.

Betsy's trail blazing has caught the attention of the press on more than one occasion; she has been featured in Builder/Architect magazine as well as in other publications. The readers of the York Newspapers voted K.D. Rosengrant the #1 Remodeler in York County for multiple years. Betsy was also awarded the Mack Smith Award from the York Builders Association. This award is part of the Peak Awards, presented annually by YBA. The Mack Smith Award recognizes an individual's commitment to the goals and objectives of the association and their contribution to the association, the profession, and their community.

Before purchasing K. D. Rosengrant, Betsy graduated from York Suburban High School and enlisted in the U.S. Coast Guard from 1992 to 1997. She enjoys going to the beach and spending time with her family when not at work while also volunteering time with the York Builders Association, Children's Home of York, and many other organizations.



Kristen Pfautz Woolley
Founder Turning Point Counseling and Advocacy Center

Kristen Pfautz Woolley received a Bachelor of Science in Nursing degree from West Virginia University and a Master of Social Work degree from University of Maryland. She is a Licensed Pennsylvania Registered Nurse and a Licensed Pennsylvania Social Worker. She holds a post-graduate certificate in Addiction Studies from Pennsylvania State University, a post-graduate certificate in Child Sexual Abuse Treatment from Widener University and has completed the Certificate Program in Traumatic Stress Studies through the Trauma Center at the Justice Resource Institute. She is trained in Sand Tray Therapy through the Sand Tray Institute of New Mexico. Additionally, she is a trained facilitator for the Darkness to Light Program. She is a past two term board member of the York County Children's Advocacy Center. In 2013 Kristen received that agency's Essence of Humanity Award. In 2014 YWCA York honored her as one of its Top 25 Extraordinary Women of York County. Kristen's professional experience includes emergency room nursing plus providing individual, marital, family therapy and group therapy.

She has worked hard in her personal healing journey to reframe her mindset from victim to survivor of child sexual abuse. Inspired by the freedom of releasing her burden of pain she founded Turning Point to be a safe and healing environment for companion survivors to begin to heal. She believes that each survivor's healing is personal and individual and that it is imperative for the survivor to be in control of their healing journey. Kristen designed Turning Point to help any survivor feeling isolated from their childhood pain know they are not alone and that healing is possible. She is passionate about prevention, education, and advocacy for survivors' rights.

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