


# KALEIDOSCOPE



## Women who **GIVE BACK**

(from left) Virginia C. Albanese  
Jennifer Deutsch  
Debra Adams Simmons

A photograph of three women standing in a clothing store. The woman on the left is wearing a dark grey blazer. The woman in the middle is wearing a patterned dress. The woman on the right is wearing a black jacket and a leopard print skirt. They are all smiling. In the background, there are racks of clothing and a large black cylindrical object.

**PHOTOS BY CHRIS PAPPAS**

Three women who believe in giving back to their community professionally and personally are (from left) Virginia C. Albanese, president and chief executive officer of FedEx Custom Critical; Jennifer Deutsch, executive vice president, general manager of Dorner Advertising, Cleveland office; and Debra Adams Simmons, editor, *The Plain Dealer*.

## Women who

BY TRACY BEAN

# GIVE BACK

Northeast Ohio has a rich legacy of phenomenal women

who are leading influencers in their corporations and

businesses and significant contributors to enhancing the

quality of life in their communities as well. Kaleidoscope

Magazine is proud to recognize three such trailblazers.

One makes sure that custom critical freight is delivered on

time every day. Another brings readers their daily news

from around the world with fairness and excellence, and the

other helps change the destiny of brands through creativity.

## JENNIFER DEUTSCH

**Executive vice president,  
general manager  
Doner Advertising  
Cleveland office**

*"For the past 25 years, I've been giving back personally by working with students at the high school, college and graduate school levels — teaching marketing classes and the power of branding. I've been a mentor to students, coaching them through the college and job search process, growing their interviewing skills, as well as giving advice and strategies to land jobs in fields they're passionate about. What I get back is fresh perspective. I see windows of the mind opening, and the feeling is exhilarating."*

### **PROFESSIONAL AND COMMUNITY AFFILIATIONS INCLUDE:**

Susan G. Komen for the Cure, The Agnon School, Montefiore, Cleveland Foundation Innovation Lab, the U.S. Tennis Association.

### **WHY IS IT IMPORTANT TO GIVE BACK PERSONALLY AND PROFESSIONALLY?**

"It's just the right thing to do. Giving back is very powerful. Knowing that you made a difference brings a sense of satisfaction that feels like nothing else. Throughout my life and career, I've been very fortunate, and I believe that it's my responsibility to help others and motivate my team at Doner to do the same.

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"I also have the chance to find and identify talent. If not a fit for Doner, I'll connect candidates with other Northeast Ohio employers. In this way, we can grow the community and region both economically and intellectually.

"Professionally, I'm thrilled to work with an organization like Doner. The Doner way is to give back. We have the skill set, knowledge and relationships that are needed by nonprofits and pro bono clients. We're able to make a difference for them and provide an opportunity for Doner employees to learn and get involved. It feels good all the way around. In this way, it isn't just about me giving back. It's about the entire agency. It's about teamwork and camaraderie.

"Working as a team to help a pro bono account makes us stronger as an agency. I've seen it happen time and again. Employees giving of their time and talent for a cause they believe in enhances their skill set. For instance, I've watched one of our account team members take on a leadership role for our Komen client and shine — gaining confidence as a leader, motivating others to achieve goals and tapping into a creative spirit she may not have known existed in her.

"It's been said that there are three ways to give back — wealth, wisdom and work — and Doner does all of them for our pro bono clients. Our entire team digs in and works together, because it's mutually beneficial for all, mentally, emotionally, spiritually and organizationally. At the end of the day, we are the ones rewarded."