



Ceci Zak
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2009 HBA President
Comments: HBA Woman of the Year Award Luncheon May 7, 2009

Thank you very much, Laurie.

As the humble President of this wonderful organization, it goes without saying that the strength behind the successes Laurie just described are truly a "labor of love" for so many extraordinary people.

We have a staff of five full-time women, led by Laurie, who astonish me daily with their passion, creativity, hard work and courage.

However, if you do the math, its 1:>1000 members, so you can see that they are very busy. Laurie your staff is wonderful and thank you for all you do.

So I guess you are wondering who gets the rest of the work done. Well, it's our incredible volunteers who work tirelessly to put on events like this Woman of the Year luncheon and then replicate this mission throughout the US and Europe.

In addition to the board for the global organization, the HBA has 14 chapters and affiliates, all sustaining their own boards of directors. To each of the board leaders, I thank you all for your hard work and dedication to furthering the mission of the HBA.

To give you perspective on the commitment of the volunteers of this association, the Women of the Year committee for this event is made up of on paid employee – thank you, Lisa Kelly – and a group of spectacular women led by Susan Torroella, whom you heard speak earlier.

I want to say a special thanks to all of you involved. You have all outdone yourselves. And to think we were wondering Monday evening if Mayor Bloomberg would ban all "large gatherings." Deborah, we are very happy that he did not!

I would be remiss in this short talk if I didn't reflect on what the HBA has focused on in 2009 so all of our supporters know what we are striving towards.

- First, we are continuing to enhance our value proposition to our members and corporate partners. We are constantly seeking "new initiatives" to meet the needs of the extremely

rapid changing environment. Whether that's educational programs for our members in transition, seemingly inevitable as many of our members are involved with the three large pharma mergers we have all heard about in the last two months. Or helping our corporate partners enhance their women's networks by holding the first collaborative executive summit.

- Second, we are also focusing on how to ensure that we understand the needs of women in healthcare in key global markets to develop the infrastructure needed to sustain the various geographic, cultural and business needs of each region. We know the industry needs us. Ultimately we are striving to create and execute a global expansion plan at the speed in which a volunteer organization can sustain and exceed members' expectations.
- And third, we are focusing on technology and how we can use it to execute our vision smarter, more efficient and faster. The volunteers on this committee are working 24/7, almost like the WHO in evaluating the swine flu and putting together an action plan to protect the global population.

Now, I'd like to shift gears and focus on what's most important today: Celebrating our esteemed award recipients.

Every year, the HBA has the extraordinary opportunity to honor a Star Volunteer, one woman who is truly an exemplary role model for others and who has demonstrated a long-term commitment to furthering the HBA's vision.

The woman I am privileged to introduce not only achieves all that, but is also a wonderful leader, mentor, problem solver and people manager.

I've been trying to emulate her leadership style ever since I saw her in action when she was the HBA president in 2005. Under her leadership, the association was set for substantial growth as we launched into Europe. Since that time, the HBA's membership has nearly doubled, topping 5,300.

Barbara Pritchard is extremely intuitive and has the ability to identify long-range opportunities, such as the development of the HBA's landmark E.D.G.E. in Leadership Study, which benchmarks women's progression in leadership roles in the healthcare industry. But perhaps what is so impressive about Barbara is not what she does; it is who she is. Barbara has an amazing ability to foster a universal vision that everyone understands with a skill of breaking down her vision into manageable pieces for her constituents, while adapting her style based on her constituents' personalities, strengths and competencies.

She is being awarded the "Star Volunteer" award for 2009, but we all know she has been a pillar of leadership within the organization for years.

Barbara Pritchard is a strong, selfless, compassionate and welcoming woman who feels that the development of women's careers is paramount to the future success of the healthcare industry. Her steadfast belief is that diverse contributions in the C-suite will help us rise above the current healthcare crisis and find solutions that are a win-win for everyone; patient and worker

alike. She's the woman that many of my peers on the HBA board (including myself) often look to for wisdom and guidance and she always makes time for anyone at anytime.

Currently Barbara is the President of The Pritchard Group and Intermedica and on the Advisory Board of the Brookdale Center of Aging, a part of Hunter College in New York. She also served as a past chair of the International Strategies Committee for the Alliance on Continuing Medical Education and is the past president of the Association of Medical Publishers and the Healthcare Marketing Communications Council. In addition to her current employment and the plethora of volunteer work she manages, she was previously an executive vice president of Medical Economics Co. and a general manager of Advanstar.

Barbara is a true inspiration to the HBA, tirelessly giving herself in a wide variety of leadership roles. We are so thankful for all that she does to advance the HBA to a new level in order to shape so many future leaders in healthcare."

So please extend a very warm congratulations to my friend and mentor, the 2009 Star Volunteer of the HBA, a role model for us all!

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