

## **Barbara J. Daniel**

Publisher, Owner and Editor, *The Cleveland Women's Journal – East Edition*

Barbara is the publisher, owner and editor of *The Cleveland Women's Journal – East Edition*, a print and digital magazine that is informative, educational and objective targeting women in Northeast Ohio. Barbara made a career change in September 2004 when she purchased the magazine. Barbara recognized that *The Cleveland Women's Journal* gave her the opportunity to achieve her personal mission—to help other women and the community. The mission of *The Cleveland Women's Journal* is to empower women through knowledge. The magazine focuses on issues affecting women and families, including health and wellness, business and finance, home and garden, art and leisure, and community. Through the publication, she is able to reach a diversified audience of women throughout east Cuyahoga County. She is also able to help new and small business owners as well as non-profit organizations, particularly those who serve women.

Before publishing, Barbara was in the financial services industry for 25 years and carried life insurance and securities licenses. She worked in a technical capacity supporting insurance agents and financial planners. Barbara received the Valmark Securities award, “Excellence is the Exceptional Drive to Exceed Expectations” in 1994. During her last four years in the financial services business, Barbara established her company, Insurance Resources, and offered her marketing consulting services to insurance agencies. Barbara was the third woman President of the National Association of Insurance & Financial Advisors.

In 1975, Barbara sued the City of Columbus for discrimination. She tried to take the civil service exam to become a police officer, but was told that it was only offered to women every other year. The men could take the exam every month. A class action lawsuit was filed against the City of Columbus and a few years later, they won their lawsuit and changed the way Columbus handled the civil service exams for women. Her mantra is “Well behaved women rarely make history” – Laurel Thatcher Ulrich. Her father fought in World War II and planted his own community garden after the war. He was Barbara’s mentor and role model, and just like him, she wants to change the world and help other people.

Barbara was President of the Women’s City Club from 2003 to 2006 and participated as a mentor to college senior young women. As a WCC member, she volunteered at various women’s shelters and Ronald McDonald House. She received the Women’s City Club Elsa Pavlik award in 2003. This award is given to a WCC member who demonstrates outstanding achievement within the Women’s City Club and who serves as a role model for other women. Barbara was an Athena Award finalist in 2005; this award, presented by *Inside Business* magazine, is based on a woman’s courage and wisdom.

Barbara enrolled in college at the age of 40. She graduated Cum Laude from Cleveland State University with a BA in English (1999) and received her Master’s Degree in English from CSU in 2004. In 2007, Barbara completed the Dale Carnegie Course.

Barbara is a member of the National Association of Women Business Owners, League of Women Voters, Women in Networking, Working Women Connection, YWCA, American

Advertising Federation, Beachwood Chamber of Commerce, and American Marketing Association. Barbara serves on the Board of Directors of the Beachwood Chamber of Commerce and is Secretary of the Dancing Wheels Board of Directors.

Barbara has spoken at many high school, college, and women's programs about being an entrepreneur, marketing to women, breaking the glass ceiling, changing careers after mid-life, and how to be successful by being yourself.

Barbara is married to Tim Daniel and has two adult children and six grandchildren.