

The Network Journal

Black Professionals and Small Business Magazine

SMALL BUSINESS TECH-TOOL TRENDS

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Connected, Downright Cool



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Standing (L. to r.) DaMar Smith, News Corp.; Kiante Young, Young & Doin'It Marketing; Khalil Gibran Muhammad, Ph.D., Schomburg Center for Research in Black Culture, NYPL; James Nixon, CNN Digital

Seated: Keisha Sutton-James (l.), Inner City Broadcast Holdings Inc.; Depelsha McGruder, Centric/BET Networks (a division of Viacom)



**Ogori N.
KALU, M.D.**

Breast Surgeon,
Summit Breast Cancer
L.L.C., Sparta, N.J.
Medical Director,
Mountainside Hospital
Comprehensive Breast
Center,
Montclair, N.J.

Age: 35

Dr. Ogori N. Kalu, whose last name is that of the god of thunder in the mythology of the Igbo people of Nigeria, is a first-generation American born to Nigerian parents. The second of four, she knew from a young age that her hands were meant for healing. Her mother was a pharmacist; her father an economics professor. "My favorite game as a child was "Operation," so being a doctor was the only profession I thought of for myself." Today, Kalu, 36, is a breast surgeon at Summit Breast Cancer L.L.C. and the medical director at Mountainside Hospital Comprehensive Breast Center in Montclair, N.J., where she is charged with increasing outreach and breast-cancer awareness to the community's diverse residents. "[My patients] are happy in seeing another woman who is experienced and knowledgeable, even though I look very young!"

Fun Facts

First job: *Work study in genetics*
Favorite book: *"A Thousand Splendid Suns" by Khaled Hosseini*
Favorite food: *Anything spicy*

Before Kalu graduated from Temple University in 1997 with a bachelor's degree in biology and African studies, her mother was diagnosed with leukemia, which spurred her interest in oncology. She attended New York Medical College, where she received her master's in biochemistry in 2001 and her Doctor of Medicine in 2004.

During her surgical rotation in medical school, she discovered that she liked using her hands and focused her residency on surgical oncology. In 2009, she spent a year as a breast surgery oncology fellow at Stanford University Medical Center, conducting research on the prevalence of an aggressive form of breast cancer among young African-American women. "As a surgeon, I try to educate minority women about these triple negative tumors and the need for them to have mammograms," she explains.

In her spare time, she likes to read books about women's struggles — whether they're international or historic — or catching up on her favorite soap operas on cable TV. "They're my guilty pleasure," she says.

Mullen Advertising Agency
Vice President, Director of
Digital Media
Winston-Salem, N.C.

Age: 38



**Michelle L.
MARSHALL**

When Michelle L. Marshall discovered her passion for advertising as an undergraduate at Ferris State University in Big Rapids, Mich., she changed her major from computer information systems to marketing/advertising and never looked back. Today, buttressed by 12 years' experience creating digital media strategies for Fortune 500 companies, she is the vice president, director of digital media for Mullen Advertising Agency, tasked with leading the digital media strategy, planning, negotiations and performance analysis for the firm's digital accounts. Since joining Mullen, she has worked on a few amazing brands, Embarq Corp., now CenturyLink; Dickies apparel brand; SunTrust Bank; Kumon Learning Center; and chemical giant BASF Corp.

Marshall's interest in computers served her well with the advent of digital media, enabling her to quickly understand the industry's technology infrastructure and leverage that understanding to serve her clients. "I still smile and get chills when I talk about digital media," she says. In the digital world, however, new technology and innovations seem to emerge every day. To stay ahead, Marshall knows that she must always be "on her game" — a welcome challenge for someone who says she "loves not being comfortable."

Marshall began her career in advertising as an assistant media planner for W.B. Doner & Co., working on the Greater Michigan Ford Dealers, Motrin, Long Drugs and Red Roof Inn accounts. She moved into positions of increasing responsibility at such top agencies as J. Walter Thompson, Starcom MediaVest Group and PHD. To date, she has worked on more than 55 global brands, including HBO, Capital One Bank, Ford Motor Co. and General Motors Co.

Fun Facts

Favorite singer: *John Mayer*
Favorite author: *J. R. Ward*
Last movie: *"Tangled"*

Away from advertising, Marshall can be found making jewelry, an occupation she considers her personal stress buster. She treasures the time

she spends with her husband and two daughters. She says, "Having a strong support system through family and friends is a key ingredient in my success."

LOCAL BUZZ

MORRIS/ESSEX NEWS + REVIEWS + TIPS + TRENDS

CLEAN GREEN

Want to spruce up your space to get ready for the warmer weather? Make it easier on you, the environment and your wallet by "greening" your spring cleaning!

FRESHEN—NATURALLY.

Forget spending on aerosol sprays and plug-ins! Instead, open the windows, hide open boxes of baking soda in various rooms and scatter houseplants wherever you can: Philodendrons, areca palms, Boston ferns and other garden-variety greenery filter the air of toxins, naturally.

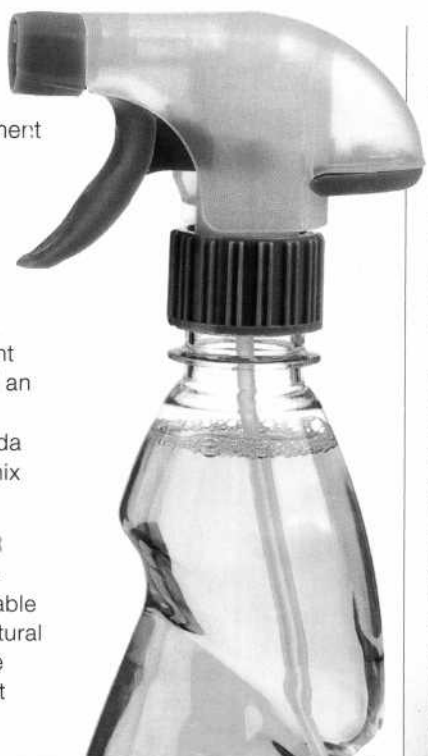
GIVE CHEMICAL CLEANERS THE HEAVE-HO.

Make white vinegar your go-to cleanser. It's remarkably effective on everything from tile to granite to windows. Simply pour into an empty

spray-pump bottle and spritz away. If you prefer, add a drop or two of your favorite essential oil to the bottle to tailor-scent your space. **Tip:** Need an abrasive cleanser? In a bowl, add baking soda to white vinegar and mix until it forms a paste.

PASS ON THE PAPER TOWELS.

Instead, use newspaper, rags, reusable microfiber cloths or natural sponges—they'll leave surfaces clean without leaving waste behind.



helping babies hear

How important is it for hearing-impaired children to get early treatment? The short answer: Very. Within the first three years of life, children acquire about 80 percent of their speech, language and related cognitive skills.

That's why the Mountain Lakes-based Lake Drive Program for Deaf and Hard of Hearing Students has developed the Sound Start Program for hearing-impaired kids age 3 and younger. "It's a very rich, full-day program including intensive language therapy, music therapy and yoga—the only one like it in the state," says Sueanne Sylvester of the Lake Drive Foundation, which raises funds for the program. "We see such dramatic results from these little ones that we want to get the word out about early intervention to professionals—educators, referral agencies and pediatricians—and, of course, parents." To that end, the foundation hosted two free talks on April 8 by Jill Stamm, Ph.D., author of *Bright from the Start: The Simple, Science-Backed Way to Nurture Your Child's Developing Mind from Birth to Age 3*. Learn more at mtlakes.org/ld/.

WHAT'S BEST FOR THE BREAST?

Confused by the latest news in breast health and treatments? Join the crowd. "You can't look at a magazine or turn on the TV without hearing news about advances in technology or research," says Ogori Kalu, M.D., a specialist in breast surgical oncology at Montclair's Mountainside Hospital. "Women get a bit overwhelmed about what to do to stay healthy, or what should be done if treatment is needed."

That's where the **Breast Health Program at Mountainside (973.429.6120, mountainsidehosp.com)** aims to come in, with cutting-edge medicine and education. The hospital recently brought its existing breast health resources under one roof in its Harries Pavilion and added Dr. Kalu to its staff.

Advanced diagnostic techniques include digital mammography and nonsurgical biopsies. If surgery is needed, specialists perform advanced procedures that also take into account a patient's cosmetic and



The Breast Health Program's Madelyn Danoff, M.D. (left), and Ogori Kalu, M.D.

reconstructive concerns, says Dr. Kalu. Throughout treatment, each patient is assigned a "navigator," a specially trained nurse who will coordinate the case.

Whatever a patient's condition, the goal is to ease the fear surrounding the topic of breast health. "Breast cancer is one of the few cancers that has excellent long-term survival rates, particularly when caught in an early stage," notes Dr. Kalu. "We can teach women to be a little less anxious and more proactive in screening and doing self-exams." »



CORRECTION

In our last issue's "Ultimate Spa Guide," we listed an incorrect phone number for DePasquale The Spa. The correct number is 973.538.3811. We regret the error.