ROOMS OF HER OWN
WOMEN, ART, AND
OWNERSHIP IN THE
HOTEL INDUSTRY
PART OF THE 2019
MAKEHER SUMMIT
WITH:
ZITA COBB
MONIQUE GREENWOOD
SHELDON SCOTT
SUNDAY, OCTOBER 27, 2019
4:30–8 P.M. Includes Catalyst Cocktail Hour
The Women, Arts, and Social Change public programs initiative is made possible through leadership gifts from:

Denise Littlefield Sobel
The Dauray/Davis Family Fund
The Susan and Jim Swartz Public Programs Fund

Additional funding is provided by:

Bernstein Family Foundation
The Revada Foundation of the Logan Family
Stephanie Sale

Special thanks to Katy Graham Debost
ROOMS OF HER OWN—WOMEN, ART AND OWNERSHIP IN THE HOTEL INDUSTRY
part of the 2019 MakeHER Summit
With special thanks to our Community Partners, Eaton Workshop DC and Donohoe Hospitality Services.

4:30–4:45 P.M. Opening Remarks
Welcome: Susan Fisher Sterling, Alice West Director, National Museum of Women in the Arts
Introduction: Melani Douglass, Director of Public Programs

4:45–6 P.M. Program
The hospitality industry is adapting to address concerns regarding sustainability and the loss of place and culture. How can women hoteliers, artists, and artisans confront these issues and lead businesses into the future?

Featuring:
Zita Cobb, Founder and Chief Operating Officer of the Shorefast Foundation and Fogo Island Inn
Monique Greenwood, Owner and CEO of Akwaaba Bed and Breakfast Inns
Sheldon Scott, Artist and Director of Culture at Eaton Workshop

6–8 P.M. Catalyst Cocktail Hour
Over drinks and light fare, continue the conversation started on stage with fellow attendees and tonight’s speakers.

8 P.M Event Conclusion
Visit us again soon! Check out our full calendar: nmwa.org/events.
Zita Cobb

is Founder and CEO of Shorefast and Innkeeper of the Fogo Island Inn. A registered Canadian charity, Shorefast uses business-minded means to help secure economic and cultural resilience for Fogo Island, Newfoundland: one of Canada’s oldest settlements.

Following a successful career in high-tech, Cobb returned to her home of Fogo Island to help grow another leg on the economy of this singular rural place. Shorefast’s notable achievements to date comprise a holistic set of charitable initiatives, including the world-class artist-in-residence program, Fogo Island Arts, and three innovative social businesses whose operating surpluses are returned to Shorefast for reinvestment in further community development work. Specifically, Shorefast is behind the award-winning, 29-suite Fogo Island Inn, the Woodshop on Fogo Island, and Fogo Island Fish. Shorefast has pioneered the innovative practice of economic nutrition labeling for its social businesses, transparently demonstrating “where the money goes.”

In 2016, Cobb was awarded the Order of Canada in recognition of Shorefast’s work in collaboration with the community of Fogo Island to help secure a more resilient future for the island.

Photo by: Leah Mowers.
Monique Greenwood

is owner and CEO (Chief Enjoyment Officer) of Akwaaba Bed & Breakfast Inns, a collection of upscale B&Bs with a total of 39 rooms in Brooklyn, Washington, D.C., Cape May, Philadelphia, and the Poconos. The former editor-in-chief of *Essence* magazine is passionate about economically empowering communities of color and encouraging others to dream and live with purpose.

A first-generation college graduate who earned a BA in Communications from Howard University, Monique traded in her pen for a spatula and opened her first bed and breakfast in 1995 in what had been a dilapidated mansion in the Bedford-Stuyvesant section of Brooklyn. A few years later, she and her husband purchased two large buildings that comprised the block around the corner to create a “Main Street in the middle of urban America,” where local residents currently operate a restaurant, a bar, a hair salon and natural beauty products shop, a clothing boutique, and a coffeehouse, fueling what has become a re-energized and re-imagined community.

From 2016-2018, Greenwood served as the inaugural John H. Johnson Endowed Chair for Entrepreneurship at Howard University, kickstarting an ecosystem to encourage the next generation of business innovators through speaker series, pitch competitions and one-on-one mentoring.

Greenwood and the success of her inns have been featured widely in national publications, such as *Fast Company*, *Entrepreneur* and *Black Enterprise*, and on leading television programs including PBS’ *The Start-Up* and The Travel Channel’s *Hotel Showdown*, where Brooklyn’s Akwaaba
Mansion, with only 4 guest rooms, beat out large Manhattan hotels to take the $25,000 prize for best accommodations, hospitality and overall experience.

The best-selling author of Having What Matters: The Black Woman's Guide to Creating the Life You Really Want (Harper Collins) recently starred in her own reality show on the Oprah Winfrey Network (OWN), called Checked Inn, enabling the world to witness the wonder of Monique weekly in the privacy of their homes.
Sheldon Scott

was born and raised in Pawley’s Island in South Carolina, and now lives and works in Washington, D.C.

His fine art practice plays in the intersection of race, sexuality and economics, while impugning mythologies of Black male supernaturality. His works include sculpture, performance, installation, photography, spoken word, creative non-fiction, objects, and ephemera.

Scott has exhibited at Delaware State University, Art Miami, Untitled Art Fair, Katzen Art Museum, David C. Driskell Center, and the Smithsonian National Portrait Gallery. His work has been acquired by the Smithsonian National Museum of African American History and Culture. He was recognized by Americans for the Arts’ Best Public Art Program in 2017 and was a Finalist for the National Portrait Gallery’s 2019 Outwin Boochever Portrait Competition.

Scott has been a featured presenter at TEDx Mid-Atlantic, ArtTable, CreativeTime Festival, Washington Ideas Festival, and the Smithsonian Long Conversation. He currently serves on the boards of Teaching for Change, the Smithsonian Anacostia Community Museum, Transformer, and Woolly Mammoth Theatre.

Scott is the Founder of Project Unlearn and serves as the Director of Culture at Eaton DC, where he is responsible for programming and partnerships.

Scott is represented by Conner Smith Gallery and Ross and Yoon Literary Agency.

@sheldonascott

@sheldonscott1

Photo by: Kirth Bob.
Join Us TOMORROW!  
MAKEHER SUMMIT WORKSHOPS  
OCTOBER 28, 10:00 A.M.–5:00 P.M.

A deep-dive for creative entrepreneurs at all levels who are looking to grow their endeavors and networks, and walk away with tangible tips and resources for a thriving business and life.

**SCHEDULE:**

- **Workshop:** Crushing Your Next Negotiation in 3 Steps  
  Led by Susan Borke, owner and principal, BorkeWorks

- **Workshop:** The Golden Circle: How to Promote the “WHY” of Your Brand or Business  
  Led by Rachel Wynn, founding partner & CEO, Starlight Social

- **Workshop:** From Posting to Partnering: How to Leverage Your Social Media Presence to Attract Major Brands  
  Led by Riche Holmes Grant, executive producer of The Riche Life & founder/designer of BambiniWare

- **Workshop:** Entrepreneurship—Starting Your Own Business  
  Led by Dionna Dorsey, founder & creative director of District of Clothing

**LOCATION:**

EATON WORKSHOP DC, 1201 K ST NW, WASHINGTON, D.C.

Learn more & register: [nmwa.org/makeher-summit](http://nmwa.org/makeher-summit)
NMWA hosts the world premiere of 19, a musical telling of the dynamic and little-known story of Alice Paul, Ida B. Wells, Susan B. Anthony, Carrie Chapman Catt, Inez Milholland, and all of the suffragists who fought to get women the right to vote—the 19th Amendment.

The inspirational story of these fearless women is brought to life through jazz, traditional musical standards style, spoken word, hints of gospel, and dance. The suffragists and their fight for equality have been reimagined for a new generation with a poignant and uplifting message. In an age when women's rights are front and center again, the time to tell the story of 19 is now.

$50 general; $45 members, seniors, students.

Register at:
https://nmwa.org/events/cultural-capital-19-musical-nov-25
https://nmwa.org/events/cultural-capital-19-musical-nov-26
https://nmwa.org/events/cultural-capital-19-musical-nov-27
CHAMPION WOMEN THROUGH THE ARTS

Membership provides valuable support that helps NMWA present exhibitions, educational programs, and publications featuring the work of women artists. Join today at engage.nmwa.org/WASCjoin.

Membership includes:

• Unlimited FREE admission to the museum, including special exhibitions
• Exclusive events, including Member Preview Days for special exhibitions
• Women in the Arts magazine, published three times a year
• Member e-news
• Discounts in the Museum Shop
• Discounts in the Mezzanine Café
• Discounts on museum programs

THANK YOU:
Eaton Workshop DC · Donohoe Hospitality Services
Imagine Videography · Dan Martin · Occasions Caterers
Sancha McBurnie · Beth Ferraro · Grace DeWitt
Gwynne Gershenson

PUBLIC PROGRAMS TEAM:
Melani N. Douglass, Director
Amanda Vercruysse, Manager

Comments? Questions?
freshtalk@nmwa.org

WATCH WHEN YOU WANT:
nmwa.org/freshtalk4change
We’ll upload tonight’s program soon!

JOIN THE CONVERSATION:
#FreshTalk4Change
The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs and online content, the museum seeks to inspire dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement and social change. NMWA addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today. The collections highlight painting, sculpture, photography, and video by artists including Louise Bourgeois, Mary Cassatt, Frida Kahlo, Shirin Neshat, Faith Ringgold, Pipilotti Rist, and Élisabeth Louise Vigée-LeBrun.

Women, Arts and Social Change (WASC) is the acclaimed public programs initiative at the National Museum of Women in the Arts in Washington, D.C., highlighting the power of women and the arts as catalysts for change. Debuting in 2015, these programs convene women from a range of disciplines whose socially conscious ideas are reshaping lives and economies, engaging communities and empowering women. WASC is a unique forum for innovators and thought leaders to engage audiences in creative conversations on art, design, gender, equity, the environment, identity, education, health, social and economic opportunity, and much more.