



Creating solutions, changing lives

Easter Seals

**Greater Washington-
Baltimore Region**

Contact: Andy Krauss

akrauss@eseal.org

(301) 661-2145

www.gwbr.easterseals.com

TRANSFORMATION, INC. FOUNDER & CEO MARTA WILSON JOINS EASTER SEALS BOARD OF DIRECTORS

Easter Seals Greater Washington-Baltimore Region recently announced that **Dr. Marta C. Wilson**, Founder and CEO of Transformation, Inc. (TSI) has been elected to serve on its Board of Directors.

A management systems engineering company, TSI helps forward-thinking military and civilian leaders within the Defense community achieve their extremely challenging goals in ways that are most efficient, effective and responsive. Under Wilson's leadership, the company has received numerous accolades from Defense organizations, and was named one of *Inc's* Fastest Growing Companies in America.

Specializing in leadership effectiveness, Wilson holds a Ph.D. and M.S. in Industrial and Organizational Psychology from Virginia Tech and a B.A. in Academic Psychology from the University of Tennessee. *The Washington Business Journal* has recognized Dr. Wilson among 25 leading business women in the Washington, D.C. area who have managed to sustain growth in their companies while still providing extensive community service.

"As we continue to expand our suite of services, we're excited about the strengths a 'possibility thinker' brings to our organization and the lives of people with disabilities and their families. Moving forward, Marta's expertise in guiding executives to achieve bold transformation goals will be paramount to our innovative, self-sustaining approaches," remarked Lisa Reeves, Easter Seals President and CEO.

Wilson recently authored *Everybody's Business*, available October 9. The book is a primer for leaders focusing on engaging the total enterprise to boost quality, speed, savings and innovation. Guided by TSI's commitment to corporate social responsibility, the first-year proceeds from *Everybody's Business* book sales will be donated to the company's four charities of choice, one of which is Easter Seals.

For more than 75 years, Easter Seals Greater Washington-Baltimore Region has been at the forefront of providing exceptional services to ensure that all people with disabilities or special needs and their families have equal opportunities to live, learn, work, and play in our communities. Services are delivered through a network of 19 sites where participants and their families find support, hope, medical care, and enjoyable activities. In addition to serving the

overall community, Easter Seals places an emphasis on the unique needs of wounded warriors, veterans, active duty military, and their families.

“I have long admired Easter Seals for its commitment to enriching lives and our community,” Dr. Wilson said. “Helping Easter Seals fulfill its mission to support people with disabilities or special needs and furthering awareness about this important cause is work that I will embrace with energy and enthusiasm.”

“Marta will undoubtedly bring a point of view to the Board that will benefit the group in many ways,” said Phil Panzarella, Chairman of the Easter Seals Board and President & CEO of CPS Professional Services. “We are looking forward to her contributions now and into the future.”