

# MOVERS & SHAKERS

## Accounting

CohnReznick LLP's Baltimore office has added **Henry Pertman** as director, hospitality consulting, for the Mid-Atlantic region. Pertman specializes in front- and back-of-the-house management and training, business analytics, point-of-sale maximization, hospitality marketing, food and beverage controls, inventory management, customer service training and kitchen flow. He previously served as a senior sales manager with Oracle Micros and owned, operated, managed and held the title of executive chef at several metropolitan-area restaurants.



HENRY PERTMAN

## Education

**Heather Wilensky** has been named executive director of alumni relations at *McDaniel College*. She has nearly 10 years of experience working in higher education. Wilensky was director of alumni relations at the University of California, Merced, where she had the opportunity to build an alumni relations program from the ground up. She previously worked in alumni relations at *American University*, first as an events specialist coordinating alumni and development events for the School of Public Affairs, and then as assistant director of alumni programs. Also, **Zhanna Goltser** has been named director of financial aid at *McDaniel College*. Formerly director of financial aid at *Notre Dame of Maryland University*, Goltser also worked in financial aid at the University of Maryland, Baltimore County.



HEATHER WILENSKY

*Harford County Public Library* CEO **Mary Hastler** has received the Citizen of the Year Award from the Iota Nu Chapter of Omega Psi Phi Fraternity Inc. in recognition of her work in the community.

## Health care

*Medifast* has appointed **Mona Ameli** as president of Take Shape for Life, the company's direct selling division. Ameli has more than 20 years of experience in the direct selling and consumer product industries. She has held leadership positions at *Shaklee Corp.*, *Natural Alternatives International* and *Herbalife International*. She comes to *Medifast* from *Belcorp*, the ninth-largest direct selling company in the world, serving as the general manager and leader of the U.S. beauty and lifestyle products business. In 2012, *Direct Selling News* honored Ameli as one of the most influential women in the direct selling industry. *Medifast*



MONA AMELI

## Kessler named partner at Rosenberg Martin

*Rosenberg Martin Greenberg*, of Baltimore, has added **Leigh Kessler** as a partner of the law firm. Kessler will represent individuals and businesses in white-collar criminal investigations and prosecutions, with a focus on criminal tax matters and civil tax controversies and litigation. Kessler previously investigated and prosecuted cases throughout the United States on behalf of the Department of Justice Tax Division, Western Criminal Enforcement Section. As an assistant chief since 2010, Kessler supervised approximately 25 trial attorneys. In 2013, she was co-counsel in the prosecution of *United States v. Hough*, a successful foreign bank prosecution that proceeded resulted in convictions for filing false tax returns and a restitution



award in excess of \$15.5 million. Kessler received a Tax Division Outstanding Attorney award for her work on this prosecution.

### Leigh Kessler

**Resides in:**  
Baltimore

**Education:**  
St. Mary's College of Maryland (B.A.), American University Washington College of Law (J.D.)

**What is the most important thing you learned prosecuting tax cases?**  
"Dig deeply into your evidence and know it backwards and forwards. The details will make or break your case."

**What is the one thing you would change in the U.S. tax code?**  
"Eliminate code Section 6201(a)(4), which authorizes the IRS to assess as a tax any restitution to the IRS ordered by a court in a criminal tax case. A taxpayer cannot challenge or compromise a restitution-based assessment, even if the IRS later determines that the amount of restitution exceeds the taxpayer's actual civil tax liability. In addition, the IRS can require payments towards a restitution-based assessment that exceed the payment schedule established by the U.S. District Court and despite the taxpayer's lack of resources to pay."

**Recent vacation:**  
"Four days at Grand Canyon National Park, hiking to the bottom of the canyon, around the floor and then back out."

**Favorite book:**  
"Unbroken" (Laura Hillenbrand)

**Favorite quotation:**  
"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected." — Steve Jobs

also has appointed **Kenneth Kopp** as vice president of *Medifast Direct*. Kopp has more than 20 years of direct-to-consumer experience. He will oversee web marketing and content strategy, promotional campaign development and customer journey management. Kopp served as founder and vice president of marketing for *Matrix Media Consulting* in Los Angeles.

## Nonprofits

The *Green & Healthy Homes Initiative*, of Baltimore, a national nonprofit dedicated to breaking the link between unhealthy housing and unhealthy families, has named **Mark Kravatz** as director of Maryland program services. In this role, he collaborates with public and private sector partners and

is responsible for program planning and supervision, contracts and grants management and partner relationship management. Kravatz previously served as an outcome broker for *GHHI Rhode Island*, one of 17 *GHHI* sites nationwide.

## Public relations

*Maroon PR* has hired **Eleanor Arlook** as the senior account executive of its Outdoor and Lifestyle Division. Arlook was as a director the *Walker Marchant Group* in Washington, where she worked with brands such as the



ELEANOR ARLOOK

*National Urban League*, *Walgreens*, *Wal-Mart* and the *Wal-Mart Foundation*.

## Real estate

**Colin Gaines** and **Joshua Schumer** have joined the Baltimore Metro office and **Kevin Kashani** the Timonium office of *Berkshire Hathaway HomeServices Homesale Realty* as Realtors. Gaines is a member of The Yerman Witman Gaines Team. Gaines will specialize in residential sales in the Baltimore metropolitan and city areas. Kashani will specialize in residential sales in Timonium, Phoenix, Hunt Valley, Towson, White Hall and surrounding areas. Schumer specializes in residential sales in Baltimore city, Baltimore County, Pikesville, Towson and surrounding areas. He is also a fire lieutenant with the *Pikesville Volunteer Fire Co.*

*Trout Daniel & Associates*, a Maryland commercial real estate company, has hired **Jared R. Engel** as an office and industrial sales and leasing associate and **Jenna Jones** as a marketing and administrative support specialist. Engel represents sellers, landlords, buyers and tenants of office and industrial properties, specifically within the Baltimore Metro area. Engel serves as a junior board member for the *Susan Cohan Colon Cancer Foundation*, known as *Susie's Cause*. Jones, a 2014 graduate of *Towson University*. Jones has worked in communications and has a retail sales and restaurant background.



JENNA JONES

*Weichert Realtors — New Colony*, located in Columbia, has added **Barry Andrews** as a real estate agent. Andrews will assist property buyers and sellers in Howard County and surrounding areas. He comes to real estate from the medical industry.

## Transportation

*GrandView Aviation*, formerly *Baltimore Helicopter Services*, has hired **Christian Venuto** as charter sales executive. Venuto will assist with the brokerage of jet and helicopter charters and the marketing and expansion of *GrandView Aviation's* charter sales. Additionally, she will schedule and coordinate personal flights and executive travel, manage client relationships and oversee several marketing initiatives, including website maintenance and social media marketing.



CHRISTIAN VENUTO

## Technology

*Force 3*, of Crofton, a network security company, has named **Steve Scribner** as chief financial officer. Scribner joined *Force 3* in 2012 as vice president of accounting and finance with more than 13 years of experience overseeing the finance, accounting and tax functions of high technology and software companies.

### LET'S HEAR FROM YOU

We want to hear about your promotion, appointment, new job or award. Submissions for our Movers & Shakers column can only be made online at

<http://thedailyrecord.com/movers/>