

What's in your purse

By: Daily Record Staff February 5, 2016



COOL TIPS

VERONICA
COOL

In each issue of Path to Excellence, we ask a successful woman, "What's in your purse?"

Chances are if you see Veronica Cool wearing a familiar jacket, skirt or pair of shoes, it may have been yours at some point.

About five years ago Cool, who owns Cool & Associates, hosted a party where she invited her girlfriends to bring items from their closets they didn't want anymore. The women then could freshen their own wardrobes by taking what they wanted from their friends. The group has grown over time to include more than 250 women and become more organized. They meet every quarter and everyone brings a dish to share and drinks. There are a few rules, though, no one can come with an agenda or a business pitch. "We just have fun," Cool said.

It also means that Cool doesn't have to go shopping very often. The brown purse, along with her coat and jewelry, that she wore to a recent photoshoot at The Daily Record for this feature all came from what is now known as the Girlie Clothes Swap.

When we asked Cool what woman she would want to see featured in this space, she suggested MaryBeth Hyland. Hyland previously was director of Emerging Leaders United for the United Way of Central Maryland, but left to start her own firm in 2015. She now serves as founder and chief visionary officer at SparkVision.

Hyland and her purse will be featured in the April issue of Path to Excellence.

1. Health Care for the Homeless sock from Cool's first 5K. "I lost one already."
2. Sports photos of her two children: Jonny and Isabela Cool
3. Dominican Monday. "From our last trip there in the Spring."
4. Snacks. "Life is not complete without peanut butter."
5. Glasses.
6. The Daily Record Top 100 Women nomination postcard. "Good reminder."
7. Keys with YMCA and library card. "I'm a big library person."
8. Coupon for Christmas shopping. (Note: This photoshoot took place before Christmas).
9. SouthEast Community Development Corp. pen. "A client."
10. Hair ties.
11. Pen case that says "Life is too short to carry an ugly pen." "A gift from a girlfriend."
12. 20th anniversary party invite. "My kids threw a 20th anniversary party for me and my husband."
13. Shopping list.
14. Magazines. "I always need something to read."
15. Peace sign notebook. "I'm a big recycler. This was my kid's, and now I use it for client notes."
16. Adult coloring book. "It's supposed to be a de-stresser."
17. Lip gloss. "Every woman needs lip gloss."
18. Blue wallet.
19. iPhone with a picture of her and her daughter after a 5K.
20. Business cards.
21. Maryland Competitiveness Coalition thumb drive.

**This article was originally posted on The Daily Record.*

<http://thedailyrecord.com/2016/02/05/whats-in-your-purse-veronica-cool/>