

**ACTIVE DATA EXCHANGE INC. CHIEF EXECUTIVE OFFICER HONORED AS A “TAKE THE LEAD” RECIPIENT ON APRIL 27, 2011**

*Girl Scouts of Eastern Pennsylvania Honored Susan Yee  
at the 13<sup>th</sup> Annual Take The Lead Award*

**Bethlehem, PA — May 17, 2011** — Susan Yee, Chief Executive Officer of Active Data Exchange, Inc., was honored by the Girl Scouts of Eastern Pennsylvania (GSEP), with their 2011 **Take The Lead Award** on Wednesday, April 27<sup>th</sup>. The award, which recognizes some of the region’s most notable women of courage, confidence, character, and exemplary leadership, was presented at a ceremony which took place at the ArtsQuest Center, Steel Stacks (*Bethlehem*).

Yee has had extensive involvement in the Lehigh Valley business community since 1993 while working as the Chief Operating Officer of Twin County Cable Television, currently known as RCN. She has since founded Active Data Exchange, Inc., a software company that develops enterprise calendaring solutions for education, healthcare, government and corporate markets, supporting many major companies, educational organizations and healthcare providers nationally.

Susi Neher, an 11th grader at Saucon Valley High School, who plans on majoring in international affairs or history upon graduating high school, introduced Yee at the award ceremony. Neher had the opportunity to observe Yee within her work environment where Neher was provided one-on-one interview time and hands-on participation in company meetings. *“Sue has been a pioneer since the day she was born. As a first generation Chinese-American woman she has faced her share of challenges... Rather than be intimidated or overwhelmed, Sue continued to live by her own ideals. When I asked her about these challenges, she told me: ‘As long as you do it well, gender does not matter. Being a woman is not a disadvantage.’”*

Yee graciously accepted the award with her own little future leader, 6 year old daughter Zoe Martin, proudly standing by her side. *“It is a great honor to be recognized by such a reputable organization which provides our younger generations of women the skills, knowledge and confidence that is needed in order to continue the advancements and success of women everywhere. It is through these efforts that allows our young women to believe in their dreams and allows for us supporters to undoubtedly leave the future in their hands.”*

Take The Lead honorees represent the Girl Scouts of Eastern Pennsylvania’s three primary Service Center regions of Pennsylvania: Philadelphia, Lehigh Valley and Berks County. Previously known as the Woman of Distinction award, this award has continuously acknowledged those women that provide leadership within the business industry and their communities.

In addition to Yee, The Girl Scouts of Eastern Pennsylvania recognized Lehigh Valley’s Beverly Bradley, President, Cops’N’Kids Literacy Program; Kathy Matthews, Director/Business and Compliance, PPL; Mary Ellen Voden, previous Director/Public Affairs and Staffing, Crayola; Ilene Wood, Author and Community Volunteer; Dr. Ann Hart, President of Temple University; and Michele Ridge, Former First Lady of Pennsylvania.

The Take the Lead award not only recognizes those that have established a presence as leaders of today, but also encourages our leaders of tomorrow. Through the efforts of the Girl Scouts of Eastern Pennsylvania and their Take the Lead program, our young women are encouraged to believe in themselves and work towards their dreams. Interested parties that would like to help support these efforts can visit <http://www.gsep.org/community/take-the-lead.php> to learn about sponsorship opportunities.

***About Active Data Exchange***

*Active Data Exchange has been providing enterprise web-based event marketing and facilities scheduling calendar software solutions for education, healthcare, government and corporate organizations since 1999. Products and services include Active Data Calendar, Active Data Communicator, and Active Data Syndicator. Clients include State of Indiana, City of Bethlehem, Parrish Medical Center, George School, Phillips Exeter Academy, Palo Alto School District, Santa Monica School District, Baylor College of Medicine, National Government Services, Lehigh University, North Carolina State University, Temple University and others. Active Data Exchange is a PA certified Minority and Woman Owned Business and Microsoft Gold Certified Partner. For more information, please visit [www.activedatax.com](http://www.activedatax.com).*

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