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MEMBER PROFILE - OCTOBER 2002

Gail Werner

Gail Werner and her partner, Gayley Knight, are the owners of Connecting Links, a web site development firm which has been in existence for seven years. They provide simple, easy solutions for clients' web site needs. They develop basic web and do web site maintenance, search engine marketing, search engine optimization and web site design. They also have a television program, "WEBurbs," which airs Wednesday nights at 8 p.m. on channel 16. Gail is now the on-air host and has had a variety of guests on the program, some of whom have been WBO members. Connecting Links was featured last year at the WBO Gala, where the WBO web site was discussed.

Gail enjoys the fact that web site development and search engine optimization are technologically challenging and constantly changing. "This new technology is changing the world in many ways," she says, "and it's fascinating to be a part of it. You must constantly learn, because yesterday's knowledge is not relevant for tomorrow."

Gail became interested in the World Wide Web while she was active in the Montgomery County schools. The parent of four children, she was on a task force to bring the Internet to the schools. She took some courses, learned a great deal, became knowledgeable and decided to create a business from this new, fascinating information.

Gail, whose background was in writing and research, worked for NBC News, was a contributing editor for *Washingtonian* for seven years and a freelance writer for many years. She also worked with a firm that did strategic planning and fundraising for nonprofit organizations, mainly in the health field. Gail joined WBO about 5 years ago. She especially enjoys hearing about what WBO members are doing and finding out more about their interests. Gail served on WBO's Legislative Committee and was also a representative to the Montgomery County Women's Legislative Briefing for a number of years. This briefing on women's issues, which takes place in Annapolis at the State government level, was attended by about 400 people this year.

Originally from New York City, Gail came here after marriage, when her husband accepted a government job. "We were going to stay for two years," says Gail, adding, "We've been here for 38 years!" When she is not working, Gail likes "reading, walking and being with people." She also gives periodic courses and seminars at the Women's Business Center, at K Street and Connecticut Avenue.