

Angela W. Costello

DIRECTOR OF ANIMATION & CREATIVE SERVICES @ CBN

Home and family: Poquoson.; son Nicholas.

Education: Harvard Business School with foreign study in Japan; Virginia Wesleyan College.

What you do in your job: I am the director of CBN Animation with 120 programs in more than 200 countries and 60 languages. My responsibilities include being a producer/creator, writer, director and composer. The Creative Services part includes HD production, event planning, print and set design, and public presentations.

Proudest business achievement: In the last 15 years, I have been blessed with more than 50 national and international awards for innovation and creativity. There was the ASIFA Hollywood Red carpet moment, the call from the Daytime Emmys. But the highlight was a little 6-year-old street girl in India who came to sit in my lap to watch one of the cartoons I produced. She relaxed in my arms and smiled. I doubt she had smiled like that for a while. Mission accomplished.

Biggest factor in your success: A healthy faith in and respect for God and a loving family.

Professional, business activities: Harvard Alumni Association class correspondent; Fulbright Scholar board member; ASIFA Hollywood; The Academy of Television Arts and Sciences. I am on the judging panel for a national award in the television industry.

Volunteer and community activities: I am an ordained chaplain and work with crisis workers in my community. I am an active member of my church. My personal passion for missions has resulted in work in India, Africa, the Philippines, Russia and the USA. Honestly, my most rewarding volunteer moment was the adoption of my son Nicholas from Astrakhan, Russia.

How you balance your time: Once you come to grips with the

fact that time balancing is a bit like riding a seesaw you're OK. I am always cognizant of the fact that I don't have any control over the event on the other side of the seesaw. At any moment, your pleasant, time-managed ride can come to an abrupt and harsh stop. I am a meticulous planner, but I try not to be too rigid.

Biggest obstacles and challenges you face as a woman in the workforce: Clinton and Palin made the term "glass ceiling" synonymous with women. Honestly, I don't think of challenges as male- or female-specific. There are challenges that have solutions and then there are attitudes. Attitudes often assume things that are not true. Just be yourself, do a good job and allow your character to be your witness and take the high road.

How have you overcome some of your challenges? A female senior executive of a large airline once told me: "Never reach for the coffee pot." Her point was that women naturally want to meet the needs of others and that we should resist that need and allow people to take care of themselves. A challenge to overcome daily, discerning when I should and shouldn't reach for the coffee pot in people's lives. Having a servant's heart is a tremendous gift but often we serve when we should instead lead by allowing others to take initiative.

How did having children affect you in business? When [as a single mom] I adopted my son Nicholas my world felt a bit like a snow globe gone mad. My routine, my schedule, my life was transformed



into complete chaos. And then it happened, that moment when you experience the gift of unconditional love in reverse, where you will do anything to assure your child's health and welfare. At Harvard they would call this epiphany a "predictable surprise." What transpired from that moment for me professionally was a new respect and appreciation for those who had been managing the snow globe for years: an eye for detail and a desire for a more streamlined and efficient process of innovation and creativity.

Professional goal in five years: My goal is to continue to make the decisions necessary to make a difference in the lives of others and to enjoy the journey while expanding my horizons.

Advice for women in the workforce: Ambition is critical for success; however, your character should not be scarified on its mantel.

What you do in your downtime: Ride in the front seat of roller coasters, explore in our kayak, overcome my distain of amphibians or do something really brave, go to Chuck E Cheese on a Saturday afternoon.

What gets under your skin? The phrase "that's impossible" drives me crazy. The book that governs my life says that all things are possible. You need to be willing to make the effort, take the risk of belief and a step of faith.