

The Greater Bethesda Chamber of Commerce has implemented three goals in our new strategic plan. Two of our goals are to attract and serve a diverse group of members from all industries representing businesses in Greater Bethesda and to grow awareness of the Chamber among both members and the public.

Living up to these principles, we invite you to celebrate Black History Month with us through our third annual member spotlight series. This special feature helps our communities learn more about some of its leaders and their impacts they make every day.

Today, we would like you to get to know KC Cole, Founder & Publisher of Potomac Lifestyle Magazine.

KC Cole is the Founder and Publisher of Potomac Lifestyle Magazine. Potomac Lifestyle is the largest distributed magazine in the Potomac area with over 86,000 monthly readers. The publication content focuses on family, students, business, philanthropy, projects, and exciting events that inspire community!

Cole is the recipient of several awards and recognition, which include the State of Maryland Larry Hogan Governor's Volunteer Services Award, the Montgomery County Community Action Award for Partnerships, and the City of Gaithersburg Mayor and City Council Partnership Award. She is an active board member of the Coalition Advancement Financial Education of Montgomery County, MD (CAFÉ) Holy Cross Hospital Health Foundation & Potomac Rotary Board Member.

We asked KC three questions surrounding leadership and goals. Read her responses below.

- 1. As you look back over your life, at what point did you begin to think of yourself as a leader?**

Thinking back on my life the point I knew I was a leader as a child, I was ok with NOT taking the path of least resistance. I learned early on that there were many benefits to doing what others may be afraid. The constant quest to guide brought many small rewards along the way.

- 2. Do you have a vision that guides your body of work? If so, has it changed over time or remain the same?**

My Vision was to make a difference in the community, I started the magazine from nothing but a vision. I literally walked door to door, business to business with nothing in hand, no publication, and no big brand name other than a vision of creating a beautiful magazine and media platform to showcase community, entrepreneurship, philanthropy, our kids, and schools at its best. With that vision, Potomac Lifestyle Magazine came to fruition through the collaboration of partners who believed in me.

- 3. Does the work you do now play a part in the legacy you wish to leave behind? If not, describe what tools you need to help you achieve your goals.**

The work I do now definitely plays a part in the legacy I would like to leave behind. There was only one founder of Potomac Lifestyle Magazine!

Visit citylifestyle.com/potomac to learn more about KC and the Potomac Lifestyle experience.