

# From BC3 to Manhattan Red Carpet to BC3: Social media guru, panel to discuss female entrepreneurs March 21

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(Butler, PA) It was only as she was being “pushed and shoved around” by photographers elbowing for position on a red carpet in the nation’s most populated city that dream turned reality for a small-town woman in a “little black dress” from Butler County.

“That,” Maggie Kerry says, “was the first time that everything felt real.”

Real, for Kerry, was the culmination of this journey, from untested social media volunteer to employee to Manhattan world premiere to her name and title on the credits of “Dream, Girl” – a 62-minute documentary on successful female entrepreneurs in a male-dominated business world.



Maggie Kerry, a 2015 Butler County Community College graduate, is a social media expert for Dream, Girl LLC. She is among four panelists who will speak Tuesday at BC3’s Founders Hall about their journeys to success.

Kerry, 26, is an employee of Dream, Girl LLC, a 2015 Butler County Community College graduate and one of four panelists who will speak about their journeys to success at a forum March 21 that includes the showing of “Dream, Girl.”

The event, open to the public and sponsored by BC3’s Social Work Club and Social Awareness Committee, will be held from 12:45 p.m. to 3 p.m. at Founders Hall. Kim Geyer, a Butler County commissioner; Mary Beth Rock, the founder and owner of Paws for Comfort Pet Sitting, Butler; and Lisa Guard, owner of Specialized Staffing Inc., Butler; are also panelists. Free popcorn and nachos will be served. Members of BC3’s Social Work Club will facilitate a discussion following the documentary, according to Karen Jack, BC3’s KEYS program facilitator and adviser of the Social Work Club.

Kerry’s own journey to success began with overcoming the fears she says some females experience and taking a chance – volunteering unproven and untested social media skills to promote the “Feminist Wednesday” blog written by “Dream, Girl” director Erin Bagwell.

“I taught myself everything,” says Kerry, a Butler resident and senior interdisciplinary studies major at Slippery Rock University, where she says she has not taken any courses related to social media or related technology. “I had no prior experience to anything in social media.”

## “Go out and find it”

On that blog she found a “little tab that said Join Our Team,” Kerry says. “I really liked the aesthetics of the blog and the stories that it told. And I really wanted to be a part of it.”

She contacted Bagwell and began using social media to promote “Feminist Wednesday” completely “pro bono,” she says.

Bagwell at the time was creating “Dream, Girl,” which documents the journey of five female entrepreneurs: Mariama Camara, Komal Minhas, Clara Villarosa, Annie Wang and Bagwell.

“When the film was in post-production, (Bagwell) emailed me and said, ‘Hey, do you want to be part of the ‘Dream, Girl’ team, with an actual job?’” Kerry says.

Those around her, Kerry says, didn’t think publicizing the documentary for two years was a “real job.”

“People,” she says, “thought that I was making it up.”

No one took her journey seriously, she says, until “I went to the premiere in New York City to do the social media on the red carpet.”

That would have been June 9, 2016 – just Kerry, the cell phone she was using to post to Instagram, the black flats she wore to brace against the waves of photographers, the late-afternoon sun casting slanted shadows from the towering skyscrapers, and the line of 600 visitors entering the Paris Theater in Manhattan for the world premiere of “Dream, Girl.”

The very stuff that dreams are made of, Kerry says.

“People want to focus on the end result, but you can’t focus on the end result until you stop being afraid,” she says. “I think a big thing with me, a lot of people have mixed feelings about living in Butler County. And I think they think that sometimes a small town might hold them back. I hope that the women who watch the film who live in Butler County can realize that they can do something really incredible and still live in a small town. But you have to be able to go out and find it.”

## “I am in it for the long haul”

The documentary has been shown in 81 countries. The show at BC3 on Tuesday is among 30 in March, all of which will end with Kerry’s name as the film’s “social media guru” in the final credits.

June 9 was the first time she had seen the final cut of “Dream, Girl.” The self-described “quiet, introverted” woman was surprised to see her name on the silver screen.

“I don’t know if my eyes got wide,” Kerry says. “It was kind of like ... I was just sitting there, thinking, is this really happening? It was a shock at first, just realizing that I helped make this happen.”

Immediately after the showing, the small-town woman in a “little black dress” called her father, Donald Kerry, in Butler.

“It was just super exciting,” she says. “He was elated. I had no idea my name was going to be in the closing credits.”

The former president of the BC3 Social Work Club says that while her major changed from social work to interdisciplinary studies, her journey in social media will continue.

“Now I feel like anything I want to do is limitless,” Kerry says. “I always knew that I wanted to make a difference. I always wanted to make an impact. I think that is why I started studying social work. But then I think I realized the way that I want to make an impact wasn’t in the field of social work.”

Her impact will, however, continue to be felt with Dream, Girl LLC.

“I am in it,” Kerry says, “for the long haul.”