



New Business of Character Announced: “Glitzy the Clown”
by
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Character Counts! has something new to smile and laugh about – its newest Business of Character, Glitzy the Singing Clown. Owner Suzy Wishard of Centreville heard about Character Counts and met Jacki Carter, Coordinator for Character Counts!, at a Chamber of Commerce Business Meeting.

It did not take Wishard very long before she was actively involved. After meeting with Carter and finding out that more coaches were needed for 9th grade at Kent Island High School, Wishard volunteered. “I like working with young children as a clown. I thought working with the teens would be a challenge for me, but I wanted to be of service so I agreed.”

Not only did Wishard become a Character Coach but she also joined the Character Counts! Advisory Committee. As a member she attends a monthly meeting and also agreed to work on two sub-committees. One is to analyze and make recommendations to the full committee on criteria for the “Pillar of Community Award.” She also volunteered to work as chairperson for the new fundraising committee for Character Counts!

Wishard became a clown approximately eight years ago after reading an advertisement in the newspaper. She decided to attend a meeting and found out that she could have fun while making money. It was a win-win combination. Wishard moved to Centreville from Annapolis two years ago and is in the process of growing her business. She is willing to travel for a job, but understands that there are many opportunities for her expertise on the shore.

Explaining her business, Wishard states, “I do Children’s Birthday Parties, Business openings, walk-arounds, festivals, company picnics, and anywhere a clown is needed. I do face painting, balloons, magic, songs, games, and story telling. I actually dance a little with the kids too.” Wishard is distinctive in her clowning in that she also sings. She is a Sweet Adeline and member of the Harmony on the Bay Chorus.

With her involvement as a Character Coach and as an Advisory member, it was a logical step to sign up as a Business of Character. She believes the Six Pillars of Character fit naturally within her business, stating, “I try to set an example and being with children and teaching them how to build character traits becomes second nature to

me. Kids are our future, and every chance we get we should encourage them to learn and grow and be good citizens and do what is right. Giving back to help has always been important to me. Whether it is to the community, church, neighborhood or family. I guess making a difference in the lives of people and trying to be a role model to others gives me comfort.”

Character Counts! is not the only group benefiting from Wishard’s willingness to give of her time and talents. As a lover of animals, she is working with the Animal Resource Foundation on a fundraiser and she hopes to raise awareness for this very important cause.

Wishard’s enthusiasm for Character Counts! and coaching is quite apparent after asking her why other’s should join in. “I believe in the program. I believe it makes a difference. I think it is rewarding in many ways. To help others that they may benefit from what you teach by example must be rewarding to you, the coach. I think once you experience this program you want to keep on doing it because not only are you reaching out to students, you get a lot of gratification yourself by coaching. I wish more retired people would be coaches. I intend to do this program as long as I can. Children are so grateful and look forward to the coaches that come into the schools. I would say ‘get involved the kids need you’”.

Character Counts! looks forward to seeing Glitzy in action around the community and welcomes her as a Business of Character. You can contact Suzy Wishard by calling 410-758-1092. For more information about becoming a Business of Character contact Jacki Carter by calling 410-758-6677 or by email, Jcarter@qac.org.