

2024

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REACH Women's Conference
March 6, 2024 • Winston-Salem
presented by

REACH
Women's Network

March is **Women's History Month**, a month set aside to honor women's contributions in American history. This year's theme is, "Women Who Advocate for Equity, Diversity and Inclusion." It feels so right to share this day in March with more than 300 women gathering together for the 4th annual REACH Women's Conference. **Welcome to a day of energy, inspiration, and connection!** It's a day to celebrate you, all the women around you, and to have FUN!

Last fall, REACH Women's Network celebrated its 5th anniversary, and while the organization is still young, it's having a major impact on our community. We've accomplished a lot in the past 12 months!

- Last Fall REACH launched its first **Leadership and Mentoring** program focused on the next generation of leaders in collaboration with Salem College.
- We curated high-engagement **Pink Couch** panels including *Navigating the Greys of Negotiation* in collaboration with Reynolds American's Women's ERG and *The Intersection of Physical, Mental, and Financial Wellbeing* panel in collaboration with Allegacy Federal Credit Union and Atrium Health Wake Forest Baptist.
- We offered **diversity, equity and inclusion (DEI) training** including *From Ally to Accomplice: How to Be an Inclusion Champion* and are publishing an Executive Summary of our findings from the *Community Survey of Women in the Workplace*.
- We were honored to receive capacity-building grants from the Truist Foundation and the Marguerite Casey Foundation, enabling us to hire our first REACH Women's Network Executive Director this spring.
- REACH grew to 170 members and connected women through quarterly membership meetings, Conversation Partners, and other programs designed to build trust and relationships.

We encourage you to engage with REACH Women's Network today and beyond by participating in community programming, becoming a member, or making a financial contribution to advance our work. Through collaboration with you, our sponsors, and community partners, we are inspiring, connecting, and making a meaningful difference for working women. Because when women thrive, communities thrive!

Sincerely,
Iris Cole and Julia Townsend
Co-Presidents of REACH Women's Network



REACH Women's Network Board of Directors

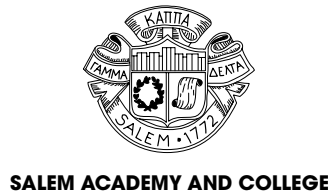
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Learn more about REACH Women's Network [Alliance Membership](#) on Page 39.



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Conference Agenda

8:45 – 9:30a Registration + Arrivals

9:35 – 10:00 Welcome + Introductions (Atrium)

Cheryl Lindsay, Emcee

Julia Townsend and **Iris Cole**, Co-Presidents of REACH Women's Network

10:00 – 10:45 Morning Keynote (Atrium)

When Everyone Leads: How the Toughest Challenges Get Seen and Solved

Julia Fabris McBride, Author, Certified Coach, and Chief Civic Leadership Development Officer at Kansas Leadership Center

11:00 – 11:50 Morning Breakout Sessions (Descriptions on Page 11)

The Many Faces of Leadership (Atrium)

The Confidence Factor (Auditorium)

The Impact of Mentorship Culture (153 AB)

#Ask4More: Salary Negotiation (155 AB)

Fuel Your Body for Success: Nutrition for Reclaimed Health (251)

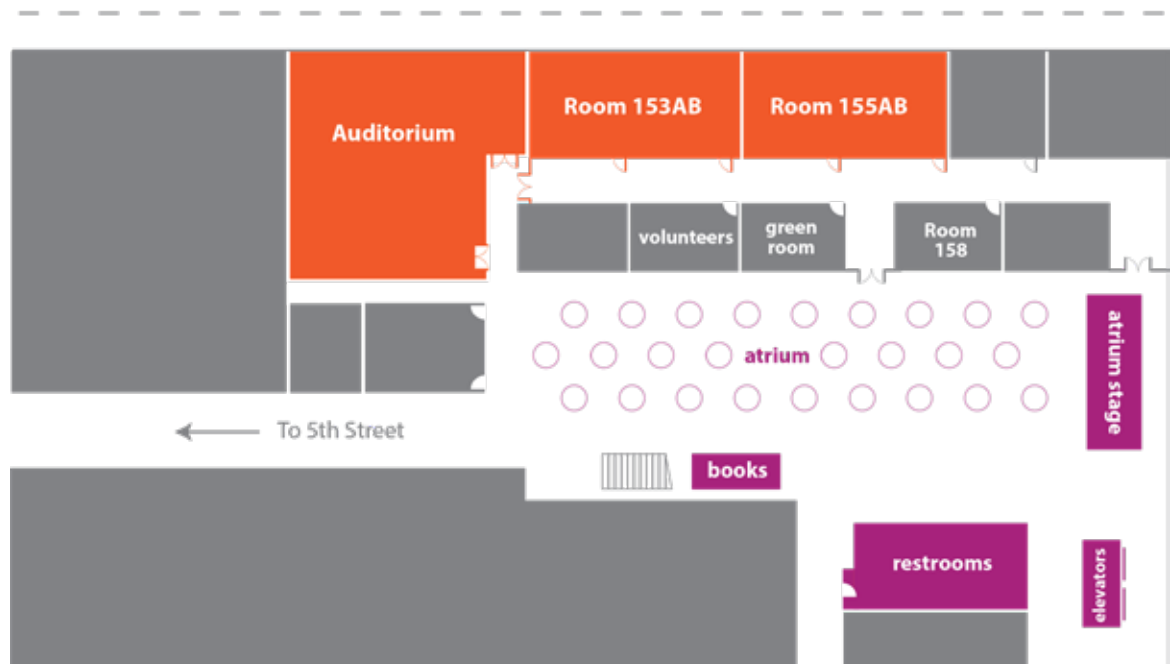
12:00–1:15p Lunch Program (Atrium)

The Etiquette of Flying and the Gift of Fear, a collaboration between the University of North Carolina School of the Arts Schools of Film and Dance (More on Page 33)

(Agenda continues on Page 7)

NOTE: If you pre-arranged for a headshot appointment with The Keelers, please arrive 5 minutes before your scheduled time at Room 158.

Patterson Ave



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Conference Agenda (continued)

- 1:30–2:20** **Afternoon Breakout Sessions** (Descriptions on Page 17)
Influence Without Authority (Atrium)
The Intersection of Physical, Mental & Financial Wellbeing (Auditorium)
Life-Work Integration (How Can I Do It All?!) (GWSI Board Rm, 525 Vine)
Getting Beneath the Surface of Workplace Culture (155 AB)
The Civic Circle: A New Model for Community Engagement (153 AB)
- 2:30–3:15** **Closing Keynote Fireside Chat** (Atrium)
Step Into your Story: The Power of Authentic Leadership
Calandra Jarrell, SVP of Diversity & Inclusion, Bank of America
Courtney Benfield, SVP Triad Market Executive, Bank of America
- 3:15–3:30** **Closing Remarks**
- 3:30–5:00** **Mix & Mingle Networking at Dram & Draught**
 Please join us across the street from Biotech Place, at
 486 N Patterson Ave. (Map on Page 30)

REACH Women's Network Board of Advisors

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*and celebrates the partnerships that ensure
diverse voices are not only heard but are also*

LEADING THE CHARGE
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in our community and beyond.



Key Notes

This is your space to record quotes, challenges, or insights that inspire you.

2024
REACH
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Share your favorite moments and quotes on social! **#REACHws**
Tag and follow **@REACHwnws** on    using QR code.



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Membership scholarships available for women business owners.

Morning Breakouts

11:00 – 11:50

NOTE: Due to limitations in room capacity, please attend the breakout sessions for which you registered. Alternatively, you may attend any sessions held in the Atrium if you prefer.

The Many Faces of Leadership (Atrium)

Different times call for different measures and so does leadership. Hear from an extraordinary group of women leaders who have leveraged their leadership authentically, compassionately, and boldly in critical moments of their careers.

LaTida Smith – President, The Winston-Salem Foundation
Sharon Joyner-Payne, PhD – Retired EVP and Chief People Officer, Inmar
Tricia McManus – Superintendent, Winston-Salem/Forsyth County Schools
Michelle Merrill (moderator) – Music Director, Winston-Salem Symphony

The Confidence Factor (Auditorium)

Confidence plays into how people perceive us, but it will never fully come through if we don't believe in ourselves and stop comparing ourselves to others. Join our panel to learn why confidence is so important and how to build it, keep it, and flex it as needed in our everyday lives.

Somya Quershi – Director of Strategic Planning, Reynolds American Inc.
Demetra Moore – Owner, Moore Out of Life
Valerie Bleza – SVP Finance & Strategy, Knot Standard

The Impact of Mentorship Culture (153 AB)

Building a culture of mentorship, sponsorship, allyship, and coaching can help build more diverse talent pipelines, more supportive workplace cultures, and more engaged teams. Join this workshop for strategies and tools to effectively lead and accelerate the development of leaders in underrepresented groups.

Jakki Opollo, PhD – VP Talent Initiatives & Chief Diversity Officer, Atrium Health Wake Forest Baptist
Allison McWilliams, PhD – Assistant VP, Mentoring and Alumni Personal & Career Development, Wake Forest University

#Ask4More: Salary Negotiation (155 AB)

Congratulations on your job offer! Now is the time to assess — and, if necessary, negotiate — the offer. Join this interactive workshop, designed to help you demystify the steps you can use to evaluate your offer package, navigate the process with clarity and confidence, and effectively ask for more.

Tiffany Tate – CEO, Career Maven Consulting

Fuel Your Body for Success: Enhance Your Nutrition to Reclaim Your Health (251)

A dynamic leader in the health and wellness space, Alice teaches simple improvements to make to your diet that will greatly enhance your health, increase your energy, and improve your focus.

Alice Smith – Registered Dietitian and Owner, Alice Approved

We're honored to support the 2024 REACH Women's Conference.

Caring for the community starts with providing support for the people who live in it. So we're proud to work with REACH Women's Conference. Together, we can inspire and build better lives and communities.



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Morning Breakout Notes



Share your favorite moments and quotes on social! #REACHws
Tag and follow @REACHwnws on    using QR code.





Always reach for remarkable.

At Novant Health, we believe that empowering women empowers the world. That is why we are a proud sponsor of the 2024 REACH Women's Conference, which encourages professional women to Reach Up in their careers, Reach Over to each other and Reach Back to champion the next generation of women in the workplace.

[NovantHealth.org](https://www.novanthealth.org)

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Your success inspires — your determination empowers

We are proud to celebrate all the achievements of women past, present, and future. When women succeed, everybody wins.

Wells Fargo proudly celebrates REACH Women's Network.

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Afternoon Breakouts

1:30 – 2:20

Influence Without Authority (Atrium)

It is more important than ever to be able to influence others without having formal authority. In some organizations, team structures are continuously in flux; in others, structures are static, but power dynamics and politics create roadblocks for achieving goals. Whether you're a people manager or individual contributor, salesperson, or statistician, you'll need to be able to build relationships, persuade others, and get things done.

Anna Ettin – Tapestry Partner Solutions, Co-Founder

Monica Brunache – Tapestry Partner Solutions, Co-Founder

The Intersection of Physical + Mental + Financial Wellbeing (Auditorium)

Data trends show that women are living longer and, due to a variety of factors, investing later. Lack of financial security and planning can have vast implications on mental and physical health and vice versa. Back by popular demand after our fall 2023 Pink Couch, we will look at holistic health through a gender lens and learn what steps we can take to enhance personal and collective well-being to achieve better health outcomes.

Jennifer Coulombe – Vice President, Industry Partnerships & Continuous Innovation, Forsyth Technical Community College

Alicia Clinton – Senior Manager, Emerging Talent, Hanesbrands

Debra Ohstrom – Founder and Educator, DebraOhstrom.com

Shinika McKiever, PhD (moderator) – Chief Creative Officer, The McKiever Group Creative Company

Life-Work Integration (How Can I Do It All!?) (GWSI Board Room at 525 Vine)

The idea of “work-life balance” really doesn't exist. Join this interactive session to take a deeper look at your work-life integration snapshot based on life domains and learn strategies to determine priorities for decision making based on life satisfaction, what makes us the best version of ourselves, and what adds to our energy level vs depleting it.

Suzanne Danhauer, PhD – Professor & Director of Faculty Well-Being & Resilience, Wake Forest University School of Medicine

Getting Beneath the Surface of Workplace Culture (155 AB)

Per REACH Women's Network's recent survey, workplace culture is critical for the advancement and retention of women. Join our panel as we dig into common issues around workplace culture, mindsets and practices that hinder progress, and culture strategies that will strengthen organizational outcomes.

Amir Alexander Young – Founder & Director, Strategists Advancing Equity Group

Jillian Dewalt – Sr. Director Analytical Services, Scientific & Regulatory Affairs, Reynolds American

Victoria Kline King, MD, ACC – Senior Physician Executive, Team Culture & Performance, Novant Health Physician Network

Kristy Farewell (moderator) – Founder & CEO Kairos Insights

The Civic Circle: A New Model for Community Engagement (153 AB)

Learn about the latest trends in civic and volunteer engagement, based on global research completed post-pandemic. Discover how the Civic Circle helps individuals and organizations maximize efforts to impact change, both personally and organizationally (whether nonprofit or for-profit).

Amy Lytle – Executive Director, HandsOn NWNC



We proudly invest in women

Women make up 50% of our workforce at Bank of America. We proudly continue to recruit and invest in helping women succeed within our organization. Outside, we support the economic empowerment of women in our communities and all around the world.

We believe that achieving strong operating results — the right way — starts with our teammates, and we know we must reflect the diversity of the clients and communities we serve. We offer a range of development programs for female leaders who show potential as future business and C-level executives, including our Women's Executive Development Program, to engage, develop, retain and support the career advancement of high potential talent.

Our ongoing work to invest in women means supporting women business owners and putting into action the belief that female entrepreneurs are fundamental to driving strong, healthy economies.

Through our partnerships with Vital Voices, the Tory Burch Foundation, the Cherie Blair Foundation, Cornell University and Kiva, we've helped 75,000 women from more than 85 countries grow their businesses.

To learn more, visit our Empowering Women page at bankofamerica.com/women.

Afternoon Breakout Notes



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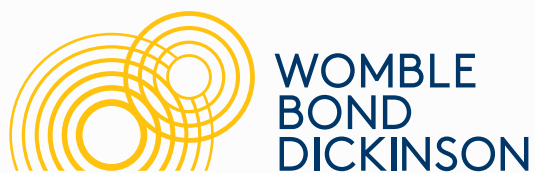


Atrium Health
Wake Forest Baptist

Stop by The Pink Couch

for photos with friends and colleagues

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Everyone has a story worth telling.

And REACH works to ensure women are heard. We support their mission to elevate the collective voice of women in the workplace to advance economic development and promote gender equity.

YOU HAVE A POINT OF VIEW LIKE NO OTHER — AND IT DESERVES TO BE HEARD.

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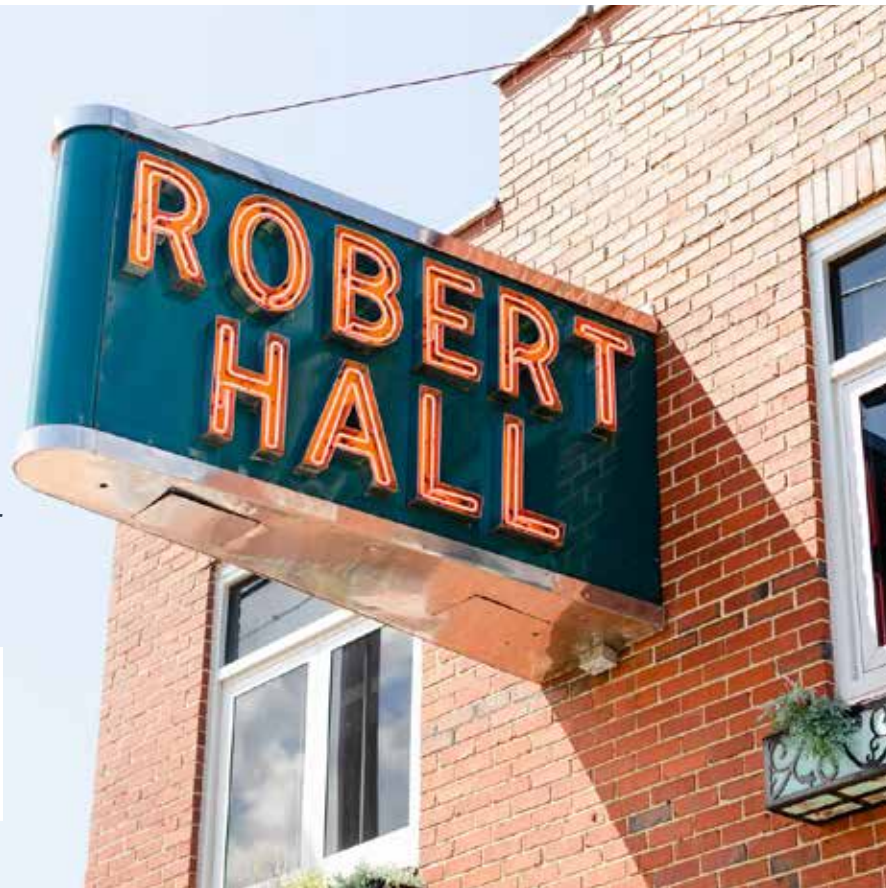
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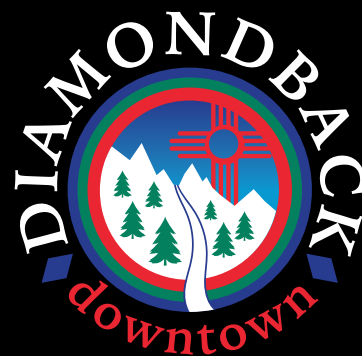




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supports the REACH Women's Network mission to advance economic development and promote gender equity by elevating the collective voice and influence of women in the workplace.

KEEP REACHING

Speaker Bios



COURTNEY BENFIELD

Courtney Benfield is the Triad Market Executive for Bank of America and is responsible for managing business development, community engagement and employee engagement while serving as Chief of Staff to Triad President, Greg Cox. She has worked in various capacities across the company for 20+ years. Courtney received a Bachelor's degree in Public Relations from the University of North Carolina at Charlotte and an MBA from Wake Forest University. *Triad Business Journal* named her a 40 Under 40 recipient in 2019 and an *Outstanding Woman in Business* in 2022. She is a graduate of Leadership Greensboro class of 2019 and Winston-Salem class of 2020. Courtney serves as a board member for Shift_ed and the Winston Salem Arts Council.



VALERIE BLEZA

Valerie Bleza is an SVP of Finance & Strategy at Knot Standard, a fashion company based in New York City. She works remotely from Winston-Salem, where she oversees the finance, accounting, and operations departments. She leverages her experience in growing organizations to contribute to local organizations such as Winston Starts and Center for Creative Economy. Valerie began her career at Deloitte after graduating from St. John's University with a BS in Accounting and MBA in Taxation. She worked her way through the fashion industry, namely with L Brands and Marc Jacobs.



MONICA BRUNACHE

Monica is the Co-Founder of Tapestry Partner Solutions (TPS), a business consultancy specializing in inter-generational dynamics, transformational leadership, and employee well-being. She has more than a decade of experience transforming business strategies and priorities into tangible plans while closing the gap between employee skills and business needs. She volunteers with Greensboro Chamber of Commerce's Other Voices Diversity Leadership Program and is a Board Advisor for Empowered Girls of North Carolina. She is a Leadership Greensboro graduate and received a Leaders in Diversity 2022 award from the *Triad Business Journal*.



ALICIA CLINTON

Alicia is a motivational speaker who loves inspiring others to live their best lives. She is an author, corporate & community leader, and passionate mentor. She is currently Senior Manager – Emerging Talent at Hanesbrands where she oversees an award-winning Top 100 Internship Program and emerging talent programs. Alicia is a 2007 Leadership WS alumna and an active community volunteer with Crosby Scholars, WS/FCS, and Samaritans Soup Kitchen. She has a Masters in HR from Western Carolina, a BS in Psychology from WSSU, and an Associate's degree in Banking & Finance. She has completed the Toastmasters Competent Communicator and Competent Leadership programs.



JENNIFER COULOMBE

Jennifer is a transformative coach and leader, serving as the Vice President of Industry Partnerships and Continuous Innovation at Forsyth Technical Community College. With 30+ years of experience in training and development, she has valuable expertise in Process Design/Redesign, Change Management, and Strategic Planning. Jennifer's impact extends beyond the college walls, as she fosters collaborative partnerships between the institution and the local business community, driving long-term economic development, growth, and innovation. Jennifer is also a National Board-Certified Health and Wellness Coach, specializing in Leadership/Professional Development and Wellness. Through coaching, Jennifer continues to make a profound impact both personally and professionally, fostering growth, resilience, and success in those she guides.

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We are proud to be a strategy, branding, and design partner for the **REACH Women's Conference**, **REACH Women's Network**, and the **Community Survey of Women in the Workplace**.

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marketing that matters





SUZANNE DANHAUER

Dr. Suzanne Danhauer is a psychologist and Professor in the Wake Forest University School of Medicine, where she has engaged in research, clinical care, education, mentoring, and leadership roles. She is the Director of Faculty Well-Being & Resilience, Director of the Center for Integrative Medicine, and former Associate Director of the Office of Women in Medicine & Science. In 2023, she completed the Executive Leadership in Academic Medicine fellowship and is a Gallup-certified strengths coach. Suzanne serves on the Boards for Leadership Winston Salem and Catholic Charities.



JILLIAN DEWALT

Jillian is the senior director of analytical services with British American Tobacco. Her team partners across the business to provide analytical support for product development, environmental and product safety, manufacturing release, research & development, and FDA submissions. Jillian started her career in oceanography, then transitioned to consulting for startups. She co-founded a startup studying osteoarthritis. Her first roles at BAT were in microbiology and product science. Jillian is a mentor to young scientists and is an R&D representative on BAT's mentoring council. She is on the board of the local non-profit Springwell Network, which provides quality residential care and training for adults with developmental challenges.



ANNA ETTIN

Anna Ettin is an idea generator and connections catalyst, bringing together people, products, and knowledge. She has spent two decades developing employees through diversity, equity, and inclusion initiatives. She currently leads global expansion to amplify the impacts of Amazon's Affinity Groups, driving engagement of 2,000+ chapters with more than 150,000 members. Anna is the co-founder of the consulting group Tapestry Partner Solutions, specializing in organizational transformations with people-centric practices. Her specialties include intergenerational dynamics, employee engagement and ERG strategies, leadership coaching, and talent development.



KRISTY FAREWELL

Kristy is a serial founder with 20+ years of industry experience leading strategy and teams across Fortune 500 companies, healthcare systems, and academic medical networks. She is the founder and CEO of Kairos Insights, a boutique consultancy with deep expertise in strategy, coaching, and cultivating healthy cultures. Kristy holds a Bachelor of Arts in Communication and a Master of Science in Organizational Leadership with a research focus in Executive Leadership. She serves as adjunct faculty at the Center for Creative Leadership, is a certified executive coach, and holds certifications in several personal and psychological instruments.



CALANDRA JARRELL

Calandra is a Diversity & Inclusion Executive at Bank of America where she is responsible for the company's Global Employee Networks. Calandra previously led D&I for the company's Wealth Management businesses and the local market strategy where she had oversight for D&I councils, diversity growth goals, and targeted inclusion programs designed to improve attracting, hiring, advancement, and retention of underrepresented talent. Calandra joined the company in 1997 as an Administrative Assistant. An alumna of Hampton University, she lives in Lawrenceville, VA where she is on the board of the Virginia Center for Inclusive Communities.



SHARON JOYNER-PAYNE

Sharon Joyner-Payne was Inmar's Executive Vice President and Chief People Officer. In this role, she led Corporate Communications & Marketing and Human Resource functions for the company. Sharon joined Inmar in 1984 as a Customer Service Representative and served in positions of increasing responsibility throughout her tenure. She holds a BSBA in Marketing from Appalachian State University, an MBA from Wake Forest University, and a Ph.D. in Industrial and Organizational Psychology from Grand Canyon University. She is also SHRM-SCP certified and has certifications for Birkman assessment and the Center for Creative Leadership's Management 360. Sharon was a charter member for Inmar's Diversity and Inclusion Steering Committee and Inmar Empowering Women.

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VICTORIA KLINE KING

Dr. Victoria Kline King, MD ACC is a board-certified Family Physician and the Senior Physician Executive for Team Culture & Performance at Novant Health. Over the last 17 years she has designed and delivered leadership development experiences to over 3600 physicians, advanced practitioners, and administrative leaders. Dr. King received her undergraduate degree from Syracuse University, where she played Division 1 field hockey. She received her medical training from University of Connecticut School of Medicine and completed her residency in Family Medicine at Carolinas Medical Center in Charlotte. In 2021, she completed her certificate in Executive Leadership Development Coaching and became an ICF ACC certified executive coach.



CHERYL LINDSAY

Cheryl Lindsay is the Director, Associate & Community Relations at Hanesbrands Inc. She is a dedicated human resources professional with more than 32 years of experience. Cheryl is also the President and Founder of Red H.E.A.R.R.T (Help Educate And Reduce Risk Today), which aims to reduce life-threatening heart disease. She is also a certified transformational life coach and is President of Best Life! Best You! LLC, a health and wellness coach business. She established the Queens Initiative, which recognizes women around Winston-Salem and surrounding cities during women's month.



AMY LYTLE

Amy Lytle has been the Executive Director of HandsOn since its founding 15 years ago. HandsOn mobilizes people and organizations that inspire community change and works with 500 nonprofits in a 7-county area. Amy has 25+ years of experience in civic engagement, philanthropy, and volunteerism. She has presented workshops across the globe on a variety of nonprofit management and civic engagement topics. Amy has a BA from Guilford College, is a graduate of Duke University's nonprofit certificate program, and is a former president of the NC Association of Volunteer Administrators.



JULIA FABRIS MCBRIDE

Julia is Chief Civic Leadership Development Officer of the Kansas Leadership Center, a certified coach, and co-author of three books: *When Everyone Leads*; *Teaching Leadership: Case-in-Point*, *Case Teaching*, and *Coaching*, and *Your Leadership Edge Teacher Companion*. At KLC, she oversees teacher and coach development and created three professional programs for leadership developers, including an Advanced Leadership Development Intensive that has drawn people to Wichita from five continents. Before taking up the art of leadership development Julia trained at London's Royal Academy of Dramatic Art and enjoyed a fun and varied career as an actor in Chicago.



SHINIKA MCKIEVER

Dr. Shinika McKiever is the founder of The McKiever Group Creative Company and has 15+ years of expertise spanning philanthropy, nonprofits, and the corporate world. Dr. McKiever holds a doctoral degree in leadership studies, specializing in adaptive and inclusive leadership. She has been named to NC Central University 40 Under 40 and *Triad Business Journal* 40 Leaders Under 40. Committed to community-building and empowering women, Shinika guides individuals and organizations in aligning their purpose with passion, leaving an enduring impact.



TRICIA MCMANUS

Tricia began serving as Deputy Superintendent in Winston Salem/Forsyth County Schools in 2020 and became Superintendent in 2021. She is leading an ambitious strategic plan focused on increasing equity and access and eliminating all data disparities. Tricia is one of eight children born into a family of educators in Tampa, Florida. She graduated from the University of South Florida with a bachelor's degree in Elementary Education and a master's degree in Educational Leadership. She served as an educator in Hillsborough County Public Schools for 30 years in the roles of teacher, Assistant Principal, Principal, Director of Leadership Development, and Assistant Superintendent of Leadership, Professional Development and School Transformation.



HEALTHY FAMILIES BUILD HEALTHY COMMUNITIES.

This is why we're here.

Since 1905, Family Services has been providing relief, shelter, and support to children and families so they may reach their full potential. By helping people in need make positive, lasting changes in their lives, we help build a healthier and more stable community for all of us.

Family Services provides programs and services to help resolve domestic and personal crises, protect victims of family violence, and prepare young children to thrive in school.

Family Services is women-led and staffed. 90% of individuals we serve are women.

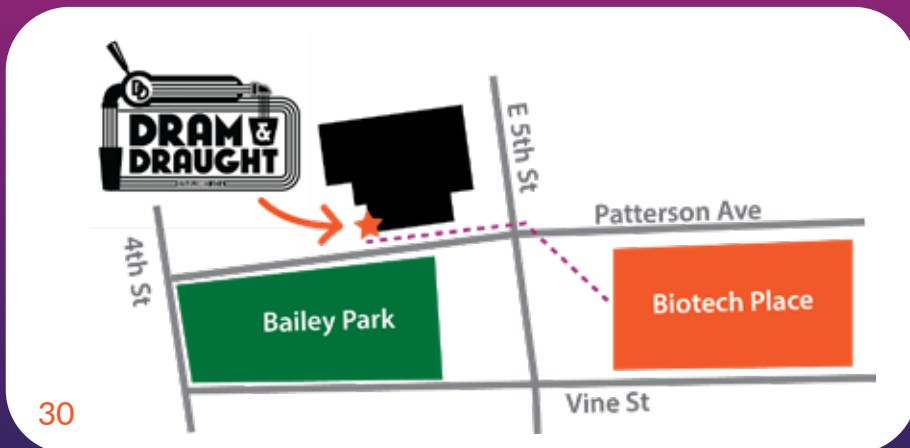
Crisis Line: (336) 723-8125

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Winston-Salem, NC 27101
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PLEASE JOIN US after the conference for networking at Dram & Draught (486 N Patterson, across from Bailey Park).

Hosted by
REACH Women's Network



ALLISON MCWILLIAMS

Allison is Assistant Vice President, Mentoring and Alumni Personal & Career Development, at Wake Forest University. She has written for and spoken to national and international audiences about effective mentoring strategies, leadership, and management. Allison earned her bachelor's degree from Wake Forest and holds a master's and a doctorate from the University of Georgia. In 2022, her team won the Career Services Excellence Award, and Allison was awarded the National Mentor of the Year award from the National Association of Colleges and Employers.



MICHELLE MERRILL

A passionate and dynamic artist, Michelle Merrill is the newly named Music Director of the Winston-Salem Symphony. She also serves as the Music Director of the Coastal Symphony of Georgia, where she has ignited the growth and expansion of the orchestra's offerings both on and off the stage. Michelle has made history as the first female Music Director for the Winston-Salem Symphony and the only woman to lead a professional orchestra in the Carolinas. When she isn't traveling for guest conducting opportunities, Michelle lives part-time in Winston-Salem and part-time in Jacksonville, Florida with her husband and two boys.



DEMETRA MOORE

Demetra Moore is a certified coach, trainer, and speaker who is passionate about helping clients reach their highest potential, a love she discovered while working as a mutual fund trader for a Fortune 500 company. Demetra started her firm Moore Out of Life, Inc. She sharpened her coaching skills and became a Certified Professional Coach (CPC) and an Energy Leadership Index Master Practitioner (ELI-MP) at the Institute for Professional Excellence in Coaching (iPEC). After graduating from iPEC, Demetra joined the International Coaching Federation (ICF), where she earned the Professional Certified Coach (PCC) credential.



DEBRA OHSTROM

Debra Ohstrom, CFA, has worked in the finance and investing industry for 27+ years, holding past roles at Merrill Lynch, Morgan Stanley, and Citigroup Private Bank. Because she feels women aren't being served well to achieve the financial security they deserve, she is now on a mission to empower women to be in control of their financial future by offering unbiased on-line courses through her website at DebraOhstrom.com. Debra has an MBA in Finance and has earned the Chartered Financial Analyst designation.



JAKKI OPOLLO

Dr. Opolo is responsible for leading organizational strategies that embed DEI best practices in the programming of talent initiatives that drive positive business outcomes. Originally from Kenya and a nurse by background, she is highly respected for her passion and commitment to championing inclusive work environments for ALL. Jakki has been the recipient of several national awards for her commitment to advancing, supporting, and developing women of color.



SOMYA QURESHI

Somya is the Director of Marketing at Reynolds American, Inc. and is responsible for the delivery of strategic marketing plans. Her previous roles with RAI include Director of Revenue Growth Management and Director of Brand Marketing, in which she managed brand strategy and development. Somya is a mentor at Winston Starts and has 20+ years of global experience across multiple industries in the US, Germany, and India. Her responsibilities have spanned brand & product marketing, strategic planning, nonprofit management, and engineering. Somya holds an undergraduate degree in engineering from India and an MBA from Duke University.



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**House of
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The flowers for today's conference were provided by House of Plants. If you would like to purchase an arrangement to take home, bring \$20 (cash or check) to the REACH table at the end of the conference.

Because you, dear woman, deserve flowers.





ALICE SMITH

Alice Smith is a Registered Dietitian and the founder of Alice Approved. She is committed to helping women adopt healthy habits to lower inflammation, increase energy, and reduce risk of disease without counting calories, carbs, or points. She was a recipient of the 2022 Winston Under 40 Leadership Award and has a regularly occurring nutrition television segment on WXII. Alice has an online community of ladies called Thrive! where she provides continuing nutrition education, healthy recipes, and ongoing support.



LATIDA SMITH

LaTida is President of The Winston-Salem Foundation. Currently in its 104th year with over \$600 million in assets, The Winston-Salem Foundation works in partnership with donors, nonprofits, and community volunteers to inspire philanthropy and link resources to action to strengthen Forsyth County. Previously, LaTida led the development of Moses Taylor Foundation, held multiple roles with Saint Luke's Foundation of Cleveland, directed the Cleveland Department of Public Health's HIV/AIDS Unit, and served as a Community Educator for Planned Parenthood of Greater Cleveland.



TIFFANY TATE

Tiffany is the CEO and founder of Career Maven Consulting, where she helps individuals and companies reimagine the future of work through career & leadership coaching, digital education, and learning & development. She has been a featured coach, consultant, speaker, and thought leader on *Forbes*, *Well + Good*, *The Everymom*, *The Muse*, and a variety of podcasts. She is a master in coaching professionals to learn, lead, and grow at work. Tiffany serves on the board of REACH Women's Network and is Chair of the Black Philanthropy Initiative of the Winston Salem Foundation's advisory board.



AMIR ALEXANDER YOUNG

Amir combines her background in music, public health research, and data science to advocate for policy and programs that advance equity. To this end she has used rap (hip-hop) and research to bring resources to underserved communities. In 2014, Amir founded the Poppin' College Tour to address youth violence and educational outcome disparities among disadvantaged youth in Michigan. She served on the Racial Equity Task Force and RETF Steering Committee at Atrium Health Wake Forest Baptist and is the former Chair of Diversity, Equity, and Inclusion for the Division of Public Health Sciences at Wake Forest School of Medicine. Amir is CEO of Strategists Advancing Equity Group and on the faculty at the University of Michigan School of Public Health.

REACH branding and program design by Girl on the Roof. Program printing by JKS.

UNIVERSITY OF NORTH CAROLINA SCHOOL OF THE ARTS

Special thanks to the UNCSCA Schools of Dance and Film for the inspiring performance during today's lunch. The program, entitled, *The Etiquette of Flying and the Gift of Fear*, is a collage of voices and movement that asks how we center ourselves as women to balance all the many things we have to do to support our village and hold ourselves valued. The program was inspired by the African proverb:

"If you educate a man, you educate an individual. But if you educate a woman, you educate a nation."

Quick Tips for stress reduction

Listen Up

- Close your eyes. Take a deep breath, in through your nose and out through your mouth. Repeat.
- Now rest your attention on the farthest away sound you can hear. Really focus on that sound.
- Then focus your attention on the closest sound you can hear, perhaps the sound of your own breath.

Visual reset

- Take a deep, cleansing breath.
- Focus your vision and attention entirely on one object — like the leaf of a plant, the palm of your hand, or the pattern on fabric.
- Maintain this focus for 90–120 seconds, studying the colors, shapes, and forms.



Forsyth Tech
COMMUNITY COLLEGE

Forsyth Tech is committed to enriching the lives of our students and the businesses that employ them. We create a more prosperous county by supplying our local economy with a steady flow of qualified, trained workers.

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**WHEN THEY
SUCCEED,
WE ALL DO.**

Notes to Self

What advice would you give your younger self?

What advice do you think your older self would give you today?

INMAR INTELLIGENCE IS PROUD TO SUPPORT THE REACH WOMEN'S CONFERENCE.

WE BELIEVE EMPOWERED WOMEN EMPOWER WOMEN.

That's why Inmar's women's employee resource group exists — to elevate the women of Inmar by helping build the skills and resiliency to navigate the unique challenges that come with being a woman with a career, both personally and professionally.



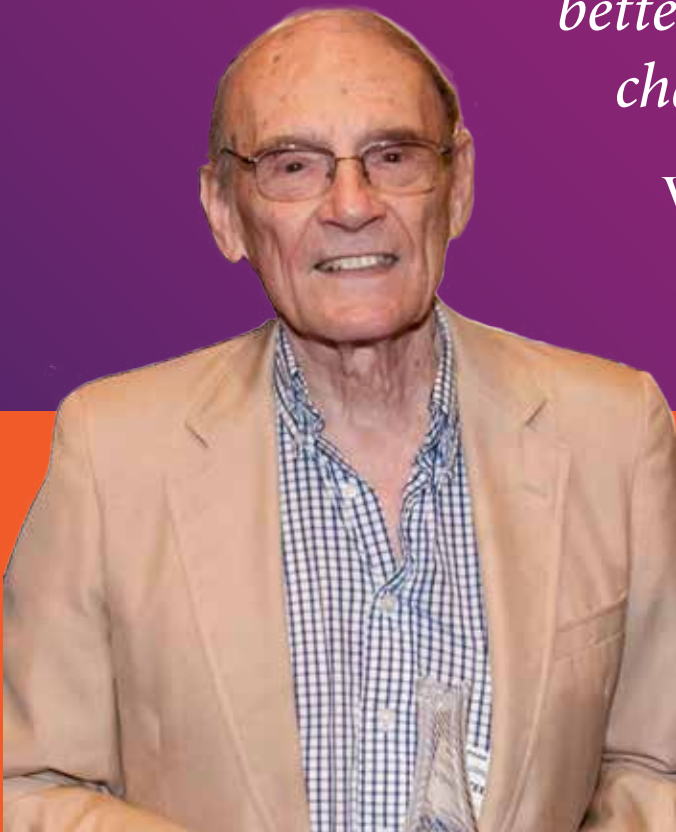
inmar.com





I believe the world would be better off in making powerful change if led by women.”

WOODY CLINARD



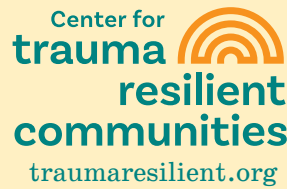
REACH Women's Network

thanks Woody Clinard for his generous contribution to help female leaders REACH higher.

We help build resilience, hope, and safe paths to a healthier community.

For more than 100 years, Crossnore has been one of the most trusted names in child safety and welfare as a provider of holistic care, hope, and healing for hurting children. Our promise to all children and families is to value and accept them wholly and to devote our exceptional resources to their needs. No organization is better positioned than Crossnore Communities for Children to give vulnerable families a broad-based ecosystem of support.

Building upon our trauma-resilient models of care, Crossnore created the **Center for Trauma Resilient Communities (CTRC)** to provide groups with innovative strategies to overcome systemic wounds within their organizations. In this way, Crossnore and CTRC are helping build healthier families and communities for all.



MARK YOUR CALENDAR!

COACH
Cheryl Evette
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Verger Capital Management is proud to support leaders making a difference in our community. Our Women's Leadership Initiative is central to our mission to *Invest in the Lives of Others.*



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STRONG WOMEN STRONG COMMUNITIES

“Here’s to strong women.
May we know them.
May we be them.
May we raise them.”
– unknown

YMCA of Northwest North Carolina
ymcanwnc.org



The **REACH Alliance** represents an ongoing annual partnership supporting the work of REACH Women's Network and the economic advantage women bring to the workplace. To learn more about REACH Alliance membership, contact Julia Townsend at 336-816-2534.



Special Thanks
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**WAKE FOREST
UNIVERSITY**



Membership application opens March 7.
Visit ReachWomensNetwork.org

Membership in REACH Women's Network is open to working women (and women in transition) who are committed to:

- growing personally and professionally
- closing the gender gap
- investing in the advancement of women in the workplace
- reaching back to lift up other women



Members include executives, entrepreneurs, nonprofit leaders, and other working women from diverse backgrounds and industries. The organization accepts membership applications each spring for its next cohort.

Attendance at an information session is a required step in the application process. Info sessions will give you an opportunity to learn more about REACH Women's Network, ask questions, and connect with other women. Check the website for info session dates. Learn more about membership and benefits at ReachWomensNetwork.org



ReachWomensNetwork.org

The **MISSION** of REACH Women's Network is to advance economic development and promote gender equity by elevating the collective voice and influence of women in the workplace.

REACH Women's Network is a 501(c)(3) nonprofit organization. Please consider making a donation to support our work.

Member Programs

In addition to quarterly membership meetings, networking opportunities, and access to exclusive member events, members can participate in...

conversation **PARTNERS**

1-to-1 networking matchups, paired semi-annually

WOMEN *mentoring* **WOMEN**

custom workshop curriculum facilitated by WFU's Allison McWilliams, PhD

REACH *groups*

like a personal board of directors; in collaboration with WFU Center for Private Business

Community Programs

REACH Women's Network serves the community through mentoring, DEI workshops, the annual REACH Women's Conference, and more including...

The Pink Couch collaborative event series for women



panel series on timely topics with other women-centric organizations



supporting & connecting professional women new to the area, with Greater Winston-Salem, Inc.



research and advocacy

Become a member of REACH Women's Network. Application opens on March 7.

ReachWomensNetwork.org

Hire REACH Women's Network to consult for your organization. Contact

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