

bizwomen

BIRMINGHAM BUSINESS JOURNAL

MENTORING
MONDAY

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

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BUSINESS JOURNAL

Mentors



1 | Heidi Baker | Heidi Elnora

Heidi is an Alabama-based wedding dress designer, female entrepreneur, television personality, industry leader, and most importantly, wife and mother of two boys, Jack and Bo. Heidi's journey began upon graduation from the Savannah College of Art and Design in 2002 where Heidi was taught the couture techniques of the fashion industry. Upon graduation, Heidi was offered a position as an assistant designer at Carters, Inc. in Atlanta. While in Atlanta, Heidi auditioned and was selected for the 2nd season of Project Runway.



2 | Brooke Battle | Swell Fundraising

Brooke Battle is the Founder/CEO of Swell Fundraising, a technology solution that enables fundraising events to increase revenue through the power of peer-to-peer fundraising and gamification. Launched in 2012, the company won Alabama's statewide startup competition in 2014 and today licenses their platform to nonprofits across the country. With a deep passion for nonprofits, she has served on several nonprofit boards in the Birmingham area and is currently a Trustee of Birmingham-Southern College.



3 | Sheila Benson | ESS

Sheila Benson is the Founder and CEO of ESS (Employment Screening Services, LLC). ESS is a top 10, national risk management solutions provider, specializing in background screening, drug testing and customized security and investigative services. For over 20 years, ESS has partnered with companies to minimize risk, protect their assets, their reputations and safeguard their employees. ESS serves clients in all 50 states as well as internationally.



4 | Anne Buckley | UAB

Anne L. Buckley, a communications professional with more than a decade of higher education and academic medicine experience, oversees University Relations and acts as chief communications officer for UAB and the UAB Health System. She has primary responsibility for protecting and propelling the UAB brand to enhance awareness, engagement and support among key constituencies. Areas of direction include crisis communications, issues management, executive communications, brand standards, advertising, social strategy and web presence.



5 | Katrina Cade | PrideStaff

Katrina Cade is the owner of PrideStaff, a staffing and recruiting agency that serves Birmingham, Hoover and surrounding areas. PrideStaff has been featured and named by Forbes Magazine as one of the top 5 "Leading Providers" in the employment agency category in North America. In 2015, Pridestaff was a Birmingham Business Alliance Group small business award nominee.



6 | Meredith Calhoun | Corporate Realty

Meredith Ray Calhoun serves as Chief Operating Officer and Director of Business Development for the Corporate Realty companies. Meredith is fundamental in the day to day operations of the Corporate Realty companies in addition to managing production within the Corporate Realty portfolio.



7 | Mia Cowan | MiBella Wellness Center

Dr. Mia T. Cowan, MD MBA MA, aka "Dr. Mia" is among the country's most well-known and respected board-certified gynecologist. She travels throughout the world speaking at corporations, conferences, universities, and churches on insights and strategies for improving the quality of life of women struggling with weight gain, fatigue, and sexual dysfunction. Her relatable yet medically sound approach to making lasting lifestyle health changes has earned her the title of "The B3 Specialist" by her colleagues and patients. Dr. Mia is highly sought after by print, online, radio, and TV media outlets to provide a fresh perspective on "balancing your hormones to balance your life."

Mentors



8 | Leigh Davis | Alabama Power

As vice president of customer services, Leigh is responsible for integrating all facets of the customer experience, including the use of technologies and research, to enhance the company's relationship with its residential, business and industrial customers across the state. Previously, Davis served as senior vice president and deputy general counsel for Southern Company Services.



9 | Marquita Davis | JCCEO

Dr. Marquita Furness Davis serves as the Executive Director for the Jefferson County Committee for Economic Opportunity (JCCEO). JCCEO is a community action agency that provides services for low-income families in Jefferson County, Alabama. As one of the largest community action agencies in the state, the agency has a \$30,000,000 budget and employs over 450 individuals. Before becoming the Executive Director of JCCEO, Dr. Davis was appointed by Governor Robert Bentley to serve as the Director of Finance for the state Alabama.



10 | Jessica Drennan | Kirk.Drennan Law LLC

Jessica Kirk Drennan, family and matrimonial attorney since 1996 and founder of Kirk Drennan, P.C., attributes her great success to diligent preparation, creative solutions and passionate advocacy. Her firm recently expanded client services and now has a Family Law Practice Group, a Probate Practice Group and a Criminal Defense Practice Group. Jessica leads the Family Law Practice Group. Jessica has twenty-one (21) years of litigation experience and is AV rated by Martindale Hubbell.



11 | Michele Elrod | Regions Financial Corporation

Michele Elrod joined Regions in 1984 and provides strategic marketing direction and management as the Head of Marketing for Regions. Before serving in her current position, Michele held a number of management roles in strategic marketing and sales training for Regions and AmSouth Banks, and was the Marketing Director for The First National Bank of Tuscaloosa. Prior to entering the financial industry, Michele served in management roles directing public and media relations, fundraising, education and volunteer services in the Mental Health Services industry.



12 | Gerriann Fagan | Warren Averett Workplace

Gerriann Fagan is a Member of Warren Averett and leads our Warren Averett Workplace Division from both our Atlanta and Birmingham offices. Warren Averett Workplace provides a full spectrum of talent management services including career management, leadership development, executive and leader coaching and career transition services, locally and globally through proud partnership in Career Partners International. Gerriann is driven by a passion for career excellence and corporate performance.



13 | Fran Godchaux | REV Birmingham

Fran Godchaux is Director of Special Projects for REV Birmingham. (REV is a public private partnership formed in 2012 by the strategic merger of Operation New Birmingham and Main Street Birmingham.) Fran has been involved in Economic Development work for over 30 years, having served previously in numerous capacities with ONB, including Interim President. Godchaux earned her Law degree and B.S degree from Louisiana State University (LSU).



14 | Nancy Goedecke | Mayer Electric Supply Co.

Nancy is the Chairman of the Board and CEO of Mayer Electric Supply Company, a whole-sale distributor of electrical equipment and supplies. Nancy and Mayer Electric Supply have always been connected through her grandfather, Ben Weil, who founded the business; as well as through her mother and father, Patsy and Charles Collat. Mayer has over 50 locations in 11 states, 1,100+ associates, and over \$811 million in sales.

Mentors



15 | Ramona Graffeo | Greater Birmingham Humane Society
Ramona is the Chief Administration officer at the Greater Birmingham Humane Society. She is an Experienced Executive with success in multiple facets of For-Profit and Non-Profit Industry, Executive Development, Fund Development, Recruitment, Training and Strategic Marketing. Her emphasis is in Human Resources. Ramona is a leader, with a solid background in competitive analysis, strategic agility and change management processes.



16 | Becci Hart | Intermark
Becci Hart, President of Intermark Group Public Relations, leads a team of public relations and social media professionals and represents clients in diverse industries. With the agency since 1999, she has over 30 years experience in the field. Before joining Intermark Group, Becci worked at some of the top public relations agencies in the world. She specializes in consumer marketing generating consumer interest in a variety of industries.



17 | Betsy Holloway | Samford University
Betsy Bugg Holloway serves as Vice President for Marketing and Communication and Professor of Marketing for Samford University. In this role she has responsibility for all marketing and branding initiatives across the university's operations. Prior to assuming this role, Dr. Holloway served as the Dwight Moody Beeson Chair of Business in the Brock School of Business at Samford University.



18 | Laurin Humphries | Humphries Screen Printing
Laurin Humphries graduated with a bachelor's in fine arts in art studio from the University of Alabama at Birmingham in 2013, and now owns and operates Humphries Screen Printing LLC. The company has been in business since 2014 and is seeing rapid growth among its client base from year to year.



19 | Jeanne Jackson | The Women's Fund
Jeanne Jackson is the President/CEO of The Women's Fund of Greater Birmingham, an organization that inspires women to use their philanthropic power to create positive social change for women and their children. The Women's Fund is a leader in reducing domestic violence, addressing sex trafficking of minors, and enhancing women's economic security.



20 | Alesia Jones | UAB
Alesia M. Jones is the Chief Human Resources officer at the University of Alabama at Birmingham (UAB), a world renowned research university and health care center and the state of Alabama's largest employer with more than 22,000 academic, administrative, and medical faculty and staff. Ms. Jones leads a Human Resources division of some 160 staff who work in both consultative and transactional service capacities for the academic, research, service, and health care units throughout the institution.



21 | Cindy Kostelecky | Jim House & Associates
Cindy Kostelecky is a leading member of Jim House & Associates team working with municipalities, industrial facilities, manufacturers and engineers for over 23 years. She started her career in Fairhope, AL when the company chose to build an office to cover the southern part of Alabama and the Florida Panhandle. After seventeen years Cindy transferred to the home office in Birmingham, AL. She believes that successful business means working as a team for the greater good of the company and to provide the best experience for their customers.

Mentors



22 | Shellie Layne | At Home LLC

Shellie Layne is the CEO of At Home LLC and Founder/Executive Director of At Home Foundation Inc, and the WUCNetwork (Women Under Construction Network). She embraces her mission to empower and motivate women using tools, home furnishings and home repair applications. She is the visionary, host and executive producer of "At Home with Shellie" as well as the writer and creator of the weekly signature column of the same name in the Birmingham Times Newspaper.



23 | Sally Mackin | Woodlawn Foundation

Sally Purnell Mackin is a proven long-term strategic leader. As Executive Director of the Woodlawn Foundation, she is helping to craft a vision and path forward for one of Birmingham's great historic neighborhoods. Woodlawn Foundation was formed in 2010 to serve as the lead organization in the Woodlawn United partnership, a network member of Purpose Built Communities.



24 | Koko Mackin | Blue Cross

Koko Mackin serves as Vice President, Corporate Communications and Community Relations, and as Blue Cross' spokesperson. She is responsible for Corporate Giving and The Caring Foundation, Blue Cross' charitable foundation, promoting health and education initiatives statewide. Mackin currently serves as immediate past board chair of The Eyesight Foundation of Alabama; on the Strategic Communications Advisory Network of the Blue Cross Blue Shield Association; and as a member of the Kiwanis Club of Birmingham, The Women's Network, Junior League of Birmingham Community Advisory Board and the Newcomen Society.



25 | Shelia Montgomery-Mills | BJCC

Shelia Montgomery-Mills, P.E. M.ASCE, is Senior Project Manager of Design and Construction for the Birmingham Jefferson Convention Complex. Shelia's career spans 25 years beginning as a project manager with the City of Birmingham, moving into the private sector as a construction manager for site development firm and later building renovations at a local design-build firm. In 2010 she established her own consulting firm, Civil Construction Solutions and in 2015 moved into her role at the BJCC giving Shelia a larger platform to impact her local community.



26 | Tracey Morant Adams | Renasant

Tracey Morant Adams is responsible for leading and directing the development of community programs and initiatives throughout Renasant's corporate footprint which support economic and community development. A native Alabamian, Ms. Morant Adams is involved in a number of professional organizations including the National Association of Female Executives, The Links, Incorporated, Birmingham Kiwanis, The Women's Network of Birmingham, and Samford University Brock School of Business Advisory Board.



27 | Darlene Negrotto | Vulcan Park and Museum

A native of New Orleans and graduate of Louisiana State University, Ms. Negrotto held a variety of management positions in the hospitality industry at such prominent institutions as Ruth's Chris Steak House and The Pontchartrain Hotel. She later served as Vice President and Chief Operating Officer of the Business Center of Alabama, Inc., a Montgomery-based subsidiary of the Economic Development Partnership of Alabama, and came to Birmingham to direct operations of The Harbert Center, the landmark downtown event facility.



28 | Debra Nelson | Brasfield & Gorrie

Debra Nelson leads corporate communications for Brasfield & Gorrie, one of the nation's largest privately held construction firms. She also serves on the company's Diversity and Inclusion Steering Committee. Previously, as Vice President at MGM Resorts International, Debra steered the diversity initiative to national prominence and helped the company increase revenue and profitability. For her professional contributions, she was recognized as one of the nation's leading diversity and inclusion professionals by Black Enterprise, DiversityInc, and Savoy magazines. Global Gaming Business magazine named her among its 25 people to watch for influencing diversity in the gaming industry.

Mentors



29 | Samuetta Nesbitt | United Way of Central Alabama

Samuetta Nesbitt is Senior VP Communications for United Way of Central Alabama and has over 16 years nonprofit experience. That organization raises in excess of \$37 million for its programs and partner agencies. She is in charge of United Way's community relations, media relations and advertising. She holds a B.A. from The University of Alabama and an M.S. from The University of Alabama at Birmingham. Samuetta worked as a broadcast journalist in the mid '70's for NBC 13 TV in Birmingham and WSM TV in Nashville, Tennessee.



30 | Tanveer Patel | ConcertCare

Recently named by Upstart Business Journal one of the nation's Top 100 Influential Thinkers, Tanveer Patel brings to ConcertCare two decades of successful business ventures partnering healthcare with information technology. She founded and managed CircleSource, a healthcare software development company, until its acquisition in 2010 by a fellow healthcare business. She's also mentored numerous successful entrepreneurs—and has served as an investor and advisor for healthcare companies such as Comply MD and Secant Healthcare.



31 | Lisa Phillips | Simpleworks

SimpleWorks was born because, somewhere along the way, life got too hard. Founder Lisa Phillips' mission is to help you be more productive in the 24 hours you have — from prioritizing the million things you need to do each day (from the conference room to the kitchen), creating a more organized workspace, and/or decluttering your brain. Sometimes you need guidance and ideas on what to do and where to start in order to move towards the balance you wish for your work/home/family.



32 | Nan Priest | St. Vincent's Health System

Nan Priest is a healthcare executive with over 25 years of broad based experience in strategy and business development, healthcare design/construction, marketing, advocacy and government relations, managed healthcare, physician practice management and clinical management. Ms. Priest is currently Vice President of Ascension Health and Chief Strategy Officer for St. Vincent's Health System.



33 | Anne Pritz | Royal Cup Coffee

Anne Pritz is the chief marketing officer for Royal Cup Coffee and Tea, the proven leader in sourcing, roasting, blending and providing high quality coffees and fine teas since 1896 and the chosen partner for restaurants, hotels, offices and commuters across the country. She brings over fifteen years of experience leading marketing and strategy initiatives for major brands in the food and beverage industry.



34 | Frances Quick | Maynard Cooper

Frances King Quick advises employers and service providers in matters involving retirement plans and welfare benefit plans. She is a regular speaker on employee benefits topics. Among her many achievements, Frances is a Fellow of the American College of Employee Benefits Counsel, she was named the 2016 "Lawyer of the Year" in Employee Benefits by "Best Lawyers in America," and she received the L. Burton Barnes III 2012 Public Service Award from the Birmingham Bar Association.



35 | Shannon Riley | One Stop Environmental

As the founder and CEO of One Stop Environmental (OSE), Shannon Riley is responsible for the leadership, strategy and technical foundation of the company. Started in 1999 as an emergency response business, Riley has grown OSE to be a premier woman owned full-service environmental company based in the Southeast and serving the entire continental U.S. With an undergraduate degree in Chemistry from Furman University and a Masters of Chemistry from the University of Alabama, Riley brings over 20 years of experience to the field.

Mentors



36 | Isabel Rubio | The Hispanic Interest Coalition of Alabama

A seasoned nonprofit professional with more than 20 years' experience working with low-income communities, particularly immigrant Hispanics in Alabama, Isabel Rubio is a native of Mississippi and a second generation Mexican-American. Born in 1965, she was greatly influenced by the change brought to Mississippi by the struggle for civil rights. She earned degrees in history (BA - University of Southern Mississippi) and social work (BSSW - UAB) and worked in field for eight years in the greater Birmingham area when she was moved to found the Hispanic Interest Coalition of Alabama (HICA!) in 1999. Rubio has served as Executive Director since 2001.



37 | Teresa Shufflebarger | Brookwood Baptist Health

Teresa Shufflebarger currently services as the Market Chief Business Development Officer for Brookwood Baptist Health. As part of the senior management team, she is charged with guiding the development of the strategy for the Birmingham market, identifying new business opportunities, managing the physician recruitment efforts on behalf of the five hospitals and leading the Innovation efforts for the organization. She was with BHS for over twenty years, in a variety of roles including operations, business development and strategic planning.



38 | Donna Smith | Alabama Power, retired

Donna Smith lives in Birmingham, Alabama with her husband, Julian. Donna retired from Alabama Power Company in February, 2014, after working in various jobs with The Southern Company for 37.5 years. Donna is a graduate of Leadership Birmingham, where she serves on the Members Council. She served as Board Chairman for the Women's Fund, the first Chairman of the Girl Scouts of North Central Alabama, and has been a member of the Kiwanis Club of Birmingham where she has served on the Board of Directors and as Club Secretary.



39 | Joyce Spielberg | Magic Moments

Joyce T. Spielberg is the former Executive Director of Magic Moments. Founded in 1984, Magic Moments fulfills the dreams of children in Alabama suffering with chronic life threatening diseases. As Executive Director, Joyce was responsible for the day to day overseeing of the administration, programing and consistent delivery of the message and mission of Magic Moments. Prior to Magic Moments, Joyce served as Director of Community Relations and Overseas Programs for the Birmingham Jewish Federation.



40 | Shannon Spotswood | RFG Advisory

Shannon Spotswood was named President of RFG Advisory in February 2016. Her strategic vision for the firm is one of rapid, well-executed expansion across the U.S. Her focus is on best practices for advisor recruitment and transitions, corporate marketing, business development, and M&A. She is committed to supporting RFG Advisory's high-growth, hybrid RIA platform with a network of professional independent financial advisors.



41 | Yolanda Sullivan | YWCA Central Alabama

Yolanda Sullivan has served as CEO of YWCA Central Alabama since January 2014. Prior to her appointment, she volunteered with the agency for 20 years, serving as president of both the Junior Board and Board of Directors. In 2013, Sullivan retired after a 30-year career at Vulcan Materials, where she was Corporate Human Resources Director and also worked in finance. Sullivan serves on the board of The Community Foundation of Greater Birmingham and is a member of The Women's Network, Rotary Club of Birmingham and Zonta International.



42 | Amy Templeton | McWane Science Center

Amy Templeton—President and CEO, McWane Science Center. Amy received her BA in Political Science and Sociology from Birmingham-Southern College and her JD from Vanderbilt University Law School. After graduating from law school Amy served as the Director of Planned Giving at Vanderbilt University for fourteen years. She moved to Birmingham in 1999 to become the Director of Development at the Birmingham Museum of Art. She became Deputy Director of the Museum in 2005, and Chief Operating Officer in 2011.

Mentors



43 | Helen Todd | Helen20

Helen is the founder and president of Fluid Communications, a communication consulting firm based in Birmingham, AL. Over the course of her 20 plus year career she has managed crisis communications through one of the largest corporate accounting scandals in history at HealthSouth, two bank mergers at Regions Financial Corporation and proactively promoted fabulous events at Southern Living magazine. She also worked in economic development assisting in locating Mercedes Benz to the state and in the ad agency setting.



44 | Marlene Wallace | Career Concepts Inc.

Marlene Wallace is the President and Owner of Career Concepts, Inc. She is a certified Career Master, member of Career Management Alliance, and International Association of Career Management Professionals. She has also finally learned how to appreciate her English major education by assisting clients with resume building. Career Concepts, Inc. is a full service, certified career management firm with local, regional and national capabilities and scope. They are proudly entering their 16th year in business here in Birmingham!



45 | Tyrenda Williams-Reed | Cobbs Allen

Tyrenda Jerona Williams-Reed (Ty) is a communications and human resources generalist who holds professional certifications as an APR (Accredited in Public Relations) and PHR (Professional in Human Resources). She serves as HR Director for Cobbs Allen, a national insurance and risk management firm headquartered in Birmingham, Alabama. She has a master's degree in journalism and Latin American and Caribbean Studies from New York University and received a bachelor's degree from Birmingham-Southern College.



46 | Joan Wright | Childcare Resources

Joan Wright, Executive Director for Childcare Resources. She has a Biology degree from Spring Hill College. She has been working with and for children for over 20 years. Her career spans from teaching children to swim, to an aquatic specialist for children with disabilities, to coaching swimmers with and without disabilities, to leading swim clinics for elite athlete, to developing a successful reading readiness initiative for United Way Success By 6 to now leading the premier child care resource and referral agency serving central Alabama.



47 | DeLynn Zell | Bridgeworth Financial

For more than 25 years, DeLynn has specialized in comprehensive retirement planning, asset management, and income distribution. She has worked with hundreds of clients as they have prepared for and transitioned into retirement. In addition to building and maintaining her practice, DeLynn serves as managing partner, providing guidance and leadership as Bridgeworth continues to grow to meet the evolving needs of clients.



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