

bizwomen

TRIANGLE BUSINESS JOURNAL

**MENTORING
MONDAY**

Monday, April 3, 2017

**A speed coaching and networking event
powered by bizwomen.**

TRIANGLE
BUSINESS JOURNAL

Mentors



1 | Theresa L. Bassett | CEO, Heart+Hammer

From self-made millionaire to single mother on public assistance and back to successful business owner/CEO, Theresa Bassett is an expert in Rebounding. Her always-optimistic attitude of gratitude allows her to prove that anything is possible when you believe. She is a born leader and a renowned expert in “taking the next natural step.” With over 25 years of experience in marketing, advertising, and sales development, Theresa, now CEO at Heart+Hammer, enjoys helping companies and organizations grow and project their unique brands. She loves catapulting businesses to their next level.



2 | Brooks Bell | Founder, Brooks Bell

Brooks Bell is an established leader in the emerging industry of conversion optimization. She started her firm, Brooks Bell, in the early 2000s to help bring a data-driven mindset to digital marketing departments, and quickly became the leading organization in the industry. Today, her goal is still the same: to help companies discover the people behind the data using advanced analytics, optimization and personalization strategies. The Brooks Bell team has generated more than \$500 million dollars in value for industry leaders in retail, financial services, media, and technology.



3 | Ann Bradley | Senior Project Manager, Cline Design Associates

Anne Bradley is an interior designer with 20 years of corporate, housing and hospitality experience. In her role as Senior Project Manager, Anne works with a diverse client base, developing interior design solutions for corporate offices, fit-ups and apartment clubhouses. Managing a team of interior designers, Anne ensures that the design integrity and vision of the client is maintained though the duration of the process. Her passion lies in creating unique, innovative, and functional spaces that embody the brand of each of her clients.



4 | Brenda Berg | President and CEO, BEST NC

Brenda is the President & CEO of BEST NC (Business for Educational Success and Transformation NC), a nonpartisan organization of over 120 business leaders with a focus on making education in North Carolina the best in the nation. She has over twenty years of experience as a business owner, public policy professional and education advocate. She founded Scandinavian Child in 2002, a baby products manufacturing and importing business. Prior to founding her business, she had almost ten years of public policy experience in both education and transportation policy and programs.



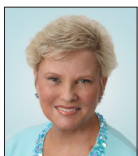
5 | Ann Camden | Gibbs & Soell

Ann Camden believes that strategic planning is the foundation of all communications. Ann plays an integral role in developing strategies to build and enhance corporate reputations and strong brand identities for clients in agribusiness, advanced manufacturing, technology and professional services. She also manages external and internal communication efforts on a broad array of organizational needs ranging from change management and employee outreach to marketing programs.



6 | Adrienne Cole | Executive Director, Wake County Economic Development

Adrienne Cole is the Executive Director of Wake County Economic Development. As the lead economic development agency for Wake County, Adrienne and her team work with the county’s 12 municipalities, the Research Triangle Park, county and community leaders, and state and regional partners to recruit new business, support existing industries, market Wake County and Region and help companies attract the talent they need to grow and thrive.



7 | Lida Coleman | Coleman Huntoon & Brown PLLC

Lida L. Coleman, CPA, CGMA, is a magna cum laude graduate of the University of North Carolina at Greensboro. Currently, she maintains licensure in North Carolina. As one of the founding members of the predecessor of Coleman Huntoon & Brown, Lida has practiced in the field of public accounting for 37 years. She is the Partner in Charge of the audit practice of the firm. Also, within the firm, she has been heavily involved in the Peer Review process since 1990, guiding the firm to eight successive successful reviews by peer firms.

Mentors



8 | Linda Craft | CEO, Linda Craft & Team, Realtors

Linda Craft is the CEO of Craft Commercial and founder of Linda Craft & Team, Realtors a locally owned real estate company for over 30 years. Linda's brand recognition extends throughout the US and her top ranked Team has the highest per agent production in the Triangle. If you are looking to grow your brand, build a great work culture, and a consistent award winning sales team who delivers Raving Fan customer service Linda would love to help you achieve your goals.



9 | Tashni-Ann Dubroy | President, Shaw University

Tashni-Ann Dubroy is the 17th President of Shaw University. Dr. Dubroy's administration has positioned Shaw as a resource to the City of Raleigh through entrepreneurial innovation, civic presence and support for students and surrounding communities. Dr. Dubroy's philosophy of fiscal conservatism and institutional capacity-building has made her a fast-rising star in the higher education community. Her path to the presidency has been unconventional, but her leadership has been categorized as a fresh and needed vision for the sustainability of higher education in metropolitan settings.



10 | Cecily Durrett | Director of Relocation and Business Development, BHHS Carolinas Realty

Cecily's career began as a radio and television reporter, after which she held a series of positions as a marketing leader and media relations spokesperson. She has led communications teams through mergers, trials and re-branding challenges. She served as Audience Development Director for Triangle Business Journal from 2011 - 2013, and is now Director of Relocation and Business Development across North Carolina for Berkshire Hathaway HomeServices/Carolinas Realty.



11 | Sally Edwards | CEO, Marbles Kids Museum and IMAX Theatre

Sally Edwards is CEO of Marbles Kids Museum and IMAX Theatre, where she leads a creative, playful team of staff and volunteers. Charged with leading the merger of two downtown Raleigh museums in 2007, Sally engineered the successful launch of Marbles Kids Museum. Today, Marbles is recognized nationally and internationally for its bold approach to play-based learning, its creative and collaborative culture and its commitment to access and inclusion. Marbles ranks among the top attractions in North Carolina with 675,000 campus visitors each year.



12 | Stacy Farmer | Vice President of Marketing, Avison & Young

Stacy is responsible for Avison Young's brand growth strategies, marketing communications programs and regional marketing efforts. Stacy oversees all aspects of marketing for Avison Young's Raleigh-Durham, Atlanta and Charlotte offices, directing the marketing efforts for both the company and an extensive portfolio of listings. She also works closely with the Company's real estate advisors on marketing strategies and new business development efforts.



13 | Lisa Feierstein | Founder, Active Healthcare, Inc.

Lisa Feierstein, RN, BSN, MBA is the President and co-founder of Sound Sleep Institute, Active Healthcare and IntegraSleep, which is an award-winning industry leader in the care of patients with sleep disorders, asthma and diabetes since 1990. Lisa has been serving the medical community for more than 35 years in numerous clinical and educational roles. Her passion is to empower people to become informed participants in their own healthcare and to engage in an active lifestyle, which includes the three hallmarks of health: diet, exercise and sleep!



14 | Sheila Forte-Trammell | President/Consultant, Total HR Services, LLC

Sheila is a retired IBMer, who has held several Global Leadership positions. During her tenure, she designed and led HR programs that improved employee productivity, engagement, retention and knowledge Transfer. She partnered with Cornell University to conduct a global longitudinal study on leadership development and the results were published in the Applied Journal of Psychology March 2014. Sheila has been featured or cited in a variety of HR and national publications and received several awards for her impact and leadership in the workplace.

Mentors



15 | Jill Wells Heath | President and CEO, CALYX Engineers + Consultants

As CEO, Jill sets the strategic direction for the firm, executes the company's vision, and fosters a company culture that cultivates and expands business relationships and alliances. She works closely with CALYX's leadership team in championing the firm's initiatives. Jill joined CALYX in 1993 as a Certified Public Accountant (CPA) consultant and quickly rose through the ranks. Throughout her successful tenure with CALYX, Jill has held a number of leadership positions with the Triangle area's professional and community organizations.



16 | Joanna Helms | Economic Development Director, Town of Apex

In this role she is responsible for recruiting new business and industry to the Apex community while also serving as a liaison for existing business and industry. Previously she served as President of the Wayne County Development Alliance, Inc. located in Goldsboro, North Carolina for 14 years and as Vice President for 7 years. The Alliance is a private/public, non-profit economic development agency serving Wayne County and its 7 municipalities. Prior to her career in economic development, she worked in sales and marketing, commercial development and in private sector planning and development.



17 | Rhonda C. Hicks | IT Professional and Entrepreneur

Rhonda Smith Hicks is a wife, mother of two, corporate IT professional, entrepreneur and cancer survivor. Her corporate career has been in the fields of telecommunications and IT, primarily focusing on project, account, and personnel management. In November, 2009, Rhonda launched her first entrepreneurial venture - Amazing Grace Event Management. Over the past six years, she has had the opportunity to plan and manage events spanning from milestone celebrations and weddings to small business and large corporate trade shows on both a national and international scale.



18 | Becky Jacobs | Chief Engagement Office, Simple Change Wellness

Becky Jacobs is the Chief Engagement Officer at Simple Change, an organization focused on building and maintaining healthy, engaged cultures to create a strategic advantage and maximize performance. She spent the past twenty years in various leadership roles, including VP of National Credit Card Bankruptcy at Bank of America, Senior Director of Global Operations Change Management at Red Hat, and Interim Chief Operations Officer at Stop Hunger Now.



19 | Lori Jones Gibbs | Vice President, Community Development Carolinas Market Manager, PNC

Lori Jones Gibbs, is the Vice President, Community Development Carolinas Market Manager for PNC. In this capacity she leads a team of people who focus on how PNC can partner with organizations to initiate and/or expand existing community and economic development activities. A graduate of the University of Connecticut holds a Masters degree from the University of Bridgeport. Gibbs is married to Kenneth Gibbs and they are the proud parents of three adult children.



20 | Shelley Kelly | Director of Business Development, Propel

Shelley owned her successful full-service marketing and branding firm, Mottis, for 20+ years. She recently sold it and is now the director of business development for the newly combined company, Propel. This is the first time in 20 years Shelley has worked for someone else and is loving her freedom and opportunities to help continue to grow the new company! Shelley is also a session singer and backing vocalist working with producers and song writers on projects in Raleigh and Nashville and is excited about growing her music business.



21 | Deana Labriola | Ward & Smith

Deana's practice encompasses a broad range of business matters, from drafting and negotiating corporate agreements and documents to managing all aspects of mergers, acquisitions, and debt and equity financing transactions for a variety of companies. She represents privately held companies, and assists them in all aspects of their business, from corporate governance and transactions to business structuring, development, and expansion opportunities. Deana leads the Technology Practice Group, and represents a number of local technology and biotechnology companies.

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22 | Kim Lewey | Co-Owner, Lewey Landscaping & LawnCare, Inc.

Kim Lewey is co-owner of Lewey Landscaping & LawnCare, Inc., which she established with her husband, Mike, in 2001. Based in Raleigh, N.C., Lewey Landscaping & LawnCare is a locally-owned and operated company that provides landscaping and lawn maintenance services to both commercial and residential customers in the greater Triangle area.

In her position, Kim takes an active role in daily operations to meet clients' needs and expectations successfully while handling business development, marketing, financing, occasional field work, and overseeing a staff of 12 full and part-time employees.



23 | Elaine F. Marshall | NC Secretary of State

In 1996, she became the first woman elected to statewide, executive branch office in North Carolina. A former teacher, small business owner, and private practice attorney, Secretary Marshall was elected to the NC State Senate before rising to statewide office. Secretary Marshall has pioneered e-commerce in government, protected investors and intellectual property owners, and promoted financial capital formation in North Carolina. Since becoming Secretary of State, she has received numerous state and national awards for leadership in technology, government innovation, and women's leadership.



24 | Jennifer Martin | Executive Director, Shop Local Raleigh

Jennifer Martin is the executive Director of Shop Local Raleigh and Greater Raleigh Merchants Association. The organization has over 500 members, owns and manages the Raleigh Christmas Parade and Brewgaloo, the state's largest craft beer festival.

Before moving to Raleigh, Jennifer attended the University of South Florida, earning her degree in Communications. She then left Florida to start her career with the Greater St. Louis Area Council Boy Scouts of America and five years later was hired as the Executive Director for the Central Florida chapter of Susan G Komen for the Cure.



25 | Shelley McPhatter | President and Founder, BridgePoint General Contracting Inc.

Shelley McPhatter has more than 20 years of experience in the construction industry. In 2007, Shelley founded BridgePoint Construction Services. After several successful years and at the request of her clients, Shelley launched BridgePoint General Contracting in 2013 to provide general contracting services to her clients including tenant fit-ups, interior renovations, facilities projects, historic renovations and new construction.



26 | Teressa Merck, AIA, NCIDQ, LEED AP | Director of Interiors

As an architect and interior designer, my 'designsense' comes from years of training and experience in interior design before moving into the field of architecture. My background in interior design has molded my design process, which tends to move from the inside of a space outward. I have a passion for 'placemaking'. The details, large or small, are what make a space and define the sense of a place.



27 | DJ Mitsch | The Pyramid Group

DJ Mitsch believes it is time to rehumanize our workplaces. Mitsch is an award winning entrepreneur, author, & renowned coach who works to inspire leaders and teams with her thought provoking and original programs. DJ has been quoted or featured in business and trade publications as broad ranging as PharmaVoice, Kiplinger Magazine, Wall Street Journal, and USA Today. She and her team are responsible for some of the first and most rigorous case studies on the impact of coaching in organizations and continue to publish white papers to advance the coaching profession.



28 | Mary Musacchia | Mary U. Musacchia, PLLC

For the past decade Mary has focused on emerging growth companies providing advice on negotiation strategies, business operations and relationships with strategic partners. Mary has many years of executive level experience with large multinationals including: Sr. V.P. at Affiliated Computer Systems (now Xerox), SAS Institute where she was Director of Global Government Affairs and General Counsel, and Senior Counsel at General Telephone (now Verizon).

Mentors



29 | Sheila Ogle | The Matthews House

Sheila H. Ogle is known in the Triangle as an entrepreneur and community volunteer. She founded MRPP a full service media advertising agency in 1987 and sold it in 2012. During that time she renovated a historic mansion in Cary Downtown, which is known as The Matthews House Events Facility and Conference Center, Basil and Thyme On and Offsite Catering and Patisserie Take Away Bakery. She, with 4 other partners started Integrated Clinical Trial Services which she sold in 2010. In 2012 she was instrumental in starting the Cary Innovation Center which is located in Cary Downtown.



30 | Carrie Peele | Founder, The Women's Advantage Forum

Carrie Peele took a startup luxury transportation company from an idea to an internationally recognized power player. During that time Carrie was one of a few women elected to serve on the Board of Directors for the National Limousine Association. Under her leadership she found a way to drive business revenue, cut costs, maximize profitability, improve productivity & streamline operations. Fundraising and organization development are some of Carrie's key strengths.



31 | Stephanie Perri | VP, Director of Account Management, Clean Design

Stephanie leads the agency's account management group. She utilizes her extensive client development, branding, and marketing experience to oversee the agency's client relations, driving customer success strategies and achieving client goals across integrated marketing offerings. In her role, Stephanie manages one of the largest teams at the agency and facilitates success by building and maintaining client dialogue at the highest level. She ensures agency processes and work standards, oversees client budgets, and serves as an integral participant in all new business development efforts.



32 | Holly Richard | Tammy Lynn Center

Holly Richard began her career in the disability field in the early 1990's, working as a direct support staff, supporting individuals with intellectual and developmental disabilities (IDD). This experience was the catalyst for her returning to school, while working and raising her two children, earning her BSW degree from Western Carolina University in 2002. With her degree and experience, she embarked on a career of creating and running innovative programs to support people with IDD and their families.



33 | Lauren Ridgeway | Girl Scouts - NC Coastal Pines

With over 20 years of nonprofit and community leadership experience, Laura's strength is connecting great people to great missions. Her ability to build strong relationships comes from authentic concern, excellent verbal and written communication, motivation of community and business leaders, volunteers and colleagues, strategic planning and research, and effective follow-through to ensure long-term results. Laura has extensive experience in grant writing, solicitation, Board relations, strategic planning, and is more than happy to share her insights with you.



34 | SB Sarver | 919 Magazine

Suzy Beth Sarver is a Mother, entrepreneur, writer and media professional with over 25 years of experience in the marketing, advertising and publishing industries. In 2017 she celebrates five years as the Publisher of 919 Magazine in Raleigh, North Carolina, with more than 125 published issues to her credit. Sarver is experienced with both the business and editorial side of operating and producing a major regional magazine.



35 | Kerry Saunders | Executive VP and COO, NAI Carolantic

A part of the NAI Carolantic team since 1987, Ms. Saunders was named Executive Vice President & COO in 2015. In addition to her expanded responsibilities, she continues to direct all aspects of marketing, research, and business development for the Company. She also oversees the production of NAI Carolantic's Annual Triangle Commercial Real Estate Conference, including the compilation of the real estate data, and production of the final report and DVD to our clients and the community.

Mentors



36 | Marlene Spritzer, JD, CCIM | Corporate Managing Director, Savills Studley

Marlene is a commercial real estate expert specializing in representing corporate end-users, both tenants and owner-occupants. She has a unique background as an attorney, with an undergraduate degree in Chemistry from Carnegie Mellon University, coupled with her CCIM certification. Marlene focuses her practice on science and technology companies of all sizes as well as medical offices, law firms, financial services and other corporate occupiers of lab, office, and industrial and flex facilities.



37 | Kristey Stewart, CIT | C.T. Wilson Construction Company, Inc.

At C.T. Wilson Construction Company, Inc. Kristey assists the President and Vice President with numerous tasks ranging from Business Development and Marketing to day-to-day Corporate and Project Operations. Before joining CT Wilson, Kristey worked in the construction industry for over twenty years acquiring diverse professional experience working for both architects and contractors.



38 | Kendall Strickland | Branch Manager, Robert Half

Kendall Strickland is the branch manager for Robert Half's Raleigh office, which includes Accountemps, OfficeTeam and salaried professional services. Kendall joined the company in August 2009 as an OfficeTeam staffing manager in the Norfolk, Virginia branch. During her tenure, Kendall has been selected to the organization's Titanium and Presidents clubs for outstanding job performance. Her previous experience includes two years in property management and six years as a collegiate softball player and coach.



39 | Ashley Thomas | Founder and Executive Director, Bridge II Sports

Ashley Thomas Founder and Executive Director of Bridge II Sports, a Gold Level Paralympic Sports Club, a program designed to promote and create sports opportunities for people with physical disabilities. Ashley lives life with spina bifida, advocating for inclusive play in school, and within our community. Successfully navigating NC legislation to pass legislation to introduce adapted sports into NC Schools where children with physical disabilities no longer have to sit on the sidelines.



40 | Stella Walton, RPA | Principal and Broker, RETHink Commercial Real Estate Solutions

Stella Walton, RPA, represents commercial broker lease transactions and property sales. Ms. Walton has over 25 years of Commercial Real Estate experience, primarily in Asset Management representing some of the largest institutional owners in the U.S. She has been responsible for leading a team of up to 50 commercial real estate professionals responsible for managing as high as 11 million sf of commercial space.

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