

bizwomen

ATLANTA BUSINESS CHRONICLE

**MENTORING
MONDAY**

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

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BUSINESS CHRONICLE

Bizwomen

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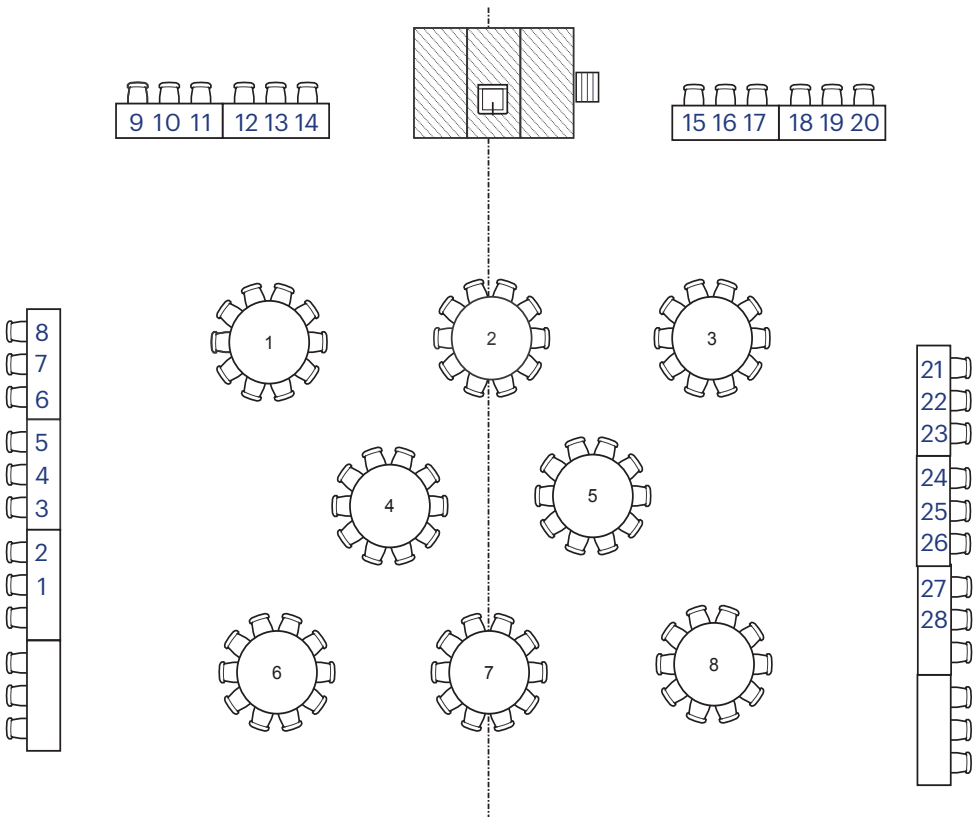
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Program Agenda

- 7:30 a.m. Breakfast & Networking
- 8:10 a.m. Welcome
- 8:20 a.m. Group Green – Speed Mentoring
Group Orange – Group Discussions
- 8:55 a.m. Group Green – Group Discussions
Group Orange – Speed Mentoring
- 9:30 a.m. Event Concludes

Directions

- Check your name badge for your group color – Green or Orange.
- Each “mentoring moment” will last about 7 minutes.
- When the bell rings, it is time to switch mentors or group discussion tables.
- If you wish to speak to a mentor longer than the allotted time slot, please exchange business cards to set up a follow up meeting.



Mentors



Ali Afshan | *Co-Founder and CEO, SkyTherapist*

Ali Afshan is a healthcare innovator bringing her diverse background in management consulting and healthcare to her role as co-founder and CEO of SkyTherapist, a behavioral health telemedicine platform that offers accessible web-based mental health services using a customer-centric approach. Previously, Ali worked for consulting firm Deloitte leading systems integration and implementation teams for integrated Customer Relationship Management (CRM) enterprise solutions for Fortune 500 U.S. and international companies. Ali currently serves on the Board of Directors for non-profit, HealthMPowers and women's empowerment organization, Emerge.



Kellie Appel | *Senior Vice President, Strategic Initiatives, Mercer University*

Kellie Appel leads the assessment and development of a wide range of opportunities across the University. She also serves as the senior administrator for Mercer's Atlanta campus. Prior to joining Mercer's administration in March of 2015, Kellie enjoyed a 19-year career with Turner Broadcasting System, Inc., in a variety of legal, strategic planning, business development, sales and marketing roles, and served as Senior Vice President and General Manager of Turner Trade Group when she exited the company in 2014. Kellie earned her B.A. degree from Mercer University (magna cum laude) and her J.D. from the University of Virginia School of Law.



Terri Badour | *CEO, American Red Cross of Georgia*

Terri Badour is responsible for 9 chapters statewide comprising over 70 employees, 5,000 volunteers and 25 locations. Among regions nationwide, Georgia's Red Cross leads the county in mission service delivery. A graduate of Leadership Atlanta's Class of 2001, Terri is passionate about community volunteerism. She's currently engaged with the Georgia Chamber of Commerce, Rotary Club of Atlanta, Junior League of Atlanta and Metro Atlanta Chamber of Commerce. Terri previously served on more than ten non-profit boards of directors and is active in her family's church and school.



Donna Beatty | *Partner, Frazier & Deeter*

As a Partner in Frazier & Deeter's Tax Department, Donna Beatty brings more than 25 years of professional tax and accounting experience to the firm. Donna's responsibilities include providing comprehensive tax planning, review, advisory, and compliance services to closely held businesses, high net-worth individuals, and professional services groups. She also has extensive experience consulting with small businesses on financial software. She has worked with clients in a variety of industries that include real estate, construction, manufacturing & distribution, retail, professional services, technology, entertainment and family owned businesses.



Danielle Berg | *Chief Marketing & Corporate Communications Officer, Aprio*

Danielle Berg is a senior global marketing executive known for solving complicated marketing challenges that keep brands from achieving their full potential. Currently Danielle leads the firm's strategic growth initiatives and large account business development activities in addition to overseeing marketing, PR, internal communications, client experience and satisfaction, digital strategy and productization of service offerings. Prior to joining Aprio, Danielle founded and was principal of Telling Media, a marketing consulting firm serving technology and held senior marketing roles with IBM Corporation and AnswerThink, now the Hackett Group.

Mentors



Nancy Chorpenning | *Founder and Managing Director, C-Suite Advisors*
CSuiteAdvisors.com, CorpFugees.com, CEOSchools.com

Nancy Chorpenning helps women address the right business issues to succeed in their own firm. After decades as a corporate executive in Fortune 100s like Time Warner and startups like WebMD, in 2006 she started her own business advisory practice, C-Suite Advisors, LLC (CSuiteAdvisors.com). Nancy is an active member of the National Association of Women Business Owners (NAWBO), where she previously served as President and Chair of the Governance Committee. She is also an active advisor to Georgie microlending nonprofit, Access to Capital for Entrepreneurs, for whom she sponsored a benefit premiere screening of the inspiring documentary *Dream, Girl* last Fall.



Crystal Edmonson | *Broadcast Editor, Atlanta Business Chronicle*

Crystal Edmonson keeps her finger on the pulse of business in Atlanta as Atlanta Business Chronicle's broadcast editor. She serves as a liaison to the Chronicle's radio and television partners. Edmonson contributes local, in-depth stories about business and the economy on WABE 90.1 FM, a local NPR affiliate. She also does business reports throughout the day on News Radio 1067 FM and 680 the Fan and is host of the weekly television program "Atlanta Business Chronicle's BIZ," which airs on 11Alive. Crystal also serves on the Board of Trustees for Emory University.



Jai Ferrell | *Director of Marketing and Brand Services, Hartsfield-Jackson Atlanta International Airport*

In her role, Jai Ferrell oversees all marketing outreach, brand strategy efforts and creative services for the world's busiest airport. Ferrell's award-winning career spans 15 years, including work in entertainment television, consumer products and sports contributions to Turner, CNN, Major League Baseball and BET Networks. The Atlanta native is a member of LEAD Atlanta, Alpha Kappa Alpha Sorority, Incorporated and a life member of The Phi Beta Kappa Society.



Grace Fricks | *Founder, Access to Capital for Entrepreneurs, Inc.*

In 1999 Fricks founded Access to Capital for Entrepreneurs, Inc. (ACE), a Georgia nonprofit organization that helps underserved business owners to start or expand their businesses through capital, coaching and connections. Grace currently serves on the Advisory Board for the City of Atlanta's Women's Entrepreneurship Initiative (WEI), the Board of Directors of Appalachian Community Capital and Invest Atlanta's New Market Tax Credit Board. In 2016, Grace was recognized as one of Bizwomen's 100 Women to Watch and a Women Who Mean Business Honoree by Atlanta Business Chronicle.



Elizabeth Halkos | *COO, Purchasing Power*

Elizabeth joined Purchasing Power in 2006, originally as vice president of sales and marketing. Elizabeth was promoted to Chief Marketing Officer in 2010 and most recently to Chief Revenue Officer role in 2014 to oversee all revenue channels for the business. Prior to her tenure with Purchasing Power, Halkos served two years with Inforte Corporation, was a brand manager at Earthlink, Inc., and worked as an account executive at Monster.com. Elizabeth has been named among the Atlanta Business Chronicle's "Top 40 Business Stars Under 40," and has served in succession as Board vice president and president of the Goizueta Business School, mentoring and career-coaching graduate students and supporting alumni engagement initiatives with the school.

Mentors



Karri Hobson-Pape | *Vice President of Marketing & Communications, University of Georgia*

Karri Hobson-Pape was formerly Partner at Inflexion Point Marketing Group and as Executive Director of External Affairs for Emory University's Goizueta Business School, overseeing the Marketing, Communications, Corporate Relations, Development and Alumni Relations activities. Prior to joining Emory, Karri was a marketing strategist for the Corporate Marketing Division of IBM. She also serves as Executive Director of the Sheth Foundation, a non-profit dedicated to serving the development of the marketing academy



Sandy Hofmann | *Co-editor/Creator, CLIMB: Leading Women in Technology Share Their Journeys to Success*

Sandy Hofmann, AKA "Gadfly" acting as constructively provocative stimulus to build the Atlanta technology community & serving as advocate for women in STEM. Sandy applies experiences as C-suite executive through service on nonprofit boards like WIT, TechBridge, & Emerge Scholarships. Recognized for leadership as Georgia CIO of the Year, first recipient of the GCLA's Lifetime Achievement Award and GSU 2011 Distinguished Alumni.



Katie Kern | *Vice President of Marketing and Public Relations, Media Frenzy Global LLC & Founder, Fashion In Atlanta*

Katie Kern is an award-winning marketing and public relations expert that has been making waves in the communications industry for over 15 years. Her extensive background ranges from agency and in-house experience to entrepreneurial endeavors. Katie possesses a comprehensive understanding of how public relations, messaging, and content marketing can work together to create the best possible results for her clients. In 2013 Katie joined Media Frenzy Global, a respected technology and marketing communications agency serving clients throughout Europe and North America. She has been presented with the City of Atlanta Phoenix Award, the Charleston American Marketing Association Spark Award of Marketing Excellence for an Event, and was a Digital Marketer of the Year Finalist.



Helene Lollis | *President and CEO, Pathbuilders*

Pathbuilders partners with clients to develop top-tier talent through mentoring and leadership development, with special expertise in developing high-potential women. Trained as an engineer, Helene spent 12 years with Amoco and then BP Corporation in plastics process design, product development, marketing, strategic planning and company mergers and acquisitions. She has been published in HR Magazine, Diversity Executive, and Talent Management and has been featured in The Wall Street Journal.



Dale McCain | *Director, Residential Construction Group, State Bank & Trust*

Dale McCain focuses on niche and higher volume builders in closely-held Atlanta-based firms. Dale was instrumental in building State Bank's leading edge reporting systems to give builder clients real time access to their draw, loan and inspection data. Ms. McCain is a University of Kentucky graduate and had 25 years banking experience with Barnett Banks in Florida and Regions Bank prior to joining State Bank.

Mentors



Faye S. McIntyre | *Dean, Richards College of Business & Sewell Chair of Private Enterprise, University of West Georgia*

Faye S. McIntyre serves as lead dean for the Georgia WebMBA, a consortium of six AACSB-accredited universities. She holds a Ph.D. in Marketing from the University of Georgia and has completed professional development programs at Harvard University, Columbia University, the University of California at Berkley, and Oxford University. McIntyre has over 80 publications and received numerous awards for her research. She serves on several boards and is regularly invited to speak on leadership, higher education, and global trends in business and education.



Piper Medcalf | *Executive Director, The Leukemia & Lymphoma Society*

Piper oversees all fundraising activities, operations, and mission delivery for the state of Georgia. Prior to that, Piper worked for the Tennessee State Department of Health in the Chronic Disease Unit, The American Cancer Society in Nashville, TN as a Program Director, and the Southern California Chapter of the Arthritis Foundation to become their Senior Vice President of Development. Piper Medcalf has a Bachelor's of Science in Nutrition from the University of Arizona and a Master's in Public Health from the University of Tennessee.



Emmy Montanye | *Principal, Kimley-Horn*

Emmy has over 30 years of experience in civil engineering and project development in the Atlanta market in both public and private sector projects. Ms. Montanye's practice is focused on master planning, entitlements and sustainable engineering design for a broad range of projects ranging from complex urban redevelopments to suburban healthcare campuses. Some of her recent projects include Suntrust Park and Mixed-Use, future of the Atlanta Braves, the New Atlanta Falcons Stadium, Buckhead Atlanta Mixed-Use, College Football Hall of Fame, Sky House Midtown, WellStar Paulding Replacement Hospital, Piedmont Park Northwood's expansion and other projects enhancing the places we live, work and play.



Dr. Roshawonna Novellus | *Co-Founder, Bootstrap Capital & Host, Startup Funding*

Dr. Roshawonna Novellus is passionate about helping business owners attract funding. Dr. Novellus has been featured in Forbes, Huffington Post, WSJ, and Rolling Out. She has also completed the Pipeline Angels Fellowship, a Kauffman program in angel investing. Roshawonna serves on the Commission on Women for the City of Atlanta, and was honored as one of the Women Who Means Business by the Atlanta Business Chronicle.



Guiomar Obregon | *CEO and Co-Founder, Precision 2000*

Guiomar provides leadership to the company and looks for new products and markets. She is responsible for obtaining bonding and financing to support company operations. She is responsible for the overall management of the cost control system and contract administration. She also oversees payroll, benefits, and general administration. She participates in marketing and procurement opportunities. In 2016, Guiomar was honored as the Minority Business Person of the Year in 2016 by the Metro Atlanta Chamber and Atlanta Business Chronicle. Guiomar also founded the Georgia Hispanic Construction Association and brought the Hispanic construction industry back to life from the devastating effects of the recession.

Mentors



Laura Poffenberger | *AVP, Digital, Cricket Wireless*

Laura is responsible for all of Cricket Wireless' digital properties including web, apps, e-commerce and online sales channel. Prior to Cricket, Laura spent five years at Turner in roles at CNN and Turner Sports. As senior director of product strategy for CNN Digital, she led the development of CNNgo, designed to reinvent the television experience. As the director of digital product management for Turner Sports digital, she led the development of a new product suite for the NCAA partnership and March Madness (R). She has also served in lead roles at Yahoo!, Cox Communications and a tech startup. She has held leadership roles with various industry organizations, including Women in Cable Television (WICT), American Diabetes Association and the PATH Foundation and Women in Wireless' Atlanta chapter.



Susan Pound | *Senior Vice President, Division Sales Manager, Middle Market Banking, Wells Fargo Bank, NA*

Susan's middle market banking and corporate finance experience includes 28 years with Wells Fargo and its predecessor banks. Her prior roles include Commercial Strategies group manager for the West and Mountain regions, regional vice president of the Atlanta Middle Market Banking office, director in the Consumer & Retail Group Investment Bank, and senior underwriter for the Georgia division of Middle Market Banking. Susan co-chairs Wells Fargo's Women's Market Growth Initiative for Middle Market Banking and is the executive sponsor for the Women's Business Development Officer Network.



Karen Rodriguez | *Founder, KORA Real Estate Group & Cofounder, CITY HAUS*

Rodriguez is a recognized and sought after new development sales and marketing force, responsible for the highly-successful Ritz-Carlton Residences project. She led her team to close more than \$100 million in sales in just 2-1/2 years during the housing crisis aftermath. She also serves as a regular real estate contributor/blogger for the Atlanta Business Chronicle and has been featured or quoted in Forbes, the New York Times, the Wall Street Journal and Yahoo Real Estate. Her current portfolio includes more than \$250 million dollars in the project pipeline and to date she has closed more luxury condo sales than any other Realtor in Atlanta.



Hedy Silver Rubinger | *Partner & Chair, Healthcare Practice, Arnall Golden Gregory LLP*

Ms. Rubinger's practice focuses on the representation of healthcare providers including nursing homes, ambulatory surgery centers, assisted living facilities, physician groups, continuing care retirement communities, hospitals, home health agencies, hospices, healthcare IT companies, and ancillary service providers. She also formed the Regulatory Healthcare Transactions (RHT) Team. Ms. Rubinger has been appointed by the Department of Community Health, Division of Health Planning, to serve on a technical advisory committee charged with recommending changes to the inpatient healthcare delivery system.



Anne L Sayles | *Regional Vice President, Middle Market Banking, Wells Fargo Bank, NA*

Anne joined Wells Fargo in 1993 as a Relationship Manager in International Banking. She has held various positions throughout her career in relationship management, international banking, corporate and investment banking and commercial banking. Anne holds a BA in Economics and French from Bucknell University in Lewisburg, PA and a MBA in International Business from George Washington University in Washington, DC. Anne serves on Wells Fargo's Middle Market Diversity Council and Middle Market Women in Leadership organization. She is active in her community volunteering with Woodruff Arts Center, Junior Achievement and the Atlanta Community Food Bank.

Mentors



Jacqueline M. Schaendorf, CPCU | *President & CEO, Insurance House*

Jacque is an active insurance industry leader, currently participating as a member of the Executive Committee of the NAPSLO Board of Directors and is the Secretary of NAPSLO. Jacque also serves as the Chairperson for the Georgia Insurers Insolvency Pool Board and she has participated on numerous insurance industry panels and insurance trade association committees. Jacque earned a Bachelor's degree from Hope College with a double major in business administration and psychology. Jacque holds the Certified Property & Casualty Underwriter's ("CPCU") designation from the Insurance Institute of America.



Deborah J. Sessions | *Partner & COO, Porter Keadle Moore, LLC.*

Deborah has been with the firm since 1983. She spent her first six years in the audit department and was an audit manager prior to taking the position as Director of Administration/Chief Operating Officer in 1988. Since 1988 she has been involved in all aspects of managing the business aspects of a CPA firm, including budgeting, recruiting, facilities management, employee benefits, continuing education, cash management, capital acquisitions, as well as other multiple management responsibilities. In 2013, Debbie was named into the PADV Legacy Society, for her commitment, support and influence in shaping the character and mission of PADV. She received the 2008 Public Service Award from the Georgia Society of CPAs for her outstanding community service.



Anne Joyner Sheehan | *CEO, Real Property Tax Advisors*

After a corporate career representing CSX Railroad's national real estate interests and paving the way as the first female industrial tenant rep broker in Atlanta, Anne Sheehan purchased the legacy company founded in 1972 that became Real Property Tax Advisors (RPTA) in 2002. Bringing thirty plus years' experience in commercial real estate to the table, RPTA's clients benefit from her experience as a real estate broker, a Counselor of Real Estate, a designated MAI appraiser and strategic negotiator to deliver maximum property tax savings across multi-state portfolios. Sheehan has successfully grown RPTA into a national multimillion-dollar firm managing more than 80 million square feet of commercial real estate and related business personal property assets.



Michele L. Stumpe | *Partner, Taylor English*

Michele Stumpe is a seasoned litigator with both plaintiff and defense experience who is a trusted adviser to clients in the hospitality and retail industries. At Taylor English, Ms. Stumpe focuses her practice on premises liability, business litigation, hospitality and dram shop litigation, as well as alcohol licensing and consulting. Known as one of the top attorneys in Georgia for alcohol licensing and permits, Ms. Stumpe provides clients with a full range of services, including licensing compliance, training, policy implementation, risk management, and disciplinary and litigation representation. In addition to her hospitality practice, Ms. Stumpe represents individuals and corporations in general litigation matters.



La Ronda Sutton | *Managing Director, Film City LLC*

La Ronda Sutton is an entertainment industry veteran with more than two decades of experience in film, television, music, and new digital media. Sutton consults government policy makers on the long-term economic benefits of being a film and entertainment friendly municipality. Prior to Film City, La Ronda was the founding Director of the Mayor's Office of Film & Entertainment for the City of Atlanta. Sutton is on the Georgia Governor Nathan Deal's Advisory Board for Film Television Music and Digital Entertainment, a Certified Film Commissioner with the Association of Film Commissioners International, Board of Bronzelens Film Festival, and Community Engagement Committee for the Atlanta Jewish Film Festival.

Mentors



Katerina Taylor | *President and CEO, DeKalb Chamber of Commerce*

Katerina Taylor is a 15-year veteran of the financial services industry. Taylor became the first woman president and CEO in the Chamber's 79-year history in 2014. The chamber's core focus is to work with businesses across DeKalb and metro Atlanta, focusing on business growth, economic and workforce development, community outreach, improving education, business advocacy and public policy. Taylor currently Chairs the DeKalb Thrives Steering Committee, DeKalb Thrives is the county strategy to improve the business climate, enhance quality of place, and revitalize commercial corridors and employment centers. Taylor has been honored and recognized by the Atlanta Business Chronicle as Atlanta's top 40 under 40, and by other esteemed publications and organizations.



Carolyn N. (Lyn) Turknett | *President, Turknett Leadership Group*

Turknett Leadership Group is an Atlanta-based consulting firm providing leadership and organization development services to companies in a variety of industries. Carolyn has more than 20 years of experience in management and leadership consulting. The focus of her work is character in leadership, organization assessment and change, executive team development, and leadership in turbulent times. Ms. Turknett is a member of numerous professional organizations, including the Academy of Management, the Society for Human Resource Management, and the Society for Industrial and Organizational Psychology.



Pat Upshaw-Monteith | *President and CEO, Leadership Atlanta*

Since 1992, Pat Upshaw-Monteith has gone from Co-Executive Director to Executive Director and was promoted to President and CEO of Leadership Atlanta in 2005. Prior to heading up Leadership Atlanta, Ms. Upshaw-Monteith served as Associate General Manager of the Atlanta Symphony Orchestra for 13 years. When appointed to this position, she had the distinct honor of being one of the first African-Americans hired in management by a major symphony orchestra. Ms. Upshaw-Monteith was recently appointed to the Board of the Rotary Club of Atlanta and currently serves on the boards of the International Women's Forum (IWF), Private Bank of Buckhead and Salvation Army, Metro Atlanta Chamber Board of Directors, the Grady Foundation Board of Visitors, the University of Georgia's Board of Visitors and Emory University's Center for Ethics Board.



Sandy D. Welfare | *Executive Director, Women In Technology*

Women In Technology (WIT) is an organization that serves as passionate advocates for women of all ages in Georgia's STEM community. Previously, Sandy was the Executive Director of Cool Girls Inc, an award-winning early intervention after-school program dedicated to the empowerment of girls. Sandy received her undergraduate degree from St. John's University in New York, and a Master of Business Administration from Sacred Heart University in Connecticut. She serves on the board of several non-profits, including Kiwanis Club of Atlanta.



Crystal D. Woods | *Director of Marketing, Georgia Natural Gas*

With a career that spans two decades in sports entertainment, healthcare and energy, Crystal Woods has helped shape and develop some of the country's top brands, which includes the Atlanta Hawks, Atlanta Braves, PGA Tour, Chick fil-A Peach Bowl, and currently, SouthStar Energy Services. Woods is the go-to marketing and communications professional for the utility that serves customers in more than 10 states. In her role, she oversees sales operations, workflow management, sponsorships, events, strategic planning, advertising and more. She is a member of the American Association of Blacks in Energy; Atlanta Business League; a lifetime member of Beta Gamma Sigma International Business Honor Society, Delta Sigma Theta Sorority, Inc. and the National Black MBA Association.

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