

bizwomen

TRIANGLE BUSINESS JOURNAL

MENTORING MONDAY

Monday,
February 24, 2020



Schedule

8:00-8:30AM | NETWORKING AND CONTINENTAL BREAKFAST

8:30-9:00AM | GUEST WELCOME AND PANEL DISCUSSION

9:00-10:30AM | ONE-ON-ONE MENTORING PROGRAM

#mentoringmonday

A Word from our Sponsor

GIRL SCOUTS OF THE USA

We're 2.5 million strong—more than 1.7 million girls and 750,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ to change the world.

Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we've honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place.

We're the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.



Sylvia Acevedo | CEO
GIRLS SCOUTS OF THE USA



Mentors

TABLE OF CONTENTS

Patrice Andrews | TABLE 1
Police Chief, Morrisville Police Department

Natasha Austin | TABLE 2
Chief Administrative Officer,
Dogwood State Bank

Ashleigh Bachert | TABLE 3
Executive Director,
Durham Sports Commission

Amy Baker | TABLE 4
Partner, Ernst & Young, LLP

Amy Baldwin | TABLE 5
Head of Community Relations and
Customer Events, BASF

Rachael Boone | TABLE 6
Founder, BeEvolvedHR

Laura Bunn | TABLE 7
Triangle Market President,
First Horizon Bank

Nimasheena Burns | TABLE 8
Director of Communications and Project
Management, North Carolina Department
of Military and Veterans Affairs

Laurie Clowers | TABLE 9
Vice President of Communications
and Marketing, Wake Technical
Community College

Angela Connor | TABLE 10
Founder and CEO, Change
Agent Communications

Jane Doggett | TABLE 11
Senior Leasing Representative,
Highwoods Properties

Elizabeth Doran | TABLE 12
President & CEO, North Carolina Theatre

Kacie Fore | TABLE 13
Senior Transmission Engagement
Specialist, Duke Energy



TABLE OF CONTENTS | CONTINUED

Shelia Forte-Trammell TABLE 14	Lynn Minges TABLE 28
President/Consultant	President & CEO, North Carolina
Total HR Services, LLC	Restaurant & Lodging Association
Patricia Harris TABLE 15	Darelyn 'DJ' Mitsch TABLE 29
Director of Recruitment, UNC Chapel Hill,	CEO, Founder & Master Coach,
School Education	The Pyramid Resource Group Inc.
Kristen Hess TABLE 16	Christie Moser TABLE 30
CEO, Principal, HH Architecture	VP Member Business Services,
	Cary Chamber of Commerce
Jennifer Hickerson TABLE 17	Gretta Nance TABLE 31
Market President, Alfred Williams	Brand Director, Amelia Aesthetics
& Company	(formerly Davis & Pyle)
Rhonda Hicks TABLE 18	Jennifer Noto TABLE 32
Senior Business and Creative Consultant,	Vice President of Marketing, Logically
AGEM and Consulting	
Cindy Kelley-Deaton TABLE 19	Kristie Nystedt TABLE 33
COO, Girl Scouts - NC Coastal Pines	President, Raleigh Brewing Company
	and ABS Commercial
Deana Labriola TABLE 20	Lori O'Keefe TABLE 34
Attorney, Ward and Smith, P.A.	President/CEO,
	Triangle Community Foundation
Mondy Lamb TABLE 21	Sheila Ogle TABLE 35
Vice President of Philanthropy, SPCA Wake	Manager, Ogle Enterprises
Tricia Lucas TABLE 22	Kerry Painter TABLE 36
Co-Founder, Lucas Select	Director/General Manager, Raleigh
	Convention and Performing Arts Complex
Hon. Elaine Marshall TABLE 23	Cheryl Parquet TABLE 37
Secretary of State, NC Department	Director, Community and
of the Secretary of State	Diversity Engagement,
	Blue Cross and Blue Shield of NC
Jennifer Martin TABLE 24	Carrie Peele TABLE 38
Executive Director, Shop Local Raleigh	President, Mako Documents
Me'chelle McKenney TABLE 25	Blair Reynolds TABLE 39
Owner, 3rd Degree Solutions	Director, Annual Giving & Stewardship,
	WakeMed Foundation
Shelley McPhatter TABLE 26	Sepi Saidi TABLE 40
President, BridgePoint	President & CEO, SEPI, Inc.
General Contracting	
Teressa Merck TABLE 27	
Managing Director/Architect,	
Interior Architects	



TABLE OF CONTENTS | CONTINUED

Heather Shanahan | TABLE 41
Executive Director, Ronald McDonald
House of Chapel Hill

Erin Smith | TABLE 42
President, BAERING

Marlene Spritzer | TABLE 43
Senior Director, Lee & Associates

Jodi Stamey | TABLE 44
Vice President, Advancement,
William Peace University

Leslie Walden | TABLE 45
VP Public Affairs,
Fidelity Investments

Kimberly Williams | TABLE 46
Realtor/Owner, RIGHT TIME REALTY

Mentors

BIOGRAPHIES

1 Patrice Andrews | **POLICE CHIEF, MORRISVILLE POLICE DEPARTMENT**

Patrice Andrews joined the Morrisville Police Department on June 6, 2016. Prior to being appointed as the Chief of Police in the Town of Morrisville, Andrews was the Commander of the Criminal Investigations Division with the Durham Police Department. During her 21-year law enforcement career, Andrews has held positions in Uniform Patrol, Criminal Investigation Division, Special Operations Division, Warrant Squad, Office of the Chief of Police, and the High Enforcement Abatement Team. Andrews graduated cum laude with a BS in Criminal Justice from North Carolina Central University. In addition, she is a graduate of the 263rd session of the FBI National Academy in Quantico, Virginia as well as a graduate of the West Point Leadership Academy. In June 2018, Andrews was re-appointed to the Governor's Crime Commission and is member of the Special Committee on School Violence as well as Chair of the Crime Victim Services committee.

2 Natasha Austin | **CHIEF ADMINISTRATIVE OFFICER, DOGWOOD STATE BANK**

Natasha Austin is the Chief Administrative Officer of Dogwood State Bank, formerly Sound Bank. Prior to her position with Dogwood, Austin was the Marketing Director of the Carolinas for First National Bank following its acquisition of Yadkin Bank in 2017. She joined Yadkin Valley Bank and Trust in 2011 as Director of Marketing and Corporate Communications leading the rebrand effort to Yadkin Bank as well as VantageSouth Bank's rebrand to Yadkin Bank. Austin earned her Certified Financial Marketing Professional designation from the American Bankers Association in 2010 and is currently a faculty member at the NC School of Banking sponsored by the NC Bankers Association. She has served on a variety of non-profit boards, including the Session of First Presbyterian Church of Statesville and the Iredell County United Way.

3 Ashleigh Bachert | **EXECUTIVE DIRECTOR, DURHAM SPORTS COMMISSION**

Ashleigh Bachert was named the first executive director of the Durham Sports Commission in January 2017. With extensive experience and contagious enthusiasm, Bachert leads Durham's efforts to attract, support, and promote youth, amateur, and professional sporting and recreational events. Bachert and her team more than doubled sports tourism's economic impact in Durham in 2018, having topped \$30.6 million last fiscal year. In her short time at the helm, she's overseen a winning bid for Durham's first-ever national championship, the 2019 USATF National Youth Outdoor Championships, as well as DSC's successful charge to own and operate ACC Baseball FanFest. She is currently attending Louisiana State University-Shreveport to obtain her master's in business administration. She currently lives in Durham with her husband and their daughter. She is on the Board of Directors for NCSA, Sports ETA, Dominator's Softball, and Bull City Little League.

4 Amy Baker | **PARTNER, ERNST & YOUNG, LLP**

A senior coordinating partner with over 27 years of experience providing professional services to public and private organizations. She leads EY engagement teams in multiple locations and coordinates EY services across all service offerings. Amy is the former Carolinas Market Leader, where she led each of our service lines and strategy for the Carolinas. Past leadership roles include Office Managing Partner – Raleigh/Triad, Carolinas Strategic Growth Markets Leader, Campus Coordinating Partner for all activities at UNC Chapel Hill, Experience Management Leader for the Southeast Region. Amy has a breadth of experience collaborating with executive management regarding service expectations and ensuring EY teams exceed expectations while working to solve the most important business issues. She also has extensive knowledge with US GAAP and filings with the SEC and other regulatory agencies and has provided accounting services related to business combinations, share based compensation, revenue recognition, fair value measurements, variable interest entities and debt/equity transactions.

5 Amy Baldwin | **HEAD OF COMMUNITY RELATIONS AND CUSTOMER EVENTS, BASF**

Amy Baldwin is an inclusive and innovative communication and community relations leader with BASF Agricultural Solutions, North America. She specializes in transformational leadership, internal and external relationship cultivation and management and people development. She currently leads community engagement efforts and manages the customer events team. She entered BASF as the internal communication manager. Prior to BASF, she served in various roles in communication, marketing, development and events at universities and nonprofit organizations. She began her career in sports, first working for the Super Bowl Host Committee, then the Greater New Orleans Sports Foundation. She is an avid volunteer and is currently the President of the North Carolina Science Olympiad Board of Directors and the Development Chair for the North Carolina Museum of Natural Sciences Friends of the Museum Board of Directors. She is also the co-chair for the upcoming 2020 Raleigh Chamber of Commerce Women's Conference.

6 Rachael Boone | **FOUNDER, BEEVOLVEDHR**

Rachael Boone is the Founder of BeEvolvedHR an Human Resources and Leadership Coaching consultancy organization. Rachael's company vision was created out of her desire to inspire, empower & educate entrepreneurs, leaders, and aspiring leaders. She accelerates their personal and professional growth and takes great pride, mentoring them along their journey. Rachael teaches, speaks, and coaches individuals and companies with the necessary skills to become grounded in all human interactions. Rachael brings experience from holding HR leadership positions with Fortune 500 technology companies such as FujiFilm Medical Thermo Fisher Scientific. She has over 20 years of expertise in both private and non-profit organizations as a respected consultant in all areas of human resources management, corporate compliance, executive coaching, diversity, and quality management outcomes for staff and company growth & development. Rachael's life mission is to live as a gamechanger for women and women of color.

Mentors

BIOGRAPHIES

7 Laura Bunn | TRIANGLE MARKET PRESIDENT, FIRST HORIZON BANK

Bunn is the Triangle Market President for First Horizon Bank. She leads the Business Banking, Commercial Banking, Portfolio Management and Private Client teams ensuring successful client relationship growth and acquisition. Prior to joining First Horizon, Bunn was the Commercial Banking Market Leader for PNC's Eastern Carolinas region, where she led a team of commercial relationship managers that served eastern North Carolina and South Carolina. Previous roles include Regional Vice President of Commercial Markets for RBC Bank's Triangle region and Relationship Manager for Commercial and Business Banking.

8 Nimasheena Burns | DIRECTOR OF COMMUNICATIONS AND PROJECT MANAGEMENT, NORTH CAROLINA DEPARTMENT OF MILITARY AND VETERANS AFFAIRS

Nimasheena Burns serves as the Director of Communications and Project Management for the NC Department of Military and Veterans Affairs. She manages the North Carolina Defense Industry Diversification Initiative by investing in some of NC's most vulnerable companies to support the diversification of their contract and product portfolio. She was previously the Director of Public Affairs and Loan Marketing for the USDA Farm Service Agency NC office and an Outreach and Consumer Affairs Officer in the Office of the Attorney General for the NC Department of Justice. She currently sits on the NC Community College Foundation Board, the NC DIDI Advisory Board and Chairs the Board for H.A.P.E (Helping All People Excel). She is currently a candidate for Durham County Commissioner.

9 Laurie Clowers | VICE PRESIDENT OF COMMUNICATIONS AND MARKETING, WAKE TECHNICAL COMMUNITY COLLEGE

Laurie Clowers is Vice President of Communications and Marketing at Wake Technical Community College in Raleigh, NC. In this role, she oversees all internal and external communications, including marketing, public relations and digital communications. She is a member of the college's Strategic Enrollment Management committee, charged with driving enrollment through data-driven strategic planning and marketing. Prior to joining Wake Tech in 2007, Laurie was an award-winning broadcast journalist for more than 20 years. She has worked at several news outlets, including CNN in Atlanta and Washington, DC, WTTG-TV in Washington, DC, and most recently, WRAL-TV in Raleigh. Laurie is an alumnus of the Leadership North Carolina program, and is active in her community. She serves as president of the Holly Springs High School Dance Program Boosters organization and volunteers at St. Bernadette Catholic Church in Fuquay-Varina.

10 Angela Connor | FOUNDER AND CEO, CHANGE AGENT COMMUNICATIONS

Angela Connor is the founder and CEO of Change Agent Communications, creator of Angela Connor's Women Inspiring Women Conference and author of "18 Rules of Community Engagement: A Guide for Building Relationships and Connecting with Customers Online." She's an industry change agent with deep roots in journalism and strategic communications helping brands connect with and engage audiences. In July 2018, she launched Change Agent Communications, recently ranked a Top 25 PR Firm in the Triangle by TBJ. Having led social and paid media, digital and analytics teams at agencies like Capstrat and Ketchum as Executive Vice President, Media and Audience Engagement, Angela is a trusted advisor to the C-suite. At home in newsrooms and boardrooms, Angela is a veteran journalist with experience at NBC affiliates in Cleveland, Tampa, Miami, West Palm Beach and the South Florida Sun-Sentinel in Fort Lauderdale.

11 Jane Doggett | SENIOR LEASING REPRESENTATIVE, HIGHWOODS PROPERTIES

Jane is a licensed commercial real estate broker who specializes in office leasing and build-to-suit development for Highwoods Properties, Inc. Her office portfolio is comprised of over two (2) million square feet in 23 office buildings in the Raleigh and Cary market. Jane joined Highwoods in 1999 and has since completed over 510 lease transactions totaling over \$751 million in lease revenue. Previously, Jane specialized in Commercial Real Estate lending with Wachovia bank where she specialized in construction and permanent financing for office, flex, and retail projects. Jane is a past president of the NC CCIM Chapter and a past president of the Triangle Commercial Real Estate Women (CREW) Chapter. In the community, Jane currently serves on the WakeMed Foundation Board, Wells Fargo Board of Advisors for the Cary market and the Blue Ridge Corridor Alliance Board of Directors.

12 Elizabeth Doran | PRESIDENT & CEO, NORTH CAROLINA THEATRE

With over 20 years of experience as an arts leader and theatre producer, Elizabeth is CEO of NC Theatre in Raleigh, which connects regional theatre artists, students, and communities to Broadway and beyond through professional musicals and plays, as well as education and creative engagement programming. Elizabeth has successfully led several arts organizations serving as the CEO of San Diego Theatres, a performing arts center serving over 400,000 annually, executive director of The Pasadena Playhouse, the State Theater of California, and as managing director of The Actors' Gang in partnership with Oscar-winner Tim Robbins. Along with producing theatre internationally in Europe and South America, Elizabeth has worked on the development side of major Broadway-bound shows and has presented many Broadway touring shows. Beyond her depth of experience in producing and presenting the arts, Elizabeth's focus on education, audience development, and diversity and inclusion has attracted millions of dollars of funding to support programs which break down barriers by merging the arts into schools, universities, prisons, underserved and new-immigrant neighborhoods, and businesses.

Mentors

BIOGRAPHIES

13 Kacie Fore | SENIOR TRANSMISSION ENGAGEMENT SPECIALIST, DUKE ENERGY



Kacie Fore is a Senior Transmission Engagement Specialist at Duke Energy, one of the largest energy holding companies in the United States. In her role, Kacie has the responsibility of interacting proactively with the public on behalf of Duke Energy for transmission line and substation projects from project development through completion. Kacie has almost fifteen years of experience in the utility industry and has served in different roles within the company. She serves on the board of Girl Scouts North Carolina Coastal Pines and is the past Chair of the Raleigh Chamber Young Professionals Network. She is a member of the Junior League of Raleigh, Alpha Kappa Alpha Sorority, Inc. and is a 2016 Triangle Business Journal 40 under 40 winner. Kacie enjoys traveling, reading, and volunteering in the community. She and her husband, Brian, have twin boys that keep them on their toes.

14 Shelia Forte-Trammell | PRESIDENT/CONSULTANT, TOTAL HR SERVICES, LLC



Sheila is a retired IBMer, who held several Global Leadership positions. While at IBM, she designed and led HR Programs that improved employee productivity, engagement and retention. Based on the body of her work, IBM received the ASTD, Brandon Hall and Optimas awards for excellence in practice. Sheila also received several National, Local and IBM awards for workplace leadership, excellence in performance and impact. Sheila is the co-author of Intelligent Mentoring which was rated in the top ten book January 2010 by SHRM, Agile Career Development-translated in English, Mandarin and Japanese. She partnered with Cornell University to conduct a Global Longitudinal study on Leadership Development. The results of this study were published in the Journal of Applied Psychology March 2014.

15 Patricia Harris | DIRECTOR OF RECRUITMENT, UNC CHAPEL HILL, SCHOOL EDUCATION



Patricia currently serves as the director of recruitment in the School of Education at the UNC- Chapel Hill. She provides oversight for student recruitment initiatives and establishes collaborative strategies and programs designed to expand the pipeline of diverse candidates. She serves as the School of Education's Diversity Liaison and the Vice Chair of the Carolina Black Caucus. She is also a proud member of Alpha Kappa Alpha Sorority, Inc. Throughout her career, she has been committed to equity, college access, and improving outcomes for students of color. She has a track record of effectively closing achievement and attainment gaps for minority students. In 2010, Patricia was awarded the "Forty under 40 Shaker Award" by the Greater Southern Dutchess Chamber of Commerce. Harris is regarded as an expert in diversity recruitment and has been featured in several media outlets for her work in teacher recruitment.

16 Kristen Hess | CEO, PRINCIPAL, HH ARCHITECTURE



As the President, CEO, and business development leader of HH Architecture, Kristen works to build relationships within her community and throughout North Carolina. She is committed to providing opportunities not only to her employees but also by mentoring students and future community leaders. Kristen currently serves on the Greater Raleigh Chamber Executive Committee, the Governor's Council on Historically Underutilized Businesses, as well as the Board of Directors for the Girl Scouts of North Carolina Coastal Pines. In 2011, Kristen was awarded the prestigious Marshall Memorial Fellowship by the German Marshall Fund of the United States and the Zhi-Xing China Eisenhower Fellowship in 2016, where she forged global connections with Eisenhower Fellows all over the world. Kristen received her Bachelor of Architecture degree from North Carolina State University. Her passion for sustainable and client-focused design is a driving force in HH Architecture's continued growth and success.

17 Jennifer Hickerson | MARKET PRESIDENT, ALFRED WILLIAMS & COMPANY



Jennifer Hickerson is the Market President for Alfred Williams & Company's Triangle and Triad markets. Jennifer has extensive experience working with Fortune 500 companies and has been in the commercial interiors business for more than 10 years. She has served on many leadership committees and organizations including Women for Economic and Leadership Development (WELD) and International Facility Management Association (IFMA). In 2014, Jennifer and her family relocated to Raleigh, NC from Columbus, OH. Since moving to Raleigh, she has served on the Executive Leadership Committee for the March of Dimes and currently serves on the Board of Directors for Note In The Pocket, WakeEd Partnership, the Leadership Team for the Leukemia & Lymphoma Society, the planning committee for WeCare with the Boys and Girls Club and is active in the Greater Raleigh Chamber of Commerce.

18 Rhonda Hicks | SENIOR BUSINESS AND CREATIVE CONSULTANT, AGEM AND CONSULTING





Rhonda Smith Hicks is a wife, mother of two, IT professional, entrepreneur and cancer survivor. She holds a degree in Business Administration Management from Meredith College. 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 (AGEM), now AGEM and Consulting. Her latest venture, Project She™, is her personal passion. It is her hope this forum will serve as a place for women to support one another in the name of encouragement and positivity through the powerful bond of womanhood. She is a member of Delta Sigma Theta Sorority, Incorporated, whose main thrusts are Sisterhood, Scholarship and Service.

Mentors


BIOGRAPHIES

- 19**  **Cindy Kelley-Deaton | COO, GIRL SCOUTS - NC COASTAL PINES**
- A proven leader in non-profits, Cindy Kelley-Deaton has 25 years of experience in strategy advancement, governance, business and financial management and program development for youth, young adults and adult volunteers. For Girl Scouts, Cindy provides strategic direction to the core operational areas of membership, program, outdoors/camp, property, marketing and communications, advocacy, strategic initiatives and training. Her leadership and innovation have guided organizational change while ensuring all girls have access to the Girl Scout Leadership Experience and membership reflects the diverse communities we serve. She has championed innovative program, community collaborations and the addition of a service center in eastern NC, mobile program deployment and build of an innovative tree-house community. She has served as a board member for other non-profit, member-driven and community-based organizations focused on leadership, youth and women.

- 20**  **Deana Labriola | ATTORNEY, WARD AND SMITH, P.A.**
- 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. This includes serving as outside general counsel to a number of closely held companies inside and outside of North Carolina. Deana serves as the Raleigh office's Geographic Team Leader, and leads the firm's Technology Practice Group by representing a number of local technology and biotechnology companies in their corporate needs. Deana is an experienced corporate transactional attorney, and has worked on mergers and acquisitions, and other debt and equity financing from the seller, buyer, investor or borrower side.

- 21**  **Mondy Lamb | VICE PRESIDENT OF PHILANTHROPY, SPCA WAKE**
- When I was ten years old, my dog saved my life. With no hesitation, my family German shepherd threw himself between me and oncoming danger. And it would make for an incredibly compelling life story if that moment was the reason I currently work for a 501(c)(3) dedicated to helping dogs and cats in need and the families who love them. (It's not.) My true love is solving problems, and solving problems is at the heart of almost every nonprofit organization. Nonprofits benefit the public, further social change, and champion a better world. That's why I've spent the last 22 years helping nonprofits thrive through fundraising, communications, and the integration of digital strategies and data analytics across multiple channels. I work as the Vice President of Philanthropy for SPCA Wake, a \$4 million, mid-sized Raleigh nonprofit and the largest private animal welfare organization and shelter in the state of NC. SPCA Wake serves the central region of NC, actively working in 25 counties through collaborative partnerships that save pets and help people.

- 22**  **Tricia Lucas | CO-FOUNDER, LUCAS SELECT**
- Tricia Lucas is Co-Founder of Lucas Select, an award-winning, woman-owned, consulting and recruiting firm, and Founder of the Alliance of Women in Tech Leadership. She has over 30 years of experience with technology companies that include 9 startups as well as IBM and SAS, in sales, marketing, and recruiting roles. She is a published author and commentator in The Huffington Post, CBS Small Business Pulse, Fox News, Inc., Mashable, Dice, Recruiter.com, SheKnows.com, Jobvite.com, Bust.com, Ellevote.com, CareerCloud.com, FitSmallBusiness.com, and Career S.L. She also writes for GrepBeat, a media startup covering the tech community. Tricia is a Triangle Business Journal 2018 The Women in Business Award recipient, TiE Board Member, former Board member of Triangle American Marketing Association (AMA), Co-Chair of The Triangle Transitions Mastermind, and District Leader for the Humane Society of the United States.

- 23**  **Hon. Elaine Marshall | SECRETARY OF STATE, NC DEPARTMENT OF THE SECRETARY OF STATE**
- In 1996, Secretary of State Elaine F. Marshall became the first woman elected to statewide, executive branch office in North Carolina and has served as President of the National Association of Secretaries of State. 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. She has received numerous state and national awards, including the 2019 Brand Protection Hero Award from the Center for Anti-Counterfeiting and Product Protection (A-CAPP).

- 24**  **Jennifer Martin | EXECUTIVE DIRECTOR, SHOP LOCAL RALEIGH**
- Jennifer Martin is the executive Director of Shop Local Raleigh a division of the Greater Raleigh Merchants Association, a non-profit organization dedicated to connecting business and community together. The organization has over 900 members, owns and manages the Raleigh Christmas Parade and Brewgaloo, the state's largest craft beer festival, also named Best Beer Festival in America-USA Today, features over 100 North Carolina brewers and an attendance of over 50,000 people. Before moving to Raleigh, Jennifer attended the University of South Florida, earning her degree in Communications. She's worked with the Greater St. Louis Area Council Boy Scouts of America, served as the Executive Director for the Central Florida chapter of Susan G Komen for the Cure and has served in her current role for ten years.

Mentors

BIOGRAPHIES

25 Me'chelle McKenney | OWNER, 3RD DEGREE SOLUTIONS



Me'chelle is the Blueprint Leadership Strategist and CEO of 3rd Degree Solutions. Her successful career has taken her around the world speaking in the US, Europe and Latin America offering compelling and exciting life changing platform opportunities to speak before thousands. She empowers them with "Blueprint Leadership Strategies" to take significant next steps in their careers and personal development. As an Amazon Number 1 Best Selling Author and a John Maxwell certified Coach, Speaker, and Trainer; Me'chelle mastered the art of strategic leadership and developed the "Blueprint Leadership" Series of Workshops for Corporations, Entrepreneurs, Government and Financial Institutions, Women in Transition, College Students and Faith-based Institutions. Before becoming the Blueprint Leadership Strategist, Me'chelle worked as an organizational leadership consultant utilizing 25 years of extensive project management experience, certifications in Project Management Professional (PMP) and Scrum Master creating profitable and lasting solutions.

26 Shelley McPhatter | PRESIDENT, BRIDGEPOINT GENERAL CONTRACTING



Shelley McPhatter is the Founder of BridgePoint, a Durham based construction firm. With more than 20 years of experience in commercial construction, Shelley has grown her female-owned, HUB certified firm into a nationally recognized trio of construction companies. In 2007, Shelley founded BridgePoint Construction Services, which delivers unparalleled Owner's Agent services to developers, architects, facility managers, and owners. 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. Newest to BridgePoint is the Civil division, which Shelley co-founded with Jeremy Smith. BridgePoint Civil is a turnkey site development company that provides earthwork, underground utilities, paving and site concrete construction.

27 Teresa Merck | MANAGING DIRECTOR/ARCHITECT, INTERIOR ARCHITECTS



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. As Managing Director, I have extensive experience leading clients and project teams through the design process to develop a place that encompasses the client's culture that represents their unique style, values, and principles.

28 Lynn Minges | PRESIDENT & CEO, NORTH CAROLINA RESTAURANT & LODGING ASSOCIATION



Lynn Minges has served as President & CEO for the North Carolina Restaurant and Lodging Association (NCRLA) since December 2012. In this role she works to protect, educate, and promote the diverse interests of North Carolina's hospitality industry before the North Carolina legislature and lobbies against unfair governmental regulation. Prior to accepting her current position, Minges served as Assistant Secretary for Tourism, Film, and Sports Development with the North Carolina Department of Commerce. During her 20-year tenure, tourism revenues in the state more than doubled, cooperative marketing partnerships grew to more than \$6 million annually, and North Carolina grew market share to become the sixth most visited state in America. Minges currently serves as Secretary/Treasurer of the International Society of Hotel Association and is a Board Member of the NC Travel and Tourism Coalition.

29 Darelyn 'DJ' Mitsch | CEO, FOUNDER, MASTER COACH, THE PYRAMID RESOURCE GROUP INC.



Darelyn "DJ" Mitsch is a thought leader in the business coaching field, and founding member of the International Coach Federation — one of the first 25 coaches to earn a Master Certified Coach designation. She was the 6th President of ICF Global where she developed the template and committee to shape chapter development throughout the world. DJ is also the CEO of Pyramid Resource Group, Inc a 25 year-old award winning coaching company, and founder of Pyramid's Leadership and Healthcare Coaching Institute. Her core belief is that coaching has the power to change the global conversation, one leader, one team, and one company at a time. DJ created the Team Advantage, the original team coaching program in 1995 and has trained thousands of coaches throughout the world.

30 Christie Moser | VP MEMBER BUSINESS SERVICES, CARY CHAMBER OF COMMERCE



Christie has been at the Cary Chamber of Commerce for over 12 years and currently oversees the division for membership, events, and sponsorships. Within her organization, Christie has acted as the VP of Communications & Government Relations, created and fostered the Young Professionals division, as well as expanded the Leadership Cary programming, resulting in a program operating at maximum capacity of registrants. Christie works with a membership base of 1,200 from all over the Triangle and has seen Cary grow from a population of 97,000 to it's current size of 170,000. She is originally from Asheville, NC but moved here to attend NC State University where she obtained a bachelor's degree in Communications.

Mentors

BIOGRAPHIES

31 Gretta Nance | **BRAND DIRECTOR, AMELIA AESTHETICS (FORMERLY DAVIS & PYLE)**

Gretta Nance is determined to change your current view of plastic surgery, one story or joke at a time. With a passion for authentic and engaging social media and marketing, she has helped transform Davis & Pyle Plastic Surgery over the past 16 years from a 4 person practice to (currently) over 40. As the Director of Brand Development, she leads the practice's integrated brand marketing strategy to advance the awareness not only of Davis & Pyle - but great plastic surgery - while supporting its mission to educate, empower, entertain and empathize.

32 Jennifer Noto | **VICE PRESIDENT OF MARKETING, LOGICALLY**

Jennifer Noto is a seasoned Marketing and Communications professional. With over 15 years of experience, she has a strong background in Marketing, Communications, and Event Management. A 2005 graduate of UNC-Charlotte, Jennifer has been in a Marketing role for almost her entire career. Her passion for helping businesses improve brand recognition, company culture, and sales has led to increased profitability and employee retention for several companies. As Vice President of Marketing at Logically in Raleigh, NC, Jennifer is responsible for delivering full-scale Marketing Campaigns across all platforms including website, email, social media, events, and more. In her four years with the company, she has tripled the ROI for Marketing Campaigns, increased partner funding by over 40%, and helped the company achieve record profits. Her efforts have generated over \$5 million in marketing campaign revenue opportunities in four years. Jennifer is extremely dedicated to the success of the company and works with the Sales team to continue to drive company revenue and profit. She works closely with industry partners to secure funding and deliver a consistent and significant ROI year over year.

33 Kristie Nystedt | **PRESIDENT, RALEIGH BREWING COMPANY AND ABS COMMERCIAL**

Kristie Nystedt is owner and CEO of Raleigh Brewing- 20 bbl production brewery located in Raleigh NC, Atlantic Brew Supply-National Ecommerce distributor and retail warehouse also located in Raleigh, NC and ABS Commercial- National commercial brewing equipment manufacturer and distributor since 2012. As the first female owner of an NC brewery, she combines her passion of beer, quality and support of the industry with her love of the community. Prior to the beer industry Kristie spent over 20 years in corporate accounting/finance with her most recent position Director of Finance for Allscripts Healthcare.

34 Lori O'Keefe | **PRESIDENT/CEO, TRIANGLE COMMUNITY FOUNDATION**

Lori O'Keefe serves as president and CEO of Triangle Community Foundation. In addition to leading the operations and strategic vision of the Foundation, she works to ensure that the Foundation's donors and fundholders are engaged and connected to the causes they care about, and oversees programs to support the Triangle's entire nonprofit community for the benefit of our region. In her fifteen years at the Foundation, she has held positions of increasing responsibility in donor engagement and philanthropic services, and has served in her current role since 2012. During her tenure, the Foundation's assets have grown to \$250million with annual grantmaking of \$27million. Lori is a native of Ohio and studied applied music as an undergraduate at the State University of New York. She received a master of business administration degree with a specialization in arts administration, also from SUNY. She lives with her husband, Joe, in Wake Forest with their two daughters.

35 Sheila Ogle | **MANAGER, OGLE ENTERPRISES**

Sheila Ogle is an entrepreneur and community volunteer and is "the lady who lives in The Pink House". She founded MRPP a full service media advertising agency in 1987. During that time she renovated a historic mansion in Cary Downtown, The Matthews House Events Facility and Conference Center. She also started Integrated Clinical Trial Service. In 2012 she began the Cary Innovation Center, a business incubator focusing on main street businesses. She is a Trustee at Wake Tech Community College and serves a Chairwoman for the Towne Bank Cary Advisory Board. She is a founding board member for the Cary Community Foundation and The Cary Women's Giving Network. In August 2019 she published the book, The Pink House, circa 1830 A Love Story as a tribute to her late husband, Carroll Ogle.

36 Kerry Painter | **DIRECTOR & GENERAL MANAGER, RALEIGH CONVENTION AND PERFORMING ARTS COMPLEX**

Kerry began in Detroit at Tiger Stadium, Fox Theatre, Cobo Arena and the Detroit Opera House. Before coming to Raleigh, she held positions in San Francisco for a \$293M renovation/opening of City Hall, in Louisiana for Northshore Harbour Convention Centres' construction and operation, opened Scotiabank Convention Center in Niagara Falls Canada, and managed Cox Business Convention Center in Tulsa, Oklahoma. Now in Raleigh, she manages the Raleigh Convention Center, Red Hat Amphitheater, Duke Energy PAC and Live Nation the Coastal Credit Union Amphitheater. Since January the RCC won Exhibitor Magazine's best center for trade shows and events, installed Bee hives for sustainable practices, hosted record concert numbers at Red Hat Amphitheater and became the first PAC in NC KultureCity certified for autism guests. She sits on the IAVM Foundation, teaches at Venue Management School, initiated 100 Women of IAVM scholarships and teaches CEM classes domestic and internationally (Thailand and Bangkok.) She is a graduate of the UofM and received honorary degree in Hospitality/Tourism Management from Niagara College.

Mentors

BIOGRAPHIES

37



Cheryl Parquet | DIRECTOR, COMMUNITY AND DIVERSITY ENGAGEMENT, BLUE CROSS AND BLUE SHIELD OF NC

Cheryl Parquet is responsible for the development and implementation of all corporate-based philanthropic initiatives including community investments and outreach programs, employee volunteerism, and major community initiatives and strategic partnerships to help improve the health and wellness of North Carolinians. Over the past 11 years, she has worked to increase Blue Cross NC's corporate reputation and brand presence in the state through community investments and volunteerism while maintaining a focus on diversity. In 2019, Parquet was appointed to serve on the Commission for Volunteerism and Community Service by Governor Cooper. She is an active board member for East Durham Children's Initiative, NC Early Childhood Foundation and Wake Technical Community College Foundation. Parquet is a Goodmon Fellow and a graduate of Leadership North Carolina Class of XXVI.

38



Carrie Peele | PRESIDENT, MAKO DOCUMENTS

Carrie Peele is President of Mako Documents. A document management company that stores, scans, shreds and freeze dry wet document. We are the company with all the sharks on our cars. In 1990, with no capital other than three credit cards, Carrie Peele bought her first limousine on credit for \$15,000. That was the start of Blue Diamond Worldwide Transportation. A Raleigh-based, worldwide transportation company that she built into a multimillion-dollar business. She sold that business in 2014 To help other women find success in business, she founded the Triangle Power Lunch, which draws approximately 225 attendees to its networking luncheon meetings. She is the Chair for Raleigh-Durham Woman's Advantage® Forum for over 3 years.

39



Blair Reynolds | DIRECTOR, ANNUAL GIVING & STEWARDSHIP, WAKEMED FOUNDATION

Blair Reynolds was born and raised in Franklinton, North Carolina. She worked as a program director for over 7 years at InterAct, the only Domestic Violence and Sexual Assault agency in Wake County. In 2010, she joined the WakeMed Foundation as the Major Gifts Program Specialist. She currently serves as the Director of Annual Giving & Stewardship, raising funds to support healthcare, education and innovation in our community. Blair is very active in her community and continues to serve as an adviser for many young women and men. She is the former chair of the Raleigh Chamber's Young Professionals Network and currently serves on the Meredith College School of Business Advisory Board.

40



Sepi Saidi | PRESIDENT & CEO, SEPI, INC.

Sepi Saidi is a visionary leader who founded SEPI Engineering & Construction, Inc. (SEPI, Inc.) in 2001 and has led the company to become a premier, full-service consultancy firm offering concept to completion services, technical solutions, and inspired design for the built environment. A Professional Engineer and alumna of North Carolina State University, with degrees in Civil and Agricultural Engineering, Sepi has been named by the Triangle Business Journal as the 2018 Businessperson of the Year, was selected as a Charlotte Business Journal 2018 Women in Business Achievement Award winner, and has been inducted into the North Carolina Business Hall of Fame.

41



Heather Shanahan | EXECUTIVE DIRECTOR, RONALD MCDONALD HOUSE OF CHAPEL HILL

Heather Shanahan was honored to join the Ronald McDonald House of Chapel Hill team in August of this year, having served for the prior three years as a member of the Board of Directors. The mission of the RMH of Chapel Hill is to provide a "home-away-from-home" for families of seriously ill or injured children who must travel from across North Carolina and beyond for specialized medical treatment at an area hospital. Heather's interest in helping children who are at risk either medically or socially extends back to her time as a student at UNC-Chapel Hill and volunteering as a tutor and counselor at a school for incarcerated youth. Her first job offer after school was as a live-in counselor at a group home for troubled girls through Lutheran Family Services in Charlotte. Prior to joining the staff of the Ronald McDonald House, Heather spent 17 years in the financial services industry in various leadership roles. Heather and her husband, Dan, have four children, Griffin, Abbey, Julia and Joe.

42



Erin Smith | PRESIDENT, BAERING

As a hands-on president who spends the majority of her time working directly with clients, Erin offers the combination of industry knowledge, business acumen and communications expertise that companies need to adapt to change, out pace competition, and improve their relationships with stakeholders. From driving the agency's growth strategy and direction, to overseeing client delivery and success, she understands the value to clients and brands of delivering on great ideas—infusing everything we do with a sense of urgency and total commitment to results. Erin joined BAERING in 2010 as an account executive and has continued to rise through the ranks since then. She is a key player in the growth of the firm, both internally and externally expanding its service offerings to become fully integrated and meet the ongoing demand to provide creative, branding, and digital services.

Mentors

BIOGRAPHIES

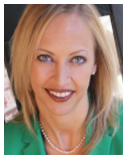
43



Marlene Spritzer | SENIOR DIRECTOR, LEE & ASSOCIATE

Marlene is a commercial real estate expert specializing in representing corporate end-users, both tenants and owner-occupants. She focuses her practice on life science and technology companies of all sizes as well as medical offices, law firms and other corporate occupiers of lab, office, industrial and flex facilities. Her unique background as an attorney with an undergraduate degree in Chemistry, coupled with her Certified Commercial Investment Management (CCIM) certification and over 22 years of commercial real estate transactional experience, brings a strong knowledge base to her clients. Marlene's approach is to have a thorough understanding of the client's business in order to effectively advise a client on space use. Marlene is a Senior Director at Lee & Associates. Marlene entered the commercial real estate field in 1997. Prior to 1997, Marlene was a member of the legal staff of Duke University where she was Assistant University Counsel for Health Affairs.

44



Jodi Stamey | VICE PRESIDENT, ADVANCEMENT, WILLIAM PEACE UNIVERSITY

Jodi Stamey is the Vice President for Advancement at William Peace University where she provides overall leadership of the fundraising, alumni and donor relations programs. Jodi has more than 12 years of experience in higher education administration, strategic planning, and fundraising. Previously she was the Director of International and External Relations for Ross University School of Veterinary Medicine in St. Kitts. She also held several positions at Campbell University's College of Pharmacy and Health Sciences, including Assistant Dean of External Relations. Jodi is a Board Member of the Council for Advancement & Support of Education District III. She is a past-president of the NC State Communication Alumni Society Board and a member of the Raleigh Public Relations Society Board.

45



Leslie Walden | VP PUBLIC AFFAIRS, FIDELITY INVESTMENTS

Leslie Lillard Walden is Vice President Public Affairs for Fidelity Investments, the largest mutual fund company in the United States, the No. 1 provider of workplace retirement savings plans and a leading online brokerage firm. She oversees government and community relations for Fidelity 6,000 associates in Florida, New Jersey, New York and North Carolina. Leslie joined Fidelity in 1998, managing marketing communications launches for new products and services. Previously, Leslie served as communications director for NC Secretary of Crime Control and Public Safety Richard Moore and U.S. Transportation Secretary Federico Pena; and, as press secretary to U.S. Sen. John Kerry. She is a founding member of Fidelity's women's leadership group and regional executive for Aspire, Fidelity's employee resource group for African-Americans and Latinos. Leslie lives with her husband, realtor Jay Walden, two teen boys and a rescue puppy in Chatham County.

46



Kimberly Williams | REALTOR/OWNER, RIGHT TIME REALTY

Kimberly has been a licensed Realtor/Broker since 2002. She is the owner of Right Time Realty. In 2018 she completed Leadership Triangle to become a Goodman Fellow. Her certifications include Graduate Realtor Institute-GRI, Accredited Buyer Representative-ABR, NC Workforce Housing Specialist, Freddie Mac Credit Smart Instructor, and E- Pro and NC Real Estate Appraiser Trainee. She serves on the Diversity Committee and as a State Political Coordinator for the North Carolina Association of Realtors. She serves on the Board of Directors for Boys and Girl Club of Durham and Orange Counties and Durham Alumnae Delta House Inc. Kimberly is a member of Delta Sigma Theta Sorority Inc. and Junior League of Durham and Orange Counties where she volunteers with programs aimed at bettering Triangle communities. She is married to Timothy Williams and the mother of two children Ashley and Bobby.

Thank you

NATIONAL SPONSOR



NATIONAL PARTNERS



bizwomen
TRIANGLE BUSINESS JOURNAL
MENTORING
MONDAY