

2025

REACH

HER

Recognize
Encourage
Advance
Connect
Her

REACH Women's Conference
April 23, 2025 • Winston-Salem, NC

presented by

REACH
Women's Network

Welcome to the REACH Women's Conference! Today is YOUR day — a day for reflecting, connecting, and reclaiming momentum. As women, it can be a challenge to make time for ourselves, but by being here, you are demonstrating a commitment to invest in yourself. We hope our panels and workshops will generate new ideas for your journey. We encourage you to meet the women around you and lean into their support as you contribute to the wisdom in this dynamic room.

There is so much at stake for women at this moment. Since the first REACH Women's Conference in 2020, women in the workplace have made progress. Women today hold 29% of C-suite positions, up from 21% five years ago. Parity remains elusive though, as men continue to outnumber women at every organizational level.

From the very beginning of the pipeline, women face barriers to advancement: pay equity, the “broken rung” of early promotion to manager, the “motherhood penalty,” lack of affordable childcare, and racial and gender bias in workplace cultures. REACH is activating partnerships to advance conversations and initiatives around these challenges here in our community.

We are living in a moment in history in which, more than ever, women need to unite and stand together. As we navigate uncertainty in our quest for gender and racial equity in this country, we must continue advocating for ourselves and for other women across our organizations and communities. We are proud to keep marching, hand in hand with each of you, in this work towards a more inclusive and equitable future.

Onward and upward,

Iris & Julia

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

Source: McKinsey and Company Women in the Workplace Survey and Report 2020 and 2024.



About REACH Women's Network

Sparked by the conversations and experiences of 14 diverse working women, REACH Women's Network has grown to a network of over 250 incredible women in six years. Now more than ever, our mission to advance economic development and promote gender equity is critically important for elevating the collective voice and influence of women in the workplace.

There is space for you here. Whether you are leading an organization, looking to return to the workplace, aiming to build your confidence, designing ways to level up, or seeking connection with diverse women, you will find meaningful value from being a REACH Member.

Our Membership Enrollment period is now open. Learn more on page 39.

Thank you, sponsors!



The REACH Alliance represents an ongoing annual partnership supporting the work of REACH Women's Network and the economic advantage women bring to the workplace.



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ACADEMY and COLLEGE



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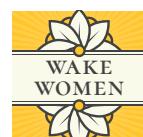
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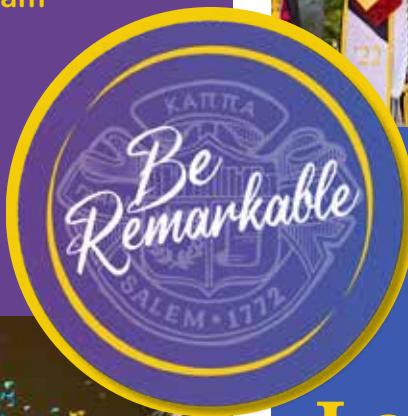
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ACADEMY and COLLEGE

Inspiring Remarkable Leaders in STEAM

Educating girls since 1772, Salem Academy fosters **compassionate and creative** leaders. Our interdisciplinary **STEAM** program provides highly desired specialties while providing a strong, college-preparatory curriculum.

SALEM
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Inspiring Remarkable Leaders in Health

Salem College, a women's college grounded in the liberal arts, values its students as individuals, develops their **leadership potential**, and prepares them to create **healthier and more equitable communities**.

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Conference Agenda

#REACHws

8:45 – 9:30a **Registration + Arrivals**

9:35 – 10:00 **Welcome + Introductions** (Salem 2)

Cheryl Lindsay, Emcee

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

10:00 – 10:45 **Morning Keynote** (Salem 2)

How to Walk into a Room: Leading from the Inside Out

Emily P. Freeman, Author

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

Accelerating Aspiring Women into the Corporate Boardroom (Winston 3)

Maximizing Generational Dynamics in the Workplace for Success (Salem 1)

Pay Equity for Women: Is it Possible? (Salem 3C)

Leadership Preparedness in a Changing Diversity, Equity, and Inclusion Landscape (Salem 3A/B)

12:00–1:15p **Lunch Program** (Salem 2)

“What Happens When A Woman Takes Power?,” “I’m Gon’ Stand,” and “Keep Marching”

Performed by **The Burke Singers** from Winston-Salem State University

1:30 – 2:20 **Afternoon Breakout Sessions** (Descriptions on Page 17)

Lead with Purpose: The Trailblazer Journey (Salem 3A/B)

Navigating Your Career with Intention and Confidence (Winston 3)

Elevating Your Executive Presence and Brand (Salem 1)

Self-Care Tips Every Busy Woman Should Have in their Toolbox (Salem 3C)

2:30 – 3:15 **Closing Keynote Fireside Chat** (Salem 2)

Women Leaders Rising: Actionable Strategies to Create Gender Equity in Leadership Faster

Jennifer McCollum, President and CEO of Catalyst

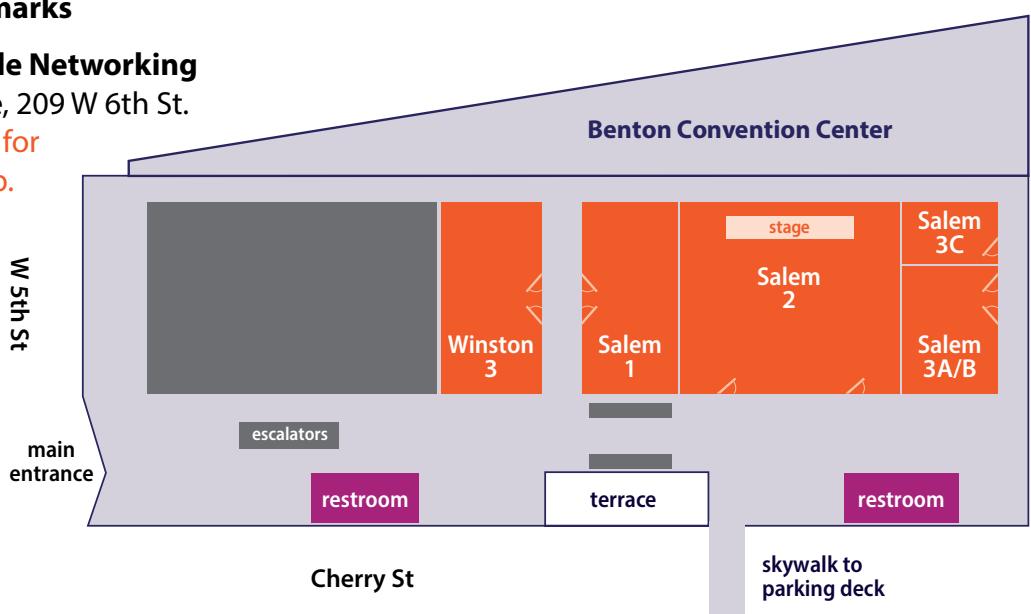
Tiffany Tate (moderator), CEO + Founder of Career Maven Consulting

3:15 – 3:30 **Closing Remarks**

3:30 – 5:00 **Mix & Mingle Networking**

6th and Vine, 209 W 6th St.

See Page 33 for walking map.





We proudly invest in women

Bank of America supports the economic empowerment of women at our company, in our communities and around the world. We partner with organizations to provide 1.3 million hours of training to more than 135,000 women entrepreneurs, along with access to capital to help them build their businesses.

Within our company, women make up over 50% of our global workforce — and we continue to recruit, develop and help them succeed within our organization.

What would you like the power to do?®



Greg Cox
Market President, Bank of America Triad
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**Greater Winston-Salem Inc.
is proud to be the first
supporter of the
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Our missions align in fostering leadership, growth, and opportunity for women in business and beyond.



Our programs help professional women thrive.

Discover tools, resources, and connections for your career and business success.

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WINSTON-SALEM STATE UNIVERSITY
is a proud supporter of the REACH Women's Network.

*WSSU applauds your commitment to empowering
professional women to promote gender equality.*

ENCOURAGING - ADVANCING - AND CONNECTING WOMEN

KeyNOTES

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

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



Stop by The Pink Couch

for photos with friends and colleagues

Tag **@REACHwnws** on    **#REACHws**





Gender parity is central to our workplace values at Reynolds American Inc. We proudly support the REACH Women's Network and its mission to strengthen our workplaces, economy, and community by promoting gender equality.

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Morning Breakouts

11:00 – 11:50

Maximizing Generational Dynamics in the Workplace for Success (Salem 1)

Exploring the complexities of generational expectations in the workplace, join this panel as they address common misconceptions and how to foster an inclusive environment for innovation and growth. This group of extraordinary women will explore strategies for bridging generational gaps and creating a supportive workplace that values every voice and experience.

Alexandra Salas – CEO, Business Council for Peace

Renee Just – Department Chair, Accounting and Business Admin., Forsyth Technical Community College

Taylor Walker – Asst Director of Marketing Comm. and Strategic Priorities, Winston-Salem State University

Christina Elson (moderator) – Executive Director, Center for the Study of Capitalism at Wake Forest Univ.

Pay Equity for Women: Is it Possible? (Salem 3C)

Led by a seasoned human resources professional, this workshop discusses the challenges of finding and retaining employees in a rapidly changing economy. Participants will explore the crucial concept of pay equity, its significance for women in the workforce, and how assessing pay can address systemic racial injustices tied to wage inequality. This session will provide valuable insights and practical tools to promote fair compensation practices.

Sally Loftis – Managing Director, Loftis Partners

Accelerating Aspiring Women Into the Corporate Boardroom (Winston 3)

Despite media attention on the lack of women on corporate boards, getting on a board is still a major and confusing undertaking. Join this panel for an insightful session on securing paid corporate board positions, where you will learn how to strategically leverage your professional network and enhance your board readiness. We will demystify the board search and give you the scoop on everything from board bios to recruiters to platforms that connect candidates with board opportunities and board education programs.

Abby Donnelly – CEO Coach and President, The Leadership & Legacy Group

Marybeth Hays – Public + PE Board Member; Advisor, Hays Advising LLC

Lily Chang – Retired PE Executive; Board Director

Steven Smulowitz (moderator) – Asst Professor of Management, Wake Forest University School of Business

Leadership Preparedness in a Changing Diversity, Equity, and Inclusion Landscape (Salem 3A/B)

In today's rapidly evolving environment, leaders must skillfully navigate complex challenges. This workshop will encourage attendees to envision the future of diversity, equity, and inclusion in their organizations. Attendees will be equipped with practical tools and strategies for handling difficult conversations, modeling inclusive behaviors, refining messaging and communication, and building resilience to sustain inclusive cultures where everyone can thrive.

L'Oreal Neal – Program Director, Advocate Health

We're honored to support REACH Women's Network.

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



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Breakout Notes



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





“Goodwill
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Elena, a single mother from Ukraine, struggled to find work despite her education in business and teaching. Goodwill's scholarship for a CNA program covered all expenses, removing financial barriers. Now thriving as a CNA, she's considering further education and credits Goodwill for transforming her life and showing her daughter the power of perseverance and pursuing one's dreams.

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is committed to fostering partnerships that

**AMPLIFY LEADERSHIP, SPARK INNOVATION,
AND CREATE LASTING CHANGE**

in our community and beyond.

Wake Forest University is proud to partner with REACH Women's Network to champion the power of collaboration and the strength of women's leadership while fostering an inclusive and thriving professional community.



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

**WE BELIEVE EMPOWERED
WOMEN EMPOWER WOMEN.**

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



INMAR.COM



KATHY HAYDEN,
SVP of Strategic Partnership
- MarTech at Inmar
Intelligence, panelist
of the *Navigating Your
Career with Intention and
Confidence* session

Afternoon Breakouts

1:30 – 2:20

Lead with Purpose: The Trailblazer Journey (Salem 3A/B)

Leaders are made, not born! Leadership is a toolkit, not a personality trait. This session will showcase an extraordinary panel of experienced leaders who will share leadership principles they have leveraged to authentically, compassionately, and boldly lead in critical moments in their careers.

Mary Claire O'Brien, MD – Emerita Professor of Emergency Medicine, Wake Forest Univ. School of Medicine
Snow Daws, MD – Orthopaedic Surgeon, Novant Health

Kimberly Moore-Wright – Chief Teammate Officer and Head of Enterprise Diversity and Chief Human Resources Officer, Truist

Christy Canary-Garner – Senior Vice President of Consumer Marketing, Reynolds American Inc.

Mercy Eyadiel (moderator) – Asst VP, Career Development & Corporate Engagement, Wake Forest University

Navigating Your Career with Intention and Confidence (Winston 3)

Join us for an insightful panel discussion featuring experienced professionals who will share their journeys of purposeful career transitions. Participants will learn the importance of aligning personal values with career goals, identifying transferable skills, and leveraging professional networks to navigate change successfully. Through compelling stories and practical advice, attendees will gain valuable strategies to overcome challenges, embrace continuous learning, and build confidence during their own career pivots.

Jalonda Thompson – Consultant and Speaker

Kathy Hayden – SVP, Strategic Partnerships for the MarTech Division, Inmar Intelligence

Lara Nester – Assistant Director of Development for Parents Giving, UNC Chapel Hill

Mary Tribble (moderator) – Consultant and Host, Wake Women Podcast

Elevating Your Executive Presence and Brand (Salem 1)

In this workshop, participants will explore the key elements of executive presence and discover practical strategies to enhance their leadership influence. Through models of self-discovery and reflection, attendees will learn how to improve their communication, confident decision-making, and authority in high-stakes situations. By the end of the session, participants will leave increased confidence to lead others, as well as their career advancement.

Selena McLaughlin – Diversity & Inclusion Program Manager, Bank of America

Carmen Canales – Chief Human Resources Officer, ThriveMore

Chris Douglas – Partner, Womble Bond Dickinson

Barbara Maida-Stolle (moderator) – President and CEO of Goodwill Industries of Northwest NC

Self-Care Tips Every Busy Woman Should Have in their Toolbox (Salem 3C)

In this engaging panel, experienced leaders will explore the critical importance of mental wellness for women in high-pressure roles. They will discuss effective strategies for managing stress, overcoming imposter syndrome, and fostering self-compassion, drawing from their own transformative journeys. Attendees will gain valuable insights and practical tips to prioritize their mental health while leading with confidence and resilience.

Linda McRae – President/CEO, HOPE Counseling & Consulting Services

Leigh Burgess – CEO & Founder, Bold Industries Group

Tracy Brack – Registered Nurse Case Manager, Atrium Health Wake Forest Baptist Hospital

Alexia Mitchell (moderator) – Owner & Clinical Director, Reset and Heal PLLC



Always reach for remarkable.

At Novant Health, we believe that empowering women empowers the world. That is why we are a proud sponsor of the 2025 REACH Women's Conference, which encourages professional women to Reach Up in their careers, Reach Over to each other and Reach Back to champion the next generation of women in the workplace.

NovantHealth.org

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HEALTH

Notes to Self

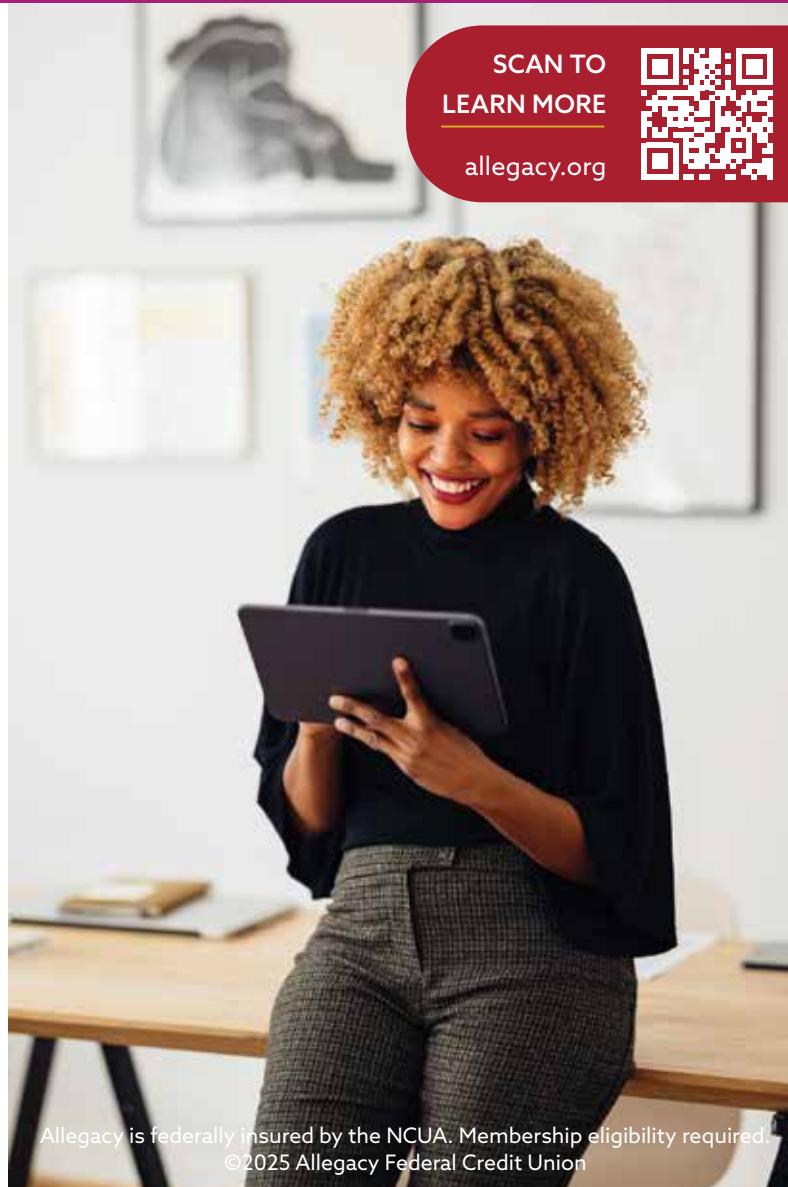
What do you want to do differently in 2025 to improve the world around you?

What do you want to do differently in 2025 to improve your own life and health?

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Kami Leslie - Director of Community Development

Michael Buckovich - Founder - Executive Director

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ART RESTART PODCAST

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reinventing their fields and building a new
landscape for the arts.

Featuring interviews with:



Mary Fox
Artistic Director, Zeitgeist Arts



Anita Fields
Multi-Disciplinary Artist



Sarah McCombie
Singer/Songwriter, Chatham Rabbits



Art 25: Art in the 25th Century
*Jocelyn Kapumealani Ng, Lisa Jarrett, and
Lehua M. Taitano*



More at uncsa.edu/artrestart

Speaker Bios

REACH
2025 Women's Conference



TRACY BRACK

As a dynamic speaker with high energy and engaging delivery, Tracy has empowered hundreds to overcome adversity and win at life. She is a licensed registered nurse, certified legal nurse consultant, certified trauma support specialist, certified relationship health educator, and serves as the Legal Nurse Consultant for Brack & Associates. She has served on the Board of Directors for the National Coalition Against Domestic Violence and the Georgia Coalition Against Domestic Violence Programmatic Task Force. Featured in the *Atlanta Journal-Constitution*, she is also a recipient of the Cingo Circle & Shield Community Heroes Award in Atlanta, Georgia.



LEIGH BURGESS

Leigh is a thought leader, speaker, and connector who ignites and supports bold journeys. After more than 20 years in healthcare, she founded Bold Industries Group, a platform that unites, inspires, and empowers women through a global network of initiatives. Her work includes Bold events, the Bold Leaders Collective membership, *The Bold Lounge* podcast, and speaking, coaching, and consulting opportunities. Leigh's mission is to empower women to lead boldly and authentically, leveraging her expertise to foster connection and growth.



CARMEN CANALES

Carmen is a seasoned Chief Human Resources and Inclusion Executive with expertise spanning healthcare, education, financial services, and consulting. She is a sought-after speaker on resilience, inclusion, and leadership, and is passionate about fostering engagement and belonging to build high-performing teams. Carmen was named CHRO of the Year by *HRO Today* and was listed among Diversity MBA's Top 25 Inclusive Leaders. She holds a Master of Labor and Industrial Relations from Michigan State University, serves on its Advisory Board, and was appointed to the Forsyth Technical Community College Board of Trustees by Governor Roy Cooper.



CHRISTY CANARY-GARNER

Christy is a passionate marketeer and people-first leader with 30+ years experience at BAT/Reynolds. She is a seasoned professional known to deliver thought leadership, build high performing teams, and cultivate a culture of inspiration and empowerment. As the leader of the Combustible Category within Reynolds, Christy challenges herself and her teams to push beyond their comfort zone, be purpose-driven, and invest energy in their personal brand. Christy leads by example and brings her authentic self to work every day.



LILY W. CHANG

Lily is a seasoned public company board director, currently serving on the board of Big 5 Sporting Goods, where she is a member of the audit and nominations/governance committees. Previously, she served on the board of JOANN Stores, helping take the company public and diversify its board. Lily holds the NACD Cybersecurity Oversight Certification and is a Qualified Financial Expert. A former private equity executive at Leonard Green & Partners, she founded the firm's Portfolio Services team and the LGP Women's Executive Forum. Her career includes leadership roles at The Walt Disney Company and Procter & Gamble. Lily earned an MBA with distinction from Harvard Business School and a BA in quantitative economics from Stanford University.



SNOW DAWS, MD

Dr. Snow Daws is an orthopedic surgeon with Novant Health Orthopedic & Sports Medicine Institute. She specializes in treating foot and ankle injuries with minimally invasive procedures. Dr. Daws completed her medical training and Orthopedic Surgery residency program at Wake Forest University School of Medicine, along with a fellowship in foot and ankle orthopedics at the University of California – Davis. Dr. Daws is a native of the Triad and enjoys taking care of all patients, including competitive athletes and weekend warriors.

A SAFE PLACE CAN CHANGE SOMEONE'S WORLD



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To make a life-changing donation to the campaign, visit GiveOneStepCloser.org



Quick Tips for stress reduction

Visual reset

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

Lion's Breath

- Breathe in deeply through your nose.
- Open your mouth wide, stick out your tongue, and roar like a lion.
- Exhale through your mouth.
- Repeat for several cycles





ABBY DONNELLY

Abby Donnelly is the CEO and President of The Leadership & Legacy Group, specializing in leadership development, succession planning, and business strategy. With expertise in guiding business owners, CEOs, and multi-generational family businesses, Abby helps navigate complex decisions and challenging conversations to ensure smooth transitions and successful outcomes. She serves on two corporate boards (First Bank and ABCO Automation) and two nonprofit boards (Cone Health and the Crescent Rotary Club Foundation).



CHRIS DOUGLAS

Chris is a litigation partner at Womble Bond Dickinson with extensive leadership experience within the firm. She has served as Mass Torts Practice Group Leader, Chair of the Budget Committee, and a member of the Firm Chair Nominating and Governance Committees. Chris currently leads two teams: one focused on litigation management for large corporate clients and another specializing in providing medical and scientific support for litigation and regulatory matters. Her expertise spans litigation, client management, and interdisciplinary team leadership.



CHRISTINA ELSON, PhD

Dr. Elson is an anthropologist with expertise in research, business, and media. She champions free markets as a pathway to unlocking creative and entrepreneurial potential. As the John A. Allison Executive Director of the Center for the Study of Capitalism at Wake Forest University since 2020, Dr. Elson leads discussions on capitalism's role in shaping the future with an interdisciplinary approach. Previously, she was a Curatorial Associate at the American Museum of Natural History and a staff anthropologist for *National Geographic Magazine*. Dr. Elson holds a Ph.D. in Anthropology from the University of Michigan and an MBA from the University of Maryland, College Park.



MERCY EYADIEL

Mercy is a nationally recognized leader in career development with over 25 years of experience at Vanderbilt, Stanford, and Wake Forest University. As Associate Vice President of Career Development and Corporate Engagement, she oversees strategy for career initiatives, alumni engagement, and employer relations, supporting over 5,000 students and 19,000 alumni. Mercy has been quoted in *Bloomberg*, *Fortune*, and *The New York Times* and is inspired by guiding others towards fulfilling careers that are shaped by their values, purpose, and mission.



EMILY P. FREEMAN

Emily is a *New York Times* bestselling author of six books, including *The Next Right Thing: A Simple Soulful Practice for Making Life Decisions* and *How to Walk into a Room: The Art of Knowing When to Stay and When to Walk Away*. With a master's degree in Spiritual Formation and Leadership from Friends University, Emily creates soul space and offers spiritual companionship for those experiencing decision fatigue. Her writing has appeared in *Today Parents*, *Christianity Today*, and *Patheos*. Host of the nationally ranked podcast *The Next Right Thing* (26+ million downloads), Emily also shares wisdom through her newsletter, *The Soul Minimalist*.



KATHY HAYDEN

Kathy Hayden serves as Senior Vice President of Strategic Partnerships for Inmar's MarTech Division. With over 30 years of experience in the consumer packaged goods (CPG) industry, she has held leadership roles across both large and small companies. Alongside her professional achievements, Kathy is deeply committed to her roles as a wife, mother, daughter, and sister, embodying a balance of career success and family dedication.



MARYBETH HAYS

Marybeth has extensive leadership experience from a 25+ year career in retail and consumer products. She serves on four corporate boards, including Reckitt Benckiser Group, a \$18B UK-based global company known for brands like Lysol, Enfamil, and Mucinex. Her private equity board roles include Leapfrog Brands and Decowraps. Previously, Marybeth was an EVP for Walmart US and held executive P&L positions at Walmart China, Sam's Club, Lowe's Home Improvement, and Hanesbrands. She is also a Trustee of Wake Forest University.

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Bookmarks is intentionally designed around the thrill of difference and the pursuit of interconnectedness. Whether you're purchasing a book or attending our events, you're contributing to a more connected community for everyone.



RENEE JUST, EdD

Dr. Just serves as the Department Chair of Accounting and Business Administration at Forsyth Technical Community College. With over 15 years in higher education and an EdD in leadership and learning from Vanderbilt University, she brings a strong academic and professional foundation. After two decades in the corporate sector, Dr. Just launched a consulting practice to support small business owners and entrepreneurs in crafting business plans, setting strategic goals, and developing actionable strategies to achieve success.



CHERYL LINDSAY

Cheryl is the Director of Associate & Community Relations at Hanesbrands. She is a dedicated human resources professional with more than 33 years of experience. Cheryl is also the President and Founder of Red H.E.A.R.T (Help Educate And Reduce Risk Today), which aims to reduce life-threatening heart disease through education, awareness, and demonstration of healthy living techniques. She is a certified transformational life coach and is President of Best Life! Best You! LLC, a health and wellness coach business.



SALLY LOFTIS

Sally is a consultant specializing in human resources, organizational development, and social justice, with a focus on advancing pay equity. She earned a MS in Organization Development from Pepperdine University, where her thesis centered on pay equity in nonprofit organizations. Sally is dedicated to co-creating workplaces that prioritize living wages, racial and pay equity, and fostering meaningful human connections. Her approach leverages appreciative inquiry and the strengths of individuals to build equitable and thriving organizational cultures.



JENNIFER MCCOLLUM

Jennifer is President & CEO of Catalyst, a global nonprofit advancing gender equity through workplace inclusion. As Catalyst's sixth CEO, Jennifer partners with organizations worldwide to create workplaces that work for women. A nationally recognized speaker, coach, and author of *In Her Own Voice: A Woman's Rise to CEO*, Jennifer is a thought leader on closing the gender equity gap and fostering inclusive leadership. Jennifer also held leadership roles at Linkage, Gartner, and Korn Ferry. She holds degrees from Wake Forest University and the University of Stirling.



SELENA MC LAUGHLIN

With over 25 years of experience leadership development and client-centric business strategy, Selena is a recognized leader in diversity and talent development. She was recently honored as a *Triad Business Journal* Top Leader in Diversity and named the Most Valuable Contributor of the Triad by Bank of America. As the leader of Bank of America's multi-award-winning enterprise talent development program, she oversees its strategy, execution, and global impact. Additionally, Selena serves as Co-Chair for Volunteerism in the Triad Market.



LINDA MCRAE, PsyD

Linda is the founder and CEO of HOPE Counseling & Consulting Services, Inc. and co-founder of More Than Conquerors, Inc. Honored as a *FOX 8 News* Remarkable Woman, by The Legacy Foundation for Women, and by The Centers for Disease Control for her globally broadcast animated cancer story, Linda's impact reaches far and wide. Despite her professional achievements, Linda considers supporting her husband, Reverend Ronald McRae, and being a role model to their eight children her most meaningful purpose and greatest success.



BARBARA MAIDA-STOLLE

Barbara is the president and CEO of Goodwill Industries of Northwest North Carolina. She is a visionary leader known for building high-performing teams and forging strategic pathways with an emphasis on collaboration, empowerment, community partnerships, and initiatives that foster economic mobility, diversity, and social impact. Barbara held executive roles at Goodwill Industries of the Southern Piedmont and co-founded Stolle Technology Inc. She earned degrees from High Point University and Wake Forest University.

Messages worth **SHOUTING**

Girl on the Roof amplifies the message, exposure, and impact of nonprofit organizations and principled businesses.

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

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ALEXIA MITCHELL

Alexia is a Licensed Clinical Therapist-Associate and the Founder of Reset and Heal, PLLC, a mental health consulting company that partners with public and private sectors, nonprofits, educational institutions, and faith-based organizations to provide trauma-informed therapy, maternal health advocacy, and yoga. A leader in advancing mental health equity for women and minorities, Alexia co-founded the Black Mental Health Summit. She received 40 Under 40 honors from Winston-Salem State University and UNC-Greensboro.



KIMBERLY MOORE-WRIGHT

Kimberly is the Chief Teammate Officer at Truist Financial Corporation, overseeing teammate relations, talent acquisition, inclusion, and more. She also leads the Truist Leadership Institute and is a member of the Operating Council. Kimberly is involved in community service with Freedom School Partners, the Greater Charlotte Go Red for Women campaign, and the National Urban League. She holds an undergraduate degree from UNC-Charlotte, an MBA from North Carolina State University, and a graduate degree from ABA Stonier Graduate School of Banking.



L'ORÉAL NEAL

L'Oréal leads the planning and strategic development of Diversity, Equity, and Inclusion (DEI) initiatives, including professional development programs, inclusive hiring practices, and teammate resource groups. She holds a B.A. from UNC-Chapel Hill and a Master's degree from Elon University's Love School of Business. Her dedication to DEI and career equity has enabled her to train teams across Europe, Asia, and North America on best practices for acquiring, developing, and retaining diverse talent.



LARA NESTER

After earning a BA and MBA from UNC, Lara embarked on a career spanning diverse industries. Through intentional career exploration, disciplined networking, and effective storytelling, she transitioned into her dream field—fundraising in higher education. With a mission is to empower others to define and achieve success on their own terms, Lara shares insights and strategies with late bloomers, college students, early-career professionals, and anyone seeking to pivot into roles that align with their strengths and aspirations.



MARY CLAIRE O'BRIEN, MD

Dr. O'Brien is Professor Emerita of Emergency Medicine at Wake Forest University School of Medicine. For decades she led multidisciplinary teams in the care of critically ill and injured patients, spearheaded public health and advocacy efforts related to college drinking, and held leadership roles in her department, the medical school, and national academic organizations. Dr. O'Brien is an accomplished and enthusiastic public speaker and a prolific writer with a superpower for mentoring.



ALEXANDRA SALAS

As the leader of Bpeace's global impact initiatives, Alexandra brings a wealth of experience from her early career in private equity and investment banking, including work in Argentina and Brazil. She now mobilizes the Bpeace community of high-impact job creators. A women-founded and led organization, Bpeace is dedicated to empowering women to grow and build successful businesses. In 2023, Bpeace's impact included 1,000+ formal jobs created, \$450M added to local economies, and 48,000 lives improved, with 74% of businesses led by women.



STEPHEN J. SMULOWITZ

Stephen J. Smulowitz brings legal, regulatory, and academic expertise to board governance. Holding a law degree from the University of Pennsylvania, he began his career at the U.S. Securities and Exchange Commission, gaining insights into corporate law and compliance. As Senior Advisor at the Professional Board Forum, he facilitated board education and strategy sessions with board chairs at large global firms. His research at the IMD Global Board Center and Wake Forest University focuses on women on boards, corporate governance, and ethical leadership.

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We believe in the power of women. We're proud that over 25% of our advisors are women, and women lead at every level, from ownership to executive roles.

Together, we foster an environment for women to thrive and shape their financial futures.

Ready to take control of your financial future? Scan the QR code to connect with Erica and schedule a time to discuss your financial goals.





TIFFANY TATE

Tiffany is a sought-after keynote speaker, leadership coach, and CEO of Career Maven Consulting, where she partners with organizations to develop leadership pathways that engage, advance, and retain mid-level professionals and emerging executives. Tiffany's expertise in leadership development, DEI, and talent management has been featured in top-tier media outlets including *Forbes*, *CNN Business*, and *The Muse*. Tiffany's message of Decide and Do Good Work resonates with audiences seeking tools to navigate pivotal career moments.



JALONDA THOMPSON

Jalonda is a dynamic higher education leader with over 15 years of experience promoting student success and equity at private and public flagship universities in the Southeast. A published author and sought-after speaker, she is recognized for her impactful work in inclusive leadership and gender equity. Currently pursuing a doctorate in Leadership and Decision-Making, Jalonda applies her MBA and MEd. to design innovative strategies that inspire individuals to achieve their fullest potential.



MARY TRIBBLE

Mary graduated from Wake Forest University in 1982 and owned a nationally recognized event marketing firm in Charlotte for 25 years. She led Wake Forest University's alumni engagement team from 2014 to 2024 and earned a Master's in Liberal Studies from WFU in 2019, publishing her thesis *Pious Ambitions: Sally Merriam Wait's Mission South, 1813–1831* with the University of Tennessee Press. Currently, she is creating her "third act" as a consultant and the producer and host of *Wake Women*, a podcast for the women of Wake Forest University.



TAYLOR A. WALKER

Taylor is a dedicated advocate for liberation and empowerment with expertise in communications, marketing strategy, and performing arts. She graduated from Winston-Salem State University and earned a Master of Education in Urban Education and Anti-Racism from UNC-Charlotte. Taylor is a community builder and service-oriented leader promoting inclusivity, particularly for marginalized communities. A retired pageant queen, Taylor inspires others to embrace their potential, celebrate their uniqueness, and advocate for themselves.

Thank You, Co-Chairs!

REACH Women's Network extends our deepest gratitude to our 2025 Conference Co-Chairs JaNae Joyner and Kami Leslie, whose vision and commitment have been instrumental in creating an inspiring and empowering experience for everyone here today.



“ As Chief of Staff at Salem Academy and College, I am dedicated to championing women's equity because it lays the foundation for a more just and inclusive society, where every woman has the opportunity to thrive and lead with confidence and purpose. Through Salem's partnership with the REACH Women's Network, which provides a mentorship program to our students, we are shaping the next generation of confident and courageous health leaders. I am honored to co-chair this year's REACH conference, bringing together women's voices to learn from each other and to drive meaningful change.” — **JaNae Joyner**, PhD, MHA – Chief of Staff at Salem Academy and College

“ I have been honored to stand alongside JaNae Joyner in celebrating and amplifying the voices of women leaders. At Vision to Venture, where I serve as Director of Community Development & Events, we empower women entrepreneurs with the resources, mentorship, and connections they need to thrive. My mother's wisdom—'Uncover your inner strength, elevate fellow women, and nurture our collective Tribe'—guides my work. I want to help build a more equitable future, foster bold leadership, and champion the next generation of women change-makers.” — **Kami Leslie**, Director of Community Development and Events at Vision to Venture



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6th and Vine will be on your left.

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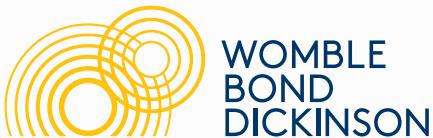
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And REACH works to ensure women are heard. We support their mission to elevate the collective voice of women in the workplace to advance economic development and promote gender equity.

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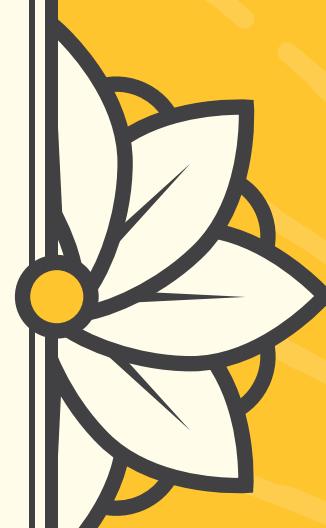
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a podcast with Mary Tribble

A podcast for, by and about the women of Wake Forest as they share their stories with Mary Tribble ('82, MA '19), a fifth-generation alumna.

Featured guests include:

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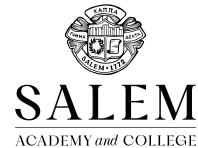
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Investing in Child Care is Investing in Women, Families, and our Community

REACH Women's Network is committed to addressing the childcare crisis by advocating for **sustainable solutions** that support working women, families, and economic development.

Special thanks to our 2025 REACH Women's Network childcare partner, Imprints Cares, for their childcare services today and their unwavering commitment to supporting children and families in our community.

Forsyth County is taking actionable steps to address the childcare crisis – and you can too. Learn more about how you can help.

prekpriority.org/#pledge



Forsyth County Childcare Advocacy Partners



Tell Us What You Think

Thank you for attending the 2025 REACH Women's Conference! As we seek to raise the collective voice and influence of women in our communities, the REACH Women's Network values your input.



Please take 5 minutes to fill out our conference survey.



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REACH Women's Network thanks Woody Clinard for his continued support of REACH Women's Network and the REACH Women's Conference.



“

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

– Woody Clinard



Membership enrollment is NOW OPEN.
Visit ReachWomensNetwork.org

Membership in REACH Women's Network is open to women in our community who are committed to:

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

*Enroll
Now!*



Members include executives, entrepreneurs, nonprofit leaders, early career professionals, small business owners, and working women from diverse backgrounds and industries. Membership enrollment begins each spring with New Member Orientation in June for the next cohort.

REACH Women's Network will host Information Sessions to learn more about our organization, answer questions about membership, and connect with other women. Check the website for session dates. Learn more about membership and benefits at ReachWomensNetwork.org



ReachWomensNetwork.org

Member Programs

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

conversation PARTNERS

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

WOMEN mentoring WOMEN

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

REACH groups

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

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

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

Community Programs

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

The Pink Couch

collaborative event series for women



panel series on timely topics with other women-centric organizations

WINSTON WELCOMES WOMEN

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

COMMUNITY SURVEY of Women in the Workplace

research and advocacy

Become a member of REACH Women's Network. Application to join is now open.

ReachWomensNetwork.org

Hire REACH Women's Network to consult for your organization. Contact info@ReachWomensNetwork.org