

REACH

2023 Women's Conference

Reaching
UP in our careers

OVER to each other

OUT to the community

BACK to other women
on the journey

presented by

REACH
Women's Network

Welcome to the third annual REACH Women's Conference 2023! It's amazing to gather again for a day of energy, excitement, and connection.

We are all here today because of an idea conceived by a small, diverse group of working women determined to close the gender gap. With the support of other passionate women, committed sponsors, and community partners over the last five years, REACH Women's Network now has 120 members and a "reach" that impacts thousands of working women in our community.

REACH creates spaces and opportunities for women to develop and strengthen their skills, connect with other women, and realize positive change within their organizations and across the community.

Our work extends far beyond the REACH Women's Conference, with community-focused programs including: **Winston Welcomes Women** (a collaboration with Greater Winston Salem Inc. to support and connect newcomers), **The Pink Couch Series** (conversations on women-centric topics in partnership with local and nationally aligned organizations), and our newest initiative, the **Community Survey of Women in the Workplace**. The first survey of its kind in our area, this quantitative study was designed to gain insights and identify opportunities to better support working women. Today, you will be the first to hear findings from the survey!

We encourage you to engage with REACH Women's Network beyond the annual conference. You can participate in community programming, become a member, or make a financial contribution to advance our work.

With your support, we will continue inspiring, connecting, and advocating for working women, so we can truly become a community **where working women thrive**.

Sincerely,

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



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Thank you, sponsors!

ALLIANCE MEMBERS

Learn more about REACH Women's Network [Alliance Membership](#) on Page 43.



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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 equity.

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Conference Agenda

9:00 – 9:30a Registration + Arrivals

9:40 – 10:00 Welcome + Introductions (Atrium)

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

10:00 – 10:45 Morning Keynote: REACHing Up (Atrium)

Embrace the Power of You: Owning Your Identity at Work
Tricia Montalvo Timm, Author and Board Director at Salsify

11:00 – 11:50 Morning Breakout Sessions (descriptions on Page 11+)

Debunking Myths About Investing in Yourself & Self-Care (Atrium)

Your Next Step: Making the Most of Career Transitions (Room 153AB)

Mentorship & Sponsorship to Maximize Career Potential (Room 155AB)

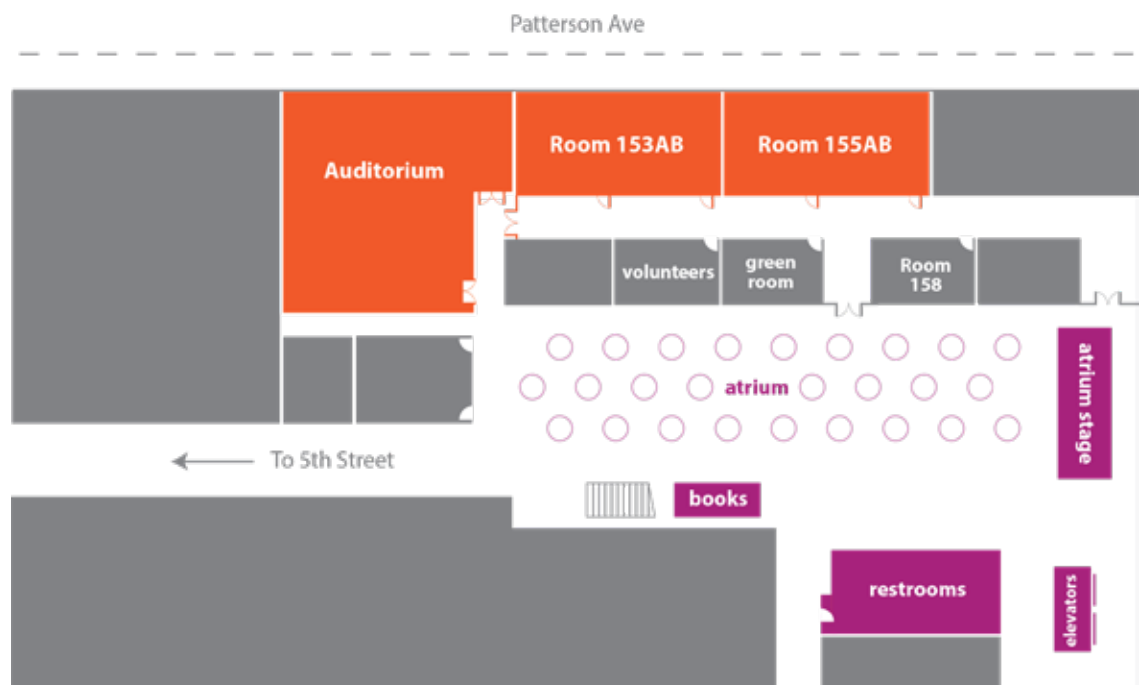
The ABCs of Financial Planning (Auditorium)

12:00–1:15p Lunch + Learn: REACHing Out (Atrium)

What She Said: Community Survey of Women in the Workplace
Stephanie Lichiello, Sr Patient Experience Manager at Cone Health
Carol Reeve, President & Chief Strategist at Girl on the Roof

(Agenda continues on Page 7)

NOTE: If you pre-arranged for a headshot appointment with Desilu Photography, please arrive 5 minutes before your scheduled time at Room 158.





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women since 1772.**

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Conference Agenda *(continued)*

- 1:30–2:20 Afternoon Breakout Sessions** (descriptions on Page 24)
- Navigating the Grays of Negotiation* (Atrium)
- Closing the Gender Gap: Strategies for the Workplace* (Room 155AB)
- Cultivating Authentic Inclusivity: Lessons on Allyship and the Beloved Community* (Room 153AB)
- Balancing Self-Care with Caregiving* (Auditorium)
- 2:30–3:15 Afternoon Keynote: REACHing Back** (Atrium)
- Building Your Best Self as a Mentor and Mentee*
Jennifer Byrne, CEO of Javara Inc. and Founder of Greater Gift
- 3:15–3:30 Closing**
- 3:30–5:00 Networking**

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and all who seek to
PROMOTE GENDER EQUITY
in the workplace and beyond



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Key Notes

This is your space to record quotes, challenges, or doodles that inspire you to REACH up, REACH back, REACH over, and REACH out.



Share your favorite moments and quotes on social! **#REACHws**

Follow **@REACHwnws** on    using this QR code.



Winston works for women.



102%

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WOMEN IN TECH IN
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Our programs help professional women thrive.

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Membership scholarships available for women business owners.

Morning Breakout Sessions

10:00 – 10:45

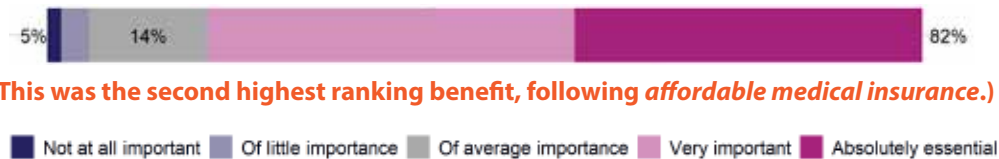
Debunking the Myths Around Investing in Yourself and Self-Care (Atrium)

Dig into the differences between being selfish vs. selfless and facilitate new patterns that better enable you to put your self-care first.

Alexia Mitchell – Founder|Owner, Reset and Heal Consulting, Therapist

83% feel burned out at least *sometimes*. **47%** said *often* or *almost always*.
57% are responsible for most or all household duties.

How important to you is **mental health care coverage** as a workplace benefit?



Mentorship & Sponsorship to Maximize Career Potential (Room 155AB)

Don't go at it alone. Whether you are in corporate, entrepreneurial, or community spaces, let's talk about the benefits, best-practices, and pathways to finding and nurturing meaningful relationships that advance career goals and impact.

Cheryl Lindsay – Director, Human Resources & Inclusion/Diversity, Hanesbrands Inc.

Allison McWilliams, PhD – Assistant VP, Mentoring and Alumni Personal & Career Development, Wake Forest University

Bobbie Shrivastav – Co-Founder, COO, Benekiva

Moderator: Shell Sizemore – Women's Center Director, Wake Forest University

How important to you are internal **mentor / ally / sponsor / coaching programs** as a workplace benefit?



The ABCs of Financial Planning (Auditorium)

Many women don't know where to start when it comes to financial planning. Learn the basics on how to get started, avoid common pitfalls, and gain confidence in investing in your future and legacy.

Wendy Gatlin – Managing Director and Wealth Strategies Advisor, Bank of America Private Bank

Brittany Midyette – Senior Vice President & Senior Portfolio Manager, Wells Fargo Private Bank

Merrill Stewart – Program Manager, Allegacy Federal Credit Union



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Morning Breakout Sessions

(continued)
10:00 – 10:45

Taking Your Next Step: Making the Most of Career Transitions (Room 153AB)

From changing industries to coming back into the workforce and encore careers, career transitions are a part of life that's not always easy to navigate. Hear from a panel of women who will share their unique perspectives on their own career transitions.

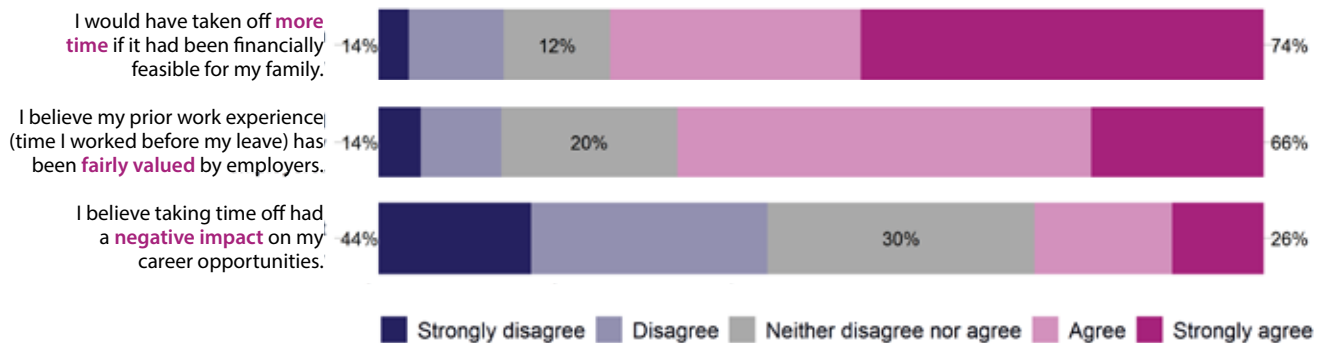
Marybeth Hays – Board Member and Advisor, Hays Advising LLC

Somya Qureshi – Director of Marketing, Reynolds American, Inc.

Nancy Zimmerman – VP Product Development, American Textile Co.

Moderator: Julie Wayne – Professor, David C. Darnell Chair in Principled Leadership, Wake Forest University

If you have ever taken **temporary or permanent leave** from a job for the primary purpose of childbirth, adoption, childcare, or eldercare, rate the following statements.



Notes:



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 2023 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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UNCSA PRESENTS 200+ PERFORMANCES THAT ENGAGE
OUR COMMUNITY AND SPARK CURIOSITY.

REACH

Thank You!

REACH Women's Network is grateful for the support of the funding partners who made the Community Survey of Women in the Workplace possible:

Richard J. Reynolds, III and Marie M. Reynolds Foundation
Twin City Development Foundation
Woody Clinard

We are also grateful for the professional services of **Forsyth Futures** and **Girl on the Roof**.

Messages worth SHOUTING

Girl on the Roof does marketing that matters for nonprofits, government agencies, and principled businesses. We craft shout-worthy messages and beautiful, effective tools to communicate them.

Since few causes matter more than equity, we are proud to be the project leader for the **Community Survey of Women in the Workplace** and the branding and design team behind the **REACH Women's Network** and the **REACH Women's Conference**.

girlontheroof.com

 **girl on the roof**
marketing that matters





SURVEY PERIOD: September—December 2022

RESPONSES: 687 eligible responses

ELIGIBILITY: working individuals who identify as women and live and/or work in Forsyth County

PURPOSE

In support of its mission to **advance economic development and promote gender equity**, REACH Women's Network created the Community Survey of Women in the Workplace as a platform for working women in Forsyth County to anonymously share their thoughts, preferences, and experiences related to job satisfaction and personal and professional barriers impacting their career growth. The goal of this survey is to provide employers with actionable information to support women in the workplace. REACH Women's Network hopes that the data from this survey — and the meaningful actions that it prompts — will help position Winston-Salem as a city where working women thrive.

DESIGN

The survey was developed by volunteers from **REACH Women's Network**, with counsel from strategic marketing firm **Girl on the Roof** and nonprofit research organization **Forsyth Futures**. Girl on the Roof also served as the project manager throughout the survey design and analysis.

Where possible, survey questions were benchmarked against other studies conducted locally (Women's Fund of Winston-Salem) and nationally (including but not limited to McKinsey & Company and Deloitte). The purpose of the benchmarking was to allow for the comparison of women's challenges and opinions in Winston-Salem to those of women nationally. Since REACH Women's Network hopes to repeat the survey in the future, survey questions were designed to allow for tracking of improvement over time on key metrics.

DISTRIBUTION

The survey was designed for all working women who live and/or work in Winston-Salem/Forsyth County, North Carolina. The survey launched in September of 2022 and closed on December 31.

Distribution efforts were aimed at securing responses from women representing diversity in age, race/ethnicity, industry, profession, career level, income level, and more. A link to the survey was emailed directly to members of REACH Women's Network and to more than 1,500 other women, including attendees of past REACH Women's Conferences. Each recipient was asked to complete the survey and share the link with other women. REACH also sent the survey link and objectives to partnering organizations and employers, with a request that they share it with women in their organizations. The *Winston-Salem Journal* and WFDD Public Radio published stories about the survey when it launched. Additionally, REACH Women's Network promoted the survey through paid advertising on social media channels.

ANALYSIS

The survey, which took an average of 13 minutes to complete, had 687 eligible responses. Data analysis was led by Forsyth Futures. Analysis with disaggregation (by age, race/ethnicity, income level...) is still ongoing.

DEMOGRAPHICS

The majority of women surveyed were full-time employees at one job, working 35 to 50 hours per week. 95% of respondents self-identified as professional women. 71% identified as white/non-Hispanic. 68% were married and/or cohabitating. 88% had completed at least a bachelor's degree. Annual wage income followed a bell curve, with the highest representation (27%) reporting an annual salary of \$50,000–\$74,900. The second-highest reported salary range (19%) was \$100,000–\$199,999.



What *she* said:

Highlights from the REACH Community Survey of Women in the Workplace

COMMUNITY SATISFACTION



Winston-Salem...

is an **affordable** city to live and work in (68%)

is a **welcoming** city for professional women (58%)

is a **safe** city for women (57%)

has sufficient **career advancement opportunities** for women in my field (36%)

has sufficient options for quality, affordable **childcare** (12%)

Top-two box (strongly agree + agree)

60% would recommend Winston-Salem to a professional woman considering relocating for a job. (10% would not)



What influences your recommendation? What can be done to strengthen it?



BURNOUT

83% feel burned out at least *sometimes*.

(47% said *often* or *almost always*.)

57% are responsible for most or all household duties.

I have a healthy **work/life balance** (or work/life integration).



My employer genuinely cares about the **mental health** and wellbeing of its employees.



I believe that requesting or taking advantage of flexible working opportunities would **affect my chances for promotion**.



82% say mental health care coverage is *absolutely essential* or *very important* as a workplace benefit, second only to affordable medical insurance coverage.



What influences your stress level? What is one thing your employer can do to reduce your stressors?

presented by

Stephanie Lichiello – REACH Women's Network Marketing Co-Chair; Senior Patient Experience Manager at Cone Health

Carol Reeve – REACH Survey Project Leader; President & Chief Strategist at Girl on the Roof

All data is sourced from the REACH Community Survey of Women in the Workplace. ©2023 REACH Women's Network

WORKPLACE SATISFACTION & CULTURE

Satisfied or Very Satisfied with...

organization for which you work overall (76%)
work **time flexibility**, e.g. flex time (82%)
role / job description (73%)
relationship with **immediate supervisor** (73%)
work **location flexibility** (70%)
current level / **title** (66%)
base **salary** / wage (50%)
bonus / tip potential (24%)



Opinion is sought and valued...

by work **colleagues** (82%)
by work **supervisor** (71%)
Top-two box (strongly agree + agree)

How important would the following factors be to you in considering a potential job change?

workplace culture (90%)
higher salary / pay (89%)
better benefits package (77%)
advancement / growth potential (76%)
workspace /location flexibility (71%)
company location (68%)
schedule flexibility (67%)
higher title (44%)
stock options / ownership (39%)
less travel (28%)
more prestigious company (25%)
Ranking based on top-two box (absolutely essential + very important)



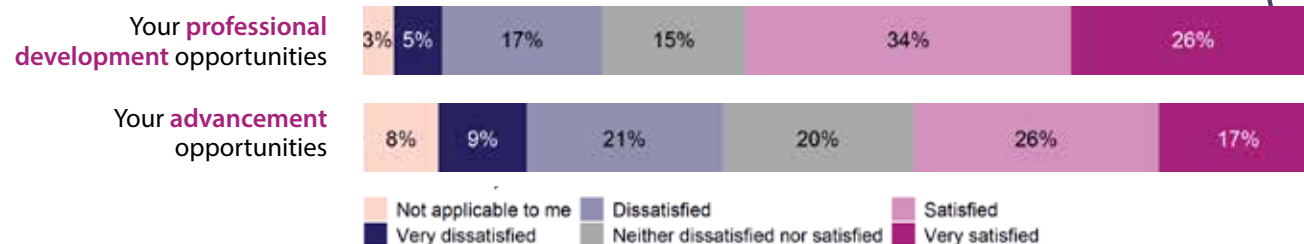
What can local employers do to improve workplace culture for women?

PROFESSIONAL DEVELOPMENT & ADVANCEMENT

80% consider professional development an *absolutely essential* or *very important* workplace benefit.

53% are satisfied with the **pace of their career advancement**. **30%** are dissatisfied.

When considering your current employer, what is your satisfaction level with...





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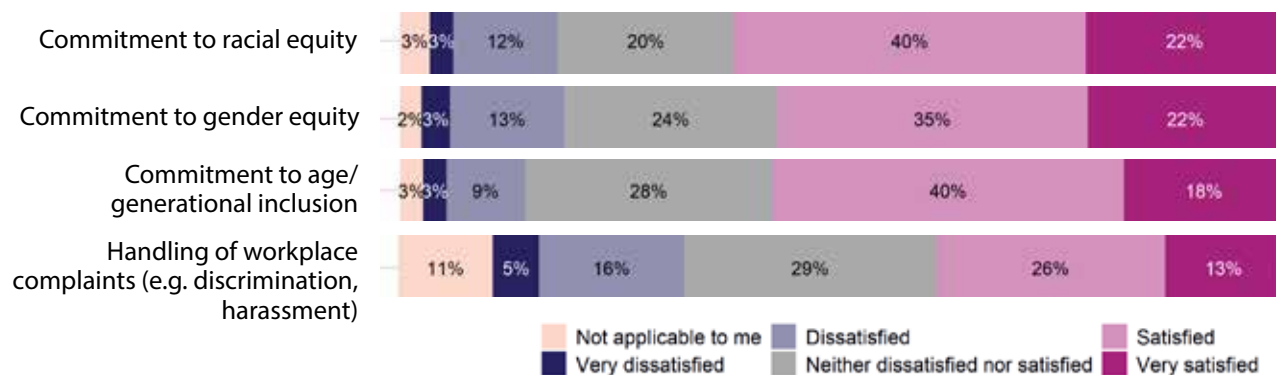
WORKPLACE EQUITY



30% believe **gender/gender identity has had a negative impact** on their career advancement. (32% said they weren't sure.)

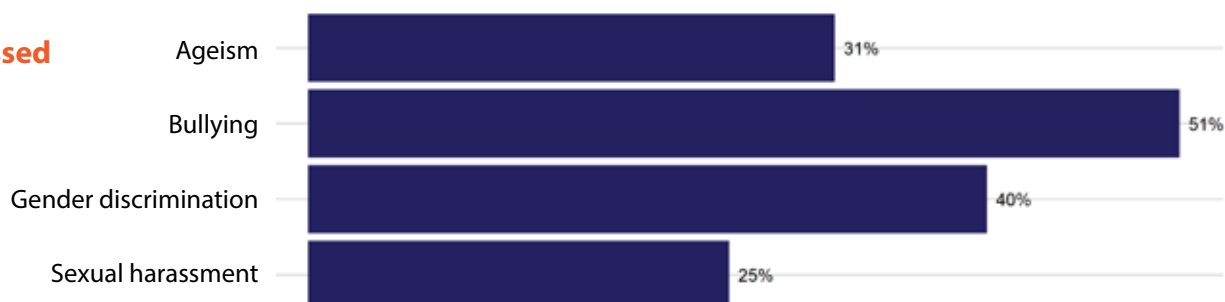
28% believe **childcare responsibilities has had a negative impact** on their career advancement. (37% said this was not applicable.)

When considering your employer's approach to workplace equity, what is your satisfaction level with...

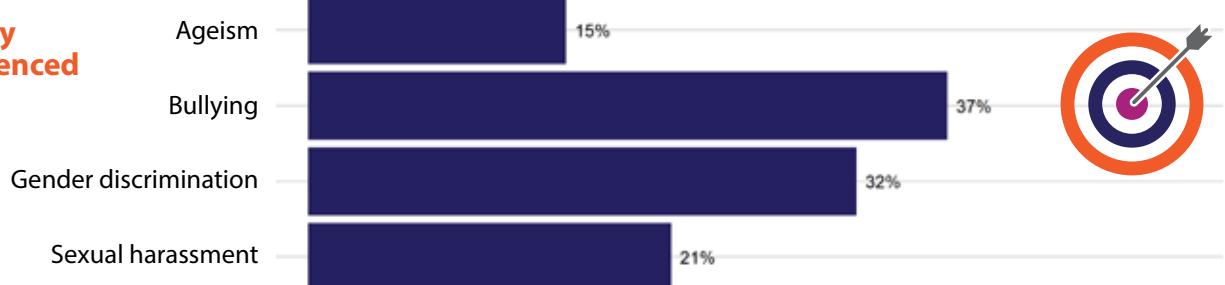


DISCRIMINATION

Witnessed



Directly experienced



What can women do to champion each other in the workplace?

Promoting Equality. Empowering Women.

Advancing together, the collective voice and influence of professional women can't be underestimated.

That's why **Womble Bond Dickinson** is proud to support **REACH** in its mission to advance economic development and promote gender equality in the workplace.

Let's continue to lead, mentor and support one another.



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Kristin Oliver
Chief Human
Resources Officer



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COMMITTED *to...*

We make commitments to others. What commitments do you make to yourself?
Use this space to record them.

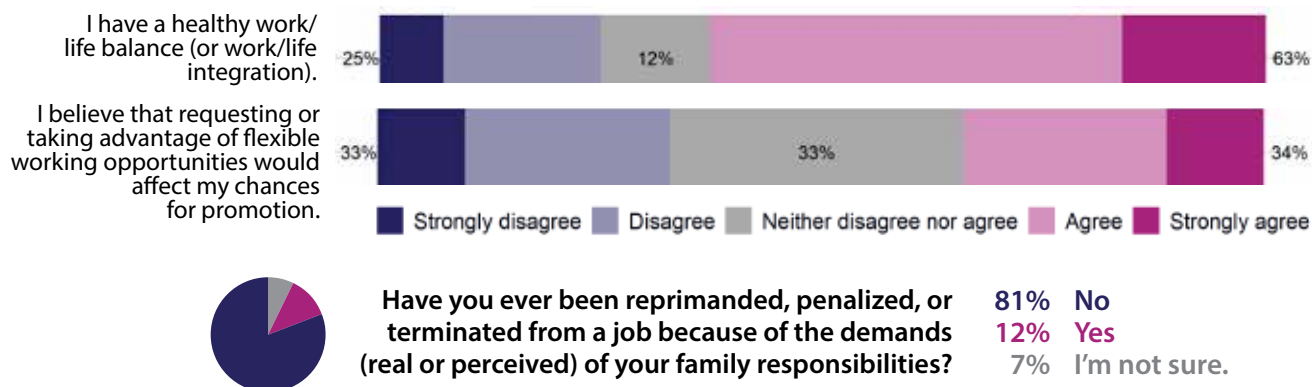
Afternoon Breakout Sessions

1:30 – 2:20

Balancing Self-Care with Caregiving (Auditorium)

Women often become the default caregivers for everyone within their network. But how do you find time to care for your own mental and physical health while trying to be the best caregiver for others? In this session learn strategies and tips to reduce guilt and increase quality of life for yourself as a caregiver.

Pam Oliver, MD – Executive Vice President, Novant Health & President, Novant Health Physician Network

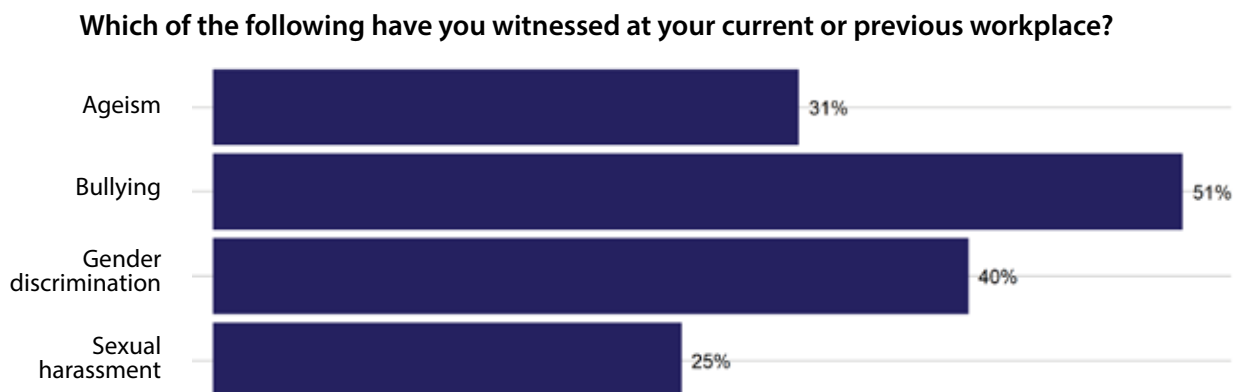


38% indicated that **childcare responsibilities** had a negative impact on their career advancement.
10% indicated that **eldercare responsibilities** had a negative impact on their career advancement.

Cultivating Authentic Inclusivity: Lessons on Allyship and the Beloved Community (Room 153AB)

Join this interactive presentation and take the time to engage, listen, and reflect on allyship, steps you can take to become a better ally, and how to extend your social and professional networks as an ally.

April Ruffin-Adams, PhD – DEI Strategist/Facilitator, Northington and Associates



Navigating the Grays of Negotiation (Atrium)

Negotiation is nuanced, and there are many things we need to negotiate when it comes to our personal and professional lives. In this panel, learn about different perspectives and strategies to ensure that the currencies you value most are helping you achieve your goals.

Valerie Bleza – SVP Finance, Strategy and Operations, Knot Standard

Collier Lumpkin – Executive Director of the Lucy Rose Center for Global Leadership and Career Innovation, Salem College

Brittany Teague Yarbrough – Associate Attorney, Womble Bond Dickinson (US) LLP

Closing the Gender Gap: Strategies for the Workplace (Room 155AB)

Building greater awareness about the gender gap, as well as building our toolboxes to combat it is critical. Join this panel for a capacity-building conversation and tools to move the needle on the gender gap in your spheres of influence.

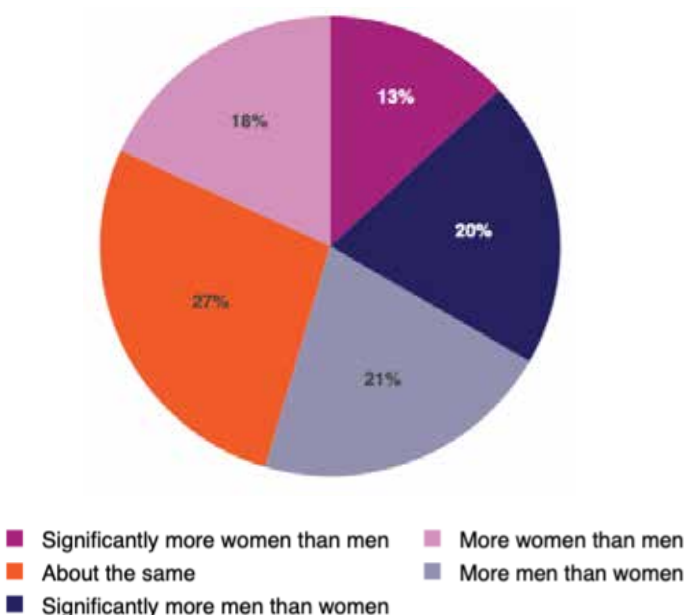
Jakki Opollo, PhD – Vice President of Talent Initiatives and Regional Chief Diversity Officer, Atrium Health Wake Forest Baptist

Tamara Thompson – Vice-President of Programs, Thurgood Marshall College Fund

Julia Townsend – Strategy and Branding Advisor, Lamour Group

Moderator: Kristy Farewell – Managing Partner & Founder, Kairos Insights

By your estimation, what is the breakdown of leadership roles held by men and women in the organization where you work?



30% said gender/ gender identity had a negative impact on their career advancement.

57% are satisfied with their employer's commitment to gender equity.

43% are satisfied with their employer's hiring and advancement policies.

39% are satisfied with their employer's handling of workplace complaints (e.g., discrimination, harassment).

Robert Hall

Three event spaces, each with a unique character

It is rather appropriate that Robert Hall has seen so many different uses over the years. Now the building has taken on a new life with event spaces, boutique accommodations, and an aesthetic that reflects its history, character, and neighborhood connections. We have been very thoughtful to honor the building and the entrepreneurs who built their businesses here through the style and design of each space.

Robert Hall features three distinct private event spaces that can be used together or reserved individually.

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Contact: Kristopher.Walter@roberthallwsnc.com



**DISPLAYS &
GRAPHICS**



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

ENCOURAGING - ADVANCING - AND CONNECTING WOMEN

Thank you to our speakers and panelists,
for **REACH**ing over to share
your wisdom and experience!



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FEDERAL CREDIT UNION

Speaker Bios

REACH
2023 Women's Conference



VALERIE BLEZA

Valerie Bleza is an SVP of Finance & Strategy at Knot Standard, a fashion company based in New York City. She works remotely from Winston-Salem, which she now calls home, where she oversees the finance, accounting, and operations departments. After spending a majority of her career at growing fashion companies, she has now found particular joy in engaging with local organizations such as Winston Starts and Center for Creative Economy where she shares her experience as a mentor. Valerie began her career at Deloitte after graduating from St. John's University with a BS in Accounting and MBA in Taxation. She worked her way through the fashion industry – namely with L Brands and Marc Jacobs.



JENNIFER BYRNE

Jennifer Byrne's career has been devoted to leading organizations, building teams, and cultivating partnerships centered on advancing the clinical research enterprise to better connect patients and providers to clinical trials. Jennifer founded Javara with a vision to transform the clinical research landscape into an integrated component of healthcare, which remains at the forefront of Javara's mission. As the former CEO of PMG Research and founder of Greater Gift (501(c)3), Jennifer's involvement in the clinical research enterprise has been vast across collaborations with hundreds of pharma, device, Contract Research Organizations (CROs), technology, site organizations, and other research service providers. Her stellar track record for consistent and excellent quality in patient, provider and client experiences associated with research trials is but one of many professional accomplishments.



KRISTY FAREWELL

Kristy is a serial founder with previous industry experience leading strategy and teams across Fortune 500 companies, healthcare systems, and academic medical networks. Currently, she is the managing director of Kairos Insights, a boutique consultancy with deep expertise in strategy, coaching, and cultivating healthy cultures. Kristy serves organizations and leaders as an executive coach, strategic advisor, and facilitator. She brings a highly relational, consultative approach to her work with clients, facilitating rich conversations to ease understanding, co-create ideas, and accelerate her clients' success.



WENDY GATLIN

Wendy is a Managing Director and Wealth Strategies Advisor at Bank of America Private Bank. She designs and delivers innovative tax-oriented estate, charitable giving, financial and investment planning strategies for a diverse group of wealthy families and individuals, including business owners, C-suite executives, and trust beneficiaries. Wendy began working with the Private Bank (formerly U.S. Trust) in 2001 as an independent tax consultant and became a Wealth Strategist in 2003. She holds a BS degree in Finance and International Business and a MS degree in Taxation. She is a CFP® professional and serves on the finance committees for United Way of Greater Greensboro, Greensboro Montessori School, Community Foundation of Greater Greensboro, and WellSpring Life Plan Community, where she is also on the Board of Trustees.



MARYBETH HAYS

Marybeth Torbet Hays is a member of one public and three private equity corporate boards, including JOANN Stores, Affordable Care, Leapfrog Brands, and Decowraps. Marybeth stays closely connected to business challenges and customer trends through her consulting work. She is a retained executive-in-residence with Kearney since 2019 and works directly with clients through her company, Hays Advising. Marybeth is the former EVP of Consumables, Health & Wellness for Walmart US, an \$85 billion portfolio with 65,000 associates. Prior to that, she was the (expat) Chief Merchandising, Marketing, and Supply Chain Officer for Walmart China and held additional executive P&L roles within Walmart US, Sam's Club, Lowe's Home Improvement, and Hanesbrands. She is a trustee of Wake Forest University where she earned BA and MBA degrees.

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BOOKMARKS

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STEPHANIE LICHIELLO

Stephanie is Senior Manager of Patient Experience at Cone Health. She was previously a psychologist at Atrium Health Wake Forest Baptist specializing in psychosocial oncology. Prior to this, she worked to improve the mental health of adolescents in rural western North Carolina. Though much of her career has been as a researcher and clinician, Stephanie now focuses on healthcare strategy, advocacy, and innovation – enhancing processes, creating efficiencies, and facilitating meaningful patient care experiences. She is also deeply committed to enhancing the lives of women in her community. Stephanie earned her MA in Clinical Psychology from Appalachian State University, MBA with a concentration in Leadership & Strategy from Wake Forest University, and is a Certified Patient Experience Professional (CPXP).



CHERYL LINDSAY

Cheryl Lindsay is the Director of Global Diversity/Inclusion at Hanesbrands Inc. She is a dedicated human resources professional with more than 31 years of experience. Cheryl is also the President and Founder of Red H.E.A.R.R.T (Help Educate And Reduce Risk Today), which connects, educates, engages, and empowers all to take action to reduce life-threatening risk of heart disease. She is also a certified transformational life coach and is President of Best Life! Best You! LLC., a health and wellness coach business. Her desire is to see that everyone lives their best lives. She established the Queens Initiative that recognizes women around Winston-Salem and surrounding cities during women's month. Cheryl enjoys working tirelessly to connect people with resources to be their best selves and live their best lives.



COLLIER LUMPKIN

Collier Lumpkin is the founding Executive Director of the Lucy Rose Center for Global Leadership & Career Innovation at Salem College, where she oversees career discernment and development, graduate and professional school preparation, and global experiential learning. She is an experienced career development professional, having worked for large higher education institutions (The Ohio State University), global governance organizations (the United Nations Food and Agriculture Organization), as well as consulted for a number of Fortune 100 pharmaceutical companies. Collier received her bachelor's degree from the College of William and Mary, masters degree in education from The Ohio State University, and is currently completing a Diploma in Global Leadership from the United Nations University of Peace in San Jose, Costa Rica.



ALLISON E. MCWILLIAMS, PhD

Allison is Assistant Vice President, Mentoring and Alumni Personal & Career Development, at Wake Forest University where she leads and provides education and support for mentoring relationships across the campus community and leads career development support for alumni. She has spoken to national and international audiences about effective mentoring strategies, leadership, and management. Allison earned her bachelor's degree from Wake Forest and holds a Master's and PhD from the University of Georgia. Allison has written two books: *Year One: How Young Professionals (And Their Managers) Can Thrive in Their First Job After College* (with Katherine Laws), and *Five For Your First Five: Own Your Career and Life After College*. In 2022, Allison was awarded the National Mentor of the Year award from the National Association of Colleges and Employers.



BRITTANY MIDYETTE

Brittany is a Senior Vice President and Senior Portfolio Manager at Wells Fargo Private Bank. In her role, she works with high net worth clients to build investment portfolios to help them meet their financial goals and objectives while managing risk. She specializes in managing complex individual, family and institutional client relationships and supports clients through changing market environments by providing expertise in the areas of asset allocation and portfolio construction. She holds an undergraduate degree in Trust and Wealth Management and an MBA from Campbell University. She is also a CFA® charterholder and a CERTIFIED FINANCIAL PLANNER™ professional. In 2020, she was recognized by the *Triad Business Journal* as a 40 under 40 award winner.



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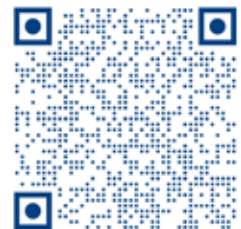
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ALEXIA MITCHELL

Alexia Mitchell is a Therapist and the Owner/Founder of Reset and Heal Consulting, which partners with companies to provide clinical expertise and support. Alexia has served as a Community Executive and as an Executive Director for one of North Carolina's leading child behavioral health care providers. She received her undergraduate degree from WSSU and attended graduate school at UNCG and North Carolina A&T where she received her Master in Social Work. Alexia is a Board Member for the Mental Health Association in Forsyth County, an Advisory Board Member for Population Health Improvement Partners, and a Member of Black Philanthropy Initiative|Winston Salem Foundation. She is a 2022 recipient of the Greater Winston Salem Under 40 Leadership Award and a 2023 recipient of Winston Salem State University 40 Under 40 Award.



PAM OLIVER, MD

Pamela Alston Oliver was born and raised in Rocky Mount. At UNC-Chapel Hill, she was a Morehead Scholar as an undergrad, received her MD as a Board of Governor's Scholar, and completed a Master of Science in Public Health. She moved to Winston-Salem for residency at Wake Forest University Baptist Medical School and is a board-certified OB/GYN at Novant Health WomanCare. As Executive Vice President at Novant Health and President of the Novant Health Physician Network, she oversees strategy for more than 680 medical clinics and more than 3,000 physicians and advanced practice providers. Dr. Oliver currently serves as the Chair for the Forsyth County Infant Mortality Reduction Coalition, using her platform to advocate for legislation addressing disparities in black maternal mortality. She consulted for OWN Network and has briefed US Congressional committees.



JAKKI OPOLLO, PhD

Dr. Jakki Opollo is the VP of Talent Initiatives and Regional Chief Diversity Officer at Atrium Health Wake Forest Baptist. Dr. Opollo is responsible for building organizational strategies that foster an inclusive environment for ALL. This includes embedding diversity, equity and inclusion best practices in the planning, coordination, implementation, and evaluation of programming of talent initiatives. Originally from Kenya, Dr. Opollo is highly respected for elevating nursing practice and professional excellence in nursing globally. She was recently named a 2022 Top 100 Under 50 Executive Leader by Diversity MBA and the 2022 Atrium Health African American Women Exemplifying Commitment to Equity & Leadership Diversity Champion of the Year. She has published several articles in peer reviewed journals and has presented locally, nationally and internationally.



SOMYA QURESHI

Somya is the Director of Strategic Planning at Reynolds American, Inc. and is responsible for the development and delivery of strategic marketing plans. Previously, she served as the Director of Brand Marketing, managing brand strategy and development. Prior to Reynolds, Somya held roles at Hanesbrands, Hatch Early Childhood, Bethesda Center for the Homeless, and Junior League of Winston-Salem. She is a mentor at Winston Starts, passionate about helping women founders. She has 20+ years of global experience across multiple industries in the US, Germany and India, and her responsibilities have included brand and product marketing, strategic planning, business administration, non-profit management and engineering. Somya holds an undergraduate degree in engineering from India and an MBA from The Fuqua School of Business at Duke University.



CAROL REEVE

Carol is the President & Chief Strategist at Girl on the Roof, a purpose-driven strategic marketing and graphic design firm serving nonprofits, government agencies, and principled businesses since 2009. Prior to Girl on the Roof her career included marketing and brand management roles at Kao Brands/Bioré, Liberty Mutual, and HGTV. Carol taught marketing at the college level and has served as a marketing coach for business accelerators across the Triad. In 2021 she was named an Outstanding Woman in Business by the *Triad Business Journal*. Carol is the Board Chair of the Winston-Salem Symphony, a board member for Leadership Winston-Salem, and a founding board member of REACH Women's Network. She developed the branding for REACH Women's Network and is the project leader for the REACH Community Survey of Women in the Workplace.



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APRIL RUFFIN-ADAMS, PhD

April is a facilitator and DEIA strategist with Northington and Associates where she supports non-profits' strategic planning and diversity, equity, and inclusion mission development needs. April works directly with clients to create meaningful strategic planning and implementation. April is a lecturer in the African American and African Diaspora Studies Program at University of North Carolina at Greensboro and is a Contributing Faculty member at Walden University in the School of Social Work. A graduate of Hampton University, April holds a BA in psychology. She also has Masters in Social Work from the Joint Master of Social Work Program at NC A&T State University and UNCG and a PhD in Cultural Foundations of Education from UNCG. April is passionate about creating a world where peace, justice, and inclusivity is a reality for all people.



BOBBIE SHRIVASTAV

Bobbie Shrivastav is an award-winning entrepreneur, author, speaker, technology innovator, and digital transformation expert. She is passionate about helping organizations modernize legacy processes through digital disruption, re-engineering, innovation, and entrepreneurship. Her expertise in information technology and experience leading successful enterprise-level initiatives spans nearly two decades. She is the Co-Founder and COO at Benekiva, a software company where she leads the product development, customer care, and delivery of transformational technology solutions to help modernize the insurance industry. Bobbie's unwavering commitment to innovation, customer-centric approach, and thoughtful development of industry-evolving solutions have earned her the reputation as an industry leader.



SHELL SIZEMORE

Shell Sizemore serves as the Director of the Women's Center, where she leads efforts to advance gender equity and support women at Wake Forest University and serves as a member of the Office of Diversity & Inclusion leadership team. Shell has developed and taught courses in the WFU Communication and Education departments and is a seasoned facilitator of workshops for students, faculty, staff, and community members on asset-based community development, intercultural communication strategies, and partnership development. Shell currently serves on the board of HandsOn NWNC. She received her BA and MA from Wake Forest University and is pursuing a PhD in Education from the University of North Carolina at Greensboro, where her research is focused on critical community building and the rhetorics of activism and advocacy.



MERRILL STEWART

Merrill has over 20 of experience in the financial services industry at Allegacy Federal Credit Union and is a Program Manager for the Allegacy Investment Group. She is responsible for the strategic growth and development of the Financial Planning Program with \$1.5B in assets under management. Over her career, she has served in member service, retail lending, financial center management, and financial advising. This experience led to her passion for financial planning. She was recognized by Bank Insurance Securities Association (BISA) as a BISA Rising Star for demonstrating outstanding commitment in diversity and inclusion in the financial industry. Merrill received her BS in Business Administration in Finance from the University of North Carolina Charlotte.



TAMARA THOMPSON

Tamara Thompson is the VP of Programs for The Thurgood Marshall College Fund (TMCF), with a primary focus on driving programmatic activity including career readiness, scholarship support, and leadership development for students attending historically black colleges and universities (HBCUs). Since joining TMCF, Tamara has led strategic efforts focused on TMCF's Corporate Partnerships spanning the technology, education, and consumer goods industries, including Apple, Boeing, Hennessy, Medtronic, Mondelez, and Novartis. Previously Tamara led marketing and consumer goods initiatives with values near \$1B. Tamara is a graduate of Duke University where she earned a BA in Economics. She also earned an MBA, with a concentration in Marketing, from the Vanderbilt University Owen Graduate School of Management.



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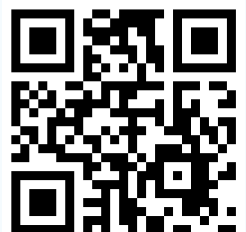
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REACH Women's Network is grateful for the support of nonprofit research firm Forsyth Futures. Their partnership helped make the **REACH Community Survey of Women in the Workplace** a reality.



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TRICIA MONTALVO TIMM

Tricia Montalvo Timm is a board director, general counsel, venture investor, and author. She rose through the ranks of Silicon Valley advising tech companies, culminating in the sale of data analytics software company Looker to Google for \$2.6 billion. She is one of the few Latinas to have attained the triple achievement of reaching the C-suite, joining the boardroom and cracking the venture capital ceiling. Tricia currently serves on the board at Salsify, an enterprise software company. Her industry recognitions include the 2020 Women of Influence and Latino Business Leadership awards from *Silicon Valley Business Journal*. She is author of the new book, *Embrace the Power of You*, in which she hopes to inspire anyone who has ever felt like an “other” to embrace their true selves, own their identity, and achieve success and fulfillment in their life and career.



JULIA TOWNSEND

Julia's career spans 3 decades working in packaged goods and apparel with marketing and executive leadership positions at Nestle, HanesBrands, Kayser-Roth, Renfro and Lamour Group. She is dedicated to her community, contributing through board service to YMCA of Northwest North Carolina, Family Services Foundation, Planned Parenthood of South Atlantic, and Center for Creative Economy. In 2022 she received the Trailblazer Award from Red H.E.A.R.R.T. She is a committed and active advocate for women's equity in the workplace. In 2018 Julia and 13 other women founded REACH Women's Network, a non-profit organization focused on promoting gender equity and economic growth. Julia is currently Co-President of REACH. She earned a bachelor's degree from Hollins University and an MBA from Thunderbird.



JULIE WAYNE

Julie Holliday Wayne is Professor, Area Chair, and the David C. Darnell Presidential Chair in Principled Leadership in the School of Business at Wake Forest University. Her research focuses on the work-life intersection and how it affects employee attitudes, behaviors, health and well-being. Her work has been highlighted by *Forbes*, Fox News, *The Chicago Times*, *Parent Magazine*, and others. She was named among the top 1% of impactful scientists in the world and a “Top 50” extraordinary contributor to the work-family field by the Work-Family Researchers Network. Julie is a Fellow for the Society for Industrial/Organizational Psychology and has won awards for innovative teaching. She consults for organizations and conducts executive education on leadership, conflict management, teamwork, personality, and work-life balance, among others.



BRITTANY TEAGUE YARBROUGH

Brittany is an Associate Attorney at Womble Bond Dickinson with a focus on commercial real estate, representing clients in the acquisition, development, sale and financing of commercial properties, from guiding clients through the negotiation of the purchase and sale agreement, the diligence process, including complex title and survey issues, and closing. Brittany represents multiple developer clients in industrial projects in North Carolina and negotiates lease agreements for a grocery anchor tenant throughout the Southeast. She also represents borrowers and lenders in real estate construction loans. Brittany serves on the Board of Directors for Big Brothers Big Sisters and is a member of the Junior League of Winston-Salem. She received her undergraduate degree from the UNC-Chapel Hill and her law degree from Elon University.



NANCY ZIMMERMAN

Nancy is Vice President and Head of Product Development and Innovation at American Textile. As a problem solver and creative leader, she uses design thinking to translate strategy into sales. Nancy is particularly interested in the intersection of sustainability and business – how sustainable design can lead to positive change. She is passionate about helping individuals and teams transform in the pursuit of audacious goals. Prior to joining American Textile, Nancy worked in marketing and merchandising across a variety of industries: healthcare, retail, apparel, and banking. Nancy holds an undergraduate degree from Salem College, an MBA from Duke University, and a certificate in Design Thinking from MIT. She is a veteran coach for Special Olympics, a mentor to undergraduate students at Duke, and a strategy consultant and advisor to small businesses.

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Pursed lip breathing

- Inhale through nose for 4-5 seconds.
- Exhale through pursed lips for ~7 seconds.
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- Release the thumb and cover your left nostril with your ring finger. Exhale through your right nostril.
- Reverse the process and repeat.



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Saturday: 2pm - 3:30pm:
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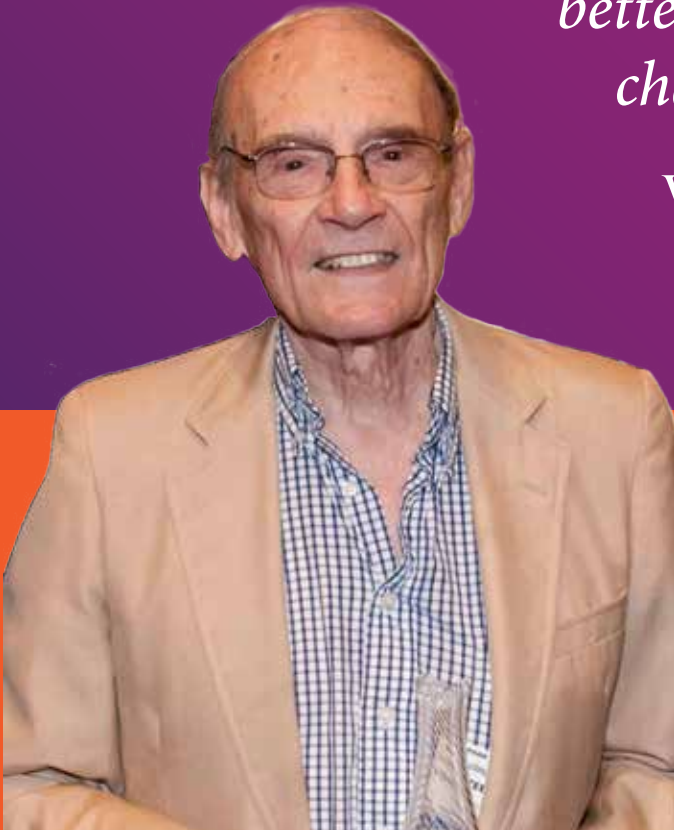


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May we be them.
May we raise them."
– unknown





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Members

The **REACH Alliance** represents an ongoing annual partnership in support of the pivotal work of REACH Women's Network and the economic advantage women bring to their workplace.



REACH Women's Network believes that, by recognizing and investing in the development and contributions of working women, our community is stronger, our local employers are more successful, and our legacy as the City of Arts and Innovation is more meaningful. When women thrive, the community thrives.



SALEM ACADEMY AND COLLEGE

To learn more about REACH Alliance membership, contact Julia Townsend at 336-816-2534.



Membership application opens April 20.
Visit www.ReachWomensNetwork.org

Membership in REACH Women's Network is open to working women (and women in transition) who are committed to:

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



Members include executives, entrepreneurs, nonprofit leaders, and other working women from diverse backgrounds and industries. The organization accepts membership applications each spring for its next cohort.

Attendance at an information session is a required step in the application process. Info sessions will give you an opportunity to learn more about REACH Women's Network, ask questions, and connect with other women. Check the website for info session dates.

Learn more membership and member benefits at www.ReachWomensNetwork.org



ReachWomensNetwork.org

The **MISSION** of REACH Women's Network is to advance economic development and promote gender equality 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.

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