

Women's Leadership

2022

Conference

Presented by:



**CATAWBA VALLEY
HEALTH SYSTEM**

This immersive leadership development experience is designed to drive results with fresh, actionable strategies and inspiring leadership content.

October 25, 2022

8:30 am – 4:00 pm

Hickory Metro Convention Center



WELCOME!

Welcome to the 2022 Women's Leadership Conference presented by Catawba Valley Health System! Today's conference is designed for women in leadership and their allies to celebrate the strengths of women while equipping leaders with actionable strategies to assist in driving professional growth and more inclusive workplaces. Whether you're a leader seeking to level up your influence and impact or an ally seeking to better understand how to support your colleagues, we're confident you'll walk away from this learning experience with a call to action.

I extend a special word of gratitude to our Presenting Sponsor, Catawba Valley Health System, for making this annual professional development conference possible alongside all event sponsors and exhibitors. Thank you for your attendance today and your continued support of the pro-business priorities and impact of your Chamber.



A handwritten signature in black ink that reads "Lindsay M. Keisler".

Lindsay M. Keisler, IOM, CCEC
President & CEO
The Chamber of Catawba County

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GENERAL INFORMATION

Upon arrival, please check your name badge for where you will be sitting in the general session. Each name badge will indicate either a reserved table or open seating.

Reserved tables will be marked with table numbers and special signage in the general session. Open seating tables will be identified with white tablecloths.

Lost and found for the day will be located at the Information Table.

To make the day enjoyable for all attendees, we ask you silence your cell phones and electronic devices during all general and breakout sessions.

The Exhibit Hall and Lounge Hall will be open throughout the event and close at 3:00 pm. We encourage you to visit with our exhibitors during your breaks to enhance your overall experience.

CONNECT WITH US ON SOCIAL MEDIA

Connect with us on Facebook, Instagram or Twitter! Share your thoughts with us today using **#catawbachamber**



FULL DAY AGENDA

- 8:30 am **Registration** | Main Hallway/Exhibit Hall/Lounge Hall
Exhibit Hall & Lounge Hall Opens
Door Prize Drop Off
Shop Local Faire
- 9:30 am **Welcome** | General Session
Welcome Remarks
Lindsay Keisler, *President/CEO, The Chamber of Catawba County*
- 10:00 am **Opening Keynote Session** | General Session
Overcoming Perfectionism
Vitale Buford Hardin, *CEO, The Hardin Group*
- 10:55 am **Break** | Exhibit Hall and Lounge Hall
Meet our Exhibitors
Pop Up Learning Session
Book Signing with Vitale Buford Hardin
Shop Local Faire
- 11:30 am **Breakout Session I**
Authentic Executive Presence | Catawba 5
Finding & Using Mentorship as a Career Development Tool | Catawba 6
Trailblazers: Generational Leadership | Hickory 3
Dynamic Listening Skills | Conover 1-3
- 12:25 pm **Lunch** | Exhibit Hall
Meet our Exhibitors
Pop Up Learning Session
Shop Local Faire
Door Prize Pick Up
- 1:25 pm **Breakout Session II**
5 Signs of Heart Trouble that Women Miss | Catawba 5
Negotiating for a Win-Win Situation | Catawba 6
Confident Leadership | Hickory 3
Thinking Differently in a Post-COVID World | Conover 1-3
- 2:20 pm **Break** | Exhibit Hall and Lounge Hall
Meet our Exhibitors
Pop Up Learning Session
Shop Local Faire
Door Prize Pick Up
- 3:00 pm **Exhibit Hall and Lounge Hall Close**
- 3:00 pm **Closing Keynote Session** | General Session
Women of Leadership
Moderator: Michelle Ellwanger, *Owner, EDGE Coaching*
Panelists: Mary Furtado, *County Manager, Catawba County*
Dana Killian, *President & CEO, Carolina Caring*
Roxy Owens, *Founder/Creative Director, Society Social*
Joanna Shere, *President, Steele Rubber Products, Inc.*
- 3:50 pm **Closing Remarks**
- 4:00 pm **Conference Concludes**

Exhibit Hall

8:30 am–3:00 pm

Food and Beverage; Visit with Exhibitors; Pop Up Learning Sessions; Door Prizes Drop Off and Pick Up; Photo Station; Additional Seating

Lounge Hall

8:30 am–3:00 pm

Shop Local Faire; Visit with Exhibitors; Photo Station

General Session

9:30 am and 3:00 pm

Venue for Opening and Closing Keynote Sessions. Additional seating for lunch, meetings or small group conversations during the day.

Information Table

Exhibit Hall

10:45 am–3:00 pm

Book Signing

Lounge Hall

11:00 am

Vitale Buford Hardin

Addicted to Perfect

Pop Up Learning Sessions

Exhibit Hall

11:00–11:15 am

Charcuterie Quick Tips

1:00–1:15 pm

Customer Service Nuggets from Chick-fil-A

2:25–2:40 pm

Stretch Your Limits

Door Prize Showcase

Exhibit Hall

8:30–9:30 am

Drop off door prize donations

12:25–3:00 pm

Beginning at lunch, please check to see if you won a prize. All door prizes are to be picked up by 3:00 pm

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an engineer."*

- Luisa Gonzalez

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Just Dump It - Dumpster Rentals and Junk Removal
KDRIX Consulting
Mary Kay Cosmetics-Jill Adair
MDVIP - Adult Internal Medicine, PA
MuscleRx
New Directions Chiropractic
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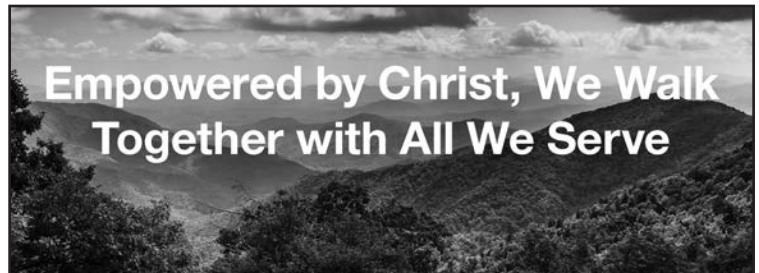
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KEYNOTE SESSIONS

General Session

10:00-10:50 am

Overcoming Perfectionism

Vitale Buford Hardin, *CEO, The Hardin Group*

Perfection is one of the most pervasive challenges holding women leaders back – in fact, 92 percent of people struggle with some form of perfectionism. We too often believe that if we achieve perfection, we will also achieve happiness and success – this belief is holding us back. Symptoms of perfectionism include unrealistic expectations, fear of failure, procrastination, control, people-pleasing, self-criticism, conflict avoidance, feeling stuck, imposter syndrome, indecision, and anxiety. These symptoms are hindering your leaders and your workplace – 86 percent of leaders believe their work is impacted by these perfectionist expectations. In *Overcoming Perfectionism*, you will learn how to take your energy toward perfectionism and turn it to success. You will learn about the two types of perfectionism, how perfectionism patterns impact your leadership abilities, and the bold moves to take to break free from it. Attendees will leave feeling more empowered than ever before and will have the tools to help them lead with excellence and build their confidence.



3:00-3:50 pm

Women of Leadership

Moderator: Michelle Ellwanger, *Owner, EDGE Coaching*

Panelists: Mary Furtado, *County Manager, Catawba County*

Dana Killian, *President & CEO, Carolina Caring*

Roxy Owens, *Founder/Creative Director, Society Social*

Joanna Shere, *President, Steele Rubber Products, Inc.*

In this panel discussion, you will have the opportunity to hear directly from successful, local, female leaders in our community from various industries who are navigating careers and life's demands. Hear their insights and tips on leading in an ever-changing climate. Learn from their experiences to take your own performance and leadership to the next level.



BREAKOUT SESSION I

11:30 am-12:20 pm

Authentic Executive Presence | Catawba 5

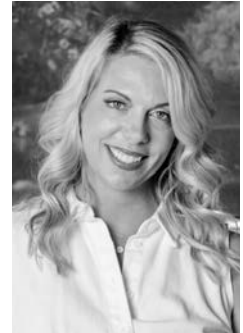
Lynn Myrick, *Allora Coaching & Consulting, LLC*

Demonstrating executive presence is no longer optional for leaders who wish to be exceptional in their daily interactions. Developing poise and presence is vital for any business professional today. Presence allows you to command the respect of clients and co-workers, remain balanced under pressure, impact and influence those in authority positions, and demonstrate self-esteem.

Participants will come away with the knowledge and tools to enhance their presence and positive impact. This interactive course will inspire participants to put forward their best, with increased polish and poise under pressure.

What Participants Will Learn:

- Define Executive Presence and discover why it's important
- Build impact and influence by assessing your development areas for poise, power and personal style
- Explore how body language, voice, dress and personal polish enhance your credibility and stature with others
- Discover how to hold your focus and balance during difficult situations and change
- Be confident to start appropriate conversations for work and social situations
- Calibrate your audience, the environment and what's appropriate in a variety of business and social situations
- Communicate effectively during ad hoc presentations (such as hallway conversations)
- Build charisma, energy and an inspirational presence



11:30 am-12:20 pm

Finding & Using Mentorship as a Career Development Tool | Catawba 6

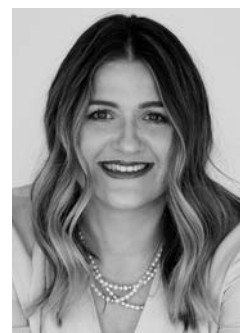
Stacy Cassio, *Pink Mentor Network*

Throw out everything you thought you knew about mentorship! It's time for a fresh approach to the mentee/mentor relationship! We've partnered with Stacy Cassio of Pink Mentor Network to share a new, fresh approach to understanding mentorship and how to use the techniques to accelerate your career.

During this session, we will explore:

- How to break down mentorship for your career
- 6 times in our careers when mentorship is crucial
- How to develop & utilize the skills of mentorship
- New strategies for serving as a mentor or asking for mentorship

This session is for all those ready to begin their mentoring journey---as either a mentee or mentor! Join us for an engaging session where you will receive resources & insight needed to build a mentorship roadmap.



BREAKOUT SESSION I

11:30 am-12:20 pm

Trailblazers: Generational Leadership | Hickory 3

Moderator: Kimberly H. Whitley, *Patrick, Harper & Dixon, LLP*

Panelists: Hannah Huffman, *Trinity Ridge*

Shica Long, *Vanguard Furniture, Inc.*

Sheree Watson, *Graystone Eye*

There is much talk about the differences among varying generations and how this creates a generational divide. However, each generation of female leaders is preparing a path for the next. In this candid discussion, you will hear from local female leaders in various stages of their career who are working to move women forward. You will gain advice and insights on how you can thrive as a leader, regardless of your age or rung on the corporate ladder.



11:30 am-12:20 pm

Dynamic Listening Skills | Conover 1-3

Amy Wartham, *UNC Charlotte | School of Professional Studies | Continuing Education*

Effective communication is the secret ingredient to your organization's bottom-line demands! When was the last time you wanted to scream: "Is anyone listening?" Well, you are not alone. Although all of us talk and listen to one another, we may not be communicating. In a working environment defined by diversity, stress and uncertainty, it is not surprising that misunderstandings abound. This powerful course will help participants to become familiar with the processes that enhance listening strategies and encourage productive interactions.

What Participants Will Learn:

- Acknowledge the emotions and ideas of others to build trust and improve communication in team situations
- Adjust communication behaviors to communicate with different styles
- Listen actively to separate message content from feeling
- Ask questions to expand knowledge and bring out new ideas
- Direct others by giving clear instructions and delegating



BREAKOUT SESSION II

1:25-2:15 pm

5 Signs of Heart Trouble that Women Miss | Catawba 5

Sara Paul, *Catawba Valley Cardiology*

Working women are busy. Add in a husband, kids, older parents, or anything else, and it's easy to miss signs of a heart issue. This presentation will offer practical information about signs of heart trouble before it becomes too late. This could literally save your life.



1:25-2:15 pm

Negotiating for a Win-Win Situation | Catawba 6

Amy Wartham, *UNC Charlotte | School of Professional Studies | Continuing Education*

Gain the skills, insights and competencies required in all negotiations - in every industry at every level. Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But few people understand the structures, techniques and approaches available to them as they seek to positively influence an outcome. This hands-on course gives participants a step-by-step guide to effective negotiation - from establishing a formal planning process to prioritizing issues to mastering persuasion techniques to identifying the communication styles of effective negotiators to breaking deadlocks to negotiating as part of a team to recognizing and using leverage to adjusting your strategy to the media used in the negotiation.



What Participants Will Learn::

- Explore the negotiation process
- Plan the content of your negotiation and determine alternatives to a settlement before negotiating
- Examine the five stages of negotiation
- Identify the causes of resistance you may face during the negotiation process
- Recognize and counter the most common negotiating ploys
- Determine your negotiation style and adjust to get the results you want
- Consider the various dynamics that impact the negotiation process
- Use space, time and environment to your advantage during a negotiation
- Effectively negotiate face-to-face, on the phone or through email and other media

BREAKOUT SESSION II

1:25-2:15 pm

Confident Leadership | Hickory 3

Vitale Buford Hardin, *The Hardin Group*

Confidence is one of the most important, yet one of the most underrated leadership skills. Most leaders have a sense of external confidence, meaning it's based on external circumstances – salary, job title, performance reviews, work productivity, perfectionism, and positive feedback. The problem with this type of confidence is that it's ever-changing and ever moving, which puts it out of their control. External confidence is a false sense of confidence. The type of confidence that leaders need to develop is internal confidence – which puts it in their control. This training covers the two types of internal confidence: (1) Foundational Confidence – how you build confidence within yourself, and (2) Growth Confidence – how you apply confidence in the workplace. Foundational confidence is all about awareness, mindset, and taking consistent action to build our internal sense of self confidence. Leaders will learn how to build their confidence with tangible tools and action steps. The second piece of confidence is growth confidence – which is how to apply your confidence in the workplace through communication, relationship-building, and decision-making. Leaders will walk away from this training with the tools to build their confidence, and a roadmap for how to apply it.



1:25-2:15 pm

Thinking Differently in a Post-COVID World | Conover 1-3

Jennifer Stiver, *2 Pink Magnolias*

Thinking differently has always been a competitive advantage, and COVID gave us an accelerated lesson in approaching most aspects of life differently. Even when we're not forced to do things differently, women uniquely contribute to the diversity of thought in an organization. We should learn from our experiences and more intentionally approach our next evolution. In this session, you'll learn 6 approaches to thinking differently.



POP UP LEARNING SESSIONS | Exhibit Hall

11:00 am | 1:00 pm | 2:25 pm

11:00-11:15 am

Charcuterie Quick Tips

Jessica Anaya, *Simply Jam'n Boards*

Flavors of Fall Charcuterie - Bringing you flavorful pairings beyond apples & pumpkins to create the ultimate fall charcuterie board.



1:00-1:15 pm

Customer Service Nuggets from Chick-fil-A

Nikki Hawkins, *Chick-fil-A Viewmont*

Chick-fil-A is known for Excellent Customer Service, but behind the friendly employees is something called the Core 4. The goal is for each guest to leave with the best experience ever! As Truett Cathy said, "We're not just in the chicken business, we're in the people business."



2:25-2:40 pm

Stretch Your Limits

Lala Kozishek, *YMCA of Catawba Valley*

Increase your concentration and improve your workday! Easy, yet effective stretches you can do at your desk to work out the kinks of sitting.



BOOK SIGNING | Lounge Hall

11:00 am

Vitale Buford Hardin

Addicted to Perfect



SPEAKER BIOGRAPHIES



Jessica Anaya

Owner/Founder, Simply Jam'n Boards

Anaya is the owner of Simply Jam'n Boards, a charcuterie shop that offers custom charcuterie boards, boxes, and grazing tables for corporate and special events in the Hickory, North Carolina area. In addition to event catering, customers visiting the store enjoy grab-and-go charcuterie boxes made daily, a retail area, and workshops where groups can learn cheesy artistry skills for their own homemade boards.

Anaya found her passion for creating, cooking, and sharing food with others as early as her home economics class in high school. She studied Culinary Arts at Asheville-Buncombe Technical College, but eventually found her way back home to the Hickory food scene. Anaya has been featured in local publications as well as Our State Magazine for her charcuterie work. She lives in Hickory with her husband and three children. She loves to read, garden, attend church, travel, and experience local food wherever she goes.



Instagram: @simplyjamnboards



Stacy Cassio

Founder and CEO, Pink Mentor Network

Cassio is the Founder & CEO of the Pink Mentor Network. Cassio understands the importance of mentorship because her own career & business have been built on the opportunities introduced to her by mentors. Cassio has worked in many different industries including insurance investigation, engineering management, manufacturing new product development, and operations for an employee assistance program. The vast exposure to many industries proved to Cassio the importance of great mentors as a career development tool that can help us connect & bridge professional "dots."

In 2017, Cassio founded the Pink Mentor Network, Charlotte's 1st female mentorship community, followed by the creation of Pop-Up Mentor, a brand new model for mentorship in 2018. Today, that model is being used by organizations of all sizes & industries to build transparent, scalable, measurable employee resource programs. Cassio is dedicating her life to reshaping how individuals seek & obtain mentorship, and helping organizations build cultures of mentorship. In 2019, her work was nominated for the Athena International Corporate Award for Leadership and Charlotte Inno's "Opportunity Champion" award. Cassio also was named a Mecklenburg Times 2019 Phenom, and most recently Acquisition International's Most Influential Mentorship Innovator - 2021, Meck Times 50 Most Influential Woman, and a 2021 Female Thought Leader - Business Services by the Stevie Awards™. Cassio's career was built & fueled by great mentors until she became one.



About Pink Mentor Network

www.pinkmentornetwork.com

LinkedIn

Instagram: @pinkmentornetwork

Twitter: @stacycassio



Michelle Ellwanger, MA, BCC

Owner, EDGE Coaching

Ellwanger is an executive coach and owner of EDGE Coaching, a company that specializes in self-improvement and wellness. Ellwanger's formal education includes a BS in Psychology from Virginia Tech and a MA in Counseling from Appalachian State University. She is a founding member for Board Certified Coaching and belongs to the International Coach Federation. Clients from companies including Google, Microsoft, Verizon, Gore-Tex and UPS have worked with Ellwanger. She currently resides in North Carolina with her husband Michael on their hobby farm where she enjoys gardening and connecting to nature.



LinkedIn

SPEAKER BIOGRAPHIES



Mary Furtado

County Manager, Catawba County

Catawba County Manager Furtado stepped into this role in July 2022, but she is no stranger to the community or the County organization. Starting in 2011, Furtado worked first as Assistant County Manager and then Deputy County Manager, where she oversaw almost every aspect of County operations and formed strong relationships with community partners in a wide range of sectors. Prior to coming to Catawba County, she worked in Sarasota County, Fla., for eight years in a variety of roles, starting as an ICMA Local Government Management Fellow and working her way up to Executive Director of Strategic Operations. A native of Rhode Island, she has a Masters of Public Administration from Arizona State University and a Bachelor's degree with dual concentrations in philosophy and anthropology from Hamilton College. Furtado loves the work of local government, believing there is nothing more important than serving citizens through building community and strengthening quality of life. She lives with her family (husband Gage and sons Quinn and Max) in Hickory.



LinkedIn

Instagram: @catawbacounty



Vitale Buford Hardin

CEO, The Hardin Group

Hardin is a top leadership consultant, driver of leadership excellence, and CEO of The Hardin Group, a leadership consulting firm. She believes that "who we are is how we lead," so the real leadership work begins with ourselves. Hardin brings her training and concepts to life in a fun and relatable way, empowering teams and companies to transform the way they work, produce, and relate. She is an iPEC-certified executive coach, trainer, award-winning speaker, and author. Featured in The New York Times, she is the author of the book, *Addicted to Perfect*, detailing her struggle with perfectionism and how she overcame it.

Hardin considers herself a change agent – working with organizations and leaders to transform their workplace cultures and leadership environments. She has experience working with companies in myriad industries including Humana, NCAA, CenterPoint Energy, UK Markey Cancer Foundation, Logan Aluminum, University of Kentucky HealthCare, Toyota Tsusho, and Longship. She does this through custom training programs, strategic advisory, workshops, keynotes, culture change initiatives, and performance coaching. Before starting her own business, Hardin spent 14 years impacting culture change and working in marketing and business development for a variety of industries and professional service organizations. Hardin loves traveling, Fleetwood Mac, morning walks, and lives in Kentucky with her husband, son, and dog.



LinkedIn

Instagram: @vitalebufordhardin



Nikki Hawkins

Marketing Director, Chick-fil-A Viewmont

Hawkins is the Marketing Director at Chick-fil-A Viewmont. Hawkins has been with Chick-fil-A for 6 years and has had the opportunity to work for their Corporate Office. While traveling for Corporate, Hawkins has assisted in opening thirteen other Chick-fil-A locations across the country. Wilmington, Maryland, Connecticut, Delaware, and California have been some of her favorite locations.



Instagram: @chickflaviewmont

SPEAKER BIOGRAPHIES



Hannah Huffman

Licensed Nursing Home Administrator, Trinity Ridge

Huffman is the Licensed Nursing Home Administrator of Trinity Ridge, a senior living community in Hickory, North Carolina, an affiliate of Lutheran Services Carolinas. She has worked in the senior living industry since 2018.

Huffman is a Catawba County native, where she returned for her professional career after earning a Bachelor's degree in Healthcare Management from Appalachian State University. She has returned to her alma mater, to pursue her Master's in Healthcare Administration. In addition to ongoing education, she is a graduate of the 2021 Leadership Catawba cohort as well as a current member of the North Carolina Healthcare Facilities Association's (NCHCFA) Institute for Long Term Care Leaders. She also serves on the Leadership Catawba Advisory Board for the The Chamber of Catawba County.

Huffman is passionate about senior living and leadership, and in her current role she strives to create a culture of inclusion, growth, and excellence. Huffman advocates for the healthcare workforce and industry by promoting community engagement and internal growth for Lutheran Services Carolinas.



LinkedIn

Instagram: @hannahhuffyyy



Dana Killian

President & CEO, Carolina Caring

Killian, MBA, is President and CEO of Carolina Caring, one of the most comprehensive and forward-thinking nonprofit serious illness care providers in the nation. Serving western North Carolina and the Charlotte Region, Carolina Caring is responsible for the care of thousands of patient interactions each year.

Killian joined Carolina Caring in January 2020 and collaborated with the organization's team to nurture a vision to be the first and best choice for serious illness care and to improve health, and access to hospice and palliative medicine services. In 2021, she helped to guide the organization's expansion into primary care, which has grown exponentially as the nation's healthcare delivery models continue to evolve.

Throughout her career, Killian has played a key role in the organizations she has served by increasing engagement with community partners and expanding access to care through innovative partnerships. She is passionate about protecting and expanding healthcare access to all who need it, better engaging with our communities to improve quality of life, and achieving equity of care.

Killian serves on The Chamber of Catawba County board of directors and is a member of the Healthcare Businesswomen's Association. She is also a member of Chief, a prestigious network of female executives focused on connecting and supporting women executive leaders and has been named among the Top 50 women leaders in North Carolina by Women We Admire, a national, online publication that recognizes and celebrates the accomplishments of today's women leaders across business, government, nonprofits, entertainment, sports and other fields of work and interest.

She has more than 7 years of senior healthcare leadership experience, having strategically led nonprofit and for-profit managed healthcare organizations in rural and urban markets. She has also successfully led several population health and value-based programs, including Accountable Care Organizations (ACOs) and the Bundled Payment Programs (BPCI-A).



LinkedIn

Instagram: @lifeshinewithdana

SPEAKER BIOGRAPHIES



Lala Kozischek

Corporate Wellness Director, YMCA of Catawba Valley

Kozischek is Corporate Wellness Director at the YMCA of Catawba Valley. She promotes and supports corporate membership and wellness events for the association. Additionally, she serves as Director for YMCA Chronic Disease Programs including Diabetes Prevention Program, LiveStrong at the Y and Parkinson's classes. Lala also leads the Mobile Kitchen Program and Employee Wellness program for YMCA staff. Kozischek enjoys representing the YMCA in community outreach opportunities such as corporate health fairs and lunch and learns.

She is an ACE certified personal trainer and teaches group exercise classes at the Hickory YMCA. Kozischek is certified in TRX, Barre and PiYo.

Kozischek is a native of Hickory and a graduate of UNC at Chapel Hill. She's been married to David Kozischek for 29 years and has two daughters, Courtney, 24 and Nicole, 18.



LinkedIn

Instagram: @lalakozischek



Shica Long

Upholstery Plant Manager, Vanguard Furniture, Inc.

Team builder, strong communicator, and innovative thinker are just a few of the words most often used to describe Long. As the Upholstery Plant Manager with Vanguard Furniture, Long leads a dynamic team of professionals and craftsmen to deliver the highest quality products on time, exceeding all expectations of clients. She is an innovative leader who thoughtfully develops her team, building skillsets and advocating for efficiencies that create quality products and reduce costs in operations. Long is a high-level performer with a solid track record of success, recognized across the industry.

Long is a native and resident of North Carolina. She attended Central Piedmont College and built a solid professional career across various industries. She was always willing to take on the toughest challenges and built her skills with a focus on quality. Ultimately, she found her home with Vanguard, working through the organization's ranks. Most notably, she was the Cutting/Sewing Department Manager and Assistant Upholstery Plant Manager and was ultimately promoted to her current role. She has distinguished herself in an industry where few females of color have found their way to leadership positions. This reflects her true skills, along with the forward-thinking environment created at Vanguard.

In her free time, she is committed to giving back to her community through charitable and volunteer opportunities. Most notably, she has mentored and developed youth through her church ministry and partnered with her husband to spearhead the local "Stop the Violence" movement.



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SPEAKER BIOGRAPHIES



Lynn Myrick

Owner, Allora Coaching & Consulting, LLC

Myrick is a Certified Professional Coach and Master Practitioner in Energy Leadership. She is a smart and powerful woman with a talent and passion for helping others tap into and develop their own strengths. After completing her degree at UNC Charlotte, Myrick began her career in the financial planning field and soon after co-created her own financial planning firm with two business partners. After fifteen years of professional services experience, Myrick founded a life and executive coaching company that allows her to fulfill her drive as a success facilitator, by implementing powerful proven tools to empower her clients to achieve the most apical goals, in line with their life and career paths.

Her entrepreneurial spirit that positioned her to start two non-profits, a financial planning firm and a flourishing executive coaching practice, gives her amazing insight on how to build business ideas from the ground up. She believes that her foundation of business acumen, intuition and creativity set her apart, and allow her to bring fresh perspective into any business environment.

Myrick's clients truly appreciate her positive energy, desire to help them thrive, and her infectious optimism that allows them to tap into their hidden potential and bring about transformative life-change! Lynn is also proud to say that she is a native Charlottean and is excited to see all the growth change and diversity that Charlotte has ushered in over the years, and with potential for so much more.



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Instagram: @coachlynnmyrick



Roxy Owens

Founder/Creative Director, Society Social

From an early age Owens was no stranger to the world of furniture and design, having grown up in Hickory, North Carolina, known to many as the furniture capital of the world. She began attending High Point Market as a young adult and years later, after earning her business degree from NC State, she was off to New York City to attend the renowned Parsons School of Design.

Post-graduation, Owens accepted a position in an Executive Development Program eventually being placed in a buying office, managing the assortment for 300 stores nationwide. Despite gaining invaluable retail experience, she realized cubicle life wasn't enough. Committed to starting something of her own, inspired by her family's furniture story, and empowered by her corporate training, she returned to her roots. In August of 2011, Owens took to e-commerce and proudly launched her very own furniture line, Society Social. By November 2011, a rattan table from her first collection was featured in House Beautiful's "The Best." Most recently Forbes declared her "Pioneer of the Modern Day Traditional Design Movement" and just one year after opening, House Beautiful selected her brick and mortar as one of the "Best Home Stores in the Nation" alongside heavy hitting names such as West Elm, Serena & Lily, and Mitchell Gold + Bob Williams.

Designed with everyday gatherings and celebrations in mind, Society Social's colorful collection has caught the eye of tastemakers including Elle Decor, Traditional Home, Harper's Bazaar, Architectural Digest, Town & Country Magazine, Forbes, Fast Company, Brides, InStyle, Glamour, Oprah, Southern Living, Coastal Living, Country Living, HGTV, Marie Claire, Better Homes & Gardens, Real Simple, Good Housekeeping, My Domaine, Apartment Therapy, Refinery 29, Teen Vogue, Coveteur, and The Zoe Report. Roxy has also made appearances on national television and hosted her own pilot "Carolina Reno" for HGTV. She currently serves as the host of ABC's "Secretly Awesome," a show that spotlights unique small businesses across the nation.

After nearly 10 years in the big city, 2 Society Social showrooms between the Lower East Side and Soho and 2 mini apartments, Owens and her college sweetheart, along with 2 new additions to their family (a puppy and a baby!) returned South to her hometown. Society Social opened its first flagship ever located in Charlotte, NC in 2019. Owens is currently working on her most special design project to date, her family's forever home.



LinkedIn

Instagram: @societysocial, @roxyalexisowens

Twitter: @SocietySocial

SPEAKER BIOGRAPHIES



Sara Paul

Cardiovascular Doctor of Nursing Practice, Heart Failure Specialist, Catawba Valley Cardiology

Paul received a nursing degree from Florida State University in 1981 and a master's degree in cardiovascular nursing from the University of Alabama at Birmingham in 1986. She completed her nurse practitioner studies at Medical University of South Carolina in 1995, and in 2010 she received her doctoral degree in nursing from Duke University. She has been an advanced practice nurse for 36 years as a Clinical Nurse Specialist and a Clinical Assistant Professor of Nursing. Since 1995, she has been a nurse practitioner managing heart failure patients. From 2002-2013, she was the Director of the Heart Function Clinic at Hickory Cardiology. Paul is a founding member of the American Association of Heart Failure nurses, and is active in the leadership of the Heart Failure Society of America and the American Heart Association. Paul has numerous publications in books and journals and is the editor of two nursing textbooks. She regularly speaks at conferences, and currently sits on the editorial board of three professional journals.



Joanna Shere

President, Steele Rubber Products, Inc.

Shere is the President/CEO of Steele Rubber Products – a manufacturer of restoration products for classic cars, street rods, RVs and recreational boating. Shere is a native of Denver, North Carolina and has worked for Steele since 2005. First working in the Marketing Department, she also served as Sales Manager, Senior Marketing Manager, and Vice President before becoming President in 2020 right at the beginning of COVID. She received a BA in Journalism from the University of North Carolina at Chapel Hill with a focus on Public Relations. She also received a Masters in Business Administration and a Masters of Science in Leadership and Organizational Change from Pfeiffer University of Charlotte, NC. Shere volunteers on the Automotive Restoration Market Organization (ARMO) Select Committee of SEMA serving as Chair-Elect and is serving on The Chamber of Catawba County's Board of Directors. She is very interested in education and leadership development, whether that is through students preparing for a career or adults growing their skills through continual education. In her free time, she enjoys spending time with friends and family and traveling. She lives in Denver, NC with her husband, David, and dog, Dexter.



Instagram: @steelerubber

YouTube: Youtube.com/user/steelerubberproducts



Jennifer Stiver

Owner, 2 Pink Magnolias

Throughout her career, Stiver has frequently been the only woman in the room and has succeeded by doing things differently. She is a community leader and entrepreneur who encourages change and risk-taking. She started 2 Pink Magnolias in Downtown Newton in 2010 and later renovated a downtown building to prove what could be successfully done and has been a catalyst in the renaissance of Downtown Newton.

Stiver earned her BSBA from UNC-Chapel Hill's Kenan-Flagler Business School and her MBA from UNC-Charlotte's Belk College of Business. Her marketing and sales career began at Black & Decker. (Yes, she knows how to use power tools!) She is currently a regional sales manager for Haleon Consumer Healthcare, where she has worked for 16 years, and is co-owner of 2 Pink Magnolias. Stiver is actively involved in the community and dedicated to helping Newton and Catawba County reach their full potential. She has served on the boards of The Chamber of Catawba County and ECCCM. Stiver is currently the Chairperson of the Newton Business Advisory Committee and serves on the board of the Downtown Newton Development Association. She also regularly consults on local marketing initiatives.



Instagram: @2pinkmagnolias

SPEAKER BIOGRAPHIES



Amy Wartham

*Director of Corporate and Custom Training
UNC Charlotte | School of Professional Studies | Continuing Education*

Wartham is the Director of Corporate and Custom Training at UNC Charlotte and works with some of Charlotte's largest organizations assessing and managing their specific workforce training needs. She has been at UNC Charlotte for over 22 years. Wartham has previously served as a lecturer and academic advisor in the Belk College of Business at UNC Charlotte and as a Marketing and Management instructor at Central Piedmont Community College. Owing to her significant experience in various aspects of adult learning and corporate training, she has mastered the ability of establishing and building positive relationships with corporate clients and all levels of management, through her excellent communication skills along with successful negotiations, presentations, effective training methodologies and written communications. Wartham's keen business insight and expertise in ascertaining and analyzing needs, streamlining operations and envisioning future goals and processes, have played a pivotal role in the success of her department.

Wartham completed her BS and Masters in Business Administration from Winthrop University and specializes in the areas of business communications, emotional intelligence, organization development, teambuilding, leadership and change management. In 2020, *The Charlotte Business Journal* named Wartham as one of Charlotte's Top 25 Women in Business leaders. Charlotte Business Leader Magazine named Wartham as one of Charlotte's "Mover and Shakers" in 2008 and in 2009 she was named as one of Charlotte's "Women Extraordinaire." In addition, in 2011 and in 2014, the Mecklenburg Times named Wartham as one of Charlotte's "50 Most Influential Women." Wartham is a member of the Charlotte Chamber of Commerce Workforce Development and Talent Committee, a member of the Charlotte Chapter of the Association of Talent Development (ATD) and the University Professional Continuing Education Association (UPCEA).



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Instagram: @awartham



Sheree Watson

CEO, Graystone Eye

Watson has held the Chief Executive Officer role for Graystone Eye since 2000. She is responsible for overall strategic and operational leadership of the organization. Watson's education includes a BS in Physical Therapy from the University of North Carolina at Chapel Hill and a MS in Health Professions Leadership from Georgia State University.

Watson has served on several boards including past Chair of the NC Board of Physical Therapy Examiners, past Vice President of the NC Physical Therapy Association and a 5 term member/ immediate past Chair of the Board of Trustees at North Carolina Baptist Hospital/Wake Forest Baptist Medical Center. She has served on the Advisory Board for the Division of Physical Therapy at UNC Chapel Hill and is currently on the Business School Advisory Board at Lenoir Rhyne University. She is a past Board member/Chair for The Chamber of Catawba County and an inaugural Board member for the innovative K-64 initiative for education and workforce development in Catawba County.

Watson has also served as a Deacon, Deacon Chair, choir member and chaired multiple committees at First Baptist Church, Hickory. A native of Burnsville, NC, she currently lives in Hickory, NC with her husband, Mike. "Empty nesters," they have two adult children, Michael Watson and Lyndsay Williams and welcomed their first grandchild in October 2021!



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SPEAKER BIOGRAPHIES



Kimberly H. Whitley

Managing Partner, Patrick, Harper & Dixon, LLP

Whitley, managing partner in the Hickory law firm of Patrick, Harper & Dixon, LLP and a Board Certified Specialist in Estate Planning and Probate Law, concentrates her practice in Estate Planning and Administration, Elder Law, and Corporate Law.

A Hickory native, Whitley received her undergraduate and law degrees from the University of North Carolina at Chapel Hill, where she was a Morehead Scholar, National Merit Scholar and a Phi Beta Kappa member.

She currently serves on the board of directors for the United Way and Adult Children of Aging Parents (ACAP). She is a past member of the Board of Directors of Hickory Museum of Art, Adult Life Programs, and numerous other organizations.

In 2013, Whitley received a Women of Justice Award from North Carolina Lawyers Weekly. Whitley and her husband, David, and their son, Colson, live in Hickory.



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Instagram: @kimberlyhuffmanwhitley

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