

Carolinas Diversity Council presents

Charlotte

W O M E N

A large, stylized blue letter 'W' is centered within a gold rectangular box. The 'W' is composed of several overlapping, flowing lines that give it a sense of movement and depth.

I N
L E A D E R S H I P

• S Y M P O S I U M •

Women Leaders as Architects of Change

Wednesday, March 20, 2013

Charlotte, NC

8:45 AM - 1:00 PM

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Welcome from the National Diversity Council

Dennis Kennedy

Founder & CEO, National Diversity Council



We are excited to welcome you to our 2013 Charlotte Women in Leadership Symposium hosted by the National Diversity Council. This great event offers an opportunity for you to observe, learn, network, and hear different perspectives from a diverse mix of executives who have made the climb up the “corporate ladder.”

The theme for today’s symposium is “Women Leaders as Architects of Change.” You will gather a wealth of knowledge, experience, and expertise from some of the best female executives speaking on topics that will address the personal and professional challenges faced while successfully rising to the top in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today’s topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the National Diversity Council. I would like to thank all of our corporate sponsors, program participants, and volunteers. Without each of you, this event would not be a success.

Sincerely,

Dennis Kennedy

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Agenda

- 8:45 a.m. -9:15 a.m. **BREAKFAST**
- 9:15 a.m. -9:30 a.m. **WELCOME**
Brian Richards — *Coordinator, NDC Carolinas Diversity Council*
- 9:30 a.m. -9:40 a.m. **INTRODUCTION OF PANELISTS**
Beverly Marcellin — *EL/Civics Coordinator and Marketing and Recruitment Coordinator, Caldwell Community College and Technical Institute*
- 9:40 a.m. -10:00 a.m. **MANAGING YOUR CAREER IN A WORLD OF CHAOS**
Denise Cooper — *Executive Coach, Coach HR LLC*
- 10:00 a.m. -10:20 a.m. **WOMEN PHYSICIANS: LEADERSHIP OFF OF THE CORPORATE LADDER**
Karen E. Breach, M.D. — *Pediatrician at University Pediatrics, President NC American Academy of Pediatrics, CHS Physician Diversity Advisory Committee*
- 10:20 a.m. -10:40 a.m. **YOUR PERSONAL BOARD OF DIRECTORS: HOW TO MAXIMIZE MENTORS**
Jeannene Allen — *Area Human Resource Director, CVS Caremark Corporation*
- 10:40 a.m. -10:50 a.m. **Q & A SESSION I**
- 10:50 a.m. -11:00 a.m. **BREAK**
- 11:00 a.m. -11:20 a.m. **CREATING YOUR PERSONAL BRAND**
Mimi Zelman — *President and Publisher, Women with Know How
President Elect, Business and Professional Women NC*



Agenda



11:20 a.m. -11:40 a.m.

GIVING AND RECEIVING: SUPPORTING ONE ANOTHER IN BOTH DIRECTIONS

Janet C. Hart — *Vice President of Public Relations and Communications, Better Business Bureau
of Southern Piedmont*

11:40 a.m. -11:55 a.m.

Q & A SESSION II

11:55 a.m. -12:00 p.m.

CLOSING REMARKS

12:00 p.m. -1:00 p.m.

NETWORKING



Panelists



DENISE COOPER

*Executive Coach
Coach HR LLC*

Denise Cooper worked over 25 years as a HR executive and now is a business owner, executive coach and a professional speaker. She is the Chief Reinvention Strategist and founder of Coach HR LLC. Coach HR works with executives who have tried everything to change their situation and still their business or career is stuck in an unfulfilled rut. She is a change specialist helping companies and individuals understand how to become indispensable in a “plug and play” economy.

Denise worked for Fortune 500 companies such as Monsanto and The Gap as well as the Arkansas State AFL-CIO. What separates her services from the competition is Denise is a living example of her coaching. From reinventing her career to revamping an HR department’s cost structure to save \$15 million over four years to adding \$2 million in revenue to the business, Denise has successfully challenged the status quo thinking in HR and business.

Denise received her MBA from Washington University and in 2008 received her Business Coach certification from North Carolina State University. An expert coach on an NBC affiliate WCNC’s Your Career Today and WGIV 1370 am Law 360 segments and featured in the book Thoughts from the Top: Interviews with HR Executives, numerous articles including Assessing Values in the Workplace, Talent Magazine, The Happiness Factor Promotional Consultant Magazine and Finding Balance for Small Business Owners Mecklenburg Times. Denise is a proud member of the sandwich generation taking care of parents and children while working to keep it all in balance. Client list includes: Scripps Network Interactive, Charlotte Housing Authority, Wells Fargo/Wachovia, Partners Healthcare/Brigham and Women’s Hospital, North Carolina Kidney Foundation, Harris Bank (Chicago), and Walgreens.

JEANNENE ALLEN *Area Human Resource Director CVS Caremark Corporation*



Jeannene Allen is area Human Resource Director for CVS Caremark, which is ranked 19th on the Fortune 500 list and is the nation’s largest integrated pharmacy healthcare provider. CVS Caremark is known for significant diversity and inclusion programming, and was named among Diversity Inc.’s 2012 Top 50 Companies For Diversity. As Human Resource Director for CVS Caremark’s largest retail division, Jeannene creates and executes human resource strategies for an area consisting of more than 1,000 locations and greater than 25,000 employees. Jeannene leads a Diversity Leadership Team, which she charges with overgeneralization of diversity and inclusion throughout her organization. She has served on CVS’s Corporate Diversity Council, which was responsible for developing diversity and inclusion strategies throughout CVS. Jeannene volunteers her time to the profession of Human Resources. She served as President of Charlotte Area Society for Human Resource Management, and Council Member of the North Carolina Society of Human Resources. An honors graduate from Appalachian State University, she received a Master’s degree in Industrial and Organizational Psychology. She earned her Bachelor of Arts in Psychology and Business from The University of North Carolina at Charlotte.

In addition to her current position with CVS /Caremark, Jeannene has worked with corporations such as Charlotte’s Belk Stores Services, Brendles Corporation and American Express Health Systems Group. She also owns a real estate brokerage company specializing in investment properties and property management.

She believes in bringing passion and energy to her role at CVS and has been quoted as saying, “If you aren’t excited and passionate about what you do for a living, there is a long line of people behind you that would love your job. Stay passionate about your role and what you bring to the organization.”

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Panelists



KAREN E. BREACH, M.D.

Pediatrician at University Pediatrics

President NC American Academy of Pediatrics, CHS Physician Diversity Advisory Committee

Dr. Karen Breach practices full time at Carolinas HealthCare System-University Pediatrics in Mint Hill, North Carolina. She is a graduate of Hofstra University and George Washington University School of Medicine. She completed residency at Children’s National Medical Center, Washington, D.C. Certified by the American Board of Pediatrics, she has been a Fellow of the American Academy of Pediatrics for 21 years.

Dr. Breach began a career of advocacy and education soon after arriving in Charlotte 25 years ago. She works to reduce health disparities by promoting diversity inclusion, health literacy, and education through media. Recent personal efforts have been in the areas of improving school behavior of at risk students, promoting fitness in schools, and advocating for reducing childhood obesity. Dr. Breach mentors students and young physicians during all phases of their training.

Dr. Breach is the immediate past President of the North Carolina Chapter of the American Academy of Pediatrics. She was recently elected to the South Appalachian District National Nominating Committee of the AAP for a three year term. Also in the national arena, Dr. Breach has been an active member of the Pediatric Section of the National Medical Association for over 20 years, having served as Section Chairman from 2008-2010.

Locally, Dr. Breach serves on the Simmons YMCA Board of Directors, the Physician Diversity Advisory Committee of Carolinas HealthCare System, as well as other boards and community service organizations. Some 20 years ago she was founding board member of Teen Health Connection, the city’s only clinic dedicated to caring for teens. Dr. Breach is a past President of the Charlotte Medical, Dental & Pharmaceutical Society, a past member of the Board of Directors of the Mecklenburg County Medical Society, and a past Chief of the Department of Pediatrics at Carolinas Medical Center (1997.)

Dr. Breach has been recognized as a Woman of Excellence in Who’s Who in Black Charlotte (2012) and received the Pride Charlotte Physician of the Year award (2000) among other honors. She is a member of the Charlotte Chapter of The Links, Incorporated, Alpha Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated, and Memorial Presbyterian Church. She enjoys sports, the arts, and has a special passion for dance. She is married to Harry Washington and has a daughter in college.

JANET C. HART

Vice President of Public Relations and Communications

Better Business Bureau of Southern Piedmont



Janet C. Hart, APR, CFEE is Vice President of Public Relations and Communications for the Better Business Bureau since 2007. She is a media relations expert who is well-respected as a trusted resource by local and national media. Janet serves on the BBB’s national communications task force and as a national BBB media relations expert on call. She also contributes to the “Ask An Expert” column in The Charlotte Business Journal. In 2011, Janet was named as one of the 50 Most Influential Women in Charlotte by The Mecklenburg Times. In 2012, she was selected to receive Women With Know How’s Most Impactful Woman Award and the Public Relations Society’s Infinity Award. Janet earned Accreditation in Public Relations and has served as President of PRSA Charlotte. She graduated from UNC Chapel Hill with a B.S. in Business Administration. She has also completed Duke University’s non-profit management program and the International Festival & Events Association’s Executive Management program.



Panelists



MIMI ZELMAN

*President and Publisher, Women with Know How
President Elect, Business and Professional Women NC*

Was born in Buffalo, New York. She started her advertising career while residing in Southern California and represented the Yellow Pages. She was one of the first women hired for outside sales and quickly grew to be in the top 10% of over 100 employees, of which 98% were men. She also won numerous awards for achieving sales quotas.

The Zelman family relocated back to Buffalo, New York to raise their two daughters and Ms. Zelman began working for R.L. Polk & Co. as an outside sales representative selling directory listings and advertising to all businesses in Western New York. She was promoted to regional manager within two years and served in that capacity for 12 years.

Ms. Zelman began to work for TV Fanfare Publications selling advertising space as a sales representative. Within six months she was promoted to assistant sales manager and then within a month was promoted to Charlotte, NC to run the Charlotte office. She created a sales force from scratch and her office grew to be within the top 10% of the company's national sales offices.

While working at Greater Charlotte Biz, Ms. Zelman became involved with many networking groups and saw the need to create a women's resource guide and monthly E- Magazine which led to the creation of Women With Know How. This publication features women owned businesses and professional women and businesses in that want to cater to a female clientele through advertising. Articles are written for women by women. Franchise opportunities are now available in other cities.

Mimi was named a 2011 Mecklenburg Times Most Influential Women and serves on the Executive Board of Business and Professional Women/NC as Vice President .



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For more information, contact Tonya Anderson at tonya.anderson@diversityfirstjobs.com



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The NDC Carolinas Diversity Council is committed to enhancing the appreciation for and the understanding of the value of diversity and inclusion in today's global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.



Brian Richards, Coordinator
brian.richards@nationaldiversitycouncil.org