Saturday, August 6, 2022
9 a.m. — 5 p.m.
Johnson C. Smith University
New Science Center
100 Beatties Ford Rd.
Charlotte, North Carolina 28216

Hosted by
Alpha Kappa Alpha Sorority, Inc.®, Rho Psi Omega Chapter and the Queen City Ivy & Pearls Foundation
AGENDA

8:30 a.m. - 9:30 a.m........................................................................................................Continental Breakfast & Registration

9:15 a.m. - 9:25 a.m......................................................................................Welcome Address
Alpha Kappa Alpha, Sorority, Inc., Vice President, Rho Psi Omega Chapter- Sharon McNeill
The Queen City Ivy & Pearls Foundation President- Dr. Kelley Eaves-Boykin

9:30 a.m. - 9:55 a.m..............................................................................................Title Sponsor Address:
Importance of Small Business Banking-
First National Bank- Latosha Woods-Carter

10:00 a.m. - 10:45 a.m..................................................................................Panel I- Brand Development:
An Influencers Perspective-
Moderator- Raukell R. Robinson

10:50 a.m. - 11:00 a.m ......................................................................................Business Ted Talk

11:00 a.m. - 11:45 a.m..................................................................................Panel II- Mental Wellness &
Burnout & Building A Positive Company Culture:
Moderator- Dr. Shaftina Snipes

11:50 a.m. - 12:00 p.m......................................................................................Business Ted Talk

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

1:00 p.m. - 1:30 p.m ......................................Breakout Session #1: The Art of Sales- Franklin Shipp

1:00 p.m. - 1:30 p.m ......................................Breakout Session #2: What’s Your Pitch?- Yanira Castro

1:45 p.m. - 2:15 p.m ......................................Breakout Session #3: Investing for Retirement-
Tee Weaver

1:45 p.m. - 2:15 p.m ......................................Breakout Session #4: Why Does Your Image Matter?-
Felicia Bittle

2:30 p.m. - 3:00 p.m ..............................................................Keynote Speaker: Toni Harrison
“Getting Back to Business in 2022”

3:00 p.m. - 5:00 p.m ..............................................................Sip & Shop (Various Vendors)
Starting a business is one thing, but sustaining a company is another. Women are the fastest growing population of entrepreneurs, but still face challenges when starting or sustaining their business venture. Hear from various entrepreneurs on the challenges and successes they have experienced along their journey to becoming an entrepreneur. These business leaders found success by following their passion, leveraging their skills and taking risks. If you are determined to maximize your entrepreneurial potential, while achieving your quality-of-life goals, this panel discussion will leave you excited, energized and ready to turn your ambitions into reality.

**Event Host and Panelists**

**Event Host- Vonyetta Power 98** The radio industry is always looking for a fresh voice, a fresh look, and that is exactly what Power 98 got when Vonyetta joined the lineup in 2013. Having held the spot as the #1 midday personality in the Charlotte market landed her awards for “Favorite Midday Personality” in 2014 and “Best Midday Show” in 2016 for the “Best In The City Awards.” Vonyetta previously appeared on Fox 46 Good Day Charlotte for the top rated “Pop Culture Talk” segment. In addition to Pop Culture Talk, there was a weekly Empire rap up show hosted by Vonyetta. Currently, Vonyetta is a contributor for the hour long “Couch Chat” series on WCCB News Rising. The topics discussed consist of hot topics, pop culture talk, food, and more. Most recently Vonyetta has the opportunity to now give #MiddaysWithVonyetta in two different markets. She has also handled Middays on Hot 95.5/93.1 in Augusta, GA Monday thru Friday from 10a-2pm. Vonyetta has recently added some great things to her resume. Vonyetta has been a DJ now for over 4 years! She also created a beauty brand called Volt! The entire line is vegan, cruelty and paraben free. Vonyetta is a multi market radio host as well as she is now the co-host for Red Bull and Coffee in Columbia, SC. In addition, Vonyetta is a cast member for the new reality show “Made 4 This” coming to Tubi in August.

**Dr. Lorrie Miller,** an award winning licensed therapist is the onsite provider for ESPN Charlotte & Disney Theatrical and the COO of Emind Wellness & Training Institute (EWTI), PC in Charlotte, NC. She is also the author of STRESS LESS IN 10 DAYS, this self help program along with her onsite Mental Fitness Program have both been effectively used to bridge the gap between physical wellness and mental wellness to achieve optimum wellness. Dr. Miller specializes in helping employees and individuals manage the pressures and expectations of high stress work environments and life. She understands that individual wellness is more than physical health and therefore provides effective tools to integrate mental and emotional health strategies into the fabric of life, both personally and professionally.
Damion "Dameon Dash" Harmon has over 15 years in the mental health field. As a Licensed Clinical Mental Health Counselor, he has worked with individuals using cognitive behavioral therapy in addressing anxiety, grief, gender identity, trauma-related, depression, personality disorders, and specializes in working with adolescents and adults to promote their social, emotional, and positive well-being as citizens in the community.

Ryan Jor El, Author, Speaker and Host, understands life is all about paying it forward. After spending nearly twenty years in the fashion industry, family, faith and fatherhood now sit at the top of his priority list. Ryan’s passion, personality and pursuit of purpose have opened many doors and arenas which transitioned this entrepreneur into philanthropy through the creation of Black Fathers Rock; a non-profit organization that seeks to change the narrative and dispel the notion that all black fathers are absent.

Judge Ty Hands is a devoted mother, committed community servant and race equity change agent. Judge Hands serves as a keynote speaker, instructor and panelist including being the primary School of Government Domestic Violence trainer for North Carolina’s new judges, magistrates, prosecutors and clerks. She also trains in race equity, implicit bias and vicarious trauma. Fluent in Spanish and active in her community, Judge Hands has been recognized with numerous accolades and awards including being an inductee of the Negro and Professional Women’s Hall of Fame, Charlotte's 50 most Influential Women award, Winston-Salem State's 40 under 40, A Lawyers Weekly Woman of Justice and the Leukemia and Lymphoma Society’s Woman of the Year.

Curtis Walls was born and raised in Charlotte, North Carolina. He attended North Carolina Agricultural and Technical State University as a standout student-athlete majoring in Landscape Architecture. Upon graduation he worked for Design Workshop in Aspen, Colorado as a Project Landscape Architect. Curtis serves on diverse non-profit boards and enjoys the process of inspiring and empowering people, businesses and organizations to build strong cultures, processes and experiences.
Latosha Woods-Carter is a native of Sumter, SC. She is a graduate of Lander University where she became a member of Alpha Kappa Alpha Sorority Inc in 2011. She and her husband moved to Charlotte NC in 2014 where they raised their 2 daughters. Latosha is currently a Branch Manager, AVP at the Charlotte Uptown location for First National Bank. She has been in banking 4 years and prior to that 6 years in sales management. She prides herself on providing financial wellness to underserved communities and helping her clients reach their financial goals.

Yanira M. Castro (she/her/ella) is a communications professional with more than 20 years of experience in telling inspiring stories to audiences ranging from national television shows to leading digital channels. Yanira founded Humanity Communications Collective in 2017 to inspire people with stories of joy and justice. The team, made up of amazingly talented women and people of color, is highly focused on digital engagement and storytelling, by reminding people to embrace technology, business and life in a way that focuses on people’s humanity. Humanity Communications Collective has also shared important and groundbreaking client stories on CBS This Morning, ABC News, 60 Minutes, Essence, Now This!, O, The Oprah Magazine and many others.

LaToya Evans is a strategic communications executive who has served as a senior crisis communications strategist and spokesperson for some of the world’s most notable brands including Walmart, Bank of America, IBM, Philips, and Compass Group. Covering a broad spectrum of industries, LaToya has also worked with greats ranging from Detroit rapper Big Sean to the inventor of the IBM personal computer. Evans founded the national PR firm the LEPR Agency where she leads media and marketing initiatives for high-profile businesses, politicians and professional athletes. Notably in 2017, the company served as the agency of record for then-Charlotte Mayor Pro Tem Vi Lyles’ mayoral campaign which resulted in Lyles being elected the city’s first African American woman mayor. In addition to leading re-election efforts in 2019, the firm continues to advise and consult on numerous issues facing the state of North Carolina.
The Art of Sales

Franklin Shipp is an accomplished healthcare executive and business strategist. With a background in sales, marketing, and leadership, his career expands over several verticals including pharmaceuticals, medical equipment and devices and healthcare consulting. Franklin is the current VP of sales for Cardinal Health, a Fortune 15 company.
What’s Your Pitch?

Yanira M. Castro (she/her/ella) is a communications professional with more than 20 years of experience in telling inspiring stories to audiences ranging from national television shows to leading digital channels. Yanira founded Humanity Communications Collective in 2017 to inspire people with stories of joy and justice. The team, made up of amazingly talented women and people of color, is highly focused on digital engagement and storytelling, by reminding people to embrace technology, business and life in a way that focuses on people’s humanity. Humanity Communications Collective has also shared important and groundbreaking client stories on CBS This Morning, ABC News, 60 Minutes, Essence, Now This!, O, The Oprah Magazine and many others.

Investing for Retirement

Tee Weaver joined Truist in 2011 as a part of the Leadership Development Program and began her career as a Market Leader in the Community Banking organization. She currently is a Wealth Business Advisor with Truist Wealth located in the new headquarters of Charlotte, NC. She has a deep understanding of how to help clients obtain wealth, by utilizing the IRM relationships she has developed throughout her career. She also brings a unique perspective to our clients because she has held several positions with the bank. She also has been recognized by Truist as a Sterling Performer.

Why Does Your Image Matter?

Felicia Bittle is a preeminent style consultant and entrepreneur based in Charlotte, NC. Known for her unique approach to fashion with edge, Felicia’s expertise is engaged for personal and magazine styling, wardrobe consultations, and all media and speaking engagements. With over 15 years in the industry, Felicia has crafted a styling experience centered around services that inspire her clients to look great and feel comfortable as they step into any room.
Toni Harrison is an award-winning marketing communication leader with experience in the boardroom, the situation room and the newsroom. No stranger to creative disruption and closing communication gaps with data-driven, culturally relevant campaigns, Toni launched Etched Communication in 2014. The leading multicultural public relations and crisis management agency served as the PR practice for Chicago-based Ten35.

Toni led part of the team responsible for PepsiCo’s $400 million commitment to uplift Black communities and representation; devised and executed strategies for Polaris Inc.’s entry into the multicultural space; and expertly navigated a prominent nonprofit through a global crisis which received a gold “Stevie,” the highest accolade, for crisis management at The American Business Awards. Also under her demonstrated leadership, Fair Fintech was named “Best Emerging Fintech” and secured exclusive analyst briefing invitations in the U.S. and E.U. prior to its product launch.

The former CBS journalist has a proven track record for leading total-market strategies for Fortune-ranked companies, global consumer brands, governmental entities and nonprofit organizations. C-Suite executives, prominent dignitaries and elected officials rely on her proven media coaching and crisis management expertise to navigate difficult media interviews and complex marketing communication challenges. Etched clients are frequently featured in global news outlets including MSNBC, CNN, Cheddar, New York Times, Chicago Tribune, BBC, Vice News, FOX Business, Black Enterprise and NPR, to name a few.

Named “Top 5 Black Business Women to Celebrate” by Black Enterprise in 2021, Toni’s passion for community service rivals her professional dedication. She is active in The Links, Inc., Junior League of Houston, PRSA (Board Member) and Alpha Kappa Alpha Sorority. She serves on Forbes Young Entrepreneur Council, the advisory council to Young Women’s College Prep Academies and she has been selected for Fortune’s Most Powerful Women-NextGen Summit since 2017.

Toni always accepts opportunities to mentor young professionals, and she frequently speaks at industry conferences and events. Her articles and commentary on culture, DEI, crisis management and leadership are published in Forbes, Business Insider, PR News, Fintech Times and Blavity, among others.

Toni earned a Bachelor of Journalism from the University of Texas at Austin. She completed graduate coursework at the University of California at Los Angeles.
“The only way you can measure your success is by reflecting and seeing what you want out of the experience. And the journey is just as much a part of the success you seek out”.

-Jessica Alba

Co-Founder, The Honest Company
2022 QCEC Planning Committee

Dana Adair-Sidberry, Co-chairman
Tanya Sotillo-Pennix, Co-chairman
Latosha Woods-Carter
Tanganyika Samira Clowney
Ayanna Griffin
Jewel Jefferies
Adrienne Johnson
Alexis Kondratyk
Brittany Marshall
Tara Moon
D’Ann Redd
Shaftina Snipes
Vivian Spruill
Diann Weston

Queen City Ivy & Pearls/Rho Psi Omega Representatives

Dr. Kelley Eaves-Boykin - QCIP President
Dr. Margaret Gibson - RPO President / QCIP Board Member
Sharon McNeill- RPO Vice President / QCIP Member
Bobbette Willis - QCIP 1st Vice President /
Development Committee
Cathy Sutton - QCIP Treasurer
Arve’ Carter - RPO Treasurer / QCIP Board Member
Valerie Vanderhall - QCIP Financial Secretary
About Us

Alpha Kappa Alpha Sorority, Inc. was founded in 1908 on the campus of Howard University. It is the oldest Greek lettered organization founded by African American college educated women. Today, Alpha Kappa Alpha Sorority comprises over 300,000 women in over 1,024 chapters around the world. Its focus is on economic security, global poverty, health, and social justice as part of the sorority’s community service programming. Currently, Dr. Glenda Baskin Glover serves as the Sorority’s international president. For additional information, please visit www.aka1908.com.

The Rho Psi Omega Chapter, chartered in 1989, is a graduate chapter of over 500 professional women, in the Charlotte area, who seek to provide volunteers and financial support to organizations and programs. Its efforts align with the international mission of Alpha Kappa Alpha Sorority, Inc.® Dr. Margaret Gibson currently serves as president. For additional information, please visit www.rhopsiomega.org.

Queen City Ivy & Pearls Foundation The Queen City Ivy & Pearls Foundation is a voluntary, non-profit, 501(c)(3) corporation dedicated to providing purpose-driven programs that empower individuals and communities to grow, strengthen, and sustain. It’s mission is to educate and inspire individuals, families, small businesses, and non-profit organizations through targeted programs, charitable activities, and essential resources designed to leverage empowerment opportunities. The current president is Dr. Kelley Eaves-Boykin. For More Information, visit www.qcivyandpearls.org.
Things to Remember
Special Thanks

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Sula NYC Body Oils / Fragrances- https://sulanyc.com/collections/skin-care
The Fly Youth- https://www.theflyyouth.com
L’amour Anne- https://shoplamoura.com
Thank you for attending the 2022 Queen City Entrepreneurs’ Conference. We wish you much success in your business endeavors.
Please keep in contact with us by following us on Instagram @QCEC_Org

You have what it takes to be successful. Enjoy the journey!!