



LEADERSHIP WINSTON-SALEM

Igniting Community Leadership



2024

Annual Report to the Community

The Executive Director's Reflections

Dear members of our Winston-Salem family,

Looking back on the 2023-2024 fiscal year, I'm delighted to share highlights from what was truly an outstanding year for Leadership Winston-Salem. This year brought remarkable achievements and milestones that reflect our deep commitment to building a stronger community.

We were delighted to welcome Denise A. Smith as our new Director of Philanthropy, bringing a wealth of experience and enthusiasm to our mission. Additionally, we celebrated the graduation of the "Most Most Class Ever"—the Class of 2024—who contributed a record-breaking class gift of \$24,234, showing their commitment to LWS's legacy and future.

A standout moment this year was honoring Karl Yena (Flagship Class of 1992) with the prestigious C. Edward Pleasants Lifetime Achievement Award. This award was presented among a truly impressive group of nominees, highlighting the tremendous leadership within our community.

Financially, we're in excellent health, which allowed us to expand our Alumni Engagement Coordinator position into a full-time Director role. We're thrilled that Freida Mitchell, an alum of the Flagship Class of 2021, has stepped into this role, bringing both experience and passion to strengthen alumni connections and involvement.

Leadership Winston-Salem has been fortunate to receive outstanding support year after year from our alumni network and the corporate community, and the past fiscal year continued that tradition of generosity. Contributions remained robust as our community partners recognized the impact of our programming, which educates, connects, and energizes leaders dedicated to community improvement. This continued strength has enabled us to deliver enriching experiences through both the INSIGHT and Flagship programs, fostering high levels of alumni engagement. Inspired by this ongoing support, we are also exploring new programming opportunities to engage more valued members of our community in meaningful ways.

As we celebrate our 40th anniversary, we look forward to an exciting future of growth and success, made possible by the invaluable support of our donors, corporate partners, and engaged alumni.

With gratitude for an outstanding year,

Katherine K. Perry

CONNECT WITH US ON SOCIAL MEDIA



Our Mission

Educating, Connecting, and Energizing leaders to serve and improve the community.

"Connectivity! Leadership Winston-Salem is a direct guide to networking, building long-lasting relationships and partnerships among peers who are committed to making a difference in our community. Leadership Winston-Salem is, and always will be, relevant! I value my selection and participation in this distinguished affiliation!"

Orielle E. Hope, Flagship '23



"Leadership Winston-Salem empowers individuals to ignite change and fosters a community where collaboration, innovation, and growth flourish. By cultivating leaders who inspire others, we create lasting impacts that enrich our city and strengthen our connections."

Sharon S. Hughes, Winston '97





FLAGSHIP 2024

Carolina Asurza - Llibott Consultorios Medicos
Victor Bartley - Ephesus SDA Church Campus
Christy Bellis - The Go-To Winston-Salem
William Beyea - Inmar Intelligence
Michelle Bobadilla - Forsyth County Board of Elections
Julian Brooks - City of Winston-Salem
Chelii Broussard - Winston-Salem State University
Betsy Brown - Bee Consulting
Charles Browning, IV - City of Winston-Salem Fire Department
Angela Bullock - Novant Health
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Heather Egan - Novant Health Foundation
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Beth Hinesley - HonorBridge
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David Wall - Imprints Cares
Brett Woods - Salem Academy and College

ACTION LEARNING PROJECTS 2024

City with Dwellings

Coach Joyce Mounce, Flagship '22

God's Butterfly

Coach Robert Egleston, Flagship '93

Hispanic League

Coach Kenneth Holly, Flagship '16

NC Black Repertory Company, Inc.

Coach Jolyn Roberts, Flagship '18

Riverwood Therapeutic Riding Center

Coach Brad Zabel, Flagship '06

Robinhood YMCA

Coach Harold Holmes, Flagship '90

Coach-In-Training Kyle Armentrout, Flagship '23

SaySo Children's Home

Coach Andrea Bohn, Flagship '18

The Little Theatre

Coach Jennifer Coulombe, Flagship '14

Coach-In-Training Eric Hermanson, Flagship '23

"I think all of life's significant moments comes through our connections with others. Through the Insight program, I connected with other leaders that I know will become life-long friends. While providing me with a deep understanding of the city's rich history, as well as an honest look at the work that still must be done, the Insight program fast-tracked my ability and fueled my passion to make a difference in Winston-Salem."

Eric Mayberry, INSIGHT '24



"Participating in Leadership Winston Salem was an eye-opening, exhilarating, transformative experience that broadened my view of our community. Networking, establishing new friendships, and learning more about the city in which we live brings added value to my life in a myriad of ways that reinforced my desire to interact and engage my community in new, refreshing and helpful ways."

Herbert Miller, Flagship '24

How Action Learning Projects Move Missions Forward

SaySo, Strong Able Youth Speaking Out

Our mission is to *educate the community, advocate for necessary changes, and support youth who are or have been in substitute care.*

SaySo works to prevent youth in substitute care from becoming just another statistic and helps to prepare them for independence and a brighter future. In October 2020 we received a grant that gave us an opportunity to assess the challenges and barriers faced by youth in substitute care in the area of employment.

In our study, we found 29% of young people in Forsyth County with substitute care experience were employed, while 65% were seeking employment. Beyond simply securing employment, youth expressed wanting to engage in careers that were meaningful to them. This highlighted an opportunity for SaySo to better support young people with the appropriate resources to pursue employment opportunities.

The only question was what resource to develop and how to develop it? With minimum staff and limited technical experience, we did not have the capacity to fulfill this need alone. The LWS Action Learning Team was just what we needed to help us conceptualize, plan and develop an Employment Resource Portal specifically for youth with substitute care experience.

The portal is an online resource that provides an array of career exploration information ranging from resume building to interviewing skills. The highlight of the portal is the identified “employer partners” who have agreed to hire young people with substitute care experience.

Our LWS Action Learning Team took their project to heart and actively engaged with the youth to learn about their employment experiences and preferences. They researched career and employment best practices, identified and recruited potential employer partners to hire youth from substitute care, and ultimately designed and created the online website portal.

The impact of the Employment Resource portal cannot be understated. Steady and meaningful employment is a key aspect of a healthy and productive adulthood. The portal will reach over 700 youth statewide and provide them with resources to assist with employment attainment.

Overall, it will help improve outcomes for young adults not connected to work across the state of North Carolina.



Program Supervisor
SaySo Children's Home

INSIGHT 2024



Manju Bhat, Winston-Salem State University
Sarah Blackwell, Reynolda House & Reynolda Gardens
Stephanie Pace Brown, Visit Winston-Salem
Kara Calderon, Reynolds American
Carmen Canales, Channels Consulting Group
Richard Cox, Taft Development Group
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Lari Harding, Inmar
Jodi Heelan, The Variable
Michael Heelan, Community Volunteer
Eric Mayberry, Winston-Salem Journal
Stuart McCormick, Lambert Architecture + Interiors

Patrick Pate, City of Winston-Salem
Sandra Pate, Liberty Healthcare
Betsy Pittman, Winston-Salem/Forsyth County Schools
Tres Pittman, Novant Health
Todd Pittman, Digestive Health Specialists
Antonia Monk Richburg, United Way of Forsyth County
Kristine Sims, Constangy, Brooks, Smith & Prophete
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Kim Tanner, Front Street Capital
Julia Townsend, REACH Women's Network
Mary VanderSlik, Community Volunteer
Reed VanderSlik, ThriveMore
Kate Windemuller, Two Men and a Truck
Aimee Zaas, Duke University School of Medicine
David Zaas, Atrium Health Wake Forest Baptist

C. EDWARD PLEASANTS, JR. LIFETIME ACHIEVEMENT AWARD

Leadership Winston-Salem had the distinct pleasure of presenting the 2024 C. Edward Pleasants, Jr. Lifetime Achievement Award to **Karl Yena**, who retired in January 1998 from RJR Nabisco as Director of Worldwide Organization Development & Training. Over his remarkable 33-year career, Karl spent more than two decades in senior leadership roles, providing strategic and operational consulting to major RJR corporate entities, including Del Monte, Nabisco, Sea Land Shipping, Kentucky Fried Chicken, Aminoil, and Heublein Spirits—both in the U.S. and internationally.

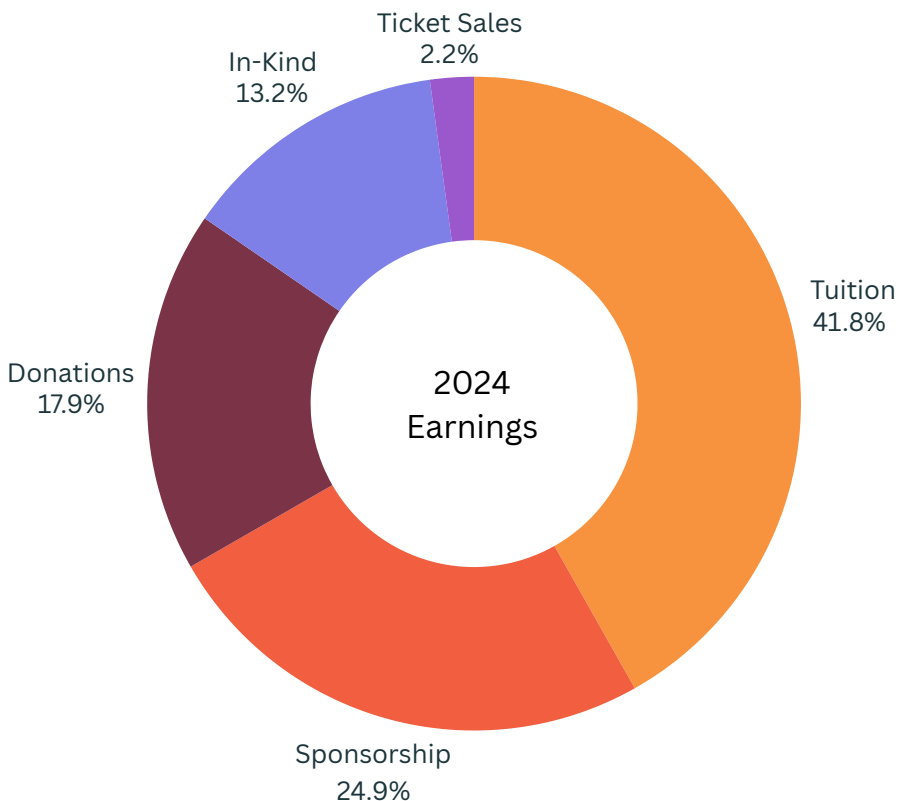


Since retiring, Karl has dedicated his "second act" to strengthening the nonprofit sector in Winston-Salem and Forsyth County. Each year, he applies his vast expertise to improve the operations, governance, and impact of over 100 nonprofits. Karl is deeply passionate about the city's growth and believes that nonprofits are a vital component of this progress.

Whether helping local arts organizations, health and human services, economic development initiatives, or grassroots neighborhood groups, Karl brings a wealth of knowledge, good humor, and infinite patience. His commitment to these causes is demonstrated through countless hours of pro-bono and low-cost consulting. He is driven by a strong belief in the power of these organizations to make Winston-Salem an even better place to live, work, and serve.

OUR NUMBERS

Tuition Sponsorship Donations
In-Kind Ticket Sales



\$619,296

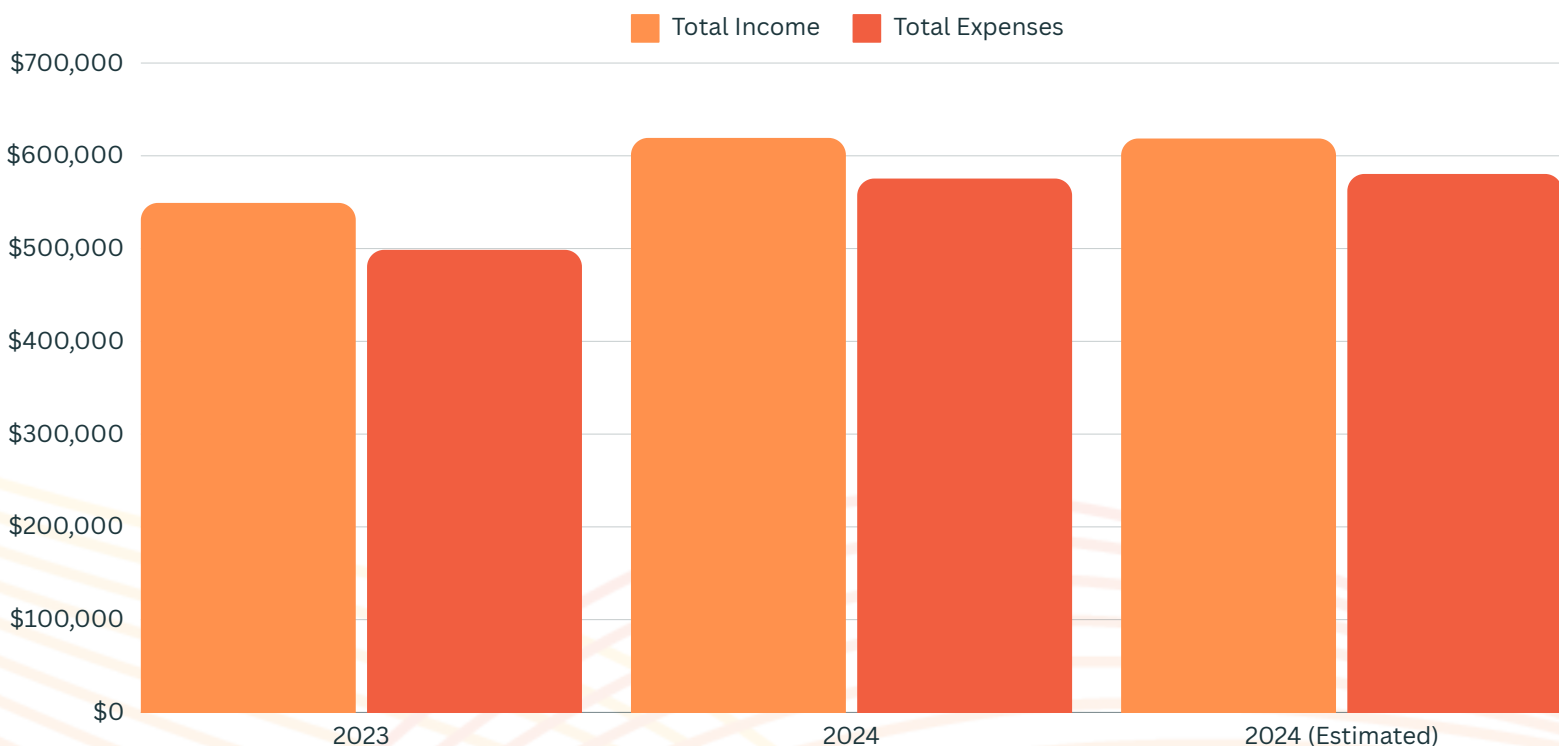
TOTAL INCOME

316

2024 DONORS

93

NEW ALUMNI



THANK YOU TO OUR CORPORATE SPONSORS

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