



LEADERSHIP WINSTON-SALEM

Igniting Community Leadership



2023

Annual Report to the Community

The Executive Director's Reflections

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Dear Members of Our Leadership Winston-Salem Family,

I am pleased to present the annual report for 2023 on behalf of Leadership Winston-Salem. As the Executive Director, it is both an honor and a privilege to share our achievements, milestones, and the impact we have made over the past year.

In this year's report we reflect on accomplishments, highlight the team's dedication, and express gratitude to the partners, supporters, and community members who played an integral role in our continued success. 2022-2023 was an amazing fiscal year for Leadership Winston-Salem. We finally moved past virtual programming to have 100% in-person class experiences. We graduated the *Most Connected Class Ever*, who raised a record-setting class gift of \$20,884! We welcomed our new Director of Philanthropy, Riley Johnson who hit the ground running by assisting with plans for our best Celebration event yet. We also hosted our first Volunteer Appreciation event where we awarded our inaugural C. Edward Pleasants Volunteer Service Award.

Leadership Winston-Salem has been fortunate year-after-year to receive tremendous support from its alumni family and the corporate community, and last year was no exception. Contributions were at an all-time high as community partners recognized the importance of programming focused on educating, connecting, and energizing leaders to serve and improve the community. This level of support has allowed us to provide first-class experiences for both the INSIGHT and Flagship programs, which in turn has fostered exceptional levels of post-graduate community engagement. In addition, this has enabled us to stay fiscally strong and make plans for growth within the LWS staff which will result in a broader array of programming for our alumni to embrace.

This year also saw new alumni engagement initiatives with the help of an active and passionate Alumni Council. For the first time, we hosted a fall Homecoming event that served to bring together alumni from our very first to our most recent classes. We began a LWS Book Club featuring discussion from subject matter experts. Additionally, we kicked off a monthly Alumni Volunteer Engagement Project, which has lent assistance to a number of local non-profits in our community.

As we look to the future, we remain committed to our mission and vision. We are excited about the opportunities and challenges that lie ahead and are confident that - with your support - we will continue to make a positive and lasting impact on Winston-Salem and its surrounding communities.

I would like to extend my heartfelt gratitude to our dedicated staff, board members, volunteers, and all those who have supported us throughout the year. Your unwavering commitment and hard work have been instrumental in achieving our goals and advancing our mission. Together, we have accomplished great things, and I am confident that our collective efforts will lead to an even brighter future for our community.

Sincerely,

Katherine K. Perry

CONNECT WITH US ON SOCIAL MEDIA



Our Mission

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

“Leadership Winston- Salem will provide you with an opportunity to understand all the great things we have in this area and expose you to the real challenges we collectively face. I look back on my time with LWS and appreciate all that I learned about our great community and the relationships I built with awesome people that I may have never known.”

Josh Crane, *Flagship '19*



“LWS presents a fantastic opportunity to delve deeper into the Winston-Salem community, forging connections with its leaders and working together to create positive change, ultimately making our city a more vibrant place for all.”

Rodd Smith
Flagship '23





FLAGSHIP 2023

Jonathan Allen – Inmar Intelligence
Kyle Armentrout – Quality Oil Company
Glynis Bell – Catholic Charities Diocese of Charlotte
Aaron Bender – Main Street Insurance Group
Adrian Boone – Solutions for Independence
Chauncey Bowers – Wake Forest University
Matthew Burczyk – City of Winston-Salem
John Caraway – Reynolds American
Deon Carter – Goodwill Industries of Northwest NC
Kayce Clodfelter – Rick Babusiak State Farm Insurance
Carmelita Coleman – Children's Home Society of NC
Candis Cook – Novant Health
Mitchell Currin – Animal Adoption and Rescue Foundation (AARF)
Delphine Dennis – Hanesbrands, Inc.
Britney Dent – LEAD Girls of NC
Kim Flippin – Piedmont Stone Center, PLLC
Madelina Fordham – Food Lion
Latisha Glenn – Novant Health
Manny Gomez – Winston-Salem Police Department
Kerwin Graham – Winston-Salem State University
Josh Hammaker – Truist
Amber Harris – SPARK (Share Peace and Rekindle Kindness, Inc.)
Eric Hermanson – Piedmont Federal Savings Bank
Cheech Herrera – Hispanic League
Cleo Hill – Winston-Salem State University
Mark Hogsed – Forsyth Jail & Prison Ministries
Orielle Hope – Salem Academy & College
Itohan Igbinigie – Read Write Spell
Shay Johnson – The Balanced Box
Daniel Joyce – Legal Aid of North Carolina
Debbie Layman – Highland Presbyterian Church
Jessie Lester – Stimmel Associates PA

Katina Little – Novant Health
Cindy Loman – Winston-Salem Journal
Cheraton Love – Wake Forest School of Medicine (WFSM)
Treva Loyd – Allegacy Federal Credit Union
Chenetta Mallette – Winston-Salem State University
Diane Massas – Hispanic League
Abbey McCall – Crisis Control Ministry
Kemona McCarter – City of Winston-Salem
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Kris Ritter – Siemens Energy
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Danielle Rose – Forsyth Technical Community College
Brad Royal – Winston-Salem/Forsyth County Schools
Sophia Russell – Positive Wellness Alliance
Joan Schanck – Wake Forest Institute for Regenerative Medicine
Inge Smith – Verger Capital Management
Rodd Smith – United Way of Forsyth County
Lee Staton – Housing Authority of Winston Salem
Sasha Sullivan – Truliant Federal Credit Union
Bobby Wade – City of Winston-Salem Fire Department
Paula Wilkins – Winston-Salem/Forsyth County Schools
DaKisha Payne Williams – Piedmont Classical High School
Rachel Zimmer – Atrium Health Wake Forest Baptist

ACTION LEARNING PROJECTS 2023

Crisis Control Ministry

Coach Brent Campbell '20

Experiment in Self-Reliance

Coach Brian Hart '21

Hope Vibes

Coach Leon Lenchik '16

Beyond Sports/NC Fusion

Coach Jolyn Roberts '18

Pivot Ministry

Coach Harold Holmes '90

REACH Women's Network

Coach Brad Zabel '06

Ronald McDonald House

Charities Piedmont Triad

Coach Jennifer Coulombe '14

Samaritan Ministries

Coach Kenneth Holly '16



"Working together, the Leadership Winston-Salem community has tremendous power to seek better answers and implement solutions that improve lives across our city."

Lara Nester, Flagship '23



"Leadership Winston-Salem classes make a real difference - working together on projects that benefit non-profits throughout the community, we make Winston-Salem a better place for all who call it home."

Genevra Kelly, Flagship '21

How Action Learning Projects Move Missions Forward

Samaritan Ministries stays busy 365 days and nights a year operating our community's only Soup Kitchen, providing an emergency shelter for men experiencing homelessness and encouraging addiction recovery through Project Cornerstone. Leadership Winston-Salem Action Learning Team Projects offer valuable expertise to keep us moving forward to fulfill our mission of providing food, shelter and hope through Christian love. A few years ago, a national group called Tech Soup assessed our technology and produced a laundry list of recommendations. Without an expert on staff, we didn't know where to begin. Our 2022-23 Action Learning Team served as consultants and created technology contingency plans for disasters, revised policies for staff and created a five-year replacement plan for hardware.

An Action Learning Team in 2017-18 brought our volunteer scheduling into the 21st century. We had been scheduling 3,000 volunteers annually with paper and pencil. The team researched software options, considered cost and developed an implementation plan. This team had great leadership, and we all tacked hands to determine scope and budget. The team bonded by volunteering overnight in our shelter to understand our mission. They found best practices at other non-profit organizations and recommended a new software. Volunteers save Samaritan at least half a million dollars a year, so giving people the opportunity to serve is essential. We were thrilled as we launched the online program in late 2018, but the real payoff came in March of 2020. We stayed open throughout the pandemic, never missing a day of serving lunch or providing shelter. Many long-time volunteers had to be cautious during the pandemic. Suddenly, we had to rely on college students who were home with virtual learning and volunteers who had changing work schedules. The online system allowed us to make it easy for new people to serve at a time when we needed them the most.

Volunteers are a friendly face in an unfamiliar place at Samaritan. It's not easy to hit rock bottom and have nowhere else to turn. It's frightening to wonder where your next meal is coming from. Volunteers lighten the load for our guests. They encourage. They serve selflessly. They show God's love in action to our guests to help them make it through each day. The Action Learning Teams understood our volunteer-driven mission and allowed us to better use technology in order to meet the needs in the community.



Jan Kelly

Executive Director
Samaritan Ministries

INSIGHT 2023



David Cohn - President, Epikus Business Consulting

Karen Cohn - Community Volunteer

Louis Finney - President and CEO, Smart Start Forsyth County

Beth Forrester - VP Donor Relations & Executive Director, Trellis Supportive Care Foundation at Trellis Supportive Care

Stan Fuller - Sr. VP & Chief Clinical Officer, Novant Health

Julie Fuller - Community Volunteer

Darryl Head - President and CEO, YMCA of Northwest NC

Karin Head - CEO at The Karin Head Team / exp Realty

Julia Jackson-Newsom - Sr. Advisor for Planning and Partnerships, Office of the President, Wake Forest University

Tim Jennings - President at Stimmel Associates, P.A.

Leslie Jennings - Office Manager at Leal, Spangler, Johnson, DDS

Laura Lee - Sr. VP, Economic Development, Greater WS, Inc.

Nicholas Lee - Eastern Regional Manager, Brandt Group of Companies

Robin Lindner - Media Director, Winston-Salem Open & Assistant Professor of the Practice of Strategic Communication, High Point University

John Morrow - Attorney & Partner, Womble Bond Dickinson

Yates Parker - Financial Advisor, Pinnacle Financial Partners

Lauren Parker - Director, Product Management at Hanesbrands

Jimmy Quander - Attorney, Womble Bond Dickinson

Lindsey Schwab - Director of Community Relations, Innovation Quarter

Ben Schwab - Partner, STITCH Design Shop

Angela Sharkey - Sr. Associate Dean, Undergraduate Medical Education Wake Forest University School of Medicine and Atrium Health

Wendy Walker-Fox - Workforce & Economic Development Director, Piedmont Triad Regional Council

Terrence Fox - Special Agent, NC State Bureau of Investigation

Tracy Biesecker - CFO, Salemtowne

Gabriel Bottazzi - Co-Founder & CEO, LliBott Consultorios Medicos

Iraida Bottazzi - Community Liaison, LliBott Consultorios Medicos

Goldie Byrd - Executive Director, Maya Angelou Center for Health Equity at Wake Forest University School of Medicine, Professor of Social Sciences and Health Policy

Alan Cary - Area Manager, Wells Fargo Advisors



"Participating in a Leadership Winston-Salem program is a well-deserved and wonderful opportunity to learn more about yourself and our community, and to meet amazing people along the way."

Julia Jackson-Newsom, *INSIGHT '23*

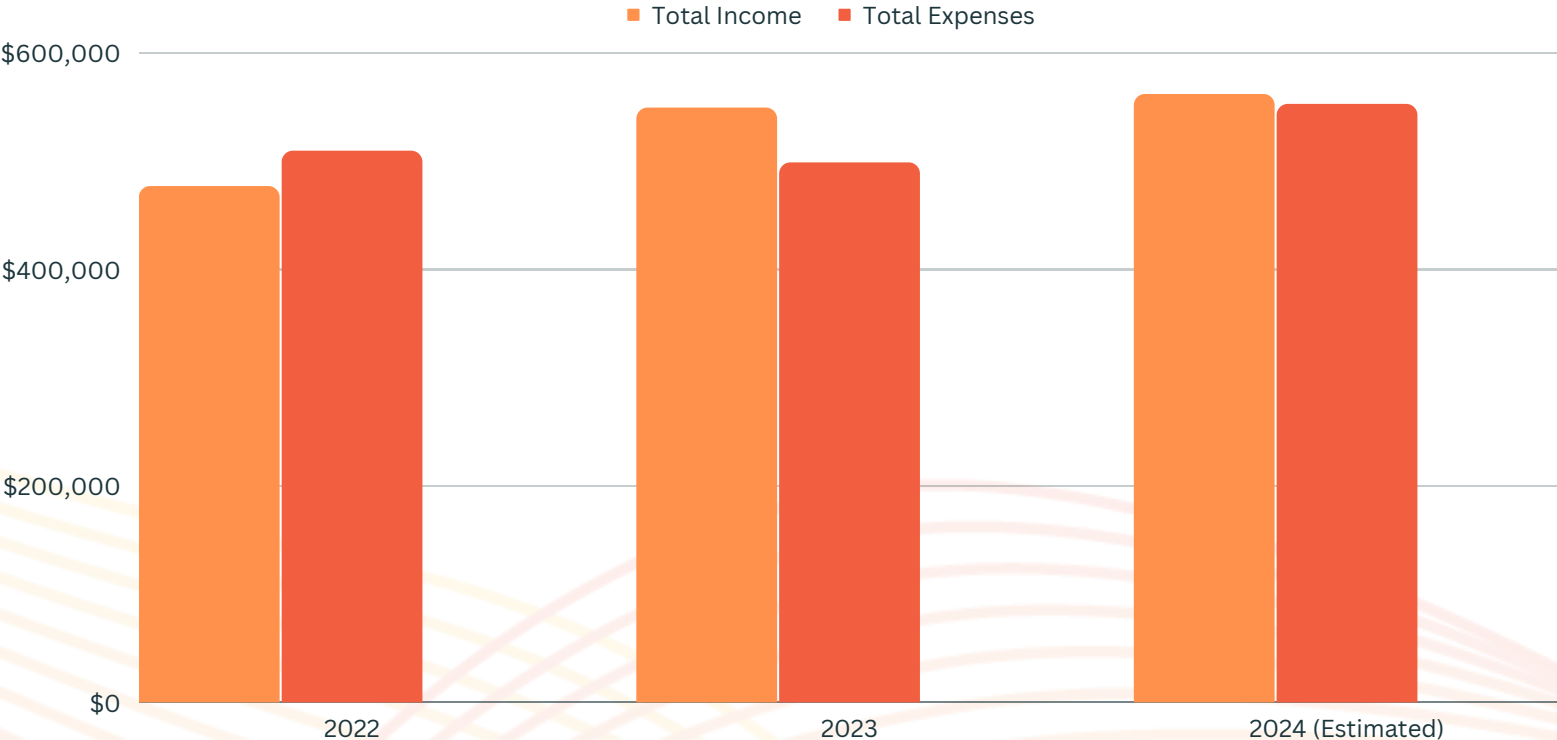
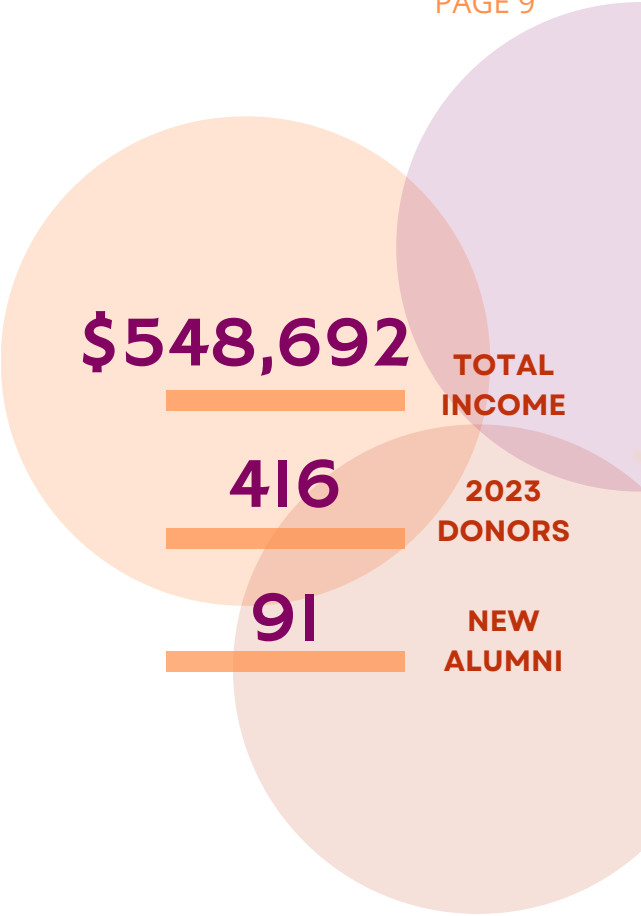
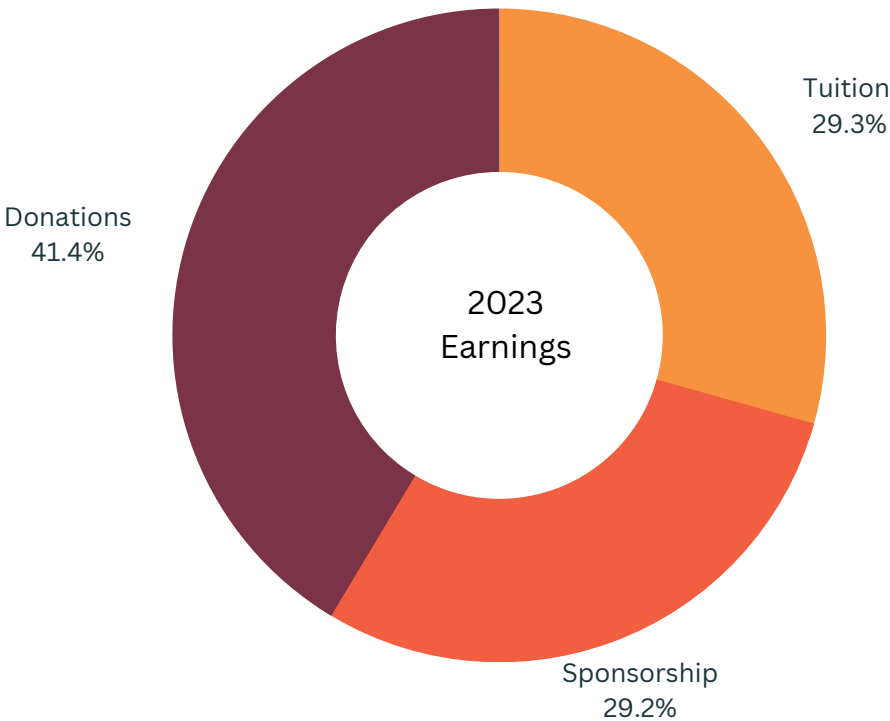
"I am so honored to have been part of the Insight Class of 2022 and I sincerely thank Leadership Winston-Salem for planning and delivering this meaningful professional growth and networking opportunity for leaders in our community.

By participating in the program, I gained valuable insights into all facets of our city and was able to build lasting relationships with leaders from diverse sectors. These cross-sector connections will have a lasting impact by serving as a catalyst for innovative solutions as we collectively work towards a brighter future for our city."

Tricia McManus, *INSIGHT '22*



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