

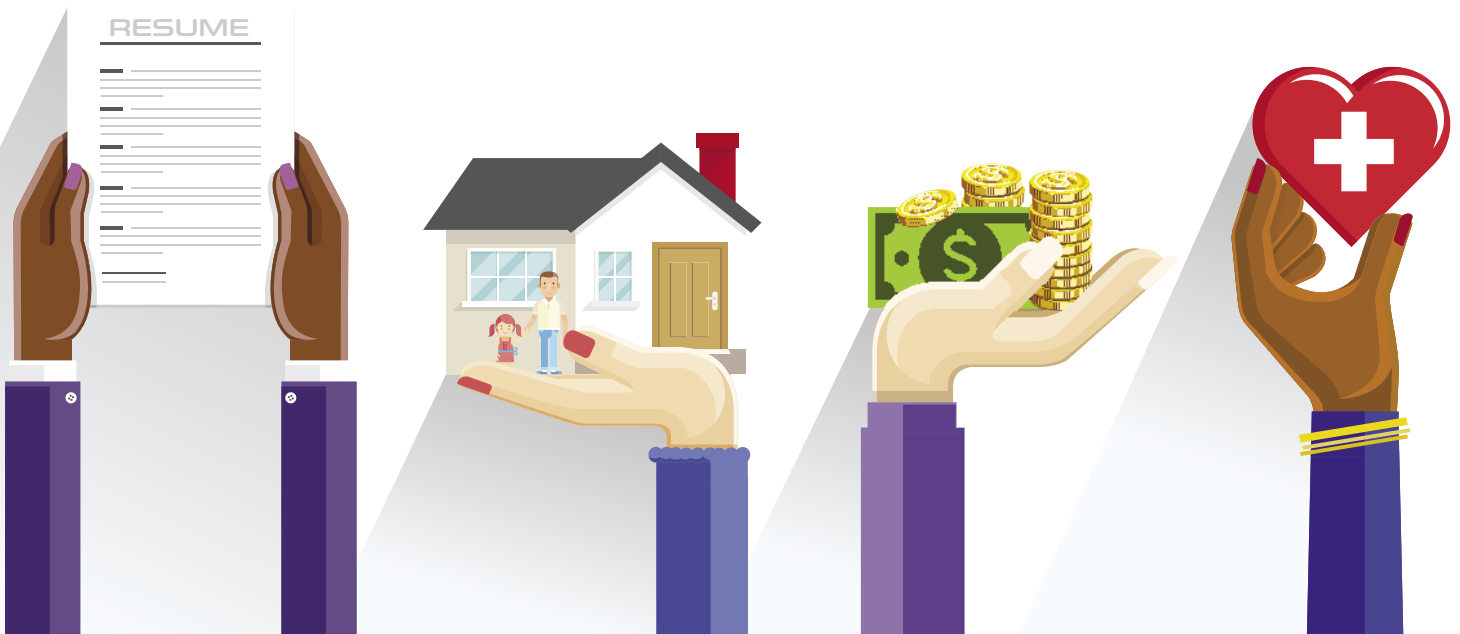
# Quadruplicity

Career | Life | Money | Health

***Our Stories: Connect & Inspire***

February 21, 2019

Doubletree by Hilton | Charlottesville, VA



HOSTED BY



# Quadruplicity

For twelve years, The Charlottesville Regional Chamber of Commerce's Annual Quadruplicity Women's Conference is Central Virginia's Premiere Women's Conference and has been a transformative business event that gives women & men valuable insight and applicable knowledge needed to take charge of what is most important to them.

The term "Quadruplicity" grew from recognizing the four main aspects of our lives: **Career**, **Life**, **Money** and **Health**. This leading premier business women's event sets the standard for women's success in all quadrants of their lives.

**VISION:** #1 local conference that sets the standard for women's success

**MISSION:** To be an inspiring professional event which includes Education, Networking, Personal Growth, Mentoring Opportunities and Leadership Development

**VALUES:** Inclusion, Professional & Personal Development, Balance

## Pillars of Quadruplicity

Career | Life | Money | Health



## Pillar Sponsors



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# Letter from Chamber President

## **Welcome!**

On behalf of the Board of Directors and staff of the Charlottesville Regional Chamber of Commerce, it is my honor to welcome you to the 12th annual Quadruplicity conference. We are deeply grateful to the individuals and businesses that have made this conference such a success over the years, and we look forward to an empowering and energizing day.



By weaving together education, networking, mentoring, leadership development and personal growth, Quadruplicity plays a vital role in growing success for individuals and a more inclusive business landscape in general.

Through your engagement in this event, our community grows stronger and your effectiveness grows both personally and professionally.

In the weeks and months ahead, we encourage you to stay engaged and explore the many ways the Chamber can help you continue to grow.

Thank you for your ongoing support and enjoy the day!

Best wishes,

A handwritten signature in black ink that reads "Elizabeth Cromwell".

Elizabeth Cromwell  
President & CEO

# 2019 BWRT Chair Letter

## **Good Morning!**

I am so excited you are joining me for the 12th Quadruplicity, Central Virginia's largest women's conference! We are so lucky to live in a community where the goal is to see each other succeed, especially if you are a woman!



**My Story:** My grandmother was born in 1904 and was very lucky to get a college education, she was only able to because her father was a college professor. My mother was born in 1931, went to a women's college because she wasn't allowed to go to UVA, and chose a profession that was stereotypical for a woman to be (a teacher). I was born later (thought I would tell you my age, didn't you?) and am the youngest of four. I attended an all-girls school where every graduate was expected to go to college. It wasn't until I was at UVA that I realized that not all high school graduates went to college. My husband and I taught our girls that there is nothing that they can't do, that anything that they want to do in life is attainable, regardless of whether it is dominated by men. My oldest step-daughter is in her first year in computer engineering at Virginia Tech and is excelling!

**Connect:** I have been living in Charlottesville for over ten years, have been a Chamber member since I arrived, and have been involved with planning Quadruplicity and the Business Women's Round Table for the past five years.

**Inspire:** We will live to see an age where women receive equal pay and equal rights, but it is up to all of us to make it happen. As you are on that ladder of success, reaching for that next rung, make sure you have a hand extended behind you to pull the next woman up with you!

Thank you for letting me be a part of this conference!

*Virginia P. C. Newton*

Virginia P. C. Newton  
2018 BWRT Chair

## **Morning At-A-Glance Program Schedule**

**Thursday, February 21, 2019**

**7:45 a.m. – 8:30 a.m.**  
**Registration and Breakfast**  
*Rotunda Foyer*

**8:30 a.m. – 9:20 a.m.**  
**Welcome & Opening  
Presentation**  
*Rotunda Ballroom*

**9:20 a.m. – 9:40 a.m.**  
**Morning Break**

**9:40 a.m. – 10:20 a.m.**  
**Session One of  
Concurrent Breakouts**  
**MONEY |**  
*George Washington &  
Montdomaine*  
**HEALTH |**  
*Gallery A/B & Gallery C*  
**LIFE |**  
*Promenade Ballroom*  
**CAREER |**  
*Thomas Jefferson*

**10:20 a.m. – 10:35 a.m.**  
**Session Break**

**10:35 a.m. – 11:15 a.m.**  
**Session Two of  
Concurrent Breakouts**  
**MONEY |**  
*George Washington &  
Montdomaine*  
**HEALTH |**  
*Gallery A/B & Gallery C*  
**LIFE |**  
*Promenade Ballroom*  
**CAREER |**  
*Thomas Jefferson*

**11:15 a.m. – 11:30 a.m.**  
**Session Break**

**11:30 a.m. – 12:15 p.m.**  
**Luncheon with Q Award  
Presentation**  
*Rotunda Ballroom*

# Afternoon At-A-Glance Program Schedule

Thursday, February 21, 2019

12:30 p.m. – 12:45 p.m.  
Session Break

12:45 p.m. – 1:25 p.m.  
Session Three of Concurrent  
Breakouts

**MONEY |**  
*Montdomaine*

**HEALTH |**  
*Gallery C*

**LIFE |**  
*Promenade Ballroom &  
George Washington*

**CAREER |**  
*Thomas Jefferson &  
Gallery A/B*

1:25 p.m. – 1:40 p.m.  
Session Break

1:40 p.m. – 2:20 p.m.  
Session Four of Concurrent  
Breakouts

**MONEY |**  
*Montdomaine*

**HEALTH |**  
*Gallery C*

**LIFE |**  
*Promenade Ballroom &  
George Washington*

**CAREER |**  
*Thomas Jefferson &  
Gallery A/B*

2:20 p.m. – 2:40 p.m.  
Afternoon Break

2:40 p.m. – 3:50 p.m.  
Speed Networking  
*Rotunda Ballroom*

3:50 p.m. – 4:35 p.m.  
Closing Words, Raffle Prizes  
*Rotunda Ballroom*

4:40 p.m. – 5:40 p.m.  
Happy Hour Reception,  
Cash bar  
*Rotunda Foyer*

## Quadruplicity 2019 Chair Letter

**Welcome to the 12th Annual  
Quadruplicity Conference!  
You've made a great decision!**



Today you have decided to take time for yourself, to nurture yourself personally and professionally, as you connect, learn and become inspired.

Our theme this year is *Our Stories: Connect & Inspire*. Why stories? Through stories we remember facts and explore ideas and possibilities in a more memorable way. Good stories help us to convey civic and corporate culture, share opportunities, transfer skills, inspire and motivate ourselves and others. Our best stories deepen trust, shape future actions, identify desirable traits and actions, and positively affect how we think and feel about ourselves.

I encourage you to make the most of the time you're investing in yourself today. Take time to let the words of RaShall Brackney and Rita Dove wash over you during our opening and closing presentations. Carefully select the breakout sessions that are most meaningful for you. Meet new people and reconnect with long-time friends in a fun Speed Networking Session moderated by the Spill Team. Put your best foot forward with a professional headshot by the talented Melody Robbins.

Keeping in mind the four pillars of Quadruplicity: Career, Life, Money & Health, we want you to walk away from today with more energy, an expanded "Rolodex," and a road map to help you achieve your personal and professional vision!

Cheers!

A handwritten signature in purple ink that reads "Robin W. Kaczka".

Robin Kaczka, Rodan + Fields  
Quadruplicity 2019 Chair

# Program Schedule Details

7:45 A.M. – 8:30 A.M.

Registration and Breakfast

Rotunda Foyer

8:30 A.M. – 9:20 A.M.

## Welcome & Opening Presentation

Robin Kaczka, *Quadruplicity Conference Chair*  
Elizabeth Cromwell, *Chamber President & CEO*  
RaShall Brackney, *Ph.D., Charlottesville Chief of Police*

Rotunda Ballroom



Dr. RaShall Brackney a Pittsburgh native, Charlottesville Chief and nationally recognized subject matter expert in the areas of police reform, harm reduction, procedural justice and community engagement will present at Central Virginia's Premiere Women's Conference—Quadruplicity. Chief Brackney will focus her introductory remarks on connecting even when you feel disconnected.



Sponsored by  
UVA Credit Union

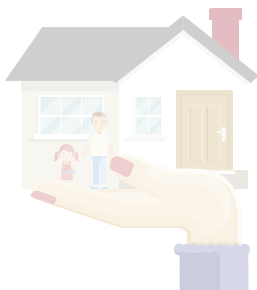
9:20 A.M. – 9:40 A.M.

Morning Break

Don't Forget  
to Tag Us.



#Quad2019  
#QuadStories2019



9:40 A.M. – 10:20 A.M.

Session One of Concurrent Breakouts

**MONEY** *George Washington Room (Lower Level)*

## Access to Capital for Entrepreneurs

Jennell Lynch



Are you a woman and an entrepreneur trying to grow a business? Do you have an idea of how much capital it will take to launch? Well, what are you waiting for? More than likely, the answer is ACCESS - access to the money!

Raising capital remains one of the greatest barriers for women trying to launch, scale, or grow their businesses. Before you raise capital, you must know how and where to find it. Participate in this interactive session to learn about each stage of growth for a small company - from seed capital to growth capital and everything in between, plus learn the proper tools that will position you to attract capital and establish sustainable business models.

This session will reveal the anatomy of the business development process and how capital interacts with its various parts. You will walk away empowered and clear about what it takes to create the winning formula to acquire the capital needed for your small business.



Sponsored by  
The Tax Ladies

**HEALTH**

*Gallery Room A/B*

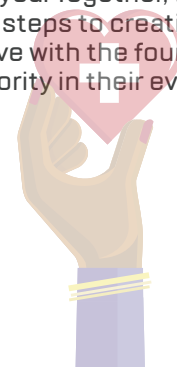
## How Full is Your Cup? The Importance of Self-Care for Women

Dr. Tamara Wilkerson Dias



Self-care is the complete process that we take to nurture ourselves. However, in the hustle and bustle of life, women are likely to put their own needs on the back-burner to support others. It's so easy to find ourselves in the constant position of encouraging the well-being of those closest to us, while ignoring the essential components of self-care that we need to keep our cups full.

How many times have you found yourself at the end of a work week, feeling empty and drained? Do your friends and family always reach out to you to be the "problem solver"? Do you often feel overwhelmed by all of the tasks you have on your to-do lists? If you answered "yes!" to any of these questions, this workshop is for you. Together, we will explore the tenants of self-care and the steps to creating a plan for self-care. Participants will leave with the foundational tools to begin to make self-care a priority in their everyday lives.



# Program Schedule Details

9:40 A.M. – 10:20 A.M.

## Session One of Concurrent Breakouts (con't)

### LIFE



#### **Master Building in Ambiguity: The Power of Leadership, Life and Rocking Your Wisdom**

Joyce Ivory

As we transition in our lives, in organizations and our careers. People often tell us what to expect, but don't prepare to how to act and how our whole selves fit in with this change.

As leaders we need to understand the kind of power we possess in leading our respective groups and empower them to move forward. Additionally, leverage the shared power in our groups to bring people through periods of ambiguity and change. Through that there will be tips in self-care, sharing of my own experience in non-profit start up work in the Charlottesville Community and my PhD. work in Organizational Leadership.

### CAREER



#### **Practical Strategies for Telling Your Story Without Fear, Stress or Angst**

Lorraine Sanders

Do you have a unique story to tell, an amazing product or valuable service that you want more people to know about? Have you daydreamed about features and placement in magazines, newspapers and online media, as well as on podcasts, radio or television and just aren't sure where to start? Hiring a public relations agency or PR pro to contact the media for you is certainly one tried-and-true way to begin scoring press coverage that attracts new audiences. But with monthly retainers typically starting in the thousands of dollars, many small business owners and independent entrepreneurs are hesitant to sink such a significant chunk of their total marketing budget into getting press. At the same time, earned media coverage results in valuable credibility and social proof that is impossible to achieve through paid ads. So what's an entrepreneur to do?

Here's the good news: DIY PR and media outreach is not only possible, it's becoming the norm for many businesses and entrepreneurs. Led by a longtime journalist who's written for national publications, this workshop will introduce you to DIY PR and media strategy and offer practical ways to prepare for reaching out to the media, integrate your public relations initiatives with your regular business operations, choose the right news to promote and build lasting relationships with journalists, writers, editors, content producers and other members of the media.

RESUME



### HEALTH



#### **Why Mental Health is Everyone's Business**

Ginger Germani

One in four adults suffer from some form of a mental health disorder. Suicide is the 2nd leading cause of death of persons age 15-24. Human life expectancy is declining. Mental health is just as important as physical health, yet there is still a stigma attached to it. Last year, suicide claimed more lives than breast cancer. Yet the federal budget allocated \$35 million for suicide research and \$690 million to breast cancer research. There was once a time when we didn't talk about breast cancer and that the research funding wasn't as great as it has been for the last 10 years. We are just starting to see a decline in the number of deaths from breast cancer. As the suicide rate continues to increase, we cannot afford to wait 10 plus years to increase education and funding.

During this session, Ginger will discuss the key areas of life that are impacted by mental healthcare. Using her lived experience and work within the industry, she will highlight what everyone needs to understand about mental health and how it impacts adults, children, our workplaces and schools, touching on all four pillars of Quadruplicity. Education and inclusion are at the center of how we make changes to the stigma and lack of communication and treatment of mental health disorders.

You will leave this session with a greater understanding of the barriers to mental health treatment. Most importantly, you will leave with the knowledge of how you can be part of the solution, from the simplest actions to the ability to advocate for yourself, for your children and how to impact the change we need to spread good mental health practices for our communities.

**Sponsored by  
Allison Partners**

### MONEY



#### **Women and Investing: Steering Toward Retirement**

Karen Kuhlman

There is no denying the facts: Women tend to earn less than men and live longer than men. If you are a woman who would like to retire one day, you may need to save more and invest more than men. Do you want to become a successful lifelong investor? This seminar helps women learn to be competent long-term investors and plan for successful retirements.

**VIRGINIA  
Credit Union.**

**Sponsored by  
Virginia Credit Union**



# Program Schedule Details

10:20 A.M. – 10:35 A.M.

Session Break

10:35 A.M. – 11:15 A.M.

Session Two of Concurrent Breakouts

Sessions repeat from the 9:40 a.m. – 10:20 a.m.  
Sessions in the same locations.

11:15 A.M. – 11:30 A.M.

Session Break

11:30 A.M. – 12:15 P.M.

Luncheon with Q Award Presentation

Presented by Schwarzschild Keller & George

Rotunda Ballroom



The Quadruplicity Conference Award, the “Q Award,” is presented annually by the Business Women’s Round Table as part of the Charlottesville Regional Chamber of Commerce. The Q Award honors the accomplishments and contributions of many women in our Chamber, with the winner being ultimately recognized as the

Chamber’s Annual Businesswoman. The Q Award was specifically designed with a focus on recognizing the unique strengths, capabilities and contributions of women in our local community. It has evolved out of the internationally recognized ATHENA Leadership Award®, which was presented at the annual Quadruplicity Women’s Conference over 4 years, starting in 2009-2012.



Q Award Sponsored by  
Schwarzschild Keller & George



Luncheon Sponsored by  
Virginia Credit Union

12:30 P.M. – 12:45 P.M.

Session Break

12:45 P.M. – 1:25 P.M.

Session Three of Concurrent Breakouts

LIFE

Promenade Ballroom



**Communicating and Growing Through Conflict: How to Listen to Others Without Losing Your Voice**

Paula Vest-Woodfolk

This interactive workshop will focus on principles and strategies that will encourage women to decisively address and overcome the challenges that can exist when facing conflicts in their personal and professional lives. We don't have to run away from problems, because its possible to grow personally and strengthen relationships as we deal with tension and disagreements. We will explore how: effective listening can encourage others to listen to us; how trusting our intuition can reduce the frequency and intensity of conflicts; and how better communication can provide deeper connections and more fulfilling and satisfying relationships. The participants will be given an opportunity to practice effective communication skills that will foster confidence to be more proactive when building rapport, establishing and maintaining boundaries, and assigning roles within our relationships.

CAREER

Thomas Jefferson Room (Lower Level)

**Core Value Connection: Experience Success, and Fulfillment in your Career and Life**

Kelly Landes



The Core Values that are woven through our life stories are the foundation for the feelings of success and happiness in our careers. Understanding and aligning with your core values is essential to happiness and helps you to chart your course in your career and in life. Our values are born from our own life stories and understanding those stories and what information we attached to from them is essential to our success and career happiness.

We don't often take the opportunity to connect with what we value, yet when we are unhappy, overwhelmed and frustrated, it is often a sign that we are not in alignment with what we value.

This workshop will emphasize the foundational importance of values and then create the space to reflect on those values in order to identify the top 5 values that you operate from and how you can use those values as your North Star.





# Program Schedule Details

12:45 P.M. – 1:25 P.M.

## Session Three of Concurrent Breakouts (con't)

### CAREER

Gallery A/B Room

#### Is Your Leadership Creating a Legacy?

Lisa Harris



Harvard Business Review conducted a study that reported that women have a hard time being heard or getting their point across even when they are the experts in the room. Finding Your Voice is a creative leadership development session intended to strengthen confidence and empower women to drive results personally and professionally.

### MONEY

Montdomaine Room

#### Market Less and Make More

Mary Foley



Are you doing lots of marketing, but not getting lots of results? Do you wonder if you're doing the right marketing to connect with your ideal clients? Are you just plain tired by it all?

If so, you're far from alone. The number of ways to reach out and marketing to prospects is exploding. And so is the time to implement them on your calendar. It's easy to feel discouraged and frustrated. Time for a better way. A simpler way. A smarter and more profitable way.

This session is based on my personal story - especially what didn't work and then what did - of building my business after leaving a corporate career. If you want fresh insights on what it really takes to generate the revenue you really want, this is the session for you!

### HEALTH

Gallery C Room

#### Reset Your Nervous System in Seconds

Lynsie McKeown



Collectively as a culture we are deeply unhappy. Anxiety, depression, stress and suicide are at all-time highs in the West. Yet we have more knowledge than ever before. More freedoms, more information and technology. So why has anxiety and depression become the new 'normal'? The very devices and technologies that give us access to information and modern conveniences are turning our nervous systems upside now by overstimulating our nervous systems. Chronic activation of the nervous system takes a toll on the body's immune health and its ability to self-heal and reset itself. However, there are simple techniques, accessible to anyone, that can reset the nervous system and activate the body's immune response; all within seconds.

### LIFE

George Washington Room (Lower Level)

#### Resilient Women: Surviving and Thriving in the Messy Middle

Renee Branson



Resilience. It is a word we hear a lot about. We know that it is something we need to help us overcome life's changes and challenges. But what really IS resilience? Is it something we either have or don't have? Can we cultivate resilience if we want more of it? And how in the world do we tap into our resilience when we are eyeball deep in the "messy middle" of our professional, family, and personal lives?

I define resilience as the ability to not simply bounce back from change and challenge, but the ability to bounce forward! Resilience is a practice and a process, not a product.

Resilience is a series of tools, skills, outlooks and resources that allow us to work through our trying times with grit and optimism. It's easy to feel optimistic and resilient when things are smooth sailing, so I focus not only on how to cultivate resilience when things are going well, but how to tap into our emergency stores of resilience when we are in the messy middle of life.

1:25 P.M. – 1:40 P.M.

### Session Break

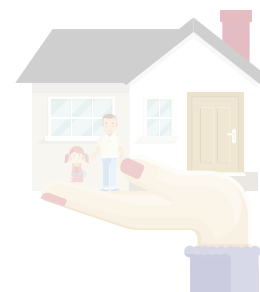
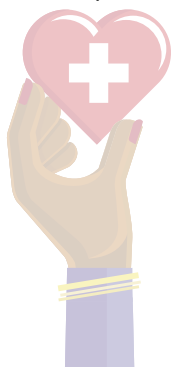
1:40 P.M. – 2:20 P.M.

### Session Four of Concurrent Breakouts

Sessions repeat from the 12:45 p.m. – 1:25 p.m.  
Sessions in the same location.

2:20 P.M. – 2:40 P.M.

### Afternoon Break



# Program Schedule Details

2:40 P.M. – 3:50 P.M.

## Speed Networking

Rotunda Ballroom

Speed Networking is the highlight Quadruplicity for many attendees each year and a not to miss event! 2019 Speed networking will be opened by Charlottesville's own Spill Teem, as well as facilitated by the Spill Teem and local media celebrity Anna Lise, Cville Country Radio 92.7 (Weekday Mornings 5-10 am)

Here is how Speed Networking works! You are assigned table numbers on the back of your badge. Sit at the first table and get ready to meet new people and discover a connection. You will be instructed when time is up and you are to move to the next table..



Facilitator: Spill Teem

spill teem



Local Celebrity Co-Facilitator:  
Anna Lise, Z 95 | Charlottesville Radio Group, Media Sponsor

**MH Swanson & ASSOCIATES**  
Independent Wealth Advisors

Sponsored by  
MH Swanson & Associates

3:50 P.M. – 4:35 P.M.

## Closing Words, Raffle Prizes

Rotunda Ballroom

Rita Dove, Poet Laureate



Rita Dove is an American poet and essayist whose work is known for its lyricism and beauty, as well as its sense of history and political scope. Rita Dove will close out Quadruplicity by reading selected poems and sharing anecdotes that correlate with this year's theme, "Our

Stories: Connect and Inspire."

**SCORE**  
FOR THE LIFE OF YOUR BUSINESS

Central Virginia

Sponsored by  
Score

4:40 P.M. – 5:40 P.M.

## Happy Hour Reception Cash bar

Rotunda Foyer

Join your fellow attendees at the Quadruplicity Happy Hour. Raffle to be held for the Quadruplicity baskets of Career | Life | Money | Health. The Happy Hour is a great way to end your Quadruplicity experience and continue to connect with attendees from the conference day. The UVA Bookstore will be at the Happy Hour selling Rita Dove's books. Rita Dove will also be available to sign purchased books.



## Media Sponsors



## Photography Sponsors

Melody Robbins  
PHOTOGRAPHY

www.MelodyRobbinsPhotography.com

# Breakout Sessions by Pillar with Presenter Information

For full bios on the breakout presenters with social contact information go to: [quadruplicity.com](http://quadruplicity.com)

## CAREER

### **Core Value Connection: Experience Success, and Fulfillment in your Career and Life, Kelly Landes**

Landes Leadership Group |  
[kellyolandes63@gmail.com](mailto:kellyolandes63@gmail.com)

12:45 p.m. and 1:40 p.m. |  
Thomas Jefferson Room (Lower Level)

### **Is Your Leadership Creating a Legacy?, Lisa Harris**

[LAHarrisinc.com](http://LAHarrisinc.com) | [lharris1750@gmail.com](mailto:lharris1750@gmail.com) |  
313-587-5017

12:45 p.m. and 1:40 p.m. |  
Gallery A/B Room

### **Practical Strategies for Telling Your Story Without Fear, Stress or Angst, Lorraine Sanders**

[lorraine@lorrainesanders.com](mailto:lorraine@lorrainesanders.com) | 650.776.3313

9:40 a.m. and 10:35 a.m. |  
Thomas Jefferson Room (Lower Level)

## HEALTH

### **How Full is Your Cup? The Importance of Self-Care for Women, Tamara Dias**

[tamarawdias@gmail.com](mailto:tamarawdias@gmail.com)

9:40 a.m. and 10:35 a.m. |  
Gallery A/B Room

### **Reset Your Nervous System in Seconds, Lysie McKeown**

[lynsiemckeown.com](http://lynsiemckeown.com) |  
[lynsie.mckeown@gmail.com](mailto:lynsie.mckeown@gmail.com) | 434.218.3304

12:45 p.m. and 1:40 p.m. |  
Gallery C Room

### **Why Mental Health is Everyone's Business, Ginger Germani**

WebRTC Ventures/Uni Wellness Care |  
[ginger@webrtc.ventures](mailto:ginger@webrtc.ventures)

9:40 a.m. and 10:35 a.m. |  
Gallery C Room

## LIFE

### **Communicating and Growing Through Conflict: How to Listen to Others Without Losing Your Voice, Paula Vest-Woodfolk**

Founder, Parent Educator/Trainer |  
[hfhopeheal@aol.com](mailto:hfhopeheal@aol.com) | 434.987.0402  
[www.hfhopeheal.com](http://www.hfhopeheal.com)

12:45 p.m. and 1:40 p.m. |  
Promenade Ballroom (Lower Level)

### **Master Building in Ambiguity: The Power of Leadership, Life and Rocking Your Wisdom, Joyce Ivory**

The University of Virginia |  
[msjivory15@gmail.com](mailto:msjivory15@gmail.com)

9:40 a.m. and 10:35 a.m. |  
Promenade Ballroom (Lower Level)

### **Resilient Women: Surviving and Thriving in the Messy Middle, Renee Branson**

RB Consulting, LLC |  
[renee.branson72@gmail.com](mailto:renee.branson72@gmail.com)

12:45 p.m. and 1:40 p.m. |  
George Washington Room (Lower Level)

## MONEY

### **Access to Capital for Entrepreneurs, Jennell Lynch**

National Association of Investment Companies |  
[jlynch@naicpe.com](mailto:jlynch@naicpe.com)

9:40 a.m. and 10:35 a.m. |  
George Washington Room (Lower Level)

### **Market Less and Make More, Mary Foley**

Bodacious! Ventures | [mary@maryfoley.com](mailto:mary@maryfoley.com)

12:45 p.m. and 1:40 p.m. |  
Montdomaine Room

### **Women and Investing: Steering Toward Retirement, Karen Kuhlman**

MEMBERS Annuity Solutions |  
[karen.kuhlmann@cunamutual.com](mailto:karen.kuhlmann@cunamutual.com) |  
319.483.3065

9:40 a.m. and 10:35 a.m. |  
Montdomaine Room

# Meet the Breakout Session Presenters

For full bios on the breakout presenters with social contact information go to: [quadruplicity.com](http://quadruplicity.com)



## Renee Branson

Pulling from over 20 years in education, counseling and non-profit management, Renee Branson's passion

and purpose is helping individuals and organizations cultivate resilience. Renee began her career as a high school teacher in St. Louis, Missouri working with students who faced many barriers to their education from poverty, to racism and sexism, to mental health challenges. She earned her Master's Degree in Counseling Psychology and worked for years as a trauma therapist working with adult and children survivors of physical and sexual abuse, war, trafficking and other life-altering traumas. Through her work both as a teacher and therapist, she discovered that those who were able to tap into and grow their resilience were more likely to not only survive their trauma, but thrive. Now Renee brings the skills of cultivating resilience to individuals and organizations BEFORE crisis hits.



## Dr. Tamara Wilkerson Dias

In her role as a nonprofit Executive Director, Dr. Tamara Wilkerson Dias works to

eliminate the large racial disparity in public education. She leads an organization that supports the recruitment, retention, development, and support of African American teachers. It was in this role that she realized the importance of self-care, and dedicated herself to the mission of supporting public servants in their own self-care journeys.

Dr. Dias established her own self-care routine through her passion for health and wellness. As the Founder and CEO of TWD Coaching & Consulting, she works to support women to live their healthiest lives. A three-time half-marathoner, she believes that putting yourself first allows you to ensure that your cup is full, so you remain at your best for others. Dr. Dias leads with the mindset that self-care isn't selfish, and is the foundation of a healthy lifestyle. When she is not running, or working on long grant applications, she is usually curled up with a good book.



## Mary Foley

Passionate to share what she's learned and how to apply it, Mary created a simple, powerful approach to revving up other

women entrepreneurs. Today she is an author, speaker, business coach, host of the P.O.W.E.R. Plug Podcast, and lover of Wonder Woman.

When she's not wearing her red cape, she is having the best conversations ever while sipping wine at a RVA restaurant or yet another Virginia winery.



## Ginger Germani

With a degree in Economics from Randolph-Macon College in Virginia and a heart intent on helping others, Ginger has over

twenty years of experience in relationship based, custom business solutions from marketing to commercial lending. She seeks to leave everyone she meets, either personally or professionally, better informed and on a successful path.



## Lisa Harris

When you think of Lisa Harris, she wants you to think of transformation and inspiration. Her fervor and commitment to

developing people to lead and to be leaders is evident in her successful and rewarded careers in the automotive and financial services industry and as an entrepreneur in the learning, business development and consulting space. Her clients describe her as focused, results oriented, motivational, disciplined, and a determined partner who in coaches people and organizations to achieve their personal and professional goals. Her clients ranged from small businesses, to governmental and nonprofit organizations. Her love for learning included teaching management and business ethics to graduate and undergraduate students in her home state, New Jersey. She presently shares these skills as an L&D consultant at UVA. She earned her master's degree from Northwestern University, Kellogg Graduate School of Management in Evanston, IL. She earned her leadership in legacy "degree" from the hard work and privilege of growing leaders across the country!



## Joyce Ivory

Joyce Ivory is a non-profit leader, HR professional, and PhD candidate in Organizational Leadership.

For over ten years Joyce has worked in the areas of Diversity and Inclusion, recruitment, program management, performance management, coaching and business processes. At the University of Virginia Joyce works with HR recruitment processes, promote fair and equitable hiring processes, and apply innovation to diversity recruitment. Her greatest passion is helping people connect to their passions and purpose.



## Karen Kuhlmann

Karen Kuhlmann, Regional Associate, CUNA Mutual Group Annuity Solutions.

With almost 30 years of experience in the financial services industry, Karen has worked with clients from all walks of life. As a financial professional and mother of four daughters, she has a first-hand perspective of the unique challenges women face in reaching their financial goals. She is committed to educating women about financial planning, investing and saving for retirement. Karen lives and breathes CUNA Mutual Group's purpose to break down the barriers to financial security for all.



## Kelly Landes

An Organizational Consultant and Executive Coach, Kelly has spent the past 22 years as a psychotherapist in

private practice. Having a diverse career with a deeply reaching population, Kelly's professional network is varied and includes educational systems, start-up businesses, technology, banking, the travel and service industries and the media. She works with top leaders to clarify and solidify their mission and core values.



## Jannell Lynch

Currently serves as the Vice President for the NAIC, a trade association comprised of more than 50 member firms

representing over \$90 billion in assets under management, it is now the largest network of women and diverse-owned private equity firms and hedge funds in the United States. In her role as Vice President of the organization, Jannell oversees day-to-day operations; manages membership services, programs, and national events.



## Lysnie McKeown

A local Yoga Educator, Speaker, Dharma Development Coach and Mentor who specializes in teaching women how to create

long lasting positive change so that they can be free from the fears, frustrations and limitations that hold them back from living an extraordinary life. She credits her own transformation to the solid teachings of Yoga and Meditation and to wellness techniques that are now backed by science.



## Lorraine Sanders

A media entrepreneur and podcast producer devoted to sharing female entrepreneurs' stories through her weekly

podcast, the Spirit of 608, and helping women in business increase visibility and earn more media coverage through the podcast's sister business, PressDope by Spirit of 608, a membership-based platform offering DIY PR training and resources to socially-responsible brands.

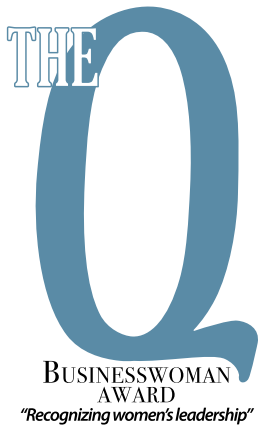


## Paula Vest-Woodfolk

Mary Baldwin College Alumni and graduate student of Liberty University's Professional Counseling program. Whether

working with families in crisis, ex-offenders re-entering the community, or loyal listeners of a country radio station she has been described as a seasoned professional that is "down to earth" and approachable. Paula listens with a keen understanding and works for the success of others while encouraging and empowering them to participate in their own success. With honesty and laughter, Paula will embrace you like family, encourage you like a mother, and teach you like a mentor. She often shares her guiding principle, which is "I really just want to do the best I can with the resources I have in the time I've been given."

# Q Award



The Quadruplicity Conference Award, the “Q Award,” is presented annually by the Business Women’s Round Table as part of the Charlottesville Regional Chamber of Commerce. The Q Award honors the accomplishments and contributions of many women in our Chamber, with the winner being ultimately recognized as the Chamber’s Annual Businesswoman. The Q Award was specifically designed with a focus on recognizing the unique strengths, capabilities and contributions of women in our local community. It has evolved out of the internationally recognized ATHENA Leadership Award®, which was presented at the annual Quadruplicity

Women’s Conference over 4 years, starting in 2009-2012. For a list of previous recipients please go to [Quadruplicity.com](http://Quadruplicity.com).

Thank you to our generous Q Award sponsor Schwarzchild Keller & George. Schwarzchild Keller & George has been the Q Award sponsor for many years, partnering with Quadruplicity in the commitment to support excellence in our business women community. Both the award and pendant presented to the Q Award Winner are designed and sponsored by [Schwarzchild Keller & George](http://Schwarzchild Keller & George).

## Q Award Selection Committee

### Quadruplicity Chair,

Robin Kaczka | Rodan + Fields

### Business Women’s Round Table Chair,

Virginia Newton | AAA Mid-Atlantic

### Charlottesville Regional Chamber of Commerce,

Chamber President, Elizabeth Cromwell

### Quadruplicity Committee,

Brittany Gilliam | Home Instead Senior Care

### Immediate Past Chamber Board Chair,

Martin Burks, III | J.F. Bell Funeral Home

### Schwarzchild Keller & George,

Ken Cook

## Q Award Sponsored by:

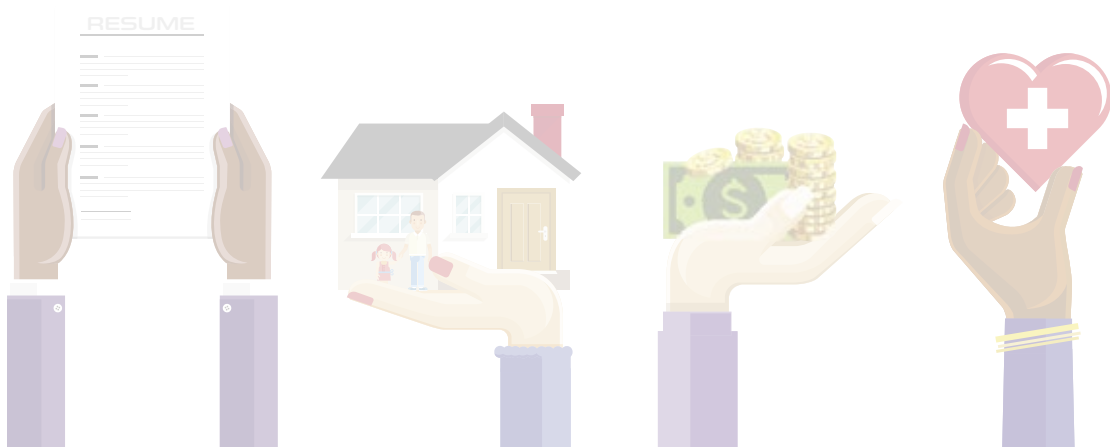
# Schwarzchild

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Charlottesville, VA

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The Charlottesville Regional Chamber of Commerce Business Women's Round Table (BWRT) was founded in 2004 to offer professional women in our region opportunities for networking and professional development in a welcoming and collegial environment. Under the auspices of the Chamber of Commerce, the BWRT hosts monthly brown-bag lunch meetings, open to all Chamber members, on the third Thursday of every month.

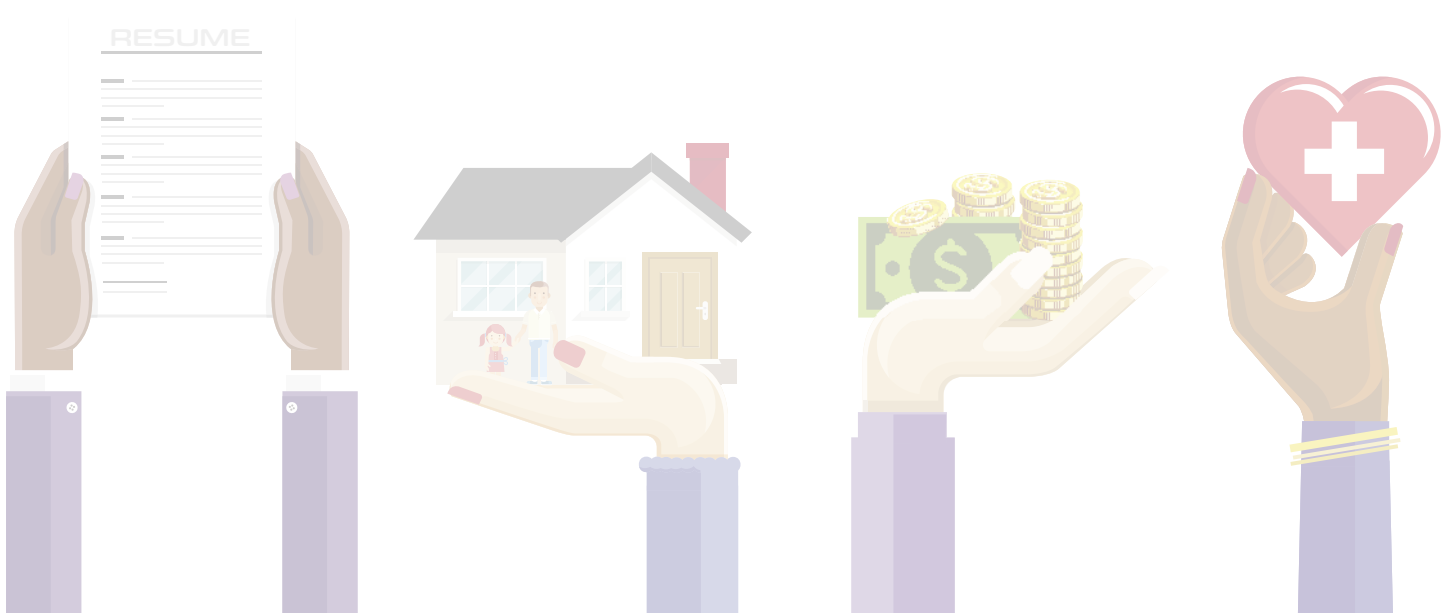
BWRT members represent many diverse fields and professions, including large and small businesses, non-profits, real estate, banking, education, and many more. Ultimately, what binds our group together is the idea that camaraderie and professionalism can be mutually sustaining goals.

Meetings are held every 3rd Thursday of the month unless otherwise noted and are free for Chamber members. Non-member guests may attend their first meeting at no charge, \$10 thereafter. For more information visit the Charlottesville Regional Chamber of Commerce site here ...

### **Questions about The Chamber or the BWRT?**

Contact Andrea Copeland – Whitsett at the Charlottesville Regional Chamber of Commerce | [andrea.whitsett@cvillechamber.com](mailto:andrea.whitsett@cvillechamber.com)

Cathy Pales | 2019 incoming chair | [takeabreathcoaching@gmail.com](mailto:takeabreathcoaching@gmail.com)



## Quadruplicity 2019 Planning Committee



**Quadruplicity Chair**  
Robin Kaczka | Rodan + Fields  
rwkaczka@gmail.com | 434-825-0813



**BWRT Chair**  
Virginia Newton | AAA Midatlantic  
vnewton@aaamidatlantic.com



**Chamber of Commerce Representative**  
Andrea Copeland - Whitsett | Charlottesville  
Regional Chamber of Commerce  
andrea.whitsett@cvillechamber.com



**Sponsor & Scholarship Committee**  
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jcraig@alz.org



**Marketing Committee**  
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Sterwilliger@charlottesvilleradiogroup.com



Josephine Humphrey | CBS 19 News  
Josephine.humphrey@cbs19news.com



**Speaker Committee**  
Brittany Gilliam | Home Instead Senior Care  
Brittany.gilliam@homeinstead.com



Tiffany Wilson | University of Virginia  
tmm3d@virginia.edu



Janie Kast | Allison Partners  
jck@allisonpartners.com



**Conference Facilitators**  
Jennifer Hamlin | TEAM Events and Meetings  
jhamlin@meetings.team



Jennifer Root, CMP |  
TEAM Events and Meetings  
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to the Spill Teem for Opening  
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and Helping to Facilitate.

# 2019 Quadruplicity Pillar Sponsors

## Career



### Mary Baldwin University



Mary Baldwin University (MBU) is a small, co-ed, student-centered university located in the heart of the picturesque Shenandoah Valley. Founded in 1842, MBU offers distinctive undergraduate, graduate, and certificate programs to a vibrant student population on its main campus in Staunton; at its nearby health sciences campus in Fishersville; and online.

The #MBUfamily shows a strong commitment to inclusivity and giving back to both local and global communities. The undergraduate College for Women is a hub for programming and initiatives that promote gender equity and women's leadership across the co-ed university community. On the graduate level, students in the social-benefit MBA program learn how business can build success and make a difference.

MBU is dedicated to empowering students with leadership skills, creative problem-solving, and ethical decision-making so that they graduate ready to thrive in a changing world.

**Dr. Erika K. Davis | [ekdvis@marybaldwin.edu](mailto:ekdvis@marybaldwin.edu) | 540.887.7063 | [www.marybaldwin.edu](http://www.marybaldwin.edu)**

## Life



### Towe Insurance Service, Inc.

Forrest Towe, a lifelong resident of Albemarle County, founded the agency in 1934. Forrest not only offered choice insurance coverage to his clients, he also encouraged his entire family to participate in his strong mission of community service. Years later, his sons, Darden and Jim, joined the family firm and heightened its reputation for client satisfaction and civic participation. Today, Beth Towe Heck, daughter of Jim and granddaughter of Forrest, leads the team at Towe Insurance. Beth just celebrated 22 years with the Company and is raising 2 strong, independent daughters who will hopefully want to become passionate protectors like their mom one day.

**Beth Towe Heck, CIC | Towe Insurance Service, Inc | [beth@toweinsurance.com](mailto:beth@toweinsurance.com) | 434.295.5191 | [www.toweinsurance.com](http://www.toweinsurance.com)**





# 2019 Quadruplicity Pillar Sponsors

## Money



### Wilkinson Wealth Management LLC

Wilkinson Wealth Management, LLC, has grown from one entrepreneurial woman to a full-service Investment Planning and Wealth Management firm, built its business by helping clients and business owners develop financial plans that help them move confidently toward whatever financial goals they desire. Our team of highly qualified certified financial planners, financial advisors, and financial and research analysts has a single desire: to help guide people through the intricacies of planning their financial future. Our investment strategies and financial planning process includes a highly personalized process of fact-finding and analysis and research, through interviews with you to help us understand your short- and long-range goals and desires. At Wilkinson Wealth Management, LLC we offer our clients objective financial advice, customized investment portfolios with simplified performance reports, on-going professional support, and timely information about your accounts and on the world's financial markets.

**Susan Wilkinson | Wilkinson Wealth Management |**  
**susan.wilkinson@ipl.com | 434.202.2521 | www.wilkinsonwm.com**

## Health



### University of Virginia Health System

UVA Health System is an academic health system that includes a 612-bed hospital, the UVA School of Medicine, a level I trauma center, nationally recognized cancer and heart centers and primary and specialty clinics throughout Central Virginia. UVA is recognized for excellence by U.S. News & World Report, Best Doctors in America and America's Top Doctors.

**Meghan Bradley | UVA Health System | mbradley@virginia.edu |**  
**434.760.3715 | www.uvahealth.com**

## 7 Things Every Woman Should Know About the Charlottesville Regional Chamber of Commerce

### 1. The Chamber of Commerce exists to help your business.

We are here to promote the business community and each of our Chamber members. We give you the support, resources, and access you need to succeed. And we can't wait to see what you'll do!

### 2. We've been part of this community since your grandmother was knee high.

Our Chamber was established in 1913 – seven years before American women could vote. Times have changed, thank goodness, but our core values haven't: we still promote and protect the interests of the business community as we work together for the common good.

### 3. We are not a part of the government.

It's a misconception to think that we're a branch of local government. The Chamber is a proudly nonpartisan, nonprofit organization. Of course, we do maintain close working relationships with state and local government in order to advocate for our members.

### 4. Every business owner is eligible to be a member.

Big or small – any business, nonprofit, or civic organization in Charlottesville and Albemarle County can join the Chamber. Our membership fee is scaled to the size of your organization, and we have special rates for sole proprietors and minority-owned businesses.

### 5. When you join, everyone in your organization becomes a member.

Everyone on your team – and especially the emerging leaders – will thank you for providing them a platform to grow their network, build skills, and make an impact on the community.

### 6. We can help you stand out.

There are endless ways to boost your profile through Chamber programs and our many communication channels. From placing a free announcement in our newsletter, to sponsoring a high-profile event like Quadruplicity or joining our elite Partners in Trust program, you can choose what works for you.

### 7. Become a member today to take advantage of all our services and opportunities.

**Ready to start enjoying the benefits?**

It's easy: visit [CvilleChamber.com](http://CvilleChamber.com) to join.

## Keynote Presenters



### **Chief of Police, Dr. RaShall M. Brackney**

Prior to her appointment as the Chief of Police for Charlottesville, Virginia, Dr. RaShall M. Brackney retired as a 30-year veteran with the Pittsburgh Bureau of Police. She is the former Chief of Police of the George Washington University. During her tenure as a law enforcement professional, she has been responsible for overseeing critical operations to include Administration, Patrol Operations and Investigations. Most notably, she was the first African American female in the nation to oversee a Special Operations Division which included SWAT, Mounted

Patrol, Accident Investigation, Hostage Negotiations, River Rescue, Traffic and the “Bomb” Squad.

Dr. Brackney is a recognized expert in the areas of harm reduction, procedural and restorative justice practices, and community-police relations. Due to her work in these areas, she was recently selected by the Department of Justice to address biased-based and hate crimes reporting in the nation. Dr. Brackney currently serves as a Fellow for Carnegie-Mellon University’s Institute for Politics and Strategy, where she specializes in the influences of race on politics and policy. In addition, she was selected by the International Association of the Chiefs of Police (IACP) to serve on their Civil Rights Committee.

She is a committed community advocate and continues to serve an Executive Board member for the Homewood Children’s Village (HCV) and the Alliance for Police Accountability. Additionally, she has served on the Executive and Leadership Board for Operation Better Block (OBB), Amachi Pittsburgh, A Giving Heart, Manchester Academic Charter School and The Heinz Endowments: African-American Men and Boys Initiative.

Dr. Brackney earned Bachelors and Masters Degrees from Carnegie-Mellon University and a Ph.D. from Robert Morris University. Additionally, she has earned numerous professional certifications to include the Command Institute for Police Executives and the Police Executive Research Forum. Dr. Brackney is also a graduate of the FBI National Academy in Quantico, Virginia; the United States Secret Service Dignitary Protection course in Washington, D.C.; Redstone Arsenal “Bomb School” for managers in Huntsville, Alabama, and Leadership Pittsburgh XIX.



### **Poet Laureate, Rita Dove**

Rita Dove, recipient of the 1987 Pulitzer Prize in poetry for *Thomas and Beulah*, was U.S. Poet Laureate from 1993 to 1995. Author of numerous books, most recently *Sonata Mulattica* and *Collected Poems 1974-2004*, she also edited *The Penguin Anthology of Twentieth-Century American Poetry*. Her drama *The Darker Face of the Earth* premiered at the Oregon Shakespeare Festival in 1996 and was produced at the Kennedy Center in Washington, D.C. and the Royal National Theatre in London, among other venues. In 1998 the Boston Symphony debuted

her song cycle “Seven for Luck”, with music by John Williams, under the composer’s baton. Her many honors include the 2011 National Medal of Arts from President Obama, the 1996 National Humanities Medal from President Clinton, and 28 honorary doctorates. Rita Dove is Commonwealth Professor of English at the University of Virginia; currently she also serves as *The New York Times Magazine*’s poetry editor.

# 2019 Quadruplicity Conference Sponsors

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## Allison Partners

Breakout Session

## Apex



Table Host

The Apex team is driven by our shared passion to accelerate the shift to clean energy. We know our mission is bold, but we're advancing every day—and that is what gets us out of bed every morning. Our entrepreneurial spirit and dedication to solving the most impossible-seeming tasks is a hallmark of our company culture. Interested in helping lead the transition to a clean energy future?

## CBS19 News



Media Sponsor  
Table Host

Focused on the creed of "Charlottesville News First," CBS19 News provides the fastest growing broadcast news coverage in Charlottesville. Our news team brings local reporting side by side with the most trusted national news source in America: CBS News. Add to that our Gray family of sister stations and news partners in neighboring Harrisonburg and Roanoke, along with a full staff of reporters at our Washington D.C. news bureau, and you have a local news source that is unmatched in Central Virginia.

Josephine Humphrey | CBS19 News | [josephine.humphrey@cbs19news.com](mailto:josephine.humphrey@cbs19news.com) | [www.cbs19news.com](http://www.cbs19news.com)

## Carter Myers



Table Host

Carter Myers Automotive is a local family and employee-owned business serving Central Virginia since 1924. Our employees are owners in the company, so they have a vested interest in doing more than anyone would expect. Our motto is Moving Lives Forward, and we strive to do that for our customers, our fellow associates, and our community.

# 2019 Quadruplicity Conference Sponsors

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Chamber Business  
Diversity Council



Table Host

The purpose of the Chamber Business Diversity Council is to grow and support minority businesses by facilitating the startup of new businesses and the successful running of existing businesses.

Fiori Floral



Floral Sponsor

Jenn Finazzo is the face behind Fiori Floral Studio, a floral boutique where whimsical meets affordable. Specializing in floral and creative styling for weddings and special events. Fiori not only caters to custom design but also offers wholesale and DIY packages.

Jenn Finazzo | Fiori Floral | [fiorifloralstudio@gmail.com](mailto:fiorifloralstudio@gmail.com) | [www.fiorifloralstudio.com](http://www.fiorifloralstudio.com)

Kendra Scott



Breakout Speaker Gift

KendraScott lives by three core values: Family, Fashion, and Philanthropy. The brand and culture were created to value giving back and making a positive difference in the community. The KendraScott company maintains a focus on its customers and the causes close to their hearts, abiding by the mantra "What Matters to You, Matters to Us."

Channing Cason | KendraScott | [channing.cason@kendrascott.com](mailto:channing.cason@kendrascott.com) | [www.kendrascott.com](http://www.kendrascott.com)

Mary Baldwin University



Water Bottle Sponsor,  
Career Pillar Sponsor

See page 16 for details.

Melody Robbins  
Photography



Photography Sponsor

Melody is a professional photographer who grew up outside of Indianapolis, Indiana. She has lived at the base of the Blue Ridge Mountains in Charlottesville, Virginia for the past 13 years. She believes she was given a gift, to capture beauty in the world as I see it through her natural lens, her eyes. Her hope is to share that gift with others.

Specialties include real estate, corporate events, commercial applications, weddings, and portraits. Her objective is to always produce meaningful high quality photographs, and remember, they are not just photographs; they are moments that will be remembered for a lifetime.

Melody Robbins | Melody Robbins Photography | [melody@melodyrobbinsphotography.com](mailto:melody@melodyrobbinsphotography.com) | [www.melodyrobbinsphotography.com](http://www.melodyrobbinsphotography.com)

# 2019 Quadruplicity Conference Sponsors

## Company

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### MH Swanson & Associates



### Speed Networking

M.H. Swanson & Associates offers Independent Wealth Management to clients. Located in Charlottesville, Virginia we provide comprehensive financial planning and investment advisory services. We are an independent financial advisor helping clients with retirement planning, social security planning, investments, tax planning, estate planning, insurance, college funding and small business planning. Margreta Swanson, the firm's president is a registered investment advisor agent. Wendy Heifetz, a partner in the firm, is also a registered investment advisor agent. She is our Director of Business Development. The firm specializes in helping people dealing with life's transitions such as divorce, retirement, or death of a spouse, that often trigger the need to re-evaluate and take control of financial assets.

Wendy Heifetz | MH Swanson | [wheifetz@mhswanson.com](mailto:wheifetz@mhswanson.com) | [www.mhswanson.com](http://www.mhswanson.com)

### Monfalcone & Garris



### Conference Bag

We offer a broad range of accounting services for individuals, business owners, executives and independent professionals. Our firm's reputation for providing quality service reflects the high standards we demand of ourselves. Our high standards, responsive service and specialized staff spell the difference between our firm and the rest. If you are looking for a blend of personal service and expertise, you have come to the right place! We offer a broad range of services for individuals, business owners, executives, and independent professionals. Our rates are affordable. We are experienced and we're friendly. We walk hand in hand with our clients. Education, empathy and integrity are our promises.

Christina Monfalcone, CPA, CGMA | Monfalcone & Garris, PC | [cmonfalcone@mag-cpas.com](mailto:cmonfalcone@mag-cpas.com) | [mag-cpas.com](http://mag-cpas.com)

### National Coalition of 100 Black Women



### Table Host

National Coalition for 100 Black Women of the Charlottesville Metropolitan Area

Vision: Our vision is that Black women and girls will live in a world where socioeconomic inequity does not exist. We believe in gender equity, inclusion, respect, racial and social justice, integrity and accountability, economic empowerment, and collaboration.

Mission: To advocate on behalf of Black women and girls to promote leadership development and gender equity in the areas of health, education, and economic empowerment.

Build pathways to sustainable self-sufficiency, for women and girls of African descent.

### PVCC



### Table Host

Piedmont Virginia Community College (PVCC) is a nonresidential two-year institution of higher education that serves Central Virginia - principally residents of the City of Charlottesville and the counties of Albemarle, Buckingham, Fluvanna, Greene, Louisa and Nelson. Our scenic campus is located in Albemarle County, Virginia. Classes are also offered at the PVCC Eugene Giuseppe Center in Stanardsville (Greene County) and the PVCC Jefferson School Center in downtown Charlottesville.

# 2019 Quadruplicity Conference Sponsors

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### SCORE



Central Virginia

Closing Words by Rita Dove

Central Virginia SCORE is a non-profit organization dedicated to assisting and promoting small business in the Central Virginia Region. Our mission is to "Foster vibrant small business communities through mentoring and education." We measure our success by the success of our clients. Over the years we have helped thousands of entrepreneurs and small businesses with advice, counsel, references, education and expertise to start and grow their businesses. We offer this help at no charge to our clients.

We are currently looking for volunteers willing to give back some time and expertise to others to make a difference in the business community. Whether you mentor an entrepreneur, provide a roadmap to open a business, assist with workshops, provide promotional or marketing assistance for the Chapter or just help with administration, take the time to look at SCORE. Go to our website ([www.centralvirginia.score.org](http://www.centralvirginia.score.org)) and read up about Central Virginia SCORE or call 434-295-6712 to contact us to learn more.

Ray Friedman | SCORE | [rayfriedman@ix.netcom.com](mailto:rayfriedman@ix.netcom.com) | [www.centralvirginia.score.org](http://www.centralvirginia.score.org)

### Schwarzchild Keller and George



Q Award,  
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### Spill Teem



Speed Networking  
Facilitation

The Spill Teem@ is a design consultancy.

They use design thinking to help people Spill on Purpose™.

This creative team of strategists focuses on shifting the thinking culture of organizations by serving the people in them.

They've partnered/worked with some of the most influential organizations (large and small, for-profit and non-profit, educational institutions and local government), and with each one, have emphasized the common need that everyone desires to think differently about the work they do.

If you're solving a problem or looking to reveal growth opportunities, these are the folks to help create the discipline of innovation you're looking for.

Jared (Identity Strategist) | [hello@spillteem.com](mailto:hello@spillteem.com) | [www.spillteem.com](http://www.spillteem.com)

### The AV Company



Audio Visual Equipment  
and Services,  
Table Host

The AV Company is the premiere audio-visual company headquartered in Charlottesville, VA We provide modern audio-visual systems and services throughout Virginia, the United States and Canada.

Our rentals & staging division provides AV services for meetings & conferences, the hospitality industry, tradeshow, weddings & events, and product launches, both regionally and nationally. We have also had the opportunity to service such high-profile events as movie premieres, state dinners, and Fortune 500 company board of director's events. Our rental & staging division is recognized as the region's premiere audio visual rental team.

Andrew Castle | [ACastle@theavcompany.net](mailto:ACastle@theavcompany.net) | 434.977.8288 | [www.theavcompany.com](http://www.theavcompany.com)

# 2019 Quadruplicity Conference Sponsors

## Company

## Sponsoring

### The Tax Ladies



Coffee Mug,  
Breakout Session

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If you're in need of accounting or financial services, please give us a call. It would be our pleasure to apply our experience to your specific situation. At The Tax Ladies, we specialize in financial consulting and services for startups, small businesses, sole proprietors and individuals.

Libby | [libby@taxladiesofcville.com](mailto:libby@taxladiesofcville.com) | [www.taxladiesofcville.com](http://www.taxladiesofcville.com)

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Jennifer Root, CMP or Jennifer Hamlin

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### Towe Insurance Service, Inc.



Career Pillar Sponsor

See page 16 for details.

### University of Virginia Health System



Health Pillar Sponsor

See page 17 for details.

### UVA Credit Union



Opening Keynote

UVA Community Credit Union is dedicated to helping you meet your business goals with local service and a commitment to the community. Our Business Services Department staff brings years of experience working in Central Virginia with businesses large and small, real estate and retail, start-ups as well as long-established companies. Contact us today at [uvacreditunion.org](http://uvacreditunion.org) or call 434-964-2001 and let's get down to business.

Rachel Clancey | UVA Community Credit Union | [rachel.clancey@uvacreditunion.org](mailto:rachel.clancey@uvacreditunion.org) | [www.uvacreditunion.org](http://www.uvacreditunion.org)



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Luncheon,  
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Virginia Credit Union | Rachel Clancy | Rachel.clancy@uvacreditunion.org | www.uvacreditunion.org

Wilkinson Wealth  
Management



Money Pillar Sponsor

See page 17 for details.

## NOTES

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# 2019 Quadruplicity Exhibitors

All Exhibit Tables are in Rotunda Foyer, Pillar Exhibit Tables are in Rotunda Ballroom

Please be sure to stop and visit with these great supporters of businesswomen in the Charlottesville area.

## 9Round Fitness

Sherie Flores | [www.9round.com/](http://www.9round.com/)  
[charlottesvillevatimberwood](mailto:charlottesvillevatimberwood@gmail.com) | [sherieflores99@gmail.com](mailto:sherieflores99@gmail.com)

9Round is different because it includes everything you need: a full-body workout that's fast, effective and fun... personal trainers to help you... and expert nutritional guidance. And it's all based on the latest exercise and nutritional science.

## CBS 19 News

Josephine Humphrey |  
[josephine.humphrey@cbs19news.com](mailto:josephine.humphrey@cbs19news.com) |  
[www.cbs19news.com](http://www.cbs19news.com)

Focused on the creed of "Charlottesville News First," CBS19 News provides the fastest growing broadcast news coverage in Charlottesville. Our news team brings local reporting side by side with the most trusted national news source in America: CBS News. Add to that our Gray family of sister stations and news partners in neighboring Harrisonburg and Roanoke, along with a full staff of reporters at our Washington D.C. news bureau, and you have a local news source that is unmatched in Central Virginia.

## Center for Earth Based Healing

Michele Zehr | Center for Earth Based Healing |  
[michelezehr@earthbasedhealing.org](mailto:michelezehr@earthbasedhealing.org) |  
[www.earthbasedhealing.org](http://www.earthbasedhealing.org)

The Center for Earth-Based Healing offers survivors of sexual and domestic violence a positive, pivotal, and **transformative** opportunity for **holistic healing** - mind, body, heart, and spirit. A small group of survivors lives in **community** for three days and together, we experience the healing energies of Mother Earth in a **safe** and **supportive** environment. Our **trauma-informed** ecotherapy camps encourage survivors to embrace mindfulness practices and expand personal awareness through **nature connection**. While we make space in our programs to honor past experiences, at no time will a survivor be asked or expected to share or process her trauma story. Our non-clinical ecotherapy camps are designed to **empower** survivors by encouraging them to remain focused on what is emerging in the **present moment** rather than revisiting and focusing on past experiences. We also offer **Resilience Retreats** for private, public, or informal groups who find themselves in need of an opportunity to **reconnect, recenter, and reground**.

## Community Investment Collaborative

Waverly Davis | [www.cicville.org](http://www.cicville.org) | [waverly@cicville.org](mailto:waverly@cicville.org)

Community Investment Collaborative (CIC) strengthens our community and contributes to economic development by fueling the success of under-resourced entrepreneurs through education, mentoring, micro-lending and networking. Empowering small business for big change!

## Edward Jones

Courtney Doyle | Pantops | (434) 295-1271 |  
[courtney.doyle@edwardjones.com](mailto:courtney.doyle@edwardjones.com)

Donald Giannangeli | Hollymead | (434) 218-2288 |  
[donald.giannangeli@edwardjones.com](mailto:donald.giannangeli@edwardjones.com)

Marianne Shepard | Ruckersville | (434) 990-8377 |  
[marianne.shepard@edwardjones.com](mailto:marianne.shepard@edwardjones.com)

Gail South | Charlottesville | (434) 962-3571 |  
[gail.south@edwardjones.com](mailto:gail.south@edwardjones.com)

John Williamson | Palmyra | (434) 365-0186 | [john.williamson@edwardjones.com](mailto:john.williamson@edwardjones.com)

When it comes to your financial future, it's important to work with someone who takes time to understand you and your situation. We take a step-by-step approach to identify your goals and develop specific strategies to help you achieve them.

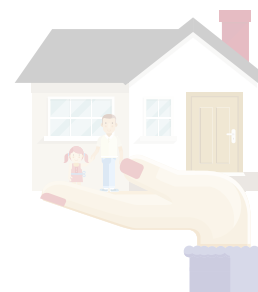
## Home Instead Senior Care

Christine Shaw | [www.homeinstead.com/532](http://www.homeinstead.com/532) | [Christine.shaw@homeinstead.com](mailto:christine.shaw@homeinstead.com)

Home Instead Senior Care is committed to enhancing the lives of older adults and their families by providing home care services so that they can remain safe and independent in their homes.

Home Instead Senior Care offers assistance with meal preparation, laundry and housekeeping, pet care, food shopping, transportation to doctor appointments, medication reminders, social engagement, transitional care after discharge from the hospital or rehab facility, respite care and memory care due to Alzheimer's or other Dementias. We also provide assistance with personal care, which includes bathing, incontinence management, grooming, dressing, feeding, and assistance with mobility or transfers. Our services are personalized to each individual's needs. Services can be arranged for a few hours a day, several days a week or even 24 hours a day, 7 days a week, including holidays. Our clients receive care performed by our CAREGivers who are screened, trained, bonded and insured by Home Instead Senior Care. We devote special attention to ensuring compatibility between our CAREGives and our clients.

Learn more about Home Instead Senior Care by visiting [www.homeinstead.com/532](http://www.homeinstead.com/532) or calling our office at 434-979-4663. We appreciate the opportunity to be an integral part of helping older adults stay healthy, safe and independent in their own homes.



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## Mary Baldwin University

Dr. Erika K. Davis | [ekdvis@marybaldwin.edu](mailto:ekdvis@marybaldwin.edu) | 540.887.7063 | [www.marybaldwin.edu](http://www.marybaldwin.edu)

Mary Baldwin University (MBU) offers distinctive undergraduate, graduate, and certificate programs in online, on campus, and hybrid formats. Pioneers of adult and distance learning in Virginia since the 1970's, MBU is dedicated to empowering students with leadership skills, creative problem-solving, and ethical decision-making so that they graduate ready to thrive in a changing world.

## Melody Robbins Photography

Melody Robbins | [www.melodyrobbinsphotography.com](http://www.melodyrobbinsphotography.com) | [melody@melodyrobbinsphotography.com](mailto:melody@melodyrobbinsphotography.com)

Melody is a professional photographer who grew up outside of Indianapolis, Indiana. She has lived at the base of the Blue Ridge Mountains in Charlottesville, Virginia for the past 13 years. She believes she was given a gift, to capture beauty in the world as I see it through her natural lens, her eyes. Her hope is to share that gift with others.

Specialties include real estate, corporate events, commercial applications, weddings, and portraits. Her objective is to always produce meaningful high quality photographs, and remember, they are not just photographs; they are moments that will be remembered for a lifetime.

## Mosquito Squad

Amber Rexrode | [mrscvillesquad@gmail.com](mailto:mrscvillesquad@gmail.com) | [cvillesquad.com](http://cvillesquad.com)

Is your backyard unlivable or are you confined to a small screened in porch because of mosquitoes and ticks? Our outdoor barrier treatments protect you from outdoor pests allowing you to safely enjoy your entire yard. We insist on giving our clients five-star service. This is visibly evident from our high number of positive reviews. We guarantee our work so you will love us or your money back...

## Robin Wolfskill – Event Strategist

Robin Wolfskill | [www.robinwolfskill.com](http://www.robinwolfskill.com) | [robin@robinwolfskill.com](mailto:robin@robinwolfskill.com) | 434.609.1234

Planning your events and meetings take time away from what you and your team do best. Your next meeting, training event, seminar, client appreciation event can run seamlessly and be an incredible success. That is what Robin Wolfskill wants for you – Success. She'll handle your event so you can handle your business.

## SCORE

Ray Friedman | <https://centralvirginia.score.org> | [rayfriedman@ix.netcom.com](mailto:rayfriedman@ix.netcom.com)

Central Virginia SCORE is a non-profit organization dedicated to assisting and promoting small business in the Central Virginia Region. Our mission is to "Foster vibrant small business communities through mentoring and education." We measure our success by the success of our clients. Over the years we have helped thousands of entrepreneurs and small businesses with advice, counsel, references, education and expertise to start and grow their businesses. We offer this help at no charge to our clients.

We are currently looking for volunteers willing to give back some time and expertise to others to make a difference in the business community. Whether you mentor an entrepreneur, provide a roadmap to open a business, assist with workshops, provide promotional or marketing assistance for the Chapter or just help with administration, take the time to look at SCORE. Go to our website ([www.centralvirginia.score.org](http://www.centralvirginia.score.org)) and read up about Central Virginia SCORE or call 434-295-6712 to contact us to learn more.

## SVOE (Shenandoah Valley Office Equipment, Inc.)

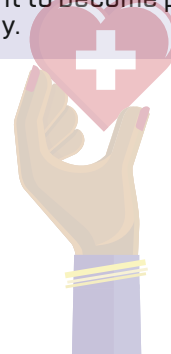
Kim Hebb | [ww.svoe.net](http://www.svoe.net) | [khebb@svoe.net](mailto:khebb@svoe.net)

SVOE has been providing superior sales and service in the office technology world since 1934. Serving our local and national customers from three office locations in Verona, Lexington, and Charlottesville, SVOE offers the best selection of copiers, printers, mailing systems, shredders, and more! SVOE is the only Multi-line local independent dealer in Central and Western Virginia carrying the best brands such as Xerox, Canon, HP, Kyocera, and Neopost. At SVOE our solutions are always customer focused to provide the best technology and productivity for any size business!

## Towe Insurance - Life Pillar Sponsor

Beth Towe Heck, CIC | [Towe Insurance Service, Inc](http://ToweInsuranceService,Inc) | [beth@toweinsurance.com](mailto:beth@toweinsurance.com) | 434.295.5191 | [www.toweinsurance.com](http://www.toweinsurance.com)

Forrest Towe, a lifelong resident of Albemarle County, founded the agency in 1934. Forrest not only offered choice insurance coverage to his clients, he also encouraged his entire family to participate in his strong mission of community service. Years later, his sons, Darden and Jim, joined the family firm and heightened its reputation for client satisfaction and civic participation. Today, Beth Towe Heck, daughter of Jim and granddaughter of Forrest, leads the team at Towe Insurance. Beth just celebrated 22 years with the Company and is raising 2 strong, independent daughters who will hopefully want to become passionate protectors like their mom one day.



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## Trudel Law, PLLC

Nancy E. Trudel | [Trudel Law, PLLC](http://TrudelLaw.com) | Attorney at Law | [nancytrudel.law@gmail.com](mailto:nancytrudel.law@gmail.com)

Partnering with people and businesses to achieve results.

## UVA Community Credit Union

Rachel Clancy | [www.uvacreditunion.org](http://www.uvacreditunion.org) | [Rachel.clancy@uvacreditunion.org](mailto:Rachel.clancy@uvacreditunion.org)

UVA Community Credit Union is dedicated to helping you meet your business goals with local service and a commitment to the community. Our Business Services Department staff brings years of experience working in Central Virginia with businesses large and small, real estate and retail, start-ups as well as long-established companies. Contact us today at [uvacreditunion.org](http://uvacreditunion.org) or call 434-964-2001 and let's get down to business.

## UVA Health System – Health Pillar Sponsor

Meghan Bradley | [www.uvahealth.com](http://www.uvahealth.com) | [mbradley@virginia.edu](mailto:mbradley@virginia.edu)

At UVA, we're redefining what it means to be an academic medical center. That means caring, researching and teaching with renewed focus and compassion for every patient.

UVA Health System is an academic health system that includes a 612-bed hospital, the UVA School of Medicine, a level I trauma center, nationally recognized cancer and heart centers and primary and specialty clinics throughout Central Virginia. UVA is recognized for excellence by U.S. News & World Report, Best Doctors in America and America's Top Doctors.

## UVA – Talent Flexibility Team (UVA Temps)

Gretchen Kaufman | [www.hr.virginia.edu](http://www.hr.virginia.edu) | [g.kaufman@virginia.edu](mailto:g.kaufman@virginia.edu)

The University of Virginia Talent Recruitment Services is a dedicated team of HR professionals who recruit and hire across UVA grounds from Academics to Medical Center positions that includes an in-house Temp Service, Talent Pipeline Program and Dual Career Program. We are focused on attracting, hiring and onboarding a diverse labor force that fuels our academic and medical center's mission. Visit our website at [hr.virginia.edu](http://hr.virginia.edu) to search for careers and to learn more about our organization and services.

## Virginia Asset Management

Taylor Starkey | [www.vamllc.com](http://www.vamllc.com) | [taylor.starkey@vamllc.com](mailto:taylor.starkey@vamllc.com)

Virginia Asset Management is a comprehensive financial advisory firm headquartered in Richmond, Virginia. Since 1986, we have provided individuals, particularly business owners, with strategies that create independence.

Whether a business, a family, or an institution, the decisions you make with your cash will be the critical factor in determining your economic strength, flexibility, and sustainability over time. Seems simple enough. Yet, the disparity in outcomes can be enormous.

As a financial advisory firm, we recognize the potential impact our advice will have on the businesses, families, and institutions that we serve. It is a responsibility that is critically important and it drives our decision making.

## Wilkinson Wealth Management – Money Pillar Sponsor

Jacquelyn Nasca | [www.susanwilkinsonwm.com](http://www.susanwilkinsonwm.com) | [jacquelyn.nasca@lpl.com](mailto:jacquelyn.nasca@lpl.com)

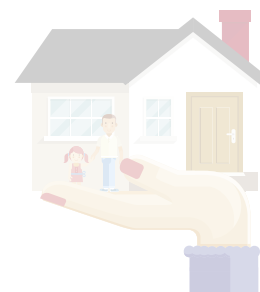
Wilkinson Wealth Management, LLC, has grown from one entrepreneurial woman to a full-service Investment Planning and Wealth Management firm, built its business by helping clients and business owners develop financial plans that help them move confidently toward whatever financial goals they desire. Our team of highly qualified certified financial planners, financial advisors, and financial and research analysts has a single desire: to help guide people through the intricacies of planning their financial future. Our investment strategies and financial planning process includes a highly personalized process of fact-finding and analysis and research, through interviews with you to help us understand your short- and long-range goals and desires. At Wilkinson Wealth Management, LLC we offer our clients objective financial advice, customized investment portfolios with simplified performance reports, on-going professional support, and timely information about your accounts and on the world's financial markets.

## Women United in Philanthropy

Peggy Woodall | [www.womenunitedcville.org](http://www.womenunitedcville.org) | [peggy.woodall@closetfactory.com](mailto:peggy.woodall@closetfactory.com)

At Women United, our mission is to engage with like-minded women, learn about philanthropy, and leverage collective giving for local women and children. We do this through Membership, and the more you give, the more we give.

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