



## EVENT AGENDA

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NOVEMBER • 18 • 2020  
VIRTUAL CONFERENCE

SIGNATURE PARTNERS:



# EVENT PROGRAM

NOVEMBER • 18 • 2020

**VIRTUAL LOGIN**

**8:45 AM - 9:00 AM**

**WELCOME & KICKOFF**

**9:00 AM - 9:10 AM**

Jamie Glass, Director of Economic Development, Lynchburg Regional Business Alliance

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## SESSION ONE

**9:10 AM - 9:40 AM**



### **FUTURE SUCCESS IS DETERMINED BY HEALTHY HABITS TODAY**

Dr. Keith Anderson, Executive Director, Student Health Center  
Liberty University

Dr. Keith R. Anderson has been an administrator in the field of Higher Education at Liberty University since 2007. Currently, he serves as the Executive Director of the Student Health Center and Wellness Initiatives department and previously as the Dean of Students for LU. [READ FULL BIO.](#)

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## SESSION TWO

**9:50 AM - 10:30 AM**



### **THE BOTTOM LINE: USING YOUR PERSONAL BRAND TO MAKE MONEY**

Charese Chambers, Owner, Financial Fancy LLC

Charese Chambers is the owner of Financial Fancy LLC. She is a bookkeeper and a financial literacy coach with expertise in small businesses and nonprofits. She currently leads the region's "Start Smart" program through the Small Business Development Center that assists entrepreneurs as they begin their journey as business owners. She is also the producer of two podcasts, "Financial Fancy", and "Business After Dark." [READ FULL BIO.](#)

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## SESSION THREE

10:40 AM - 11:10 AM



### **FINDING THE WIN-WIN: HOW TO NEGOTIATE EFFECTIVELY"**

Jennifer Woofert, President, Strategic Sustainability Coaching

For more than 15 years, Jennifer has run her own business, helping organizations save money and increase profitability through better management of environmental and social risk. She has personally worked with more than 200 businesses in the United States and around the world to eliminate abusive labor conditions in the supply chain, reduce harmful pollution from manufacturing facilities, and partner with communities to create vibrant local economies.

[READ FULL BIO.](#)

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## SESSION FOUR

11:20 AM - 11:50 AM



### **5.5 WAYS TO MAXIMIZE YOUR PROFESSIONAL RELATIONSHIPS"**

Megan Lucas, CEO & Chief Economic Development Officer  
Lynchburg Regional Business Alliance

Megan is currently the CEO and Chief Economic Development Officer at the Lynchburg Regional Business Alliance, the region's chamber of commerce and economic development leader. She is charged with leading the work of the Alliance, focusing on regional job creation and capital investment. She serves as an entrepreneurial business and economic development thought leader in our region and provides innovative, forward-thinking leadership for the organization and the Alliance Board. [READ FULL BIO.](#)

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## LUNCH BREAK

11:50 AM - 12:20 PM

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## KEYNOTE SESSION

12:20 PM - 12:50 PM



### **BUILDING AND MAINTAINING A HEALTHY RELATIONSHIP WITH YOUR IDENTITY**

Hubert Payne, Founder, Payne Coaching LLC

Hubert Payne is a married father of six and one of the most in demand musicians in country music. He is currently the drummer for national country music act Little Big Town. Hubert's path to drumming at the highest level in music has included an All-Conference Selection as a college running back, traveling the world, Grammy nominations, and numerous television performances. Hubert is the founder of Payne Coaching LLC, a life coaching company that helps clients build and maintain their identity. [READ FULL BIO.](#)

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## SESSION FIVE

12:50 PM - 1:20 PM



### **EFFECTIVE COMMUNION IN A VIRUTAL WORLD**

Holly Rutherford, Director of Learning & Quality Enhancement  
Brown, Edwards & Company LLP

Holly serves as the Director of Learning and Quality Enhancement for Brown Edwards. She is responsible for and oversees learning events provided for firm professionals, including teaching several core courses. Holly also holds many responsibilities in quality control activities, including serving on the firm Accounting and Audit Committee.

[READ FULL BIO.](#)

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## LEVEL UP AWARDS

Recognizing top young professionals

1:30 PM - 1:50 PM

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## YPCV COMMITTEEE 2020

Andrew Neiderer, Chair  
Victoria Watts, Vice Chair  
Aubrey Varraux, Secretary

Mark Burgin  
Alicia Campbell  
Charese Chambers

Gary Garner  
Sheena Gillispie  
Philmika Reid

Tony Ryals  
Joey Schultz  
Rachael Smith

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## FINANCIAL WELLNESS PANEL

1:55 PM - 2:35 PM



Brook Quinn  
Financial Wellness  
Consultant  
BB&T, now Truist



DJ Best  
Partner  
Roberson  
Financial Services



Jonathan Choi  
Vice President &  
Wealth Advisor  
BB&T, now Truist

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## SESSION SIX

2:45 PM - 3:15 PM



### BEING A CHANGE AGENT IN A COMPLEX WORLD

Rick Grooms, Senior Vice President & Chief People Officer, Centra

In January 2020, Rick Grooms joined Centra Health in Lynchburg, VA where he serves as the health system's Senior Vice President & Chief People Officer. With nearly 8,500 caregivers (employees), Rick is responsible for building the organization's culture, leading people initiatives, and being the keeper of the conscience of the organization. He oversees the organization's Spiritual Care, Volunteer Services, Patient Experience, and Human Resources departments. He serves as a trusted member of the CEO Work Group (senior executive team), as well as special advisor and trusted confidant to the system's CEO. [READ FULL BIO.](#)

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## CLOSING REMARKS

Drew Neiderer, YPCV Committee Chair

3:20 PM

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# LEVEL UP AWARD RECIPIENTS



**MEREDITH COLLEY**

Diagnostic  
Mammographer  
Centra



**MICHELLINE HALL**

Co-Owner & Director of  
Marketing  
Blackwater Branding



**JOY COVER**

Executive Director  
Freedom 4/24



**LYDIA TURNIER**

Housing Attorney  
Virginia Legal Aid Society



**NICHOLAS GEORGE**

Executive Director  
The Listening

## EVENT PARTNERS

### SIGNATURE PARTNERS



We all love a good story, but is your business telling customers the right story? At Parker Productions, we use video marketing, photography, graphic design, and copy-writing to create messaging that resonates with your ideal client and inspires action. We help clients in healthcare, education, non-profits, and city governments. We can help you too. Visit us at [www.parker.productions](http://www.parker.productions) to get started on your story.

*Mallori Teegarden*



Mallori Teegarden of State Farm is a local agent offering insurance and financial services in Lynchburg, Virginia. As a second generation State Farm agent, she is happy to help with all home, auto, life and business insurance needs for the entire state of Virginia. Mallori is originally from the great state of Louisiana, coming to Virginia to attend college at Liberty University.



The Virginian Lynchburg is a Curio Collection by Hilton property. It's been a centerpiece of downtown Lynchburg since 1913, this magnificent hotel has been thoughtfully restored to its historic grandeur and refreshed with modern amenities. The property also offers event space, multiple restaurants, and Lynchburg's highest rooftop bar.

### CORPORATE PARTNERS



### EVENT ORGANIZERS

