

ELEVATE

ROAD TO AN EPIC BUSINESS



NOVEMBER 7-8, 2024

207 BULLITT AVE SE ROANOKE, VA

Speaker & Session Info



The Breakdown:

3 Keynote Sessions

2 General Sessions

9 Breakout Sessions

1 Panel Session

16 Total Speakers

14 Local Speakers

2 Out of Town Speakers



Attendee Feedback



■ **“Every session I attended was absolutely amazing! When signing up, on a fluke I had no idea what to expect. Wow I got something out of EVERY.SINGLE. SESSION!... This is our seventh year of business, and I thought we had things down - but we have so much more to learn!”**

■ **“THANK YOU! It was well worth the time spent away from the office. I appreciated the challenge to address our fears and weaknesses and left the conference feeling motivated and more confident.”**

■ **“All great information for small businesses and nonprofits. I didn't know it was the first year. Everything was very professional, the food was great, and networking with local business leaders was valuable.”**

■ **“Everything was wonderfully organized and the food was terrific. I enjoyed the size of the conference, which allowed for interaction with other attendees and the speakers. I also enjoyed meeting folks from around the region and not just seeing Roanoke people.”**

SCHEDULE DAY 1

11/07

8:00 am	Registration & Breakfast	First Floor
8:45 am	Welcome Introduction	Elmwood Room
9:00 am	Keynote Speaker #1	Elmwood Room
10:00 am	General session #1	Elmwood Room
11:00 am	Breakout Session #1	1st, 2nd, and 4th Floors
11:45 am	Networking Lunch	Elmwood Room
1:00pm	Keynote Speaker #2	Elmwood Room
2:00 pm	Breakout Session #2	1st, 2nd, and 4th Floors
3:00 pm	General Session #2	Elmwood Room
3:45 pm	Happy Hour	First Floor

Tony Pearman



SCHEDULE

DAY 2

11/08

8:00 am	Networking Breakfast	First Floor
8:45 am	Welcome Introduction	Elmwood Room
9:00 am	Keynote Speaker #3	Elmwood Room
10:00 am	Breakout Session #3	1st, 2nd, and 4th Floors
11:00 am	Panel Discussion	Elmwood Room
11:45 am	Boxed Lunch	Elmwood Room

Walter Virgil Jr.



BREAKOUT SESSION #1



Tommy Battle- Financial Designs



Elmwood Room (1st Floor)



Driving Value Growth in Your Business - A Roundtable Workshop



Jeff Robertson- Greater Roanoke & NRV SBDC



Blue Ridge Room (2nd Floor)



Unlocking Opportunities: Navigating the SWaM Certification Process



Bonnie Chavez- Building Beloved Communities



Filene Room (4th Floor)



Let's Watch that Money Honey!

BREAKOUT SESSION #2



Jeff Barbour- CPA (Brown Edwards CPAs



Elmwood Room (1st Floor)



What You Need to Know Now about Taxes and your Business



Annette Patterson- The Advancement Foundation



Blue Ridge Room (2nd Floor)



Leadership in ACTION



Shannon Watts, CFRE - Key Fundraising




Filene Room (4th Floor)





Building a Culture of Philanthropy in Grassroots Nonprofit Organizations

BREAKOUT SESSION #3




 Michelle Dahl- Her Idea Collective


 Elmwood Room (1st Floor)

 **Leadership and Lead Boldly, Empower Performance: Making Visionary Goals Achievable, bridging big ideas to action and then results**





 Stephanie Keener- SBDC - Lynchburg Region

 Blue Ridge Room (2nd Floor)

 **Starting Where You Are: Using Your Existing Networks to Start Small and Set Realistic Expectations**



 Xavier Duckett - The Humble Hustle Company

 Filene Room (4th Floor)

 **Team Work Makes The Dream Work**

Michelle Dahl





KELLI LEMON

SOCIAL ENTREPRENEUR, VIRGINIA
ADVOCATE AND CULTURE CREATOR
KEYNOTE SPEAKER

Kelli Lemon is passionate about how people "LIVE" Virginia and is a social connector via food, sports, arts, and education. Kelli brings community news to life through video content as Director of Digital Programming for Virginia Video Network and the Richmond Times Dispatch. Kelli also owns social cafe and coffee shop , Urban Hang Suite, located in the historic Jackson Ward and Art's districts of Richmond. On the weekends, Kelli is making Virginia residents a little richer while supporting public schools K-12 as the daytime Draw Show Host for the Virginia Lottery. Kelli is also helping Black owned culinary and hospitality businesses and brands as a co-owner of Virginia Black Restaurant Experience; and she also co-founded the Jackson Ward Collective which is now The JWC Foundation. Kelli passionately serves on the Board of Directors for Studio Two Three, Richmond Sports Backers and Unlocking Richmond and is rolling off of the Virginia Tourism Corporation board and moving on to the Fort Monroe Authority Board of Trustees. Kelli has a sociology degree from UVA and a Master's in sports management and leadership from VCU.





WALTER VIRGIL JR.

**CEO OF WALTER VIRGIL
AND ASSOCIATES LLC.**

KEYNOTE SPEAKER

Walter Virgil, Jr., is husband to Kristal Virgil and Dad to Dj (8), Joya Diana (3), and Judah Daniel (8 months). As a former standout Collegiate Football Captain and Quarterback at Saint Paul's College, he now serves as CEO of Walter Virgil and Associates LLC, specializing in Executive coaching consultation for over 7 years. His impressive client list includes esteemed organizations like Howard University, Lynchburg Department of Social Services, UMFS, Virginia Department of Education, One Way Churches International, and various State Operated programs. Walter's commitment to an asset-based leadership style shines through his work, always emphasizing a healthy perspective and ethical guidance. Walter is dedicated to developing and mentoring leaders through their journey of understanding and implementing sustainable best practices regarding Healthy Work culture, Crisis management, Conflict resolution, and Reorganization within their respective organizations. In addition to his professional endeavors, Walter is actively involved in community service, currently sitting on the Board of Directors at Rush Homes and the community benefits committee at Centra. He balances his role as a Rotarian with his commitments as the Associate Director of Strategic Projects and Alliances in the division of LU ONE at Liberty University, where his social entrepreneurial spirit thrives. Walter's passion for building bridges between service organizations and communities stems from his experiences in the James Crossing community, driving him to create meaningful connections that uplift those in need. With a rich history of service, including Senior Leadership roles at Interfaith Outreach Association and Evolving Solution Staffing, Walter has consistently worked towards social impact and rehabilitation. His dedication as an Ordained Elder at The Ramp Church International reflects his deep faith and commitment to helping others. Through his unique journey, Walter aims to catalyze radical transformations and bring positive change to his community, guided by his unwavering belief in a hopeful future and the grace of GOD.



SHERI WINESETT

CHIEF OPERATING OFFICER OF JOHN
MATTON GLOBAL

KEYNOTE SPEAKER

She's a visionary who sees beyond the horizon, painting a vivid picture of what could be. But her vision isn't confined to dreams—it's grounded in action. She possesses the rare ability of a visionary to turn vision into reality through execution. She has the unique ability to seamlessly integrate strategy, people, and purpose. Her leadership isn't fragmented; it's holistic.

As an international lobbyist working for a prominent Chicago law firm, Sheri advised CEOs and General Counsels in the medical device industry on global strategy to achieve legislative and regulatory objectives. She also played a lead role in connecting people and special interest groups adversely affected by legislation, coaching them on how to amend or defeat the legislation by cultivating their power of influence. She successfully lobbied Congress, administration, local, state and international governments gathering support and influencing much needed change while managing a coalition of state lobbyists and successfully defeated 26 pieces of legislation.

As a former franchise executive for Intelligent Leadership Executive Coaching and Master Licensee for Action Coach Global, she guided her teams and coaching clients to achieve an increase in revenue and profit through planning, process design, leadership development, and training. She is the glue that holds any team together. Sheri puts her heart and soul into anything she builds. Even in times of adversity she always takes the high road and puts her best foot forward.

Sheri is passionate about scaling business through people. She has helped companies increase their revenue by 46% in profit by 61% by helping leaders level up and coaching high performers to find their moral compass, lead with a big heart and develop a solid conviction to do the right thing.

Renowned for her engaging and thought-provoking speaking and coaching style, Sheri has left a lasting impact on leaders worldwide. From startups to multinational corporations, non-profits to government departments, companies seek Sheri's expertise to uncover organizational challenges and chart a transformative course for business and leadership success.

For nearly 20 years, Sheri has coached over 1000 entrepreneur's CEO's executives and their teams to become the best version of themselves and become leaders that others want to follow while building cultures that attract and retain team members. Her friends and colleagues describe her as driven, fun, intelligent and loyal. Leading executives and their teams to their highest potential is her personal and professional mission. She empowers her clients to achieve personal growth, ongoing professional development business and organizational success.



MICHELLE DAHL

**MANAGING PARTNER,
HER IDEA COLLECTIVE**

GENERAL SESSION SPEAKER

My journey has been enriched by a decade of collaboration with Fortune 100 companies and over fifteen years in the financial services sector, including extensive work with credit unions and community banks. Along the way, I earned graduate certifications in innovation, entrepreneurship, and consulting at Harvard University, allowing me to lead through a different lens.

But my real passion? Driving meaningful change. I thrive on creating innovative workspaces, products, and services that make a lasting impact while nurturing leaders who stand out in today's competitive market. This commitment has shaped the brands I've built to empower women leaders and entrepreneurs at every stage of their journey.



TONY PEARMAN

**PRESIDENT & CEO
ACCESSU**

GENERAL SESSION SPEAKER

Tony began his advertising career with his first graphic design job before he even graduated from Virginia Commonwealth University (VCU) and has worked since then to refine his craft and learn from amazing mentors and clients. Founding AccessU in 1996, he built an award-winning agency that delivers exceptional client service, strategy, and creative work while striving to help our clients live their mission.

Tony is the recipient of numerous awards and recognition, including the AAF Silver Medal for Lifetime Contributions, serving as the former National ADDY Committee chair, and being named Outstanding Alumni of the Year by Virginia Western Community College and VCU. With a Bachelor of Fine Arts in Communication Arts and Design from VCU, Tony's expertise spans client service, brand strategy, advertising, communications, video storytelling, graphic and web design, and digital media.

Tony comes from two generations of educators and spent time as an adjunct faculty member at Virginia Tech. He now focuses his love of education on his clients which include the Virginia Board of Workforce Development, Virginia Community College System, Virginia Tech, Roanoke College, the Accelerated Training in Defense Manufacturing (ATDM), and dozens of other schools.

 FreedomFirst® PRESENTS



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