

The REACH Women's Network to Host 2020 Women's Conference in Innovation Quarter

Event will Recognize, Encourage, Advance, and Connect professional Women in the Triad

WINSTON-SALEM, N.C., February 4, 2020 – The REACH Women's Network will host its first Women's Conference on February 26 in downtown Winston-Salem at Wake Forest Biotech Place in Innovation Quarter. Salem College launched the first area Women's Conference in 2012 and approached the new nonprofit, REACH Women's Network, in mid-2019 with the opportunity to resume leadership of the one-day conference. The conference has already sold out.

The conference will begin at 8:15 a.m. and will feature three keynote presentations from Julie A. Freischlag, MD, CEO of Wake Forest Baptist Health; Portia Mount, vice-president and global leader of strategic marketing at Ingersoll Rand; Jennifer Martineau, senior vice-president for research, evaluation and societal advancement at Center for Creative Leadership; and Susan Jaffe, dean of dance at UNC School of the Arts. Seven breakout sessions featuring more than 30 distinguished panelists and speakers will cover a variety of topics relevant to professional women.

"We are excited to gather such an impressive group of women," said Julia Townsend, the REACH Women's Network co-chairperson. "This conference is consistent with our organization's core values. We believe that by working together—supporting, championing and investing in one another—women can improve our own lives and the lives of women around us. And when women succeed, the local economy thrives."

"We are grateful for the level of enthusiasm we have received from our sponsors and community partners," says Sue Henderson, treasurer of REACH Women's Network. "Their demonstrated support for the advancement and development of professional women in our community is evident." Leading conference sponsors include BB&T (Now Truist), Girl on the Roof, Reynolds American, Winston-Salem Chamber of Commerce, and Woody Clinard. Session sponsors include Baird Private Wealth Management, Flow Lexus, HanesBrands, Kilpatrick Townsend, The Women's Fund of Winston-Salem, Wells Fargo, and Womble Bond Dickinson. Other sponsors include Allegacy, Bank of America, M Creative, and Wake Forest Baptist Health.

Bookmarks will have books available for purchase, and Diamondback Grill is providing catering, and ACCESS Center for Equity + Success is hosting breakout sessions at Bailey Power Plant. JKS, Out of Our Minds, Shake Films, and Winston-Salem Journal are other in-kind sponsors.

The **REACH Women's Network** is a new Winston-Salem-based nonprofit organization that seeks to advance economic development and promote gender equality by elevating the collective voice and influence of professional women. The REACH Women's Network (with REACH being an acronym for Recognize, Encourage, Advance, and Connect Her) began as a small, diverse group of professional women in 2017. The group formed a 501 (c)(3) nonprofit in 2019 and will be expanding membership this spring.

The **REACH Conference** seeks to inspire professional women to REACH HIGHER in their careers, REACH OUT to each other, and REACH BACK to champion the next generation of women in the workplace. To learn more or to register for the conference, visit www.reachwomensconference.org

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