

2021

Semi-Annual Report

EXCEPTIONAL WOMEN AWARDEES



Exceptional Women Awardees.

Exceptional Women Awardees
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A Letter from Our Founder, Chair and CEO

To our Donors, Supporters, and Friends:

This has been a year of innovation, empathy and growth for EWA.

We pivoted abruptly from in person meetings to remote ones and because of the quality of our women leaders, their depth of commitment to our mission and our sisterhood, the 'Zoomies' (as the 3 Cohorts call themselves who launched by zoom and have yet to meet each other in person) are as bonded and integrated into the network as all who came before them and had in-person weekends.

As our CFO will report below, we repurposed funds raised to take advantage of an global increased use of social media, and with that have dramatically improved our online presence and that of our now almost 75 EWA/LSS leaders.

My focus has been in five areas:

- Continuing to evolve our strategic direction and decision making as we implement Thought Leadership programs, CEO Only Cohorts, All Network CEO Popups, EWA EXPERTS SPEAK programs highlighting the expertise of our EWAs, EWA Linked in Live Shows, Podcasts to build our leaders' brands, and other innovative and fun programs
- Making sure that our existing and growing Alumnae are engaged and involved, training many of them eager to become Mentor Liaisons and pass the goodness of EWA onto women coming into the program.
- Bringing qualified women leaders into the program for whom we can add value, and from whom we can enjoy commitment to our mission and to those in the network and in their cohort.
- Fundraising (except for our Operations Manager, we are all Volunteers) to ensure that we can bring women into the network who are in the public sector and provide the infrastructure for our programs, portal maintenance and revisions, innovations to our website, our growing numbers, and EWA's increasing public presence, as well as contribute to our professionally managed Endowment Fund which will enable us to eventually bring in a paid Executive Director, staff to support her and a 5 star location at which to hold our cohorts if our present location is no longer available.
- Staying true to our mission to enable high level high potential women to reach their dreams - as we say to all coming into the program - our desired output is happiness.

I wake up every day feeling blessed to have the opportunity to do what I do, and be surrounded by women from diverse backgrounds and multiple generations who have the same goal - to make our mission a reality, in perpetuity.

With gratitude to our Board, Officers, Service Providers and Network

Larraine Segil
Founder, Chair and CEO



A Letter from Our Chief Financial Officer

To our Donors, Supporters, and Friends:

One year has passed since COVID-19 interrupted, and in some cases, upended lives. For some, the past year was a significant change – increased close quarters with family and pets, finding new ways to work remotely, and attending what felt like a continuum of virtual meetings. For others, 2020 will be a defining moment in their lives with renewed commitment to who and what they love most.

Sadly, many of our EWA sisters experienced heavy challenges – career changes, homeschooling, broken relationships, and most heartbreaking, the loss of loved ones. My heart goes out to each of you and hope you felt the love and support of your sisters in the EWA. From a financial perspective I am pleased to report the EWA remains on solid footing. Here are some of the highlights of 2020.

- Three new Cohorts were launched enabling us to end the year in excess of \$300,000 in donations.
- Expenses were well-managed and we were fortunate to upgrade to full time the support of our Operations Manager, Michelle LeFort, who adds such a special touch to the EWA.
- With some of the savings received from our shift to virtual meetings, we were able to dedicate some of those funds to public relations and feature over twenty women on the EWA LinkedIn Live program which was repurposed as articles and podcasts.
- We realize many of our sisters have had financial pressures due to the pandemic. After much discussion, the Board made the decision we would not charge a conference fee for the 2021 EWA Annual Retreat to be held in October but would defer a conference fee to the 2022 Retreat.

I am so grateful to serve on the EWA Board of Directors with women who lift and inspire and who continue to approach our stewardship of this program with the utmost care. I give particular thanks to Lorraine Segil, our Founder, Chair and CEO who makes sure that not only are all the EWA/LSS's nurtured but also that the Board is supported and mentored by her special kind of care.

Warmest Regards,

Kimberlee Reese
EWA – Chief Financial Officer



To Our Stakeholders

Introduction:

In light of the ongoing pandemic, our mission to help high level, high potential women to rise in their careers and to reach their dreams, has never been more critical. While the mass exodus of women in the workforce has reached historic levels, the Exceptional Women Awardees Foundation has proven its value as our EWAs continue to support one another. We know that when a woman rises in her career, the benefits are not hers alone but are realized in the workplace, within the family, and in the larger community. That is what continues to fuel our purpose.

Our Accomplishments

September 2020-April 2021

- C-level Cohorts

We have discovered that there are two specific groups of women who are greatly benefited by our program. One is the aspirational women who are looking to rise in their careers, and we have Cohorts dedicated to them. There is another group that has evolved. Those are women who are already at C level and are looking for either another C level position, or to transition into a portfolio career. Many of them have a strong desire to pay it forward to other women. EWA has added C level only cohorts which extend our sisterhood to those women who have already reached the pinnacle of success, and find that the need to rebuild their identities, establish a new community and new brand other than the one they had in their C level roles, is supported by our EWAs and Mentor Liaisons for the rest of their lives.

- 2021 Cohorts:

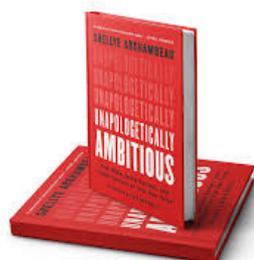
We identified, interviewed, screened, and accepted three additional cohorts which are diverse in age, ethnicity, background and from multiple industries, all of which were launched via video conference. Cohort 6 was launched on September 26, 2020, and in response to the increasing need for mentorship of women who currently hold C-Suite positions we launched our first C-Level Cohort, Cohort 7 on February 6, 2021. The Cohort 8 launch in April 2021 has a hybrid of C level who chose a hybrid cohort, and aspirational women. We had a waiting list for that Cohort, and have moved those women to the 2021 September (also C level) and January 2022 (Hybrid) Cohorts.

To Our Stakeholders (continued)

- **Our Mentor Liaison Training Program**
We interviewed, screened, selected, and trained another group of Mentor Liaisons (ML's) for each Cohort member and continue to do so throughout the year, as new Cohorts launch, and existing Cohorts graduate. These ML's are all EWA Alumnae and know the benefits of the program. They have volunteered to pay it forward to future EWA's. They have our gratitude.
- **Cohorts 9 (2021) Cohort 10 (2022) Cohort 11 (2022)**
We are planning for a second C level cohort in September 2021 as the demand has increased substantially. As mentioned above, our program and sisterhood provides a much needed community and advisory group of peers for women who have reached the pinnacle of success and are looking for ways to pay it forward to aspirational women as well as an advisory group to enable them to transition to new roles, or portfolio/board careers. For this Cohort (#9) and the one that follows in January 2022, (Cohort 10) we are identifying, screening, and accepting new candidates (EWA's) who represent the full range of diversity and hail from multiple industries.
- **Alumnae Group:**
We have successfully increased our Alumnae group as each graduating cohort joins after their year long program is complete, through video calls and sessions - and although our program is high touch with our in-person interactions holding great value, this has not affected the ability of our Cohorts to bond and support each other. The Mentor Liaisons have continued to develop interactive and focused relationships with their EWAs, with the knowledge that we will add in-person weekends when Covid permits, to make up for those special times. Our first in person weekends start on June 4th 2021, as we begin scheduling multiple 'makeup' weekends for Cohorts who have never met. The excitement is mounting!
- **Annual Retreat:**
Hosted our first (and hopefully last) virtual annual retreat with a fireside chat with EWA Advisory Board Member, Shellye Archambeau, a Special Guest Appearance by Colbie Callait & home spa therapy treatments provided through donations made by EWA, Janna Ronert, CEO of Image Skincare & Hush & Hush Nutraceuticals, LSS Meredith Kohler, IP/Commercial Counsel at Arbonne International, & LSS, Lauren Cox, Esq. Founder Essential Natural Health



EWA Advisory Board Member
Shellye Archambeau



Two-time Grammy Award winning
singer-songwriter, Colbie Callait

To Our Stakeholders (continued)

- EWA welcomed **Meridee Moore, CEO of Watershed Asset Management, LLC**, a San Francisco-based single-family office; Board Member of Blackrock Capital Investment Corporation, and former Board Member of PG&E Corporation and its Utility, to join our EWA Advisory Board. We are so grateful to Meridee for her philanthropic commitment to EWA.
- We appointed **Judith Schrecker, Cohort 5, Former CFO Alcoa Global Rolling Products Division**, Board Member ClearSign Technologies (NASDAQ:CLIR) to the **Board of EWA**, and also to the position of Board Secretary, a position that **Jacqueline McCauley LSS** has held since inception. Jacqueline remains as a Director and we thank her for her service as Board Secretary.
- CEO Popups continued for all cohorts - **Nina Richardson (former COO, Go-Pro)**, and **Elizabeth Tumulty (former President, CBS Television)**, both of whom serve on our Advisory Board and are popular and generous repeat presenters to our network; **Robin Ferracone, Founder & CEO Ferracone Advisors LLC**, and **Kara Goldin, Founder & CEO at Hint Inc.**



**Meridee
Moore**



**Nina
Richardson**



**Elizabeth
Tumulty**



**Kara
Goldin**



**Robin
Ferracone**

To Our Stakeholders (continued)

- Didactic Programs featuring the exceptional expertise of our EWA's for current Cohorts-in a continuing series called EWA EXPERTS
 - Culture Change (**Linda LoRe, Vice-Chair EWA, CEO of InJoyGlobal, Retail, Turnaround and Culture Transformation Expert**)
 - The New Frontier of Online Education (**Michelle Westfort, EWA Cohort 5, Chief University Officer, InStride**)
 - C Suite Finance for Non-Financial Leaders (**Judith Schrecker, EWA Cohort 5, Board Member Clearsign Technologies & Fmr. CFO Alcoa Global Rolling Products**)
 - The presentation on C Suite Finance for Non-Financial Leaders included a commitment to do one-on-one financial coaching by the CFO's in our group **Kimberlee Reese, Cohort 3, Jacqueline McCauley LSS, and of course, Judy Schrecker,** with any network member who wished a deep confidential dive into their own financials.



Michelle Westfort
Cohort 5
Chief University Officer |
InStride



Linda LoRe
LSS
Co-Founder & CEO |
InJoy Global



Judy Schrecker
Cohort 5
Fmr. Vice President Finance | ATI
Fmr. CFO | Alcoa Global Rolling
Products



Kimberlee Reese
Cohort 3
President | Total Care.
Auto, A Larry H. Miller
Group Company



Jacqueline McCauley
LSS
HR Consultant | Emerge

To Our Stakeholders (continued)

- We continued twice-monthly Mentor Liaison Meetings with each Cohort member and Supervisory Committee Member follow-up to ensure quality control and EWA progress.
- Interviews with nominated candidates now stretch ahead 18 months, with candidates in the pipeline for Cohorts well into 2022.
- Our portal has been upgraded and changed as we develop more sophistication in our online and interactive needs. The portal continues to consistently enable us to record the progress of all EWAs as they move through our program and template, as well as ML interactions. It is constantly being updated with shared resources (videos, podcast links and articles) as well as providing a location for confidential chat with our network.
- Metrics Anomaly - the launch metrics at the beginning of the program for all cohorts, showed high levels in just about every category for each of our EWAs. However, by the middle of the program, they were dropping and then rose again at the end of the program. We debrief the Metrics at all three stages of the program. Our EWAs clarified that when they assessed their metrics at the Launch of the program, none of them wanted to show weakness in any area, not understanding yet what the program was all about. However as they started to receive the customized and intense mentoring, they began to increase their self-knowledge and awareness. They began building on their inner and outer confidence, strength, choice of different life and career behaviors and options due to the support and coaching, and so their perceptions of where they were changed dramatically in the middle of the program. Hence the dropping scores mid program. With new awareness, the underlying assumptions to the metrics by the end of the program changed significantly. The scores at the end of the program - when unpacked - were based on very different perceptions of excellence, value, peace of mind, self-confidence, and personal power. Holistically, the outcome was a higher level of satisfaction with their lives and careers and increased overall happiness. Which ultimately at EWA is our goal - enabling high level, high potential women to reach their dreams.

To Our Stakeholders (continued)

- We remain committed to keeping our expenses as low as possible, with only one full-time Operations Manager and all Mentor Liaisons, Board Members, and Officers (Chair, CEO, CFO, Board Secretary) continuing to serving as volunteers. Despite necessary changes from our in-person program to a virtual model, we remain on target to reach our goal which is to 'save' \$100,000 a year into an endowment to eventually support the salary of a full-time Executive Director and support staff. This fund remains with professional wealth managers at Bank of America Merrill Lynch for conservative investment, monitored by our Board, CFO, and Board Investment committee.
- We were very fortunate to develop a strategic alliance this year with First Media and their So Yummy Channel and they generously became a Platinum Sponsor, joining KPMG and Xochitl Monteon, Chief Privacy Officer of Intel and Intel, as sponsors who donate more than \$15,000 annually.
- We raise Donations continually - please consider donating to support EWA and our mission.
- We are very proud to announce that The Exceptional Women Awardees Foundation has earned the 2020 Platinum Seal on GuideStar which is the highest level of approval possible for a non-profit organization.



Strategic Highlights

EWA has achieved some impressive accomplishments since The Lorraine Segil Scholars (created in 2012) organized EWA as a 501c3 in August 2017. Through your generous support, EWA is Changing Lives, One Woman, At A Time.

8

COHORTS LAUNCHED

Between June 2018 and April 2021, we have successfully launched 8 Cohorts and there are currently 2 more in development approaching 80 women in our network

3

PUBLIC SECTOR EWA'S

We have successfully secured funding donations to support 3 Public Sector women in EWA in 2020 and continue to raise Donations to reach our fundraising goals for 2021



Strategic Highlights

85%

REALIZED BENEFITS

85% of the women in our network by 2021, have negotiated a salary increase or been promoted.

5

EWA'S HAVE RECEIVED BOARD APPOINTMENTS

5 of our EWAs have received Board appointments, 3 of which were public boards.

6

WOMEN AT THE C-LEVEL

6 women in our network have in 2021, reached the C level. They gratefully acknowledge the support of their Mentor Liaisons, the Board, and network as critical elements leading to their success. Those whose appointments are public are featured here.



Tabassum Zalotrawala, Chief Development Officer, Chipotle, was appointed to the public board of DiamondRock Hospitality Company, NYSE:DRH



Michelle Westfort became the Chief University Officer of InStride, developing the workforce of the future



Janelle Bieler became President of Adecco Canada, a subsidiary of the \$26 billion revenues global company



Linda Black PhD became CEO, while also retaining her present roles as President and Chief Scientific Officer of Gallant, a Pet Genomics Biotech Company



Sally Drexler became Senior Managing Director of Global Advisory Firm Teneo



Kimberlee Reese was appointed Board Chair of the group of 8 Insurance Companies owned by the Larry H Miller, privately held company where she already held the title of President



Judith Schrecker was appointed to the public board of ClearSign Technologies Corporation (Nasdaq: CLIR) and as Chair of their Audit Committee

Changing Lives One Woman At A Time- Cohort 7

~Cohort 7~



Cecilia Aviles
Senior Operations
Executive | Sutter Health-
The Palo Alto Medical
Foundation



Celia Ramos
Managing Director |
Accenture



Janna Ronert
Founder & Chairwoman of
the Board | Image Skincare



Julia Stamberger
Founder & Chief Executive
Officer, Board of Directors
Member | Spinning Wheel
Brands



Mary Zappone
Chief Executive Officer |
Brace Industrial Group



Nicole Mouskondis
Co-Chief Executive Officer
| Nicholas & Company Inc.



Nami Yamamoto
Chief Executive Officer |
Yamamotoya, U.S.A.

Changing Lives One Woman At A Time- Cohort 8

~COHORT 8~



Alma Derricks
Founder & Managing
Partner | REV



Heidi Taliaferro
Vice President -
Transactions Counsel |
Healthpeak Properties Inc.



Jane Marcus
Senior Client Partner |
Korn Ferry International



Jennifer Ayres
Founder & Managing
Partner | Connicity, LLC



Leslie Paulson
General Manager
Servigistics Business Unit |
PTC



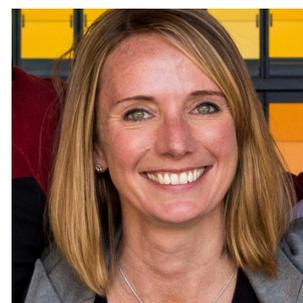
Lisa Richards
Senior Regional Vice
President | Accounting
Principals - Ajillon,
Parker+Lynch, Paladin



Lisa Zachary
Senior Vice President of
Tax Consulting | Tax
Advisors Group, LLC



Reyana Casey
Account Executive - North
America | JLL



Sunny Webb
Managing Partner |
Hummingbird Search
Partners

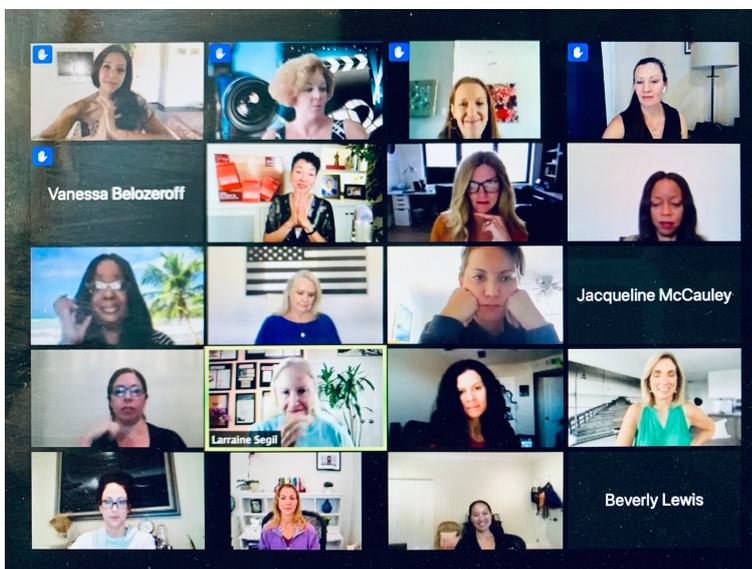


Tamara Cora
Vice President of Finance |
Quantcast

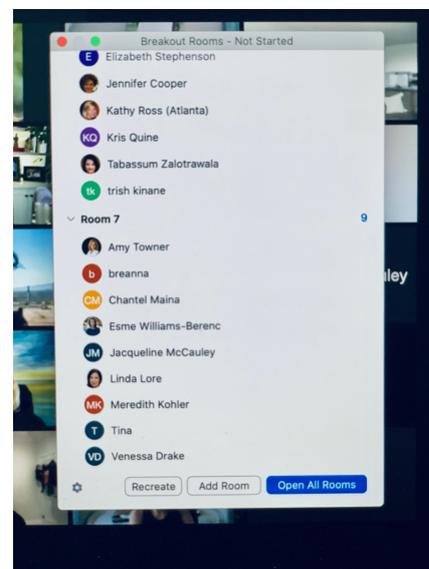
Looking Back



Throughout the year, the women in the growing EWA Network have developed bonds that will last a lifetime. Whether it be supporting one another as they reach their monthly Milestones and Annual Big Goals or celebrating each other's successes, each EWA shares in a dynamic & collaborative sisterhood of exceptional women.



Our First Annual Zoom Retreat



All Network Zoom Call Mixers w/ Breakout Rooms



Brunch in a Box was sent out to celebrate and emulate the warmth of our person sessions



Special Deliveries were sent for each Virtual Cohort Launch, Mid Program Session, Graduation, and Retreat. We certainly kept the Post Office busy!

Looking Back



Our program, Exceptional Women Live, on Linked In, continues to grow and improve with each episode gaining our EWAs and the Foundation recognition and providing valuable information to the business community. Each month two or more EWAs are selected to be featured on topics on which they are domain experts in order to build their personal brands. To view previously recorded episodes, simply click the images below.

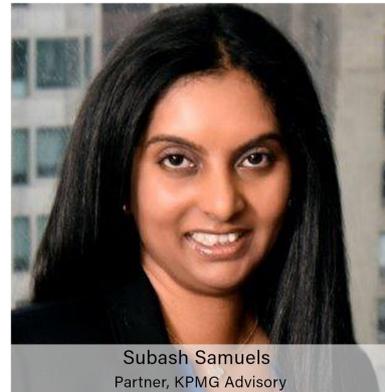
EWA Presents Cybersecurity and IT | *live* September 21, 2020



Xochitl Monteon
VP Cybersecurity, Intel



Lorraine Segil | EWA



Subash Samuels
Partner, KPMG Advisory

Exceptional Women *live*  The road less traveled with Lorraine Segil

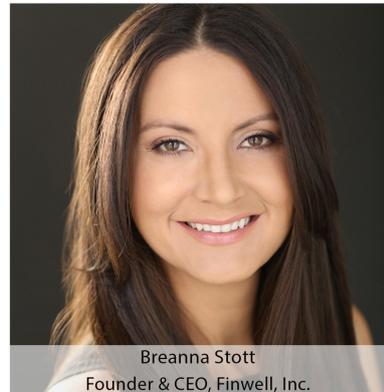
EWA Presents Finance and Leadership | *live* October 19, 2020



Kimberlee Reese
President, Total Care Auto



Lorraine Segil | EWA



Breanna Stott
Founder & CEO, Finwell, Inc.

Exceptional Women *live*  The road less traveled with Lorraine Segil

Looking Back



To view previously recorded episodes, simply click the images below.

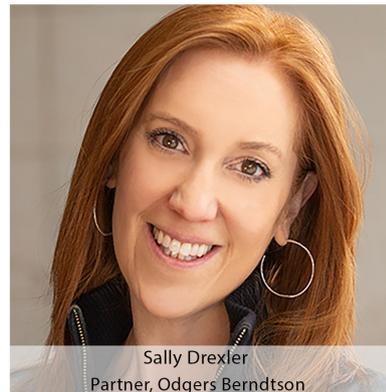
EWA Presents Private Equity & Executive Search | *live* November 16, 2020



Kirsten Curtis
Consultant, Advisor, Board Member



Lorraine Segil | EWA



Sally Drexler
Partner, Odgers Berndtson

Exceptional Women *live*  The road less traveled with Lorraine Segil

EWA Presents Inclusive Leadership | *live* January 18, 2021



Melissa Ng Goldner
Principal Account Management, Slalom



Lorraine Segil | EWA



Melanie Williams
SVP Operations, Frontier Communications

Exceptional Women *live*  The road less traveled with Lorraine Segil

Looking Back



To view previously recorded episodes, simply click the images below.

Entrepreneurship in Big or Startup Companies & the Criticality of Culture | February 10, 2021



Kristine Quine
Chief Operating Officer, MFB Fertility



Lorraine Segil | EWA



Vanessa Belozeroff
Executive Director, Amgen

Exceptional Women *live*  The road less traveled with Lorraine Segil

EWA Presents Women in Healthcare | February 15, 2021



Dr. Hindi Stohl
OBGYN, JD, Perinatology & Medicolegal UCLA



Lorraine Segil | EWA



Amy Towner
CEO Healthcare Foundation of Ventura

Exceptional Women *live*  The road less traveled with Lorraine Segil

Looking Back



In addition to our monthly EXCEPTIONAL WOMEN LIVE SHOW, we launched a series featuring visionaries and thought leaders to provide enrichment to our EWAs and as part of our brand-building strategy. EXCEPTIONAL WOMEN LIVE-THOUGHT LEADERSHIP SERIES has featured:

Sally Helgesen, bestselling author of seven books including *How Women Rise* and *The Female Vision: Women's Real Power at Work*

EWA Thought Leader Series - How Women Rise | December 16, 2020

Larraine Segil | EWA Exceptional Women Awardees. Sally Helgesen | Author

Exceptional Women Live | The Thought Leader Series with Larraine Segil

Jonah Berger, Wharton professor and international best-selling author of *Contagious: Why Things Catch On*, *Invisible Influence: The Hidden Forces that Shape Behavior*, and *The Catalyst: How to Change Anyone's Mind*.

How to Change Anyone's Mind with Jonah Berger | March 3, 2021

Larraine Segil Exceptional Women Awardees. Jonah Berger

Exceptional Women Live - Thought Leader Series

Looking Back



Power Moms | March 31, 2021



Janelle Bieler, President, Adecco
Canada



Joann Lublin, Fmr Wall Street
Journal Editor and Best Selling
Author



Lorraine Segil, Founder,
Chair, and CEO EWA



Linda LoRe, Founder & CEO
Injoy Global

Exceptional Women *live*



The road less traveled with Lorraine Segil

Joann Lublin, former career columnist at Wall Street Journal and author of the book, **Power Moms**, featuring **EWA's** very own **Janelle Bieler, President, Adecco Canada of Cohort 1** joined us for an episode of our **EWA Thought Leadership Series**. **Joann** was joined by **Janelle** and her **Mentor Liaison, Linda LoRe, CEO Injoy Global and EWA Board Member and Vice-Chair, LSS**.

The women on this show are all indeed power moms and shared some amazing insights about balancing work and motherhood which is a challenge all too many women and families face.

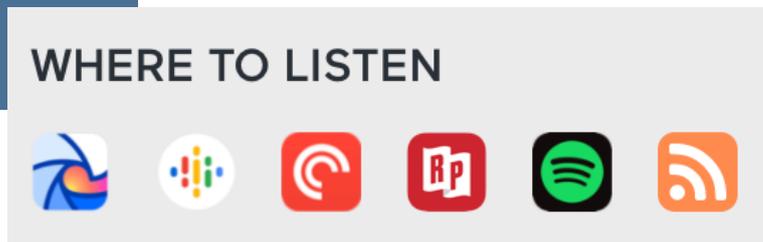
To watch the full episode, click the image above.

Looking Back



We have expanded our reach and increased the brand awareness and recognition of our EWA's and the Exceptional Women Awardees Foundation through the repurposing of our live shows into smaller bite-size clips and across multiple platforms including as a podcast for those who wish to listen during their commute, at their desk, or while working out. This has increased our following across all of our social media platforms including Linked In.

Click the image below to listen to any of our previously recorded episodes on your favorite platform.



Looking Ahead

EWA has begun publishing articles on Linked In written by our EWAs on a wide range of topics that are relevant to men and women in the business community and those who wish to rise in their careers. The first article, ***Defeating Self Doubt & Overcoming Imposter Syndrome*** was written by **Christine King of Cohort 4**, followed by ***Failure & the Dragon Sword*** by **Amy Hanlon-Rodemich of Cohort 6**. To read the full article on Linked In, click on the images below

Christine King,
Cohort 4
Chief of Staff |
Quantcast



Defeating Self-Doubt & Overcoming Imposter Syndrome
Larraine Segil on LinkedIn
February 18, 2021



Failure and the Dragon Sword
Larraine Segil on LinkedIn • 4 min read

**Amy Hanlon
Rodemich**
Cohort 6
Chief People
Officer |
GlobalLogic

Looking Ahead



Wall Street Journal Mention

Our EWAs are further gaining recognition through the development of strategic media relations.

Our very own **Karen Henry of Cohort 1** was interviewed and quoted in the **Wall Street Journal** this month in an article focused on ***What's Keeping Black Workers From Moving Up The Corporate Ladder?*** As Covid 19 has set back women in the workforce, with particularly devastating effects for women of color, this is a critical conversation that every place of business should be having. We are honored to be a part of Karen's success strategy and although the WSJ did not mention EWA by the name they did provide a link to the Exceptional Women Awardees Foundation website within the article so that we may continue to help women rise in their careers and reach their dreams. To read the full article click [HERE](#)



Karen Henry, Cohort 1
Counsel | Davis, Wright, Tremaine,
LLP

Donate

Will you donate to support our mission? And please accept our heartfelt thanks for your ongoing generosity.

Wire transfers may be made to:

Bank Transfer Information:

Account Name: Lorraine Segil Scholars Foundation DBA Exceptional

Women Awardees DBA EWA:

Account Number: 127500975

Routing Number: 122016066

Bank Name: City National Bank.

Please note: The Registered Charity Name is: Lorraine Segil Scholars Foundation. Two DBA's (Doing Business As) are EWA and Exceptional Women Awardees

As you can see from our update, our women are RISING in their careers. YOUR donation is changing lives, one woman, one company, one family and one community at a time.

Thank you from the Board of Directors of The Exceptional Women Awardees Foundation

The Exceptional Women of EWA



Our Exceptional Women Awardees Network is now 75 empowered women strong and growing with your support

