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SPEED
MENTORING
ROUNDTABLE

Wednesday, January 23, 2019

5:00pm-8:30pm

Minute Maid Park

Welcome to the 2019 Speed Mentoring Round Table!

WISE Within

Tonight's Schedule

5:00 pm-6:30 pm Registration/Headshots/Networking

6:30 pm-8:15 pm SMR Program

8:15pm Group Photo

8:20 pm – 8:30 pm Networking



Tonight's Moderator

Tonight's event is moderated by WISE Houston Chapter President, Carrie Potter. She has been the WISE Houston Chapter President since the formation of the chapter in 2016.

Carrie is the Owner of Carrie Potter Group, LLC. She provides business consulting and financial planning services to professional athletes & small businesses



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Alicia Vanghel

Sr. Manager of Events & Marketing
Houston Dynamo & Houston Dash

- Alicia is a top sports marketer with nearly a decade of experience currently serving as the Sr. Manager of Events and Marketing with the Houston Dynamo and the Houston Dash where she oversees all internal events and brand engagement.

- Alicia originally joined the Houston Dynamo in 2013 as their Marketing Manager, where she oversaw the grassroots team, media buying, and

on-field production. Alicia was promoted to the Sr. Manager of Events and Marketing in 2017.

- Alicia previously worked for the Houston Aeros as the Community Relations Intern before being promoted to the Marketing and Promotions Manager. At the Aeros, Alicia's greatest achievement was the "40 Events in 40 Days" campaign. While the team was on the road for 40 days Alicia planned an event every single day in the community to help keep the team relevant in the market.
- Alicia graduated from Eastern Illinois University with a degree in Communication Studies with an option in Corporate Communication and a double minor in Business Administration and Advertising.
- An Elk Grove Village, Illinois native, Alicia now lives in Cypress, TX with her husband, Cody, their two children Kori and Graham and their dog Schatzi. In her free time you can find her with her kids, traveling, or cooking.



Trang Do

Human Resources Manager
Houston Texans

- Trang received her Master's degree in Human Resources Development from The University of Houston, as well as an undergraduate degree in Consumer Science.

- Trang joined the Houston Texans in June of 2015 and is responsible for various duties within the Human Resources department such as recruiting and hiring, workplace compliance, onboarding, employee relations, performance management, and employee development.

- She is also the Co-Manager of the Internship Program with duties to include program development and execution, as well as providing advisory and counseling services to the interns.
- Prior to joining the Texans, Trang worked in Human Resources at a Manufacturing Company and Recruitment at the University of Houston.

Diane Freeman

Senior Sales Manager
Four Seasons Hotel Houston



- Diane's hospitality career began in the windy city of Chicago before making Houston home.
- Diane has been in the industry for 28 years with 18 of those years working with sports and entertainment groups for the Downtown luxury hotel.
- Having worked in the industry for so many years, Diane has built lasting relationships with many top entertainers known around the world. Her knowledge has made her a leader in the hospitality industry and an outstanding mentor in her own hotel where she helps develop the next generation of hoteliers.
- In her spare time, you can find her volunteering at her church, First United Methodist Church of Pearland, lounging by the pool and loving her amazing dog named Ziggy.

WISE Within Committee Member Table Facilitators

Anita Sehgal – Sr. VP of Marketing & Communications, Houston Astros

Chandler Carlson – Sr. Club Seat Coordinator, Houston Texans

Cristina Flores – Digital Marketing Coordinator, Houston Dynamo | Dash

Emily Bloss – Regional Sales Executive, LSU Sports Properties

Gladys Hernandez – Senior Accountant, Houston Texans

Lauren Brezger – Manger of Volunteer Services & Community Outreach, DePelchin Children's Center

Leilani Costa – Manager of Events and Promotions, Houston Rockets

Megan Lesser – Development Project Specialist, Houston Methodist Hospital System

Nina Jackson – Regional Director of Marketing & Public Relations, NRG Park

Zanetta Jones – Ticket Operations Representative, Houston Rockets



Shelly Harper

Owner

Sharper Media & Consulting, LLC

- Shelly Harper is a 35-year veteran of the sport television business. Shelly was on the launch team for Home Sports Entertainment in Houston, The Tennis Channel and FOX Sports Net in Los Angeles, and Altitude Sports & Entertainment in Denver. Shelly's expertise in rights negotiation, program operations and scheduling, studio and game production.

- For the past five years, Shelly served as Chief Operating Officer for Broadcast Technical Services. BTS is a broadcast systems integrator and engineering services provider. BTS works with Houston's professional sports teams, RodeoHouston and several schools.
- Currently, Shelly is owner of Sharper Media & Consulting, LLC. Sharper Media provides website design, photography, business operations consulting and media rights negotiation.
- Harper earned an MBA from University of Colorado and Professional Photographer Certification from New York Institute of Photography. Shelly enjoys volunteering and mentoring. In 2012, Shelly was awarded the Mentor of the Year for Women in Cable and Telecommunication's Rocky Mountain Chapter. Shelly serves as a member of WISE Houston Board of Directors.



Ellen Ramsey

President

Let it Fly Events, Lone Star Exhibits & Monte Carlo Plus, LLC

- Ellen's career began in 1988 at Harry M. Stevens, and later ARAMARK located at the Astrodome Complex. From 1988 to 1996, Ellen worked her way up through the company from office clerk to Assistant Banquet Manager to Banquet Manager to Catering Sales Manager to Director of Sales while managing the Banquet operations for the three building complex.

- In the fall of 1996, a 10-year contract to manage the George R. Brown Convention Center was out for bid. Ellen was the décor manager on ARAMARK'S presentation team and helped seal the win. She then moved to the GRBCC as the Director of Sales for the property.

- In 2000, Ellen was promoted to the Assistant General Manager for ARAMARK at the George R. Brown Convention Center.
- In the fall of 2001, after 13 years with ARAMARK, Ellen was ready for a new challenge. She joined Suzanne at Let It Fly Events as a partner. At the end of 2003, Suzanne Fly retired and Ellen purchased the business.
- In 2006, Ellen purchased Monte Carlo Plus Casinos, a full-service event casino service company that can offer the fun of a LIVE Casino at your event. Monte Carlo Plus casino services are also used for many fund-raising events around the state of Texas. Monte Carlo Plus is the largest event casino company in Houston.
- In 2008, Ellen purchased Lone Star Exhibits. LSE is one of the largest vendors at the Houston Livestock Show & Rodeo for displays, exhibits and convention services.
- In 2018, Ellen purchased the assets from a long-time Houstonian company, Darryl & Co Decorating.
- Under Ellen Ramsey's leadership, Let It Fly Events has become Houston's leading event décor company and an integral part of many of our city's key events.

Stephanie Weaver

Media Director

Richards/Carlberg



- While attending The University of Texas at Austin, Stephanie joined leadership teams for multiple campus wide events, interned for a state representative, worked for the RecSports department, and served on the executive board for Student Government. Stephanie's degrees in communication studies and public relations melded with her passion for sports when she took a position with the Round Rock Express Triple A baseball team following graduation in 2006.

- Stephanie made the move to Houston with the opportunity to work for Lone Star Sports & Entertainment, an affiliate of the Houston Texans. In this role, she was able to plan events and learned the craft of brand media. She planned, executed, and even designed creative for multiple collegiate football games and international soccer matches. With the Texans, she was able to continue her in-game entertainment experience as she managed promotions, performances, and on-field timing for all games. Stephanie continued to expand her skills during her time as the Marketing and PR manager for the Harris County – Houston Sports Authority.
- As the media director of Richards/Carlberg, Stephanie works oversees all media clients and works closely with Stephen F. Austin State University, Schlitzky's, UTHealth and Mahindra Tractors. She is an expert in buying and planning across all forms of traditional and digital media.
- Stephanie is an avid runner, finishing four Houston Half-Marathons and one Houston Marathon. She adores her dog – Penny – and can daily be found at the local dog park. She also is a past board member of Young Texans Against Cancer, and works on fundraisers throughout the year to benefit local research and support groups. In June, she married her best friend, Matt McKee.

Frances Dyess

President

East End Chamber of Commerce



- Frances Castañeda Dyess is a native Houstonian, driven by passion for her community. She joined the Houston East End Chamber of Commerce in 2010 as President. Under her leadership she's driven significant growth in Chamber membership and operating revenue, solidifying the economic presence, investment and clout of this area adjacent to downtown Houston.
- She helped launch East End My Career Path, a soft skills program that includes career speakers, resume writing, etc. In 2013, she has played a pivotal role in reorganizing and moving the East End Street Fest to its new location, the Navigation Esplanade.
- Prior to joining the East End Chamber, Frances was Director of Corporate Services for the Houston Rockets, and remains the team's #1 Fan. A graduate of Southern Methodist University, she worked in the advertising industry in Dallas, and returned to her beloved Houston with Lopez Negrete Communications.
- Her Board of Director appointments include: YMCA of Greater Houston Associate, Harris County Child & Adult Protective Services, the East Downtown RA/TIRZ, Port Houston Small Business Advisory Council and Port Houston Partners in Maritime Education. Frances is a member Rotary Club of Harrisburg, American Leadership Forum Class of XXVII and Center for Houston's Future Fall 2015 Class.
- Among her many honors, Frances was honored with a Top 30 Influential Women of Houston 2016 by d-mars.com, the SER-Jobs for Progress Inaugural Alumni & Community Leader Award in 2014; named one of Houston's 50 Most Influential Women of 2013; 2012 Outstanding Hispanic Community Leader by the Houston Dynamos; 2010 Hispanic Women in Leadership Recipient; and, 2008 Woman on the Move.



Hai Duong

Community Relations Manager

Houston Rockets

- Hai Tran Duong just completed her 19th season with the Houston Rockets and her fifth as Manager of Community Relations. She oversees the education programs and assists in charity fundraising, ticket donations and

community events. She also serves on the organization's Green Committee which serves to educate the staff and public on environmental and green initiatives and practices and formerly on the One Life Wellness committee which serves to encourage and reward staff members for healthy and active practices.

- Hai Tran Duong started with the Rockets nineteen years ago as a Marketing Associate and has held various positions during her tenure which include Travel & Business Coordinator, Events & Promotions Coordinator and Traffic Coordinator.
- She volunteers for various organizations such as the United Way of Greater Houston, Young Women's College Preparatory Academy, the Sunshine Kids Foundation and The WOW Project.



Lesley Brotamonte

Marketing & Promotions Director

KRBE/Cumulus Radio

- Lesley Brotamonte is Marketing & Promotions Director of 104.1 KRBE, a highly rated and popular Houston Top 40 radio station owned by Cumulus Media Inc., for over 16 years. She oversees station branding through advertising and marketing campaigns. She also executes on-air promotions, including contesting and prizing, concerts and artist promotions, as well as

manages external promotions for client appearances, station events, and community events/partnerships. In addition, she develops campaigns to attain additional station revenue via non-traditional advertising programs, promotions and events. In February 2018, Lesley received the Star Award for Marketing or Promotions Director (all media) by the Media Alliance of Houston.

- Prior to working at KRBE, Lesley was a consultant at Tomasini-Pogge & Associates, where she worked on notable accounts such as the Houston Texans, Theatre Under the Stars, and locally-based technology companies. From 1994 to 2000, Lesley held several management and leadership position at the Houston Rockets, including Director of Promotions and Events and Director of Corporate Services. Lesley started her career in entertainment as the Marketing & Promotions Coordinator at Mix 96.5.
- Lesley, who attended Houston's High School for the Performing and Visual Arts as a Vocal Major, graduated from the University of Houston with a bachelor of arts in Radio and Television in 1991. Lesley resides in the Meyerland/Willow Bend area with her husband, Edwin, of over 24 years, and her teenage son, EJ.

Julie Bass

Executive Director, General Exhibits & Attractions

Houston Livestock Show & Rodeo

- Julie Bass graduated from Texas A&M University in 2003 with a degree in Agricultural Development. She was a member of the equestrian team during her enrollment at A&M, so with her passion for agriculture and the equine industry, Julie gladly accepted a position with the Houston Livestock Show and Rodeo™ in 2006 in the equine department.

- After six years in this capacity, Julie accepted a position as the Fair Manager of the Montgomery County Fair in Conroe, Texas. The culmination of this role resulted in Bass bringing a fresh perspective to educational programming and she was able to increase the fair's sponsorship dollars by more than fifty percent.
- In the fall of 2014, Bass returned to her roots in the fair and festival industry at the Houston Livestock Show and Rodeo where she was named the Executive Director of General Exhibits and Attractions. Bass' department is responsible for commercial exhibits, agricultural education, and attractions components of the twenty-day event. She also oversees 8 committees and three competitions. Julie and her husband, Alan, live in Magnolia, Texas with their two young sons.



Marian Harper

Vice President of Foundation Development

Houston Astros

- The 2018 season marks Marian Harper's 27th with the Astros. As Vice President of Foundation Development, she helps manage programs and fundraising for the Astros Foundation, the official team charity of the Astros. She was instrumental in the development of the Astros MLB Youth Academy, a cornerstone program of the Astros Foundation. In 2017, the Astros Foundation was awarded the Allan H. Selig Award for Philanthropic Excellence, Major League Baseball's highest recognition of the charitable and philanthropic efforts of its clubs, for the Astros Community Leaders program.

- Marian also assists with the team's community relations efforts, which includes organizing the Astros wives programs as well as utilizing her extensive knowledge of local non-profit organizations and her dedication to the Houston community. Marian also works to further develop the Astros Alumni Association.
- Marian serves on the board of directors for the Downtown Management District Board, the Houston Area Urban League and the Ensemble Theatre. She is a graduate of Leadership Houston and was honored with the prestigious Jimmy Wynn Toy Cannon Award for exceptional community service at the Texas Baseball Hall of Fame induction ceremony in 2007.
- A native of Pittsburg, Texas, Marian started with the Astros in 1992 and rose through the ranks, starting as a promotions coordinator for the Marketing and Sponsorship departments, then as Director of Community Relations working with players, alumni, fans, businesses and non-profit leaders. Over the past decade, Marian has been a key executive for all the team charities' fundraising and outreach initiatives.

