

CORPORATE
VOLUNTEER
COUNCIL



connect. inspire. impact.

26TH ANNUAL IMPACT AWARDS

flying to New Heights!



PRESENTED BY



DELTA

IMPACT



Program

11:30

**Service opportunity with United Way of Greater Atlanta
Networking**

12:00

Welcome

Cari and Cool Groove
QuestionATL

Cheryl Kortemeier
Executive Director, CVC of Atlanta

Chesley McNeil, Meteorologist
T1Alive

Imara Canady
AIDS Healthcare Foundation
Board President, CVC of Atlanta

**IMPACT Corporate Skills-Based Award
IMPACT Corporate Innovative Project Award**

Chesley McNeil

**Presenting Sponsor and
Delta Flight Museum Welcome**

Katie Brown, Program Leader -
Community Engagement
Delta Air Lines

Keynote Conversation

Stephanie Stuckey, Chair
Stuckey's

Moderated by
Rose Scott, Host
WABE's "Closer Look"

IMPACT Corporate Program of the Year

Chesley McNeil

Closing

Cheryl Kortemeier
Imara Canady

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Emcee



Chesley McNeil



Chesley McNeil joined 11Alive in 2009 as meteorologist for the morning and noon news and instantly became one of Atlanta's most popular on-air personalities. You can watch him weekdays on 11Alive Morning News.

Chesley's career began at WBOC in Salisbury, Maryland. After a short while, he moved on to WRIC-TV in Richmond, Virginia where he produced two weekly shows: a teen show called "Richtalk" and public affairs show called "This Week in Richmond. "

But his interest and training in Meteorology soon won him the weekend weather anchor job, reporting on weather, local events, environmental and human-interest stories. After nine years at WRIC, Chesley left his job anchoring the weather on Good Morning Richmond and the 8 News at Noon newscasts, and moved to Buffalo, New York where he joined the staff of WGRZ as morning Meteorologist for the Daybreak Morning show and Noon newscasts.

He holds a BA in Mass Communications from Wesley College in Delaware, and a BS and MS in Geosciences from Mississippi State University. In addition to his career in television, Chesley has taught both undergraduate and graduate level Meteorology and Earth Sciences courses at several colleges and universities, currently teaching at Kennesaw University. He has been awarded the prestigious American Meteorological Society Seal of Approval, is a Certified Broadcast Meteorologist and is the recipient of broadcasting Emmy Awards along with numerous professional awards and honors.

He is a member of the American Meteorology Society, the National Weather Association, and the National Association of Black Journalists. He's also a proud member of Omega Psi Phi Fraternity Inc. In 2013, he was named by the Governor of Georgia to the Severe Weather Task Force.

Chesley and his wife Ramona are the proud and involved parents of three boys. In his free time, he enjoys church, sports, especially tennis or basketball, and making documentaries.

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Keynote

Stephanie Stuckey



Stephanie Stuckey is Chair of Stuckey's, known as a highway oasis serving up pecan log rolls, rubber alligators, and snow globes to generations of Americans. Founded in 1937 by her grandfather, W.S. Stuckey, Sr. in Eastman, Georgia, Stuckey's grew into over 350 stores nationwide by its peak in the 1970's. The company was sold and sadly declined for decades under a series of outside corporate owners. Fortunately, Stuckey's returned to family hands in 2019 when Stephanie acquired the then-failing brand. In 2020 she joined forces with her business partner, R.G. Lamar, Jr., a pecan farmer from Middle Georgia, and brought on a third co-owner, marketing professional, Ted Wright, a year later.

Stuckey's acquired a pecan shelling and candy plant in Wrens, GA in January of 2021. Since then, sales of Stuckey's pecan snacks and sweets have grown from \$2 to 14 million. Retail outlets selling Stuckey's products – including TA, Wawa, and Food Lion – have increased from several hundred to several thousand. Stuckey's also operates a distribution center, a fundraising business, a corporate gift program, and an online store.

Stephanie received both her undergraduate and law degrees from the University of Georgia. She worked as a trial lawyer, was elected to seven terms as a state representative, served as Director of Sustainability for Atlanta, and taught at the University of Georgia School of Law. Stephanie's achievements include being named one of the Most Admired CEOs of 2022 by the Atlanta Business Chronicle, 100 Most Influential Georgians by Georgia Trend Magazine and a graduate of Leadership Atlanta. She serves on the corporate board for Bealls, a Florida-based retailer with more than 550 stores.

The Stuckey's story has been featured recently in the New York Times, the TODAY Show, The Washington Post, and a tweet by Martha Stewart. When she's not running Stuckey's, Stephanie enjoys road tripping across America, pulling over at every boiled peanut stand and Worlds Largest Ball of Twine.

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Moderator



Rose Scott

Rose Scott is an award-winning journalist and host of the midday news program “Closer Look” heard on Atlanta’s NPR, station 90.1 FM – WABE.

In her role as a co-host and now host, Rose has interviewed foreign heads of states, cabinet members, U.S. ambassadors, numerous consul generals, state and local elected officials as well as civic and social leaders. Closer Look has become a signature broadcast for the community and brings together viewpoints from all sectors of society.

She leads the “Closer Look” team in presenting discussions centered on affordable housing, domestic violence, HIV/AIDS, immigration and criminal justice reform.

With more than two decades of reporting in Atlanta, Rose has covered education, minority health issues, Atlanta historically Black colleges and universities, gender issues and sports.

Prior to moving into a permanent host role, Rose covered topics dealing with Georgia’s death penalty, sex trafficking of minors in Atlanta as well as the country’s biggest cheating scandal found in the Atlanta Public Schools. She often moderates panels on the two topics.

In 2013, Rose traveled to Amman, Jordan to report on Syrian refugees. Rose also has an extensive background in sports broadcasting and has appeared on various national outlets. Well respected in the Atlanta community for her thought-provoking reporting style, Scott has been honored with several awards including a Southeast Regional Emmy Award, an Edward R. Murrow Award, Atlanta Association of Black Journalists Award and numerous Georgia Association of Broadcaster awards. She has also received awards from the Georgia Associated Press and is a Girls Inc. Strong, Smart & Bold Award Winner.

Rose often speaks to youth groups, mentors journalism students and volunteers with youth empowerment initiatives.

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Entertainment



Cari and Cool Groove

Born into a musical family, Cari Alam's life was filled with music and entertainment. She was inspired by fierce female rock stars like Tina Turner, Celine Dion, Janet Jackson, Whitney Houston, and more. Cari is deeply committed to giving back to her community through corporate volunteerism. She is the Vice President for the Corporate Volunteer Council of Atlanta (CVC) of Atlanta and she and her band, "Cari and Cool Groove", have performed for several high profile nonprofit galas like 21st Century Leaders annual Georgia Youth Program Awards Gala and the CVC's Impact Awards luncheon.



QuestionATL

QuestionATL is a blind Rap Artist & Producer from Atlanta. He is self-taught on several instruments who began freestyling at five and making beats at 12. He has won over 20 beat battles and produced for several artists. QuestionATL released his debut project, The Dream, on all streaming platforms and became a member of the Recording Academy Atlanta Chapter. He performed at the Made in America Festival in Philadelphia with Tristan Jantz as part of the backing band for Becca Hannah and at the Disability:IN conference in Orlando. QuestionATL was featured in an article by the Recording Academy on Grammy.com and is a founding member of the musical professionals coalition RAMP'D, Recording Artists and Music Professionals with Disabilities. He leads a collective of other blind Artists & Producers from the US, Canada & UK named Blind and Famous and is a member of Soulfood Cypher, a nonprofit that teaches youth communication through the art of freestyle rap.

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Planning Committee

The IMPACT Awards would not be possible without the generous contribution of time, talent and treasure by our volunteers. Please join the CVC in thanking this year's IMPACT 2023 Planning Committee!

IMPACT 2023 Co-Chairs: Toccara Arnold Alam, *KPMG, LLP* and Brittany Church, *Ryan*

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Mary Lee Johnson, *Community Volunteer*
Kim Beasley, *A.G. Rhodes*
Adam Meade, *Atlanta ToolBank*
Sara Simonds, *Deloitte*
Shawan Allen, *Cox Enterprises*
Jerry Travers, *Bank of America*

Yvonne Whitaker, *NCR*
Greta Wilson, *JLL*
Imara Canady, *AIDS Healthcare Foundation*
Judy Graham-Weaver, *Delta Air Lines*
Reina Jones, *Delta Community Credit Union*
Erin Goodier, *Goodier Creative*
Catherine Stranberg, *Inspire Brands Foundation*

CVC of Atlanta Executive Committee:

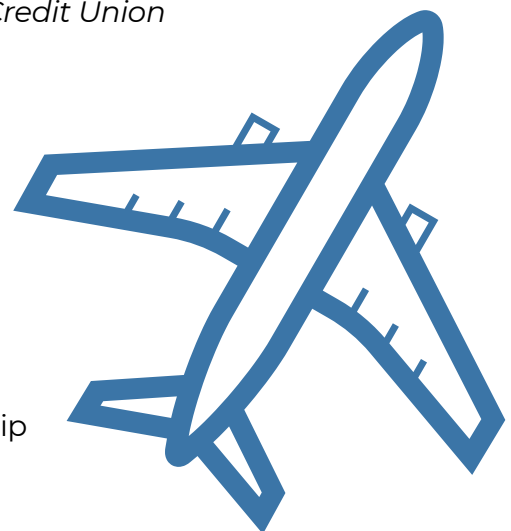
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Greta Wilson, *JLL, Communications*
Jerry Travers, *Bank of America, Governance*
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Kat Reynolds, *Veritiv, Programs*
Shawan Allen, *Cox Enterprises, Revenue*
Erin Goodier, *Goodier Creative, At-Large*
Brittany Church, *Ryan, At-Large*
Jasmine Cockfield, *Shift4, At-Large*

CVC of Atlanta Staff:

Cheryl Kortemeier, *Executive Director*



The model airplanes and paper airplane kit books at each table will be donated to Science ATL, who will share with young people as they work to create an equitable community of science lovers.

IMPACT

Award Finalists

IMPACT Corporate Skills-Based Award

Presented to a company for utilizing its employee skills to support a nonprofit or community partner between January 1, 2022 and June 30, 2023. This award recognizes companies that have successfully utilized their employees' skills to support a nonprofit or community partner, while also promoting professional growth among its workforce.

Delta Air Lines

Delta Air Lines partnered with Science ATL as presenting sponsor of the Atlanta Science Festival, an event that showcases STEM career opportunities through more than 150 events catered towards students and adults. Presenting and participating in this program fulfilled a critical need that Delta recognized to cultivate the next generation of professionals for the airline industry. Nearly 100 Delta employees volunteered at the interactive science event, sharing their expertise and experiences through hands on exhibits and activities.

Jones Day

Jones Day is proud to partner with Atlanta Volunteer Lawyers Foundation's (AVLF) Standing with Survivors Program. Jones Day provided funding to launch the program, including the purchase of a mobile advocacy van serving domestic violence survivors whose safety may be compromised or who cannot make it to the courthouse to secure a protective order. The firm's attorneys also volunteer for many of AVLF's programs and recently hosted a Pro Bono Fair for their summer associates to educate them on the importance of giving back through legal services.

Veritiv

Veritiv employees partnered with Girl Scouts to apply industrial design and videography skills in support of the launch of this year's new cookie, Raspberry Rally. Specializing in shipping container box designs, Veritiv offered design, labor and printing services to the nonprofit and produced a video highlighting the design process of an interactive cookie rally box. In addition to the box, Veritiv's in-house packaging design team created life-size cookie boxes for a kickoff event. The entire project included 170 hours of design work and saved Girl Scouts nearly \$15,000 in overhead cost.

IMPACT

Award Finalists

IMPACT Corporate Innovative Project Award

Recognizes businesses that have successfully completed an innovative, creative, and impactful short-term employee engagement, volunteer, or social impact project. The project must have taken place between January 1, 2022, and June 30, 2023, and must have achieved measurable results. The award emphasizes the importance of thinking outside the box and embracing new and innovative strategies to employee volunteerism and community service.

Amazon

Amazon brought together Goodr, Southern Crescent Technical College and Griffin-Spalding School District to organize a grocery and toy pop-up to assist Griffin-Spalding families following an EF3 tornado. The unique program occurred months after the tornado impact, when much of the initial flood of support had waned. Through listening meetings with local leaders, the community was involved in determining the type of aid provided. This community-led planning effort was the pilot for using the nonprofit partner's mobile grocery truck in disaster relief efforts. In addition, toys and food were distributed to 200 families. Amazon also presented Southern Crescent with \$25,000 toward its Opportunity Fund, providing student hardship assistance, supporting special initiatives, and strengthening academic programs.

Yamaha Motor Manufacturing Corporation

Yamaha Motor Manufacturing Corporation sponsored entries for 20 children into a soapbox derby car race, which was part of a community fundraiser for three nonprofit partners. Yamaha hosted three workshops with the students and their volunteers to design the vehicle, assemble it from parts fabricated by Yamaha teams and test it on a course. On race day, more than 30 Yamaha volunteers set up the course and cheered on participants. The Soapbox Academy also offered a repeatable STEM- focused curriculum that can be used each year going forward.

IMPACT

Award Finalists

IMPACT Corporate Program of the Year

Presented to an exemplary corporate employee volunteer or corporate social responsibility program that went above and beyond in the period between January 1, 2022 and June 30, 2023 to effectively integrate community service and impact and/or volunteering into the company's business culture.

Georgia Power

Georgia Power made impactful changes to its long-time volunteer program in reaction to reduced post-pandemic engagement. This included leadership financially sponsoring its volunteer program in 2023, which previously had a \$10 annual membership fee for operational support. This led to an increase in project engagement, including one of the largest Martin Luther King, Jr. National Days of Service when the company hosted more than 80 service projects, double from the previous year. They also hosted 20 larger "legacy projects" throughout the year.

IHG Hotels & Resorts

IHG Hotels & Resorts has made caring for people, communities, and the planet one of the four core priorities of its company strategy. IHG's target is to improve the lives of 30 million people in its communities by 2030. In 2022, during the fifth year of its global month of giving initiative, more than 1,100 Atlanta-based corporate colleagues participated by volunteering nearly 3,600 hours with local nonprofits. IHG supported families at local public schools through food-security volunteer efforts, including assembling and delivering meal kits for students in need. The company also hosted a free pop-up grocery market at a school to provide an additional 200 families with a week's worth of healthy groceries.



Save the Date!

Upcoming CVC Programs and Events

Quarterly Meeting/Workshop

September 26, 9:00-4:00

IHG Hotels & Resorts

Strategy to Measurement with ACCP and B4SI

Fall Quarterly Meeting

October 25, 10:00-12:00

Kilpatrick Townsend

PR and Storytelling for CSR Practitioners

New Member Networking Breakfast

November 2, 9:30-11:00

First Key Homes

CVC Holiday Luncheon

December 5, 11:30-1:00

Truist Park

Upcoming Application Opportunities

Carol D. Reiser Youth Service Awards

Applications from youth ages 6-18 accepted now through October 13 at:

<https://www.cvcofatlanta.org/reiseraward>

The Corporate Volunteer Council of Atlanta delivers business results by supporting members in their strategic commitment to workplace volunteerism and civic engagement.

cvcatlanta.com

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