

**SMALL BUSINESS AND ENTREPRENEURSHIP ADVISORY BOARD**

**Vote on Nominees listed below, nominated at the March 17, 2026, meeting.**

**Three (3) Unexpired Terms**

<b>Nominees</b>	<b>Round 1</b>	<b>Round 2</b>	<b>Round 3</b>	<b>Round 4</b>
<b>Renee Barfield (District 4)</b>				
<b>Shey Morton (District 4)</b>				
<b>Anna Pupo (District 5)</b>				
<b>Courtney Savoy (District 1)</b>				
<b>Jasmine Williams (District 6)</b>				

# Small Business and Entrepreneurship Advisory Board

## Nominees At-A-Glance

### Three (3) Unexpired Terms

Name	District	Gender	Ethnicity
Barfield, Renee	4	Female	African American
Morton Shey	4	Female	African American
Pupo, Anna	5	Female	Caucasian/Non-Hispanic
Savoy, Courtney	1	Female	African American
Williams, Jasmine	6	Female	African American

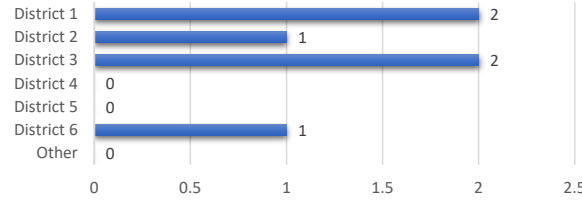
**Note:** The Small Business and Entrepreneurship Advisory Board has three unexpired terms available. Two (2) Expiring March 31, 2027, and one expiring March 31, 2028. Terms will be distributed in the order the application was received.

# SMALL BUSINESS & ENTREPRENEURSHIP ADVISORY BOARD DEMOGRAPHICS

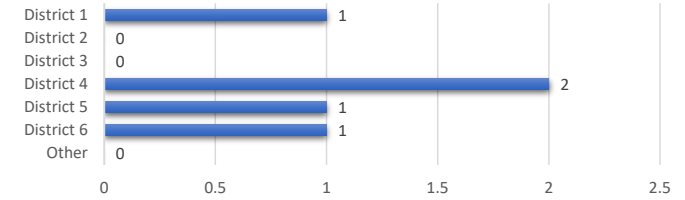
## Districts

	Member	Nominees
District 1	2	1
District 2	1	0
District 3	2	0
District 4	0	2
District 5	0	1
District 6	1	1
Other	0	0
<b>Total</b>	<b>6</b>	<b>5</b>

Members by District



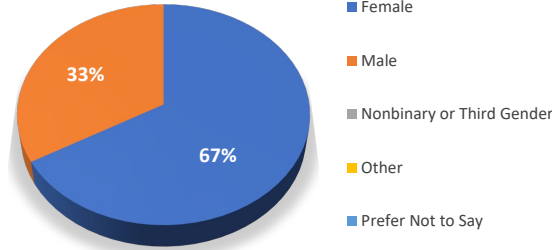
Nominees by District



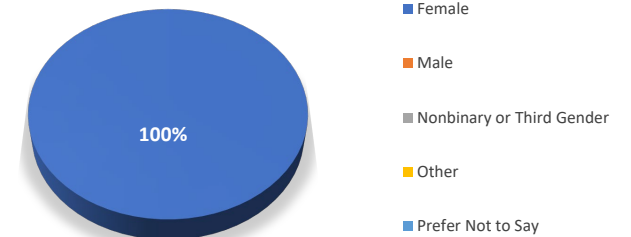
## Gender

	Member	Nominees
Female	4	5
Male	2	0
Nonbinary or Third Gender	0	0
Other	0	0
Prefer Not to Say	0	0
<b>Total</b>	<b>6</b>	<b>5</b>

Members by Gender



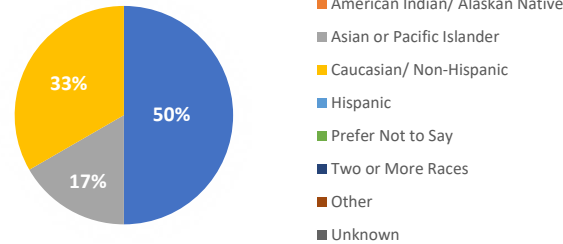
Nominees by Gender



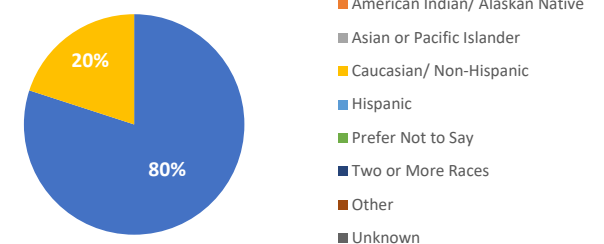
## Ethnicity/Race

	Members	Nominees
African-American	3	4
American Indian/ Alaskan Native	0	0
Asian or Pacific Islander	1	0
Caucasian/ Non-Hispanic	2	1
Hispanic	0	0
Prefer Not to Say	0	0
Two or More Races	0	0
Other	0	0
Unknown	0	0
<b>Total</b>	<b>6</b>	<b>5</b>

Members by Ethnicity/Race



Nominees by Ethnicity/Race



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**Statement to Applicants**

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**Profile****Which Boards would you like to apply for?**

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Small Business and Entrepreneurship Advisory Board: Submitted

Renee

First Name

Barfield

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

---

N/A

lifepassport@hotmail.com

Email Address

2121 Village Lake Drive

Home Address

236

Suite or Apt

CHARLOTTE

City

NC

State

28215

Postal Code

Home: (704) 772-8555

Primary Phone

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \***

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 4**How long have you been a resident of Mecklenburg County? Please include months, or years.**

---

20

**My age range is (please select one): \***

---

 Over 55**Ethnicity \***

---

 African American**Gender \***

---

 Female

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**Interests & Experiences**

## Education

---

College Degree Cont. Edu. (always)

Ashley Furniture Logistic

Employer

Load Planner Dispatch

Occupation

## Business and civic experience

---

My civic experience was when I served on, The Matching Grants and City Employment.

## Area of expertise and interests/skills

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Strong communication skills, Adaptability, allowing quick adjustment to changing priorities and environments, Problem-solving abilities, facilitating innovative solutions to complex challenges.

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

Yes. The Matching Grants and City Employment.

**Why are you interested in serving on the board(s) to which you are applying?**

I am deeply interested in serving on this board, role aligns with your long-term aspirations and presents an opportunity for professional growth and development.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

Yes  No

**Hours Per Month Available for Position**

Unlimited.

**How did you learn of the vacancy? \***

NotifyMe Email

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## Disclosure

**Are you a Mecklenburg County resident?**

Yes  No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email clerk@mecknc.gov before submitting an application.)**

---

Yes  No

**Are you a current vendor with Mecklenburg County?**

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Yes  No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

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Yes  No

### **Disclaimer**

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**I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.**

---

I Agree

**Signature of Applicant (Sign Your Legal Name):**

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Renee Barfield

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### **Board Specific Questions**

Question applies to Small Business and Entrepreneurship Advisory Board

**SBEAB: Have you recently or are in the process of, or are intimately familiar with the process of starting a new small business or entrepreneurial venture?**

---

Yes  No

---

**Statement to Applicants****Which Boards would you like to apply for?**

---

Small Business and Entrepreneurship Advisory Board: Submitted

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**Profile**

Shey

First Name

K

Middle  
Initial

Morton

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

---

Shevonna

business911now@gmail.com

Email Address

3557 North Sharon Amity Road

Home Address

Charlotte

City

NC

State

28216

Postal Code

Mobile: (919) 589-2911

Primary Phone

Business: (704) 817-8021

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \*** 4**How long have you been a resident of Mecklenburg County? Please include months, or years.**

---

12 years and 6 months**My age range is (please select one): \*** 46 to 55**Ethnicity \*** African American**Gender \*** Female

---

**Interests & Experiences**

Shey K Morton

## Education

---

High School no college

Business 911 Small Business  
Center Inc.

Employer

Business Advisor

Occupation

## Business and civic experience

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Opened first business 1999 cleaning business, still open in 3 cities. I have served over 1800 Business Owners in North Carolina and hundreds in the county. Offering classes and workshop and services for business ownership

## Area of expertise and interests/skills

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Entrepreneurship serve over 3k worldwide. I have personally coached over 300 Business Owners and have spoken and taught entrepreneurship for NAACP / Urban League / Score and many others

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

---

no

**Why are you interested in serving on the board(s) to which you are applying?**

---

I want to be apart of the small business community, I want to be apart of the decisions being made on their behalf. I want to learn more about the tools and opportunities available to them so I can be a bridge between them

**Have you attended a meeting of the advisory board(s) to which you are applying?**

---

Yes  No

**Hours Per Month Available for Position**

---

8

**How did you learn of the vacancy? \***

---

NotifyMe Email

---

## Disclosure

**Are you a Mecklenburg County resident?**

---

Yes  No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

Yes  No

**Are you a current vendor with Mecklenburg County?**

---

Yes  No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

Yes  No

---

## **Board Specific Questions**

Question applies to Small Business and Entrepreneurship Advisory Board

**SBEAB: Have you recently or are in the process of, or are intimately familiar with the process of starting a new small business or entrepreneurial venture?**

---

Yes  No

## Disclaimer

---

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---

I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

shevonna morton

---

**Statement to Applicants****Which Boards would you like to apply for?**

---

Small Business and Entrepreneurship Advisory Board: Submitted

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**Profile**

Anna

First Name

K

Middle  
Initial

Pupo

Last Name

annakpupo@gmail.com

Email Address

6725 Cow Hollow Dr

Home Address

1922 Apt

Suite or Apt

Charlotte

City

NC

State

28226

Postal Code

Mobile: (704) 390-2116

Primary Phone

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \*** 5**How long have you been a resident of Mecklenburg County? Please include months, or years.**

---

8 years and 5 months**My age range is (please select one): \*** 30 to 45**Ethnicity \*** Caucasian-Non-Hispanic**Gender \*** Female

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**Interests & Experiences****Education**

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Executive MBA, Quantic School of Business and Technology (Expected Jan 2026) Master's in Marketing, V.N. Karazin Kharkiv National University

AP Cakes LLC, PLUS Digital  
Employer

Owner  
Occupation

## Business and civic experience

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Founded and run AP Cakes LLC (cakes, desserts, culinary workshops) Freelance consultant for PLUS Digital, advising small businesses on marketing, social media, and growth strategies Organized community culinary and art workshops for children and adults Volunteered and collaborated with Community Kitchen CLT and other local initiatives

## Area of expertise and interests/skills

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Entrepreneurship and small business management Marketing, social media strategy, and digital campaigns Event planning, community engagement, and workshop organization Business operations, client relations, and financial planning

## Additional Comments

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I am passionate about supporting small businesses in Mecklenburg County and contributing my expertise to help local entrepreneurs grow. My combined experience as a small business owner and marketing consultant allows me to understand the challenges businesses face and offer practical solutions.

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

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No

**Why are you interested in serving on the board(s) to which you are applying?**

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I want to share my experience as a small business owner and marketing consultant to help shape programs and policies that support entrepreneurs. I am especially interested in helping food-related and creative businesses navigate challenges, access county resources, and grow sustainably.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

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Yes  No

**Hours Per Month Available for Position**

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5-10 hours

**How did you learn of the vacancy? \***

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Mecklenburg County Website

[Anna\\_Pupo\\_Resume.pages](#)

Upload a Resume

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**Disclosure**

**Are you a Mecklenburg County resident?**

---

Yes  No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email clerk@mecknc.gov before submitting an application.)**

---

Yes  No

**Are you a current vendor with Mecklenburg County?**

---

Yes  No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

Yes  No

---

**Board Specific Questions**

Question applies to Small Business and Entrepreneurship Advisory Board

**SBEAB: Have you recently or are in the process of, or are intimately familiar with the process of starting a new small business or entrepreneurial venture?**

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Yes  No

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---

I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

Anna Pupo

---

**Statement to Applicants****Which Boards would you like to apply for?**

Small Business and Entrepreneurship Advisory Board: Submitted

---

**Profile**

Courtney

First Name

Savoy

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

N/A

courtneysavoy@asetiquette.org

Email Address

3030 Deep Green Ct

Home Address

Charlotte

City

NC

State

28269

Postal Code

Home: (704) 808-9346

Primary Phone

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \***

1

**How long have you been a resident of Mecklenburg County? Please include months, or years.**

10

**My age range is (please select one): \***

30 to 45

**Ethnicity \***

African American

**Gender \***

Female

---

**Interests & Experiences**

## Education

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Master of Business Administration Bachelor of Arts, Sociology Certified Corporate Etiquette Consultant

The American School of  
Etiquette, Inc

Employer

Founder

Occupation

## Business and civic experience

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Founder of The American School of Etiquette, a Charlotte-based professional development and etiquette academy that provides training in leadership presence, professional conduct, and workplace readiness. I have delivered workshops and programs for youth organizations, corporate groups, and community partners including Girl Scouts, Rack Room Shoes corporate team members, and local community groups. My work focuses on preparing individuals to confidently enter professional environments and strengthening leadership communication skills. Professionally, I also bring experience in corporate operations and compliance through my work as a Senior Payroll Analyst, where I manage complex payroll processes, regulatory requirements, and cross-functional collaboration.

## Area of expertise and interests/skills

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• Small business development and entrepreneurship • Workforce readiness and professional development • Executive presence, business etiquette, and leadership communication • Corporate training and curriculum development • Community leadership and youth professional preparation • Business operations and compliance • Economic mobility through professional education

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

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No

**Why are you interested in serving on the board(s) to which you are applying?**

---

My goal is to contribute insight on workforce preparation, small business growth, and leadership development that supports Mecklenburg County entrepreneurs and emerging professionals.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

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Yes  No

**Hours Per Month Available for Position**

---

30

**How did you learn of the vacancy? \***

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Other

**If you answered other - Where did you learn of this vacancy?**

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Janelly Rosales, Senior Economic Development Program Manager

[Capabilities\\_Statement.pdf](#)

Upload a Resume

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**Disclosure**

**Are you a Mecklenburg County resident?**

---

Yes  No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

Yes  No

**Are you a current vendor with Mecklenburg County?**

---

Yes  No

**If you answered yes to the question above, please explain.**

---

My company, The American School of Etiquette, provides professional development and leadership training focused on workplace professionalism, communication, and executive presence for youth, professionals, and organizations. I am interested in opportunities to support Mecklenburg County initiatives related to workforce readiness, leadership development, and small business growth. I understand the importance of transparency and would recuse myself from any discussions or recommendations that could present a conflict of interest involving my business.

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

Yes  No

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**Board Specific Questions**

Question applies to Small Business and Entrepreneurship Advisory Board

**SBEAB: Have you recently or are in the process of, or are intimately familiar with the process of starting a new small business or entrepreneurial venture?**

---

Yes  No

### Disclaimer

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---

I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

Courtney Savoy



## COMPANY OVERVIEW

The American School of Etiquette, Inc. is a professional training and consulting firm specializing in executive presence, professional conduct, cultural intelligence, and institutional protocol. We support federal agencies, municipal governments, educational institutions, and corporate entities seeking to strengthen leadership behavior, workplace standards, & public-facing professionalism.

## CORE COMPETENCIES

- Executive Presence & Leadership Development
- Professional Conduct & Workplace Civility Training
- Cultural Intelligence & Cross-Cultural Communication
- Institutional Protocol & Public-Facing Readiness
- Youth & Emerging Leader Professional Development
- Curriculum Design & Structured Cohort Programming
- Onsite, Hybrid, and Virtual Instruction Delivery

## PAST PERFORMANCE

- Jack & Jill of America:** Delivered structured etiquette & leadership development programming to 75 youth and adult participants. Instruction focused on professional communication, formal dining protocol, and leadership presence development.
- Rack Room Corporate:** Facilitated executive presence and workplace professionalism training for 22 corporate team members. Programming aligned with institutional standards and public-facing conduct expectations.
- Girls Scouts of America:** Conducted professional readiness and confidence-building workshops for 21 participants. Instruction emphasized communication skills, formal dining etiquette, & behavioral excellence.

## KEY DIFFERENTIATORS

- Authority-Driven Instruction focused on leadership behavior and institutional impact
- Risk-Aware Training Frameworks designed to strengthen workplace conduct and organizational credibility
- Culturally Fluent and Institutionally Calibrated delivery adaptable for professional, educational, and civic environments
- Discretion & Professional Restraint in public-facing leadership development engagements
- Structured Delivery Models designed for measurable behavioral growth

## COMPANY DATA

**The American School of Etiquette, Inc**



Courtney Savoy, President

**DUNS:** 118293359, **UEI:** VZ61LKPMCCU8

**CAGE Code:** 95H39

### NAICS Codes & Descriptions

**611430:** Professional Management Development Training

**611710:** Educational Support Services Instructional

**541611:** Administrative Management and General Management Consulting Services

**611699:** All Other Miscellaneous Schools and Instruction

## CERTIFICATIONS

**HUB Certification** – In Progress

**NCSBE Certification** – In Progress



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**Statement to Applicants****Which Boards would you like to apply for?**

---

Small Business and Entrepreneurship Advisory Board: Submitted

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**Profile**

Jasmine

First Name

Williams

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

---

Jasmine Parson (maiden)

jpw@parsonwilliams.com

Email Address

5415 Shannon Bell Lane

Home Address

Charlotte

City

NC

State

28277

Postal Code

Mobile: (317) 828-3316

Primary Phone

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \*** 6**How long have you been a resident of Mecklenburg County? Please include months, or years.**

---

9 years 5 months**My age range is (please select one): \*** 30 to 45**Ethnicity \*** African American**Gender \*** Female

---

**Interests & Experiences**

## Education

---

INDIANA UNIVERSITY ROBERT H. MCKINNEY SCHOOL OF LAW, Indianapolis, Indiana Doctor of Jurisprudence (JD) Admitted: Indiana, 2008 Attorney No: 27997-49 (Inactive, Good Standing)  
INDIANA UNIVERSITY SCHOOL OF SOCIAL WORK, Indianapolis, Indiana Bachelor of Social Work (BSW)

Parson Williams Group

Employer

Consultant/Entrepreneur

Occupation

## Business and civic experience

---

I am the President and Principal Consultant of Parson Williams Group, a strategic advisory firm based in Mecklenburg County that partners with public, private, and nonprofit organizations across the country on strategic planning, organizational design, capacity building, and leadership development. I am also the Founder & CEO of Carolina Event Sitters providing professional sitters at conferences, conventions, and events. My consulting practice focuses on helping mission-driven organizations improve core operations, clarify strategy, and align daily work with long-term community impact. I bring nearly 20 years of experience in nonprofit, government, legal, and higher education settings, including prior service as a staff attorney with the Indiana Supreme Court and leadership roles in social services and collegiate athletics. Through Parson Williams Group I have facilitated multi-stakeholder strategic planning processes, supported collective impact initiatives focused on public health and substance use prevention, and advised national and local organizations on integrating equity into policy, practice, and culture. I regularly design and facilitate retreats and work groups for Boards, coalitions, and cross-sector partnerships, with an emphasis on collaborative decision-making, data-informed planning, and accountable implementation. I am also an experienced educator, having taught business law at Rowan-Cabarrus Community College and delivered trainings nationally on inclusive leadership, systems change, and organizational effectiveness. My civic and professional contributions include serving the American Bar Association on the Gun Violence Advisory Group and the Mecklenburg County Domestic Violence Advisory Board (2017-2018). I serve as faculty for the Land Trust Alliance's Wentworth Leadership Program and Rally conference, where I support conservation organizations in advancing equity and community-centered governance. Earlier in my career, I administered court-connected family services and alternative dispute resolution fund plans, managed federal and state-funded initiatives serving self-represented litigants and low-income families, and led program development to expand educational opportunity for underrepresented students in the legal pipeline. Across these roles, I have consistently worked at the intersection of law, policy, organizational practice, and community impact. I would bring this experience service with Mecklenburg County. My businesses are active members of the National Minority Supplier Development Council (NMSDC), Women's Business Enterprise National Council (WBENC), and I serve on Committees of the Greater Women's Business Council (GWBC). I am also involved in Meeting Planners International and the Charlotte Area Chamber of Commerce.

## Area of expertise and interests/skills

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Strategic planning and implementation for mission-driven organizations, including facilitation of stakeholder engagement, development of clear goals and measures, and creation of practical implementation plans. Organizational design and culture change, including policy and process review, and leadership coaching to align internal practices with stated values. Organizational capacity building, including governance support for Boards, process improvement, business analysis, and development of new functional units and roles to support effective service delivery. Facilitation of complex, multi-sector collaborations and collective impact initiatives, especially those addressing public health, social determinants of health, youth and family wellbeing, and community-based conservation. Leadership development and coaching, particularly with a focus on inclusive leadership, intercultural competence, and navigating organizational change. Business law and ethics, adjunct faculty experience teaching business law, and prior work in legal and regulatory environments. Entrepreneurship and small business development, including experience founding and growing a strategic advisory firm and a nonprofit strategy center, and formal training through programs such as Goldman Sachs 10,000 Small Businesses. Experience with budget oversight and grant-funded program administration, including management of state appropriations, federal grants, and court-administered fund plans, as well as day-to-day financial and operational management of a consulting business. Small business operations and strategy, including client development, contract management, service design, and building scalable systems for a professional services firm. A deep interest in advancing access to opportunity, strengthening public systems, and supporting governance bodies in building trust with the communities they serve.

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

Yes. Mecklenburg County Domestic Violence Advisory Commission March 2017 - April 30, 2018. Appointed to fill an unexpired term.

**Why are you interested in serving on the board(s) to which you are applying?**

Mecklenburg County is growing and diversifying, and local governance bodies play a critical role in ensuring that growth is inclusive, sustainable, and responsive to those most affected by policy decisions. I am particularly interested in boards that impact the change of systems and help bridge high-level strategy with on the ground reality. This service is a part of my responsibility as both a resident and entrepreneur whose work centers not only the interests of women and entrepreneurs, but also focuses on how institutions can be better public citizens. I would welcome the opportunity to contribute my expertise in this way.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

Yes  No

**Hours Per Month Available for Position**

5-10

**How did you learn of the vacancy? \***

Mecklenburg County Website

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## Disclosure

**Are you a Mecklenburg County resident?**

---

Yes  No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

Yes  No

**Are you a current vendor with Mecklenburg County?**

---

Yes  No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

Yes  No

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## Board Specific Questions

Question applies to Small Business and Entrepreneurship Advisory Board

**SBEAB: Have you recently or are in the process of, or are intimately familiar with the process of starting a new small business or entrepreneurial venture?**

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Yes  No

## Disclaimer

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I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.

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I Agree

**Signature of Applicant (Sign Your Legal Name):**

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Jasmine T Williams

# JASMINE WILLIAMS, JD, BSW



Charlotte, North Carolina



[jpw@parsonwilliams.com](mailto:jpw@parsonwilliams.com)

## AREAS OF EXPERTISE

- Strategic Planning
- Organizational Design & Development
- Business Analysis & Process Improvement
- Research & Analysis
- Organizational Capacity Building
- Nonprofit Leadership & Management
- Collective Impact & Collaborative Action Facilitation
- Court & Judicial Administration

## EXPERIENCE

### **PARSON WILLIAMS GROUP | North Carolina**

*President & Principal Consultant*

September 2019 - current

Sole Proprietor, October 2015-September 2019

Parson Williams Group is a strategic advisory firm offering organizational development, capacity building, strategy, and leadership development services to organizations in the public, private, and nonprofit sectors. We offer strategy consulting, facilitation, and program development services to client partners across the United States. Sample past work:

- Worked with a state judicial branch commission to develop a racial equity plan and improve culture for their Access to Justice commissioners.
- Facilitated a work group to identify strategic priorities for the integration of racial equity principles into a Racial Equity Action Plan for a large public health organization in California. Developed a new functional department, created two new FTEs.
- Developed, conducted, and analyzed a stakeholder survey for a national conservation affinity group. Facilitated a strategic planning work group and developed and drafted the organization's first strategic plan. Created an implementation plan with work groups and action plans.
- Facilitated stakeholder strategy retreats with a collective impact initiative focused on substance use prevention in Chicago. Created an impact strategy and theory of change to support the initiatives work. Provide monthly consulting support to the steering committee and backbone entity.

### **CAROLINA EVENT SITTERS | North Carolina**

*Founder & CEO*

August 2024 – current

Carolina Event Sitters provides professional sitters for conventions, conferences, and coworking events across North Carolina.

### **ROWAN-CABARRUS COMMUNITY COLLEGE | North Carolina**

*Part-Time Adjunct Faculty, Business Administration*

August 2017-December 2018

Taught business law to undergraduate community college students, covering topics in dispute resolution, tort law, criminal law and procedure, civil procedure, constitutional law, business ethics, and contract law.

### **INDIANA SUPREME COURT | Indianapolis, Indiana**

*Staff Attorney, Office of Judicial Administration (formerly Division of State Court Administration)*

Jan 2012 – Oct 2015

#### ***Staff Attorney, Indiana Conference for Legal Education Opportunity***

Working directly with Chief Justice Loretta H. Rush, oversee program development and administration for the Indiana Conference for Legal Education Opportunity. Promote comprehensive inclusivity and develop a program model to cultivate critical skills in and increase opportunities for underrepresented minority and low-income students in the legal profession. Develop and manage three public budget appropriations in excess of \$1.4 million.

Initiated and led a long-range and strategic planning initiative resulting in improved administrative processes and operations, and an impact expansion strategy. Make recommendations for continuous improvement of operations and administration of program and related projects.

Maintain an in-depth understanding of issues as the subject matter expert on education policy and diversity in higher education. Research, write, and present on issues important to educational opportunity, specifically those that directly impact underrepresented minorities in the law school pipeline. Design evidence-based program initiatives to address those challenges.

Developed curriculum and minimum standards for the implementation of the residential Summer Institute for students entering law school. Developed a multi-phase outreach strategy to promote awareness of the Fellowship, build partnerships, and grow support for ICLEO programs.

Developed a statewide pipeline diversity development strategy designed to take an interdisciplinary approach to nurturing the pipeline for preparing students for higher education and work in any professional discipline.

***Staff Attorney, Commission on Race and Gender Fairness***

Work closely with Justice Robert D. Rucker and Chair of the Commission to identify, research, and understand issues that impact race and gender equity with the judicial system.

In a consultant role to the Commission, provide counsel and advocate for systemic change within the judiciary by recommendation to the Court. Develop strategies and programs that directly address issues of race, ethnicity, and gender in a variety of contexts including but not limited to criminal and juvenile justice; civil, domestic, and family law; judicial administration and employment; legal education and the legal profession. Subject matter expert for diversity and inclusion.

***Project Director, Grassroots Self-Represented Litigant Training Initiative***

Managed the implementation of a federal grant through the State Justice Institute. Supervised and managed a contract attorney to develop a module for training students to work in Self-Service Legal Clinics around the state. Research and train on issues such as the law and poverty, working with indigent and unrepresented litigants, and corresponding ethical rules. Manage budget disbursements and Federal grant reporting guidelines.

***Family Law Staff Attorney and Project Manager, Family Court Project & ADR Fund Plans***

Administer the Court's statewide Family Court Project Grant & ADR Fund Plan programs. Coordinate the grant application process, prepare annual financial reports, and provide technical assistance to judges in the areas of innovative program development, program administration, and financial/budget management. Assist courts in developing alternative dispute resolution plans in accordance with statutory fund plans. Subject matter expert for family law.

**NATIONAL COLLEGIATE ATHLETIC ASSOCIATION | Indianapolis, Indiana**

Aug 2006 – Jan 2012

***Assistant Director of Enforcement Technology/Business Analyst***

Managed business process improvement project to examine the effectiveness and efficiency of internal business processes, policies, and administrative procedures. Worked under the guidance of a Six Sigma Black Belt. Served as liaison between business unit (Enforcement), internal software developers and system architects, and external contractors.

Developed a comprehensive knowledge and information management strategy for Enforcement based on industry-standard best practices addressing all aspects of content life cycles related to the electronic storage of information. Using SharePoint as a platform, increased department-wide collaboration and communication systems to collect, recall, and disseminate information quickly and accurately without regard to geographic location of the user.

Created a new business unit, the Information Management Group, in Enforcement to centralize the operational aspects of the work, increase efficiency of investigators, and provide a "hub" of information resources. Served on NCAA National Office Technology & Business Analysts team.

***Coordinator of Enforcement***

Reporting directly to the Vice President of Enforcement, performed quality control functions for quasi-administrative processes. Conducted investigations and managed case for DIII institutions and secondary violations. Tracked NCAA legislation related to operations of the enforcement department. Coordinated hiring and training of new enforcement staff

members. As Chair of the Enforcement Technology Committee, developed a strategic plan for the use of technology to enhance investigative processes.

**Law Clerk, Office of Legal Affairs**

Under the supervision of the General Counsel and Associate General Counsel, provided legal research, analysis, and transactional support.

## CONFERENCE PRESENTATIONS & SPEAKING ENGAGEMENTS

### Land Trust Alliance

Faculty: Wentworth Leadership Program (2026)

Faculty: Wentworth Leadership Program (2024)

Rally 2025 Faculty: *Navigating Social Good in a Changing Political & Legal Environment (2025)*

Rally 2024 Faculty: *Cross-Sector Collaboration for Systems Change (2024)*

Rally 2023 Faculty: *Relearning Land History Seminar (2023)*

Rally 2022 Faculty: *Activating Allyship: Strategies for Human-Centered Conservation, (2022)*

Rally 2022 Faculty: *Inside Out: Designing Inclusive Cultures that Invite Diversity, (2022)*

### America's Service Commissions, National Service Training, (2022)

Presenter: *Institutional Allyship: Practical Strategies for Promoting Inclusion & Advancing Racial Equity*

### Center for Legal Inclusiveness, Legal Inclusiveness & Diversity Conference, (2017)

Presenter: *Better Together – Collective Impact for Pipeline Diversity*

### Indiana Supreme Court Family Court Project Annual Meeting (2012)

Presenter: *Innovative Court Programs for Families & Children*

Presenter: *Evaluating Program Effectiveness*

## CERTIFICATIONS & CONTINUING EDUCATION

Certificate of Entrepreneurship, Goldman Sachs/Babson College 10,000 Small Businesses, 2025

Certified Strategy Planning Professional (SPP), 2022

Certified Professional Diversity Coach (CPDC), Coach Diversity Institute, 2022

Global Social Entrepreneurship, Philanthropy University/Berkeley-Hass, 2016

Education Policy 101, Thomas B. Fordham Institute & 50CAN, 2016

Work on Purpose Trainer; Echoing Green/Indiana Campus Compact, 2013

Certified Family Mediator; Indiana Continuing Legal Education Forum, 2012

Diversity Program Trainer, National Coalition Building Institute, 2003

## EDUCATION

### INDIANA UNIVERSITY ROBERT H. MCKINNEY SCHOOL OF LAW, Indianapolis, Indiana

*Doctor of Jurisprudence (JD)*

**Admitted: Indiana, 2008**

**Attorney No: 27997-49** (Inactive, Good Standing)

Fellow, Indiana Conference for Legal Education Opportunity (ICLEO)

Order of the Barristers, Staton Intramural Moot Court Competition

Recipient, Christopher M. Maine Advocacy Award – Best Oralist Moot Court Final

Recipient, Diversity in Practice Award for Excellence in Diversity

Recipient, IUPUI Outstanding Female Student Leader Award

### INDIANA UNIVERSITY SCHOOL OF SOCIAL WORK, Indianapolis, Indiana

*Bachelor of Social Work (BSW)*

Recipient, BSWSA President Award

Recipient, Dr. Richard G. Lawrence Award for Leadership

Speaker, Commencement Ceremony

Mecklenburg County, NC

# Small Business and Entrepreneurship Advisory Board

## Board Details

The purpose of this advisory board shall be to provide resident input, evaluations and recommendations relating to the interests, concerns and issues of small businesses and entrepreneurs in Mecklenburg County in coordination and cooperation with the Mecklenburg Office of Economic Development.

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## Overview

- **Size** 9 Seats
  - **Term Length** 3 Years
  - **Term Limit** 2 Terms
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## Contact

- **Name** Mark Stewart and Janelly Rosales
  - **Phone** (704) 654-2125
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## Additional

**Qualifications**

The qualifications for membership on the Mecklenburg County Small Business & Entrepreneurship Advisory Board shall be as follows: i. A member must be a resident of Mecklenburg County ii. Preference in the appointment process shall be given to applicants who have at least one-year of operating a business or entrepreneurial venture. iii. Must be a for-profit business iv. Must not be a Sin Business

**Advisory Board Details**

Contact staff advisor for more information.

**Meeting Dates/Times**

Monthly - 4th Wednesday 3:30 p.m. - 5 PM at CMGC Room 280 • January 28th 3:30 - 5 @ CMGC Room 280 • February 25th 3:30 - 5 @ CMGC Room 280 • March 25th 3:30 - 5 @ CMGC Room 280 • April 22nd 3:30 - 5 @ CMGC Room 280 • May 27th 3:30 - 5 @ CMGC Room 280 • June - August (No Meetings) • September 23rd 3:30 - 5 @ CMGC Room 280 • October 28th 3:30 - 5 @ CMGC Room 280 • November 18th 3:30 - 5 @ CMGC Room 280 • December 16th 3:30 - 5 @ CMGC Room 280

**Meeting Location**

Charlotte Mecklenburg Government Center - 600 E. 4th Street Charlotte, NC 28202

**Time Commitment**

Please contact Staff Advisor for more information.

**Stipend**

No

**Special Notes****Job Description**

# Small Business and Entrepreneurship Advisory Board

## Board Roster

### Faith Butta

**Partial Term** Mar 18, 2025 - Mar 31, 2027

**Email** cogentconsultingnc@gmail.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (412) 326-7151

**Alternate Phone** Business: (980) 939-1971

**Address**

5035 Ridgetop Trl  
Charlotte, NC 28215

### Kelley C Fluharty

**1st Term** Mar 18, 2025 - Mar 31, 2028

**Email** kelleycfluharty@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (980) 643-3569

**Address**

4525 Panther Pl  
Charlotte, NC 28269

### Ieesha Griffin

**Partial Term** Mar 18, 2025 - Mar 31, 2027

**Email** griffin.ieesha@gmail.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (704) 591-3642

**Address**

1209 Cheshire Ave  
Charlotte, NC 28208

### Shekinah G Haywood

**1st Term** Mar 18, 2025 - Mar 31, 2028

**Email** kinahhaywood@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 835-4051

**Address**

3912 Lake Road  
Mecklenburg, NC 28269

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□ **Kevin Nickson**

**Partial Term** Mar 18, 2025 - Mar 31, 2027

**Email** nicksk723@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (980) 260-8143

**Address**

15529 Normans Landing Drive  
Charlotte, NC 28273

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□ **Jamari M Watkins**

**1st Term** Mar 18, 2025 - Mar 31, 2028

**Email** jamariwatkins7@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 451-9600

**Alternate Phone** Mobile: (704) 451-9600

**Address**

12800 Levins Hall Road  
Huntersville, NC 28078

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□ **Vacancy**

**Appointing Authority** BOCC

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□ **Vacancy**

**Appointing Authority** BOCC

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□ **Vacancy**

**Appointing Authority** BOCC