



## Leadership North Carolina Class XXVI

Blue Cross Blue Shield of North Carolina Health and Human Services Session  
February 5 – 7, 2019  
Charlotte

### Speaker Directory

#### **Dr. Pam Silberman**

Professor and Director, Executive Doctoral Program in Health Leadership  
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Pam Silberman, JD, DrPH, is a professor and the director of the Executive Doctoral Program in Health Leadership in the Department of Health Policy and Management in Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. There, she teaches courses on the health care system, services for underserved populations and the Affordable Care Act (ACA), and the health policy process. Her research interests focus on Medicaid, the health care safety net, the uninsured, rural health, and the ACA.

In 2014, she stepped down as president and chief executive officer of the North Carolina Institute of Medicine (NCIOM). She served in this position from 2005-2014 and as vice president from 1999-2005. Over the years, Pam helped lead task forces on rural health, state ACA implementation issues, the health care safety net, patient and family engagement, military health, health professional workforce, behavioral health, developmental disabilities, child and adolescent health, long-term care, dental care access, and health literacy. She has also done extensive work on promoting population health, helping to lead task forces that developed the North Carolina Prevention Action Plan, the Healthy NC 2020 objectives, and a plan to help local health departments in selecting, implementing, and evaluating evidence-based strategies to improve population health. She served as co-publisher of the NCMJ, published jointly by the NCIOM and The Duke Endowment.

Dr. Silberman graduated with a doctorate in public health from the UNC School of Public Health in December of 1997. She obtained her law degree from the University of North Carolina at Chapel Hill in 1981 and her bachelor's degree in political science and psychology from the University of Illinois, Urbana in 1977.

### **Dr. Justin Trogdon**

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Justin G. Trogdon is an associate professor in the Department of Health Policy and Management. As a health economist, his current research focuses on answering policy-relevant questions in three areas: 1. Assessing the economic burden of cancer: Understanding where health care resources are spent is a critical input for improved resource allocation. Dr. Trogdon's research identifies diseases and payers that drive health care expenditures and motivates policies to contain costs. 2. Evaluating the cost and cost-effectiveness of policies and interventions: Efficient allocation of resources requires that the incremental health benefit from a policy or intervention is equal to the incremental cost of the program. Dr. Trogdon's research evaluates whether policies and interventions provide good value to society. 3. Development of methods to identify causal effects of policies and interventions and simulate new policies: In observational data, it is often hard to attribute changes in health and health behaviors to specific policies. It is even harder to anticipate the effects of policies before they are implemented. Dr. Trogdon's research uses novel statistical and simulation models to estimate the effects of policies.

Prior to his faculty appointment, Dr. Trogdon was a senior research health economist in the Public Health Economics Program at Research Triangle Institute (RTI International) and a visiting instructor at Duke University.

### **Dr. Mark J. DeHaven**

Director  
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Dr. DeHaven is a community medicine practitioner and researcher and has developed three different medical school divisions dedicated to community medicine and community health science research. His research program has received nearly two decades of continuous funding from the National Institutes of Health (NIH), the Centers for Disease Control and Prevention (CDC), and numerous foundations for improving the health of vulnerable residents in low-resource environments. Prior to his present position as Director, Academy for Research on Community Health, Engagement and Services (ARCHES), he was Professor and Chief, Division of Community Health Sciences, and Vice Chairman of Family Medicine and Chief, Division of Community Medicine at UT Southwestern Medical Center in Dallas.

### **Dr. Laura Gerald**

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Dr. Laura Gerald is president of the Kate B. Reynolds Charitable Trust, one of North Carolina's largest private foundations. A pediatrician who was born and raised in rural North Carolina, Dr. Gerald joined the Trust in 2016 and brings decades of leadership experiences in the private, public, and nonprofit sectors to the foundation. At the Trust she oversees grantmaking of \$24 million annually from assets of more than \$530 million while ensuring the Trust's investments help to achieve Mrs. Reynolds' vision of improving the health and quality of life of vulnerable North Carolinians.

Dr. Gerald's background uniquely positions her to lead the Trust in its signature efforts, which include Healthy Places NC, an initiative to improve health in 10 to 12 rural counties; and Great Expectations, an early childhood effort in Forsyth County.

After medical school, Dr. Gerald began her career in her home town of Lumberton, NC, as a pediatrician. From there, she turned her attention to statewide health improvement—first with Community Care of North Carolina where she worked to improve health care, while also managing cost, for the Medicaid population; then as the executive director of the North Carolina Health and Wellness Trust Fund Commission, which awarded millions in grants statewide annually to decrease tobacco use and increase healthy eating and active living. By 2014, Dr. Gerald was overseeing statewide health policy serving as the North Carolina State Health Director and the Director of the Division of Public Health, where she prioritized the importance of addressing social determinants of health in order to improve health outcomes across the state. She then turned her attention to a national scale while working at Evolent Health with health systems across the country who are transforming healthcare delivery on a pathway to more value-based care.

Gerald holds a bachelor's degree from Harvard and Radcliffe Colleges, a medical degree from Johns Hopkins School of Medicine, and a Master of Public Health degree from Harvard University School of Public Health. She is very active in the nonprofit and medical community serving over the years on many boards including Action for Children North Carolina, North Carolina Institute of Medicine, and the North Carolina Pediatric Society. She is a board-certified pediatrician and fellow in American Academy of Pediatrics and an adjunct assistant professor at UNC Gillings School of Global Public Health.

#### **Rev. Richard Joyner**

Founder, Conetoe Family Life Center  
Pastor, Conetoe Chapel Missionary Baptist Church  
Director of Pastoral Care, Nash-UNC Health Care  
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Reverend Richard Joyner is the pastor at Conetoe Chapel Missionary Baptist Church, the founder of the Conetoe Family Life Center, and the Director of Pastoral Care at Nash-UNC Health Care in Edgecombe County, NC. He was raised in Pitt County, NC, and spent his childhood on farmland tended by his family of sharecroppers. Tired of the economic injustice and racial discrimination his family faced as sharecroppers, he enlisted in the Army as soon as eligible. Despite his determination to leave, he returned and has been serving the small, rural community of Conetoe since 2001. Through his pastoral role, Reverend Joyner witnessed firsthand more than 30 funerals in one year for people under the age of 32, due largely to complications from chronic health problems related to obesity. This moment was pivotal in his decision to turn his focus back to farming as a means to improve the health of his community by founding the Conetoe Family Life Center in 2007. The central focus of the center is a 25-acre garden that provides approximately 60 youth the opportunity to develop leadership abilities, social skills, and stress management techniques through gardening. The garden also increases access to healthy, locally grown foods to the broader county.

**Ms. Katie Murray**

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Katie Murray serves as the development relations manager at the Inter-Faith Food Shuttle in Raleigh, NC, where she manages and cultivates relationships with Food Shuttle donors. Previously, Katie served as the Urban Agriculture Education Manager for the Food Shuttle and was responsible for launching the Food Shuttle's garden education programs such as Seed to Supper, Sprout Scouts, and Growing Garden Classrooms. Katie is also the driving force behind the vision for the Camden Street Learning Garden, a community garden, food forest, and school garden model located in Southeast Raleigh. Katie is a garden educator at heart and a community organizer with a passion for growing healthy kids and healthy communities.

**Mr. Bill Rhyne**

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**LNC Class XIV**

Bill Rhyne is the senior director of operations support for Harris Teeter, where he has been employed since 1998. Prior to Harris Teeter, Bill worked three years as a consultant with New Breed Corporation in their operations and distribution practice. He was also employed by Shaw Industries, working in both manufacturing and distribution. He holds a BS degree in mathematics from Lenoir-Rhyne University, and a master's degree in industrial and systems engineering from Georgia Tech, and he completed The Executive Program (TEP) at the Darden Business School at the University of Virginia. A graduate of Leadership North Carolina, Bill has served on various boards of directors for nonprofit organizations in the Matthews / Charlotte area. He is married to Heidi and has three children – Sarah (at UNC), Garrett (at Virginia Tech), and Hannah (at Meredith College).

**Dr. Philip L. Dubois**

Chancellor  
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A native of Oakland, California, Philip L. Dubois attended the University of California, Davis, where he graduated in 1972 with an undergraduate degree in political science, earning election to the Phi Beta Kappa and Phi Kappa Phi honor societies. He then earned master's (1974) and doctoral (1978) degrees in the field from the University of Wisconsin-Madison. Dubois began his academic career in 1976 at the University of California, Davis.

Over the next 15 years, he rose through the faculty and administrative ranks to full professor and held various administrative posts, including associate vice chancellor for academic affairs. In 1991, Dubois was recruited to UNC

Charlotte, where he spent the next five and a half years as provost and vice chancellor for academic affairs. Dubois was credited with drafting a strategic academic plan, leading the development of the university's first comprehensive campus-wide plan for information technology, and initiating programs to better serve nontraditional adult students. Under his leadership, UNC Charlotte also planned and launched its first doctoral programs.

In 1997, Dubois was named president of the University of Wyoming. In that role, he led the development of comprehensive academic, support services, and capital construction plans for the campus; stimulated a growing volume of new capital construction projects and building renovations; expanded UW's role in statewide economic development; and improved the recruitment and retention of students. During his eight-year tenure, state and federal legislative support increased significantly, while private gifts to the university more than quadrupled. He was honored in 2004 by the Council for Advancement and Support of Education (CASE) with its District VI Chief Executive Leadership Award.

On March 18, 2005, Dubois was named UNC Charlotte's fourth chancellor and assumed that role on July 15. Dubois has focused his efforts on building the University's visibility and support in the Charlotte region; long-range planning for an expected enrollment of 35,000 students; completion of key capital construction and renovation projects in excess of \$1.2 billion; improvement in the efficiency and effectiveness of critical business processes; and implementation of an intercollegiate football program starting in the fall of 2013. During his tenure, completed applications among freshmen and transfer students have grown by 91%, while overall enrollment has climbed to nearly 29,000 (a 38% increase).

Recent community recognitions for Dr. Dubois and UNC Charlotte include the Charlotte World Affairs Council World Citizen Award (2016), the CASE District III Inclusion and Diversity Leadership Award (2015), the Leo M. Lambert Engaged Leader Award (2014), the Belk Innovation in Diversity Award (2013), the Charlotte Energy Leadership Award (2013), the Charlotte Cornerstone Award (2012, for positive economic impact), the Creative Thinker's Award (2012, for UNC Charlotte—Center City), and the Charlotte Regional Partnership "Jerry" Award (2009, for public sector contributions to economic development).

Dr. Dubois and his wife, Lisa Lewis Dubois, have three adult children: Logan, an associate with an executive placement firm in Atlanta; Taylor, an information technology associate with Bank of America; and Ali, a development associate at the University. Dr. and Mrs. Dubois reside on campus in the Sara H. Bissell House.

### **Dr. Stephanie Cooper-Lewter**

Executive Director

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Dr. Stephanie Kripa Cooper-Lewter is a longtime leader in the nonprofit and philanthropic communities, devoted to the cause of equal opportunity for all. She is the Executive Director of Leading on Opportunity, charged with addressing the finding that Charlotte ranks last among the 50 largest US cities in upward mobility.

Dr. Cooper-Lewter came to Charlotte in 2017 from Columbia, SC, where she served as Vice President of Initiatives and Public Policy for the Sisters of Charity Foundation of South Carolina. With assets of \$110 million, the Foundation invested more than \$67 million statewide over 20 years to reduce poverty. Joining the Foundation staff in 2009, she managed the Foundation's organizational strategy and mission effectiveness, ensuring community engagement and impact. Her signature portfolios included supporting fatherhood, immigrant families, kinship care, and advocating for

public policy system changes. She previously served as President & Chief Executive Officer of Big Brothers Big Sisters of Greater Columbia - the first Indian American CEO within the United Way of the Midlands community partner network. While living in Minnesota, she worked as a school and hospital social worker as well as in child welfare.

In all, Dr. Cooper-Lewter brings nearly 25 years of experience to her nonprofit and philanthropic service. Her inspiring story informs her passion. Difficult beginnings as a little girl and challenging young adult years taught her to see the infinite possibilities in any situation – no matter what statistics predict.

Dr. Cooper-Lewter graduated in 1995 from Bethel College with a Bachelor of Social Work degree. She went on to earn a Master of Social Work degree from the University of Minnesota in 1999. In 2012, she received her Ph.D. from the University of South Carolina's College of Social Work. In 2013, she completed the Certified Personal and Executive Coaching Program through the Coaching and Positive Psychology Institute. In 2015, she graduated from the Spring Midlands Diversity Leaders Initiative through the Riley Institute at Furman University, and she remains a Riley Fellow.

Dr. Cooper-Lewter currently serves on the Board of Trustees for the Southeastern Council of Foundations, and previously served as a Board member of Grantmakers Concerned with Immigrants and Refugees. She received the 2017 Alumna of the Year Award from the University of South Carolina College of Social Work. In 2017, she also received the International Women's Day Women's Rights & Empowerment Network's SC Trailblazers Award for her work and advocacy in philanthropy to address poverty paving the way and supporting women and girls to achieve their goals. One of 10 selected among more than 70,000 alumni, in 2018, she received a Distinguished Alumni Award from the University of Minnesota College of Education and Human Development for her leadership in the nonprofit world and promoting equal opportunity for all.

### **Ms. Karen Kelley**

**LNC Class XXV**

Chief Program Officer  
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Karen Kelley has worked at Triangle Residential Options for Substance Abusers, Inc. (TROSA) since 2003. She became Chief Program Officer in 2014 and is responsible for the complex day-to-day operations providing services for over 500 men and women in recovery. Being part of TROSA allows her to be a small part in the lives of the courageous people working to regain lives of meaning through their commitment to honesty, connection, and taking responsibility for one's actions.

Prior to joining TROSA, Karen was a founding member and Executive Director of the Schoolhouse of Wonder, a Triangle nonprofit whose mission is to create kind, curious, and confident kids through nature-based outdoor adventures. Schoolhouse of Wonder is rooted in principles held dear to Karen: self-awareness, empathy, individuality, and a reverence for nature.

Karen is also a stiltwalker and performer in the innovative, long-running Paperhand Puppet Intervention, which uses masks, big puppets, stilts, painted cardboard, shadows, and illumination to creatively engage dialogue on key social issues.

Karen is a proud resident of Durham, where her favorite part of every day is getting to be the mom to her favorite person in the world.

**Jodi Lorenzo-Schibley**

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**Mr. Michael Balsamo**

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Michael Balsamo is a 2011 graduate of Durham's Triangle Residential Options for Substance Abusers, Inc. (TROSA). While at TROSA, Mike rose to leadership positions, serving as a role model for peers and staff alike. After his program graduation, Mike worked for Victory Social Capital LLC, a start-up that researched performance contracting for human services, including TROSA. He was then hired as a full-time staff member at TROSA and serves as associate director for program operations. This role involves overseeing recovery programs for senior residents, teaching leadership development classes for residents, and project-managing new program initiatives for TROSA. He is a proud Raleigh homeowner with his wife Amanda, daughter, and their young son.

**William W. Hammill, MD**

Chairman and Service Line Leader  
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Dr. William W. Hammill is a pediatric cardiologist with Novant in Charlotte, NC. He received his undergraduate degree from Wofford College in South Carolina and his medical degree from the Medical University of South Carolina. He completed his pediatric residency at the Medical University of South Carolina and his pediatric cardiology fellowship at the University of Virginia. Following completion of his training, he was on active duty with the United States Navy. Bill served in the military for 15 years (4 years active duty and 11 reserve duty). In 2009 he joined Novant Health as a pediatric cardiologist. In April 2016 he became the Chairman and System Pediatric Service Line leader and medical director of the Hemby Children's Hospital at Novant. Dr. Hammill is a volunteer with the American Heart Association. He has worked on the national and international level reviewing the science of resuscitation and first aid and translating the science into courses for the American Heart Association. He is married and has four boys. His hobbies are whatever sport is in season with the boys and quiet time with his wife (without the boys).

**Mr. James "J. Panda" Davis**

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James "J. Panda" Davis is a ZIN Zumba Fitness® instructor at McCrorey YMCA, Keith Family YMCA, Harris YMCA, Fitness Connection, and several other local gym facilities. He is emerging as one of the local rising Zumba Fitness® instructors. Licensed in Basic I, J. Panda's choreography is creative, fun, fresh, dynamic, and inclusive for all fitness levels. His infectious smile and positive energy inspire and motivate new and advanced students alike to relax and enjoy the party atmosphere with potential new friends.

J. Panda has a combined 4+ years in the fitness world, with one year as an instructor and 3+ years as a fitness student. His greatest joy is making sure everyone feels welcome and included in his classes so they can achieve their fullest potential while having fun. In 2017, he became a licensed ZIN (Zumba Instructor Network) Zumba Fitness® instructor and it has allowed J. Panda the ability to share his passion for dance, international rhythms, and fitness with many incredible people.

**Dr. Betsey Tilson**

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Elizabeth Cuervo Tilson is the state health director and the chief medical officer for the NC Department of Health and Human Services. In this role, she promotes public health and prevention activities and provides guidance and oversight on a variety of cross-departmental issues. She is also a practicing physician and delivers primary care at the Wake County Human Services Child Health Clinic.

Tilson has a bachelor's degree in biology from Dartmouth College, a medical degree from Johns Hopkins University School of Medicine, and a master's degree in public health from the University of North Carolina at Chapel Hill. She completed a pediatric residency at Johns Hopkins Hospital and a general preventive medicine/public health residency at the University of North Carolina at Chapel Hill, and is board certified in both fields. She has been active in many local, state, and national pediatric, public health, and preventive medicine organizations, for which she has served in numerous leadership roles.

Before joining DHHS, Tilson was the medical director of Community Care of Wake and Johnston Counties, one of the 14 Community Care of North Carolina networks, and served as the chief network clinical officer for CCNC. Prior roles have also included serving as an assistant consulting professor and cancer control specialist with Duke University Medical Center and as a Clinical Pediatric Fellow at the University of North Carolina at Chapel Hill.



## Class XXV BCBSNC HHS Session Planning Committee Members

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