



American Heart Association.



2025 Richmond Go Red for Women Luncheon

GUEST GUIDE



Go Red for Women[®] Luncheon

Welcome everyone!

On behalf of our AHA Team and our volunteer leaders, thank you for being part of today's experience, and for supporting the Go Red for Women campaign this year.

Since 2004, the Go Red for Women movement has had a profound impact on women's health, and we will continue to work tirelessly for all women. I believe that every step, backwards or forwards or even sideways, tells a story... and that by sharing our experiences we create connection, understanding and hope.

Health is personal. Confounding. And often lonely. With inequities in research, treatment and funding, women have been undercounted and under-supported. But there is one source of support we can count on, each other.

Women connect with other women for information, motivation and inspiration. Our goal today is to facilitate and further this support system – to create better health outcomes for all women. Thank you for being part of this community, for joining us in this movement, and for inviting the women you know and love to Go Red with us. Together, we have got this.

Michelle Nostheide
Executive Director
American Heart Association
Central Virginia

Today's Featured Speakers



Reba Hollingworth
2025 Luncheon Emcee
CBS6 News Anchor



Darlene Scott
Survivor Honoree
VSU Professor, Author,
and Visual Artist



American Heart Association.



2025 Panelists



Kelli Lemon

Director of Digital Programming, Richmond Times-Dispatch and Virginia Video Network; Founder, Like The Fruit LLC; Owner, Urban Hang Suite; Co-Founder, Virginia Black Restaurant Experience

Katherine O'Donnell
President & CEO
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Allison Smith-Mackey, MBA

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Luncheon Festivities

Welcome Remarks

Michelle Nostheide
American Heart Association

Chair Remarks

Angela Simmons
Genworth

Go Red for Women Emcee

Rebecca Hollingsworth
CBS 6

..... **Lunch is served**

Survivor Honoree

Darlene Scott
VSU Professor, Author, and
Visual Artist

Live Auction &
Open Your Heart Moment

Kevin Pauley
Kevin Pauley Auctioneer

Panelists

Kelli Lemon
Director of Digital Programming,
Richmond Times-Dispatch and
Virginia Video Network; Founder,
Like The Fruit LLC; Owner, Urban
Hang Suite; Co-Founder, Virginia
Black Restaurant Experience

Katherine O'Donnell
President & CEO at Richmond
Region Tourism

Allison Smith-Mackey
Creative Director & Owner, Pop of
Confetti

Closing Remarks

Reba Hollingsworth
CBS 6



Welcome from the Chair

Thank you for joining us for the Richmond Go Red for Women Luncheon, "Every Step tells a Story." It has been an honor to serve as chair of the 2024-25 Go Red for Women campaign, and to celebrate together today.

Cardiovascular disease is the leading cause of death in women, but only 44% of women are aware of their risk. Fortunately, we know the majority of heart attacks and strokes can be prevented through lifestyle changes and education. Go Red for Women is committed to meeting the needs of women in every age, stage and season of life.

We're raising awareness and providing education to help all women better understand their risk for heart disease and stroke and how to reduce it. We're funding research to advance innovative solutions specific to women's unique health experiences and needs. We are also passing policies to make access to critical healthcare and lifesaving training and technology available to all women everywhere. Please visit www.goredforwomen.org to learn more about the many ways your support is making a difference.

We'd love to connect with you about joining our executive leadership team for the 2025-26 campaign. Please ask any of the staff or volunteer leaders here today for more information... you may never find a more fulfilling volunteer role, or have more fun doing it! My heartfelt thanks to the many leaders here today who have served this cause over the years.

Enjoy all, and take good care,
Angela

Angela Simmons
Genworth's Life Insurance Business
Chief Financial Officer





Executive Leadership Team

Members of our Executive Leadership Team put their name, personal investment and their network behind our mission, working to change the lives of those who are most vulnerable among us. Thank you for joining us in helping to save the lives of others through the mission of the American Heart Association.



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- 2007 Claire Rosenbaum
- 2008 Michelle Gluck
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- 2010 Karen Higgins
- 2011 Toni Ardabell
- 2012 Marilyn West
- 2013 Mary Doswell
- 2014 Mary Malone
- 2015 Katherine Busser
- 2016 Niki Curci Scott
- 2017 Gail Letts
- 2018 Mary Zweifel
- 2019 Leigh Sewell
- 2020 Niki Curci Scott
- 2021 Lynn White & Kelly Groh Tuminelli
- 2022 Vivian White
- 2023 Karen Higgins
- 2024 Sheryl Garland

Thank You to Our Past Volunteer Leadership

Since 2004, Go Red for Women has worked to address the awareness and clinical care gaps surrounding women's greatest health threat—cardiovascular disease. Let's take a moment to honor our past leadership and recognize the impact they've made right here in Richmond. This campaign would not be what it is today without their dedication and volunteerism.





Letter from the Board

Thank you for being with us today, and supporting a healthier community across the Central Virginia area. Below are a few local highlights from the past year, made possible by friends like you:

- We helped an estimated 6,400 people join our Nation of Lifesavers by learning to be ready to act in an emergency with Hands-Only CPR,
- We placed critical health resources, including blood pressure monitoring devices and CPR kits, in both rural and urban communities through our library systems,
- We launched a blood pressure monitoring initiative in a Petersburg-based beauty school to provide trusted information and free checks to customers in local beauty and barbershops,
- Eleven hospitals across Central Virginia earned 47 quality awards for bringing optimal care to patients and families,
- We celebrated CPR and AED Awareness Week with a media tour, teaching life-saving skills on air at all three local television stations and at a Richmond Flying Squirrels game,
- We funded more than \$12M in research grants across six institutions in the state of Virginia,
- 2,193 activity hours were logged by 273 participants in our 30-day Move More Challenge, 3,000 walkers joined us for October's Heart Walk, and
- 2,764 elementary, middle and high school students from 81 schools focused on physical, mental and emotional well-being through our Kids Heart Challenge and American Heart Challenge programs.

By driving breakthroughs in science, policy, and care, we can continue to advance health and transform lives every day. The work would not be possible without our local community partners, volunteer leaders, donors, instructors, researchers, sponsors, healthcare providers, survivors, visitors, caregivers, EMS, and so many more. We hope you'll each consider how you can help us change the future of health and be the progress that ensures longer, healthier lives for all. Grateful for you!



Dr. Christopher Snyder
Board President
Chief of Pediatric Cardiology
Children's Hospital of Richmond



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Vice President
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Mission

To be a relentless force for a world of longer, healthier lives.

About the American Heart Association

The six cardiologists who founded the American Heart Association in 1924 would be amazed.

From humble beginnings, the American Heart Association has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. A shared focus on cardiovascular health unites our more than 33 million volunteers and supporters as well as our more than 3,400 employees.

Heart disease is the No. 1 killer in the nation, and stroke ranks second globally. Even when those conditions don't result in death, they cause disability and diminish quality of life. We want to see a world free of cardiovascular diseases and stroke.

Our size and scope let us have real impact. We have invested more than \$4.1 billion in research, more than any U.S. nonprofit organization. Our mission is to be a relentless force for a world of longer, healthier lives.



American
Heart
Association.

Open Your Heart

With more than one in every three adults in the United States living with cardiovascular disease or the after-effects of stroke, our lifesaving work is more important than ever.

Go Red for Women's Open Your Heart helps ensure the health of future generations. Open Your Heart unrestricted funds are the very foundation of our ability to simultaneously continue our work at the forefront of scientific discovery and benefit community health. This year we are focused on four key areas of work:

- **Quality of Life:**
We are ensuring that all Americans have an equal chance of living a healthier, longer life – no matter their ethnicity, income, education level or neighborhood.
- **A Healthier Longer Life Begins at Birth:**
We are giving more kids born with congenital heart defects the chance to grow up and lead long, healthy lives by supporting research, outreach and advocacy.
- **Science Advancement:**
We are committed to funding cutting-edge heart and stroke research to ensure our programs are on the forefront of changes occurring across the globe. The new knowledge and advances that result will benefit millions of lives.
- **Everyone Can Be A Lifesaver:**
We are the nation's leader in resuscitation science, education and training. We are preventing strokes and enhancing stroke care through simulations, advocacy and outreach to the public, patients and healthcare providers.



Survivor Spotlight

Darlene Anita Scott

In 2016, at just 41 years old, Darlene's life took an unexpected turn. One day after completing a ten-mile run, she was diagnosed with heart failure—a moment that would change her world forever. In the months leading up to her diagnosis of sarcoidosis, Darlene had been training for what would have been her seventh marathon. Despite feeling persistent fatigue and occasional shortness of breath during exercise—symptoms she shared with her primary care physician—her diagnosis came as a shock given her active, health-conscious lifestyle. Although heart disease broke her heart—both literally and figuratively—Darlene's resilience never wavered. She refused to give up and continued moving forward with determination.

“

We need a louder voice to talk about heart disease. About not just prevention but also about management once you're diagnosed.

”



American Heart Association.

Cor Vitae Society

Your support means more
life in every heart.

The Cor Vitae Society - Latin for Heart of Life - is a warm and inviting community of like-minded individuals who understand the importance of changing and saving lives through the work of the American Heart Association.

COR VITAE members participate in unique opportunities to further their knowledge on cutting edge initiatives to save lives and improve the overall health and wellness of the communities in which we live.

COR VITAE members receive exclusive invitations to join a pre-eminent group of COR VITAE partners at events that showcase the impact of giving.

We believe COR VITAE can lead the world to a place that no longer suffers from heart disease and stroke. These diseases are formidable foes, but with your support we are stronger than ever. Join us as we fight to recover The Heart of Life.



Questions?

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Richmond Executive Director

804.965.6512

Michelle.Nostheide@heart.org

Audrey Rudisill

Director, Individual Giving

704.477.2489

Audrey.Rudisill@heart.org

Heart & Torch Circle

Kathie and Steve Markel

Pulse Circle

Terrence & Kelly Kerner
John & Shirley Seibert

President's Circle

Betty & Bruce Howard
Dr. Eric Edwards & Mrs. Autum Edwards
Linda & Gary Edwards
Dr. Emily Robbins & Ashley Starke
Charlene & Jock Wheeler

Champion's Circle

Mindy & Jason Angel
Sweeny Bansal & Dr. Tushar Bansal
Christy & Joseph Bartholomew
Utibe Bassey
Andy & Lauren Beach
Franklin Bowser
Linda Brown
William Bryant
Dylan Buchanan
Gina & Gerald Burr
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Kyle Yeatman



American
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Circle of Red™

We are united in purpose.
We have opened our hearts.
We share our influence.
We are the Circle of Red.

What does Circle of Red do?

- The Circle of Red is a society of women who are in the fight against heart disease to win. Located in communities throughout the United States, Circle of Red members use their influence, generosity and ambassadorship to help increase awareness of heart disease—the leading cause of death for women—and to inspire women to take charge of their heart health.
- When you join Circle of Red, you'll team up with other passionate leaders in your community who are on a mission to flatline heart disease. You'll attend special events and VIP experiences where you'll learn, lead and advocate for heart health. You'll mentor students. You'll raise funds for lifesaving science and community-changing programs. You'll be a catalyst for real, positive change for women's heart health in your community and beyond.
- Be Part of the Movement - Join **CIRCLE OF RED**
Please contact Sommer Goldsmith at sommer.goldsmith@heart.org for more information or assistance in becoming a member.



2025 Circle of Red
Chairperson
Kimberly Ross

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A division of the American Heart Association.

Together to End Stroke®



Circle of Red™

The CIRCLE OF RED is a powerful, passionate group of people dedicated to making an impact in our community's fight against heart disease, the No. 1 killer of women.

Cor Vitae Ruby Level Members

Lorraine Alexander
Sweeny Bansal
Jill Hailey
Karen Higgins
Denise Holmes

Dr. Dianne Jewell
Lisa Johnston
Dr. Erika Mason
Dr. Emily Robbins

Kelly Tumenilli
Jeri Turley
Judith Watson Tidd
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American
Heart
Association.

Special Thanks to our Cor Vitae Ruby Level members

We have a group of 14 Ruby Circle of Red members who also are members of the Cor Vitae Society. As some of our greatest champions of the Go Red for Women movement, these members not only help save lives, but they are the heart of our mission.



Lorraine
Alexander



Sweeny
Bansal



Jill
Hailey



Karen
Higgins



Denise
Holmes



Dr. Dianne
Jewell



Lisa
Johnston



Dr. Erika
Mason



Dr. Emily
Robbins



Kelly
Tuminelli



Jeri
Turley



Judith
Watson-Tidd



Polly
White



Vivian
White



UN RELENT HOPE ING

For all that your heart may need, whoever you are, whatever brings you to us, we are unconditionally committed to helping you live your best life.



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Betsy Garner
Auction Chair

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Shirley Kerns
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Women of Impact Nominees are Changemakers

dedicated to making a lasting impact on the health of our community.

Each year a select group of individuals are nominated to be a part of this initiative because of their passion and drive to make a difference. All nominees will bring together their own network to form an impact team, set a goal, raise funds, and have a direct impact on our community.

Today this special group of women will be celebrated for the overall impact they have on our mission and community. In addition, the woman who brings her network together to have the largest impact will be named the **Central Virginia Woman of Impact Award Winner**

Meet our 2025 Woman of Impact Nominees



Lisa Jones



Jordan Noble



Ashley Redwood



Megan Shilling



Anita Wynn



Teen of Impact Nominees

are dedicated to making a lasting impact on the health of our community.

Each year a select group of individuals are nominated to be a part of this initiative because of their passion and drive to make a difference. All nominees will bring together their own network to form an impact team, set a goal, raise funds, and have a direct impact on our community.

Today this special group of teens will be celebrated for the overall impact they have on our mission and community. In addition, the teen who brings their network together to have the largest impact will be named the **Central Virginia Teen of Impact Award Winner**

Meet our 2025 Teen of Impact Nominees



Damon Bell



Patrick Epps



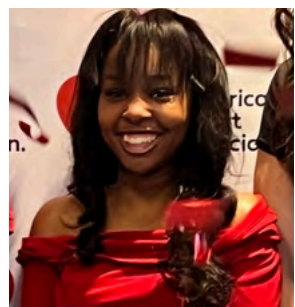
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Alexi Waddy



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Life's Essential 8

Life's Essential 8 are the key measures for improving and maintaining cardiovascular health, as defined by the American Heart Association. Better cardiovascular health helps lower the risk for heart disease, stroke and other major health problems.

Life's Essential 8 comprises two major areas:
Health Behaviors and Health Factors

Health Behaviors:



EAT BETTER

Aim for an overall healthy eating pattern that includes whole foods, lots of fruits and vegetables, lean protein, nuts, seeds and cooking in non-tropical oils such as olive and canola.

BE MORE ACTIVE

Adults should participate in 150 minutes of moderate or 75 minutes of vigorous physical activity. Walking is great for moderate levels of activity. Kids should have 60 minutes every day, including play and structured activities.



QUIT TOBACCO

Use of inhaled nicotine delivery products, which includes traditional cigarettes, e-cigarettes and vaping, is the leading cause of preventable death in the U.S., including about a third of all deaths from heart disease. And about a third of U.S. children ages 3-11 are exposed to secondhand smoke or vaping.

GET HEALTHY SLEEP

Getting a good night's sleep every night is vital to cardiovascular health. Adults should aim for an average of 7-9 hours, and babies and kids need more depending on their age. Too little or too much sleep is associated with heart disease, studies show.





Health Factors:



MANAGE WEIGHT

Achieving and maintaining a healthy weight has many benefits. Body mass index (BMI), a numerical value of your weight in relation to your height, is a useful gauge. Optimal BMI for most adults ranges from 18.5 to less than 25. You can calculate it online or consult a health care professional.

CONTROL CHOLESTEROL

High levels of non-HDL, or “bad,” cholesterol can lead to heart disease. Your health care professional can consider non-HDL cholesterol as the preferred number to monitor, rather than total cholesterol, because it can be measured without fasting beforehand and is reliably calculated among all people.



MANAGE BLOOD SUGAR

Most of the food we eat is turned into glucose (or blood sugar) that our bodies use as energy. Over time, high levels of blood sugar can damage your heart, kidneys, eyes and nerves. As part of testing, monitoring hemoglobin A1c can better reflect long-term control in people with diabetes or prediabetes.

MANAGE BLOOD PRESSURE

Keeping your blood pressure within acceptable ranges can keep you healthier longer. Levels less than 120/80 mm Hg are optimal. High blood pressure is defined as 130-139 mm Hg systolic pressure (the top number in a reading) or 80-89 mm Hg diastolic pressure (bottom number).



Scan here to learn more!





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2025 RICHMOND
HEART WALK

Join us on October 11, 2025
richmondvaheartwalk.org

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American Heart Association



We would like to thank



for their support of our 2025
Go Red for Women
Luncheon. We couldn't have
done this without you!



Save the Date for Upcoming American Heart Association Richmond Events

It is time to take charge and fight against heart disease and stroke in Richmond. Join us at our next event! For more information about any of these events, please scan the QR code below.

April 12, 2025

HEART BALL

The Heart of Richmond takes the campaign beyond the ballroom and onto the block, bringing the work of the American Heart Association to life and culminating at the Heart Ball.

Fall 2025

HARD HATS WITH HEART

Join us at our annual Heart Walk where you can personally help raise crucial funds that drive the American Heart Association mission.

May 7, 2025

CYCLENATION

Why We Ride
Our work will fund life-saving stroke and heart disease research and we're stronger together.

October 11, 2025

HEART WALK

Join us at our annual Heart Walk where you can personally help raise crucial funds that drive the American Heart Association mission.





American Heart Association.



Tag us on social media
@AmericanHeartVA
and use

#GoRedRVA

for a chance to see your
photos shared!



We're Proud to Support
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Go Red For Women**



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Thank you!

