



American
Heart
Association.

American Heart Association.



2024 MID-SOUTH GO RED FOR WOMEN HEALTH EXPO, LUNCHEON & SURVIVOR FASHION SHOW

Friday, September 13th | 10:30 a.m. - 1:30 p.m.
Hilton Memphis





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FOR WOMEN**

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FROM THE HEART

Dear Friend of Heart,

With immense gratitude and heartfelt appreciation, welcome to the 2024 Mid South Go Red for Women Luncheon. Today, we come together in celebration of the Heart of Memphis and our shared dedication to tireless year-round efforts to save and improve lives within this community.

This afternoon holds a special significance as we commemorate 100 years of the American Heart Association—a century of unwavering commitment to our mission. Alongside you, our cherished family of volunteers, donors, and advocates, we have transformed the way the world understands, treats and prevents cardiovascular diseases and stroke. The belief that everyone deserves the chance for a longer, healthier life has been at the core of our mission for a century.

Together, and with Bold Hearts, we move into our Second Century, fueling science and innovation, funding life-saving research, championing the rights of patients and caregivers, empowering healthier communities and transcending the way people live, work and play. This relentless pursuit will persist until heart disease and stroke become tales of our past, not our present, and where equitable health and well-being propel us toward an unlimited future.

I extend my deepest thanks to you for your presence today and for your steadfast, generous support of our community. Congratulations on a remarkable year of impact, and with anticipation, I look forward to the countless achievements awaiting us in our next century of transformative work. Enjoy the celebration!

With heartfelt gratitude,



Jeremy Beauchamp
Executive Vice President
American Heart Association, Southeast



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FROM THE CHAIR

Dear Friends,

It is with great honor and excitement that I welcome you to the 2024 Mid-South Go Red for Women Luncheon. As the Centennial Chair for this year's event, I am humbled to stand alongside each of you as we celebrate the power, strength, and resilience of women in our community. Together, we honor a movement that has not only saved lives but has empowered countless women to take control of their heart health.

This year is particularly special, as we celebrate 100 years of the American Heart Association's life-saving work. We reflect on the incredible strides made in cardiovascular research, prevention, and education—and we look forward to the next century of impact.

I would like to extend my deepest gratitude to all of you—our sponsors, volunteers, survivors, and supporters—for your unwavering dedication to this cause. It is because of you that the Go Red for Women movement continues to thrive, raising awareness and bringing vital change to the lives of women here in the Mid-South and beyond.

I owe a special debt of gratitude that I will never be able to repay to my Executive Leadership Team. Their compelling personal commitments, contagious enthusiasm and convincing appeals have served as the drivers of success for this year's campaign. I also extend my congratulations to the dynamic Women of Impact who led and exceeded their fundraising goals as well. Of course, none of this would have been possible without the capable American Heart Association staff leaders, including Kate Staggs, Mandy Joyce, and others with whom I worked. Their advice and persistence have resulted in new and expanded community partnerships that are designed to reach women who may currently have no access to this vital information that could save their lives. Thank you for giving me the opportunity to contribute!

Today, we come together not only to celebrate but to inspire and be inspired. Thank you for your presence and your commitment. Together, we will continue to advocate, educate, and make bold strides toward a future free of heart disease and stroke.

With heartfelt gratitude,
Beverly

Beverly Robertson
Centennial Chair, Mid-South Go Red for
Women Luncheon



**American Heart Association
Mid-South**

*2024 Centennial Class
Top Fundraiser*

**Go Red For
Women.**



Public Health
Prevent. Promote. Protect.
Shelby County Health Department

Michelle Taylor

MD, DrPH, MPA
Division Director/Health Officer
Shelby County Health Department



EVENT PROGRAM

10:30 AM

Health Expo

11:30 AM

Welcome & Opening Remarks

Gina Neely

2024 Go Red for Women Chair Remarks

Beverly Robertson

Survivor Fashion Show

Alexandra Nicole, Emcee

Open Your Heart Story

Kerra-Grace

**2024 Women of Impact &
Volunteer of the Year Awards**

*Dr. La Sonya Harris Hall, Women of
Impact Chair*

Honoring Our Past Leadership

Beverly Robertson

1:30 PM

Luncheon Ends



THANK YOU TO OUR SPONSORS!

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EVENT LEADERSHIP

2024 Go Red for Women Chair



Beverly Robertson

Women of Impact Chair

Dr. La Sonya Harris Hall

Executive Leadership Team Members

Belinda Anderson	Ann Hawkins
Trina Bohanner	Ellen Klyce
Kathy Buckman Gibson	Bacarra Mauldin
Robert Burns	Cathy Ross
Dr. Terrell Carpenter	Cecelia Sawyer
Andre Dean	Ocpivia Stafford
Brenda Duckett	Susan Stephenson
Rose Flenorl	Tish Towns
Lynnette Hall-Lewis	Peggy Veaser



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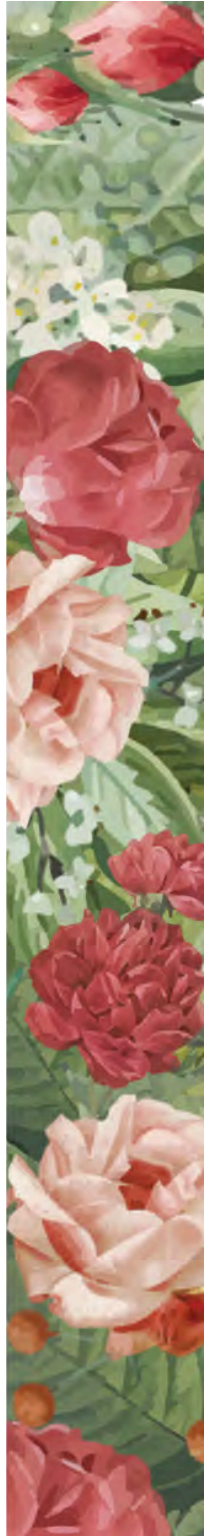
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Making Connections That Matter

Since our inception in 2016, our firm has been committed to causes that champion health equity, accelerate science and advance public health policy. Dean & Associates is pleased to support the MidSouth chapter of The American Heart Association and their mission of "Empowering the women in our lives to reclaim what matters most; their health."



ANDRE DEAN
PRESIDENT & FOUNDER



For the Ladies in Red

We are proud to support the American Heart Association's Go Red For Women movement to impact the lives of women affected by cardiovascular diseases and celebrate survivors.

ORGILL



Circle of Red™

Circle of Red is a society of passionate individuals who are in the fight against heart disease and stroke, the leading cause of death in women, to win. Circle of Red members are leaders in their communities and families.

THANK YOU TO THIS EXCEPTIONAL GROUP OF WOMEN'S HEALTH CHAMPIONS

CIRCLE OF RED LEGACY MEMBERS

Robert Burns
Andre Dean
Stacey & Robert Hyde
Joann Massey
Sandra Quinn-Frieson
Susan Springfield

CIRCLE OF RED MEMBERS

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Trina Bohanner
Kathy Buckman Gibson
Holley Cary
Erica Coopwood
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Leslie Daniel
Lori Evans
Travis Green
Sharon Harris
Dr. Ptosha Jackson
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Ellen Klyce

Beverly Robertson
Cathy Ross
Cecelia Sawyer
Ocpivia Stafford
Susan Stephenson
Tish Towns



American Heart Association®

Cor Vitae Society

Cor Vitae, Latin for heart of life, is the American Heart Association's annual giving society of individuals whose generous commitments are helping to change and save lives.

MANY THANKS TO THE MID-SOUTH COR VITAE SOCIETY MEMBERS.

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ALL HEART



for women's health.

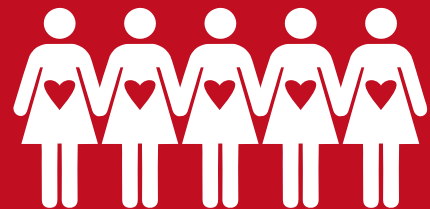


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THANK YOU
TO OUR CENTENNIAL CLASS
OF WOMEN OF IMPACT!





Mid-South American Heart Association Staff

Executive Director - Mandy Joyce

Senior Development Director - Kate Staggs

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CENTENNIAL CLASS OF WOMEN OF IMPACT



Dr. La Sonya Harris Hall
2024 Woman of Impact Chair



Dr. Michelle Taylor
Top Fundraiser



Marvia Balfour Coleman



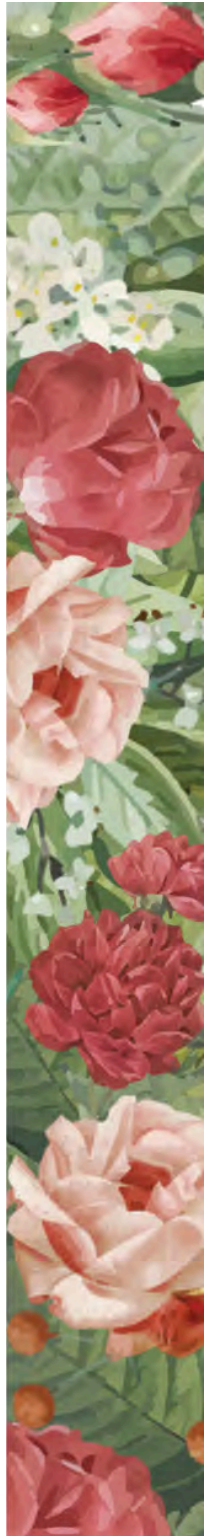
Sharon Devine Harris

2024 WOMEN OF IMPACT



Dr. Linda Haddad

Portraits courtesy of Sandy Adams Photography





2024 WOMEN OF IMPACT



Dr. Ptosha Jackson



Rachel Kemp



Tammy LoCascio



Teleesa Payne Mason



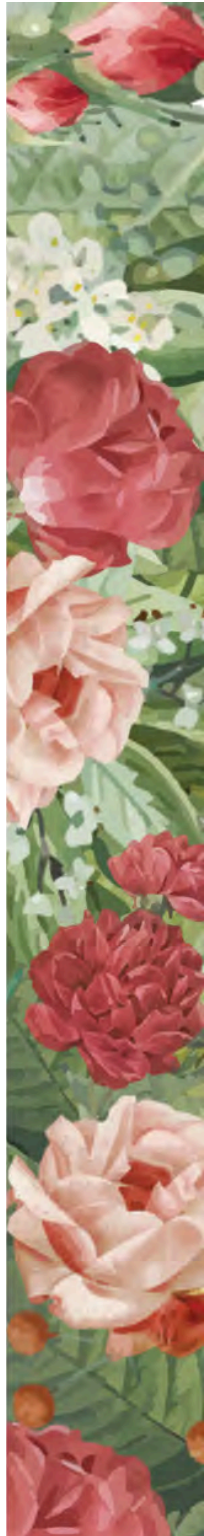
Erica Stiff-Coopwood, Esq.

2024 WOMEN OF IMPACT



Abusheri Ohwofasa

Portraits courtesy of Sandy Adams Photography





WOMEN ARE THE FUTURE OF STEM

KBG Technologies is proud to support STEM Goes Red for Girls and is passionate about growing the next generation of female STEM entrepreneurs in the Mid-South and around the world.

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Save the Date!

2024 Mid-South Heart Walk

September 29, 2024

Shelby Farms Park

2025 Mid-South Heart Ball

February 15, 2025

The Peabody Hotel

2025 Mid-South Go Red for Women Luncheon & Survivor Fashion Show

September 12, 2025

Hilton Memphis





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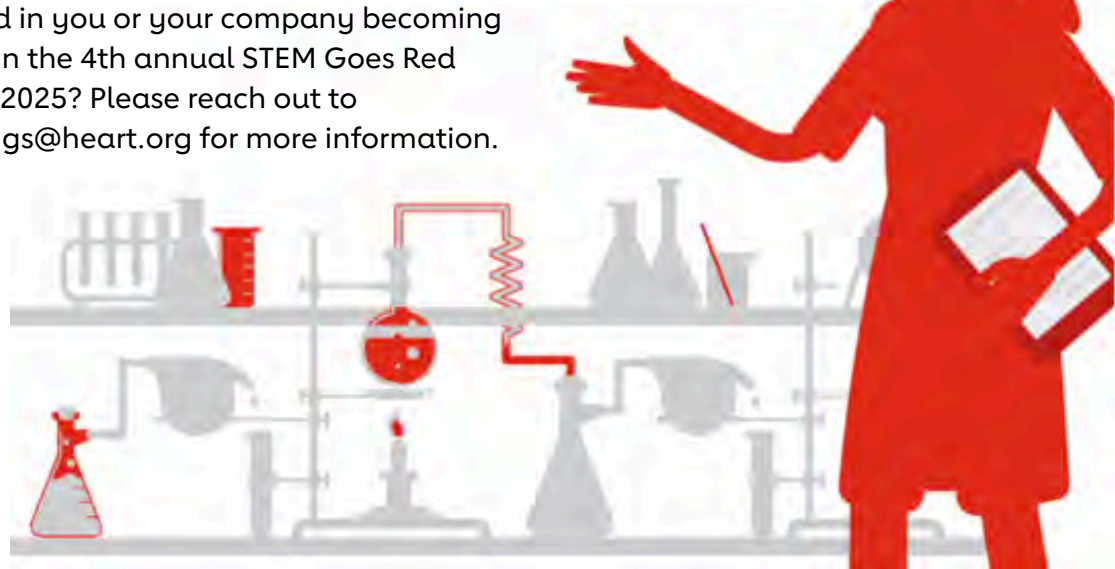
STEM Goes Red

As cardiovascular disease continues to be the #1 killer of women, ensuring more women are at the forefront of developing science, technology, engineering, and math (STEM) solutions has never been more imperative.

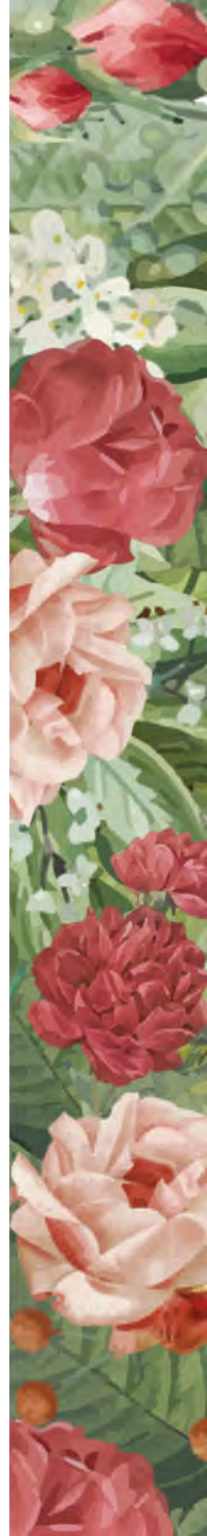
In May 2024, the Mid-South American Heart Association held its third annual STEM Goes Red - an inspiring, half-day event that brought an extraordinary group of 8th-grade young women in Shelby County together to explore STEM outside the classroom and taught them how they can one day join Go Red for Women's fight to save lives.

These future leaders were introduced to over 40 female STEM professionals from right here in Memphis, and walked away knowing they can make an impact in their world by following in these leaders' footsteps - into a future STEM career.

Interested in you or your company becoming involved in the 4th annual STEM Goes Red in Spring 2025? Please reach out to kate.staggs@heart.org for more information.



3RD ANNUAL STEM GOES RED FOR GIRLS





SURVIVOR BIOS

JACKIE WOODS

Jackie had her first child at 27 years old. About a month after having her daughter, following a stressful labor, she began to feel very bad. She attributed it all to postpartum and decided to put it off until her 6-week OBGYN check-up. She was coughing non-stop, had to sit up to sleep, was becoming extremely winded, and could even see her heart beating through her shirt. At her 6 week check-up, the doctor immediately sent her to the ER for chest X-rays. She was diagnosed with postpartum cardiomyopathy, congestive heart failure, and mitral valve prolapse. She underwent 12 years of medication and had open heart surgery to repair the valve in 2012. She is so happy to still be here to spoil her only child!

COURTNEY WILLIAMS

Courtney Williams was born in Tacoma, WA. When she had hernia surgery at 8 months old, her parents were told that she had a small heart murmur but nothing was done to address it. After moving to Mississippi at the age of 4, they were told that she needed to see a heart specialist for an echogram. Her parents were informed that she needed surgery, and it was scheduled almost immediately at Le Bonheur Children's Hospital in Memphis, TN. The surgery was successful. Her mom says that after 7 days at the hospital, she was a nervous wreck, and all Courtney wanted to do was get out and ride her bike! Today, she doesn't have any limitations and has been able to live a normal life, although she is still living with mitral valve regurgitation.

KERRA-GRACE & KRYSTAL HESTER-SMITH

Our Centennial Honored Survivor is Kerra-Grace. She was born with a large ventricular septal defect (hole) in her heart. At just 12 weeks old, she had open heart surgery.

Krystal is the proud mother of Kerra-Grace and Joshua Jr. and wife of Joshua. and Thank you to the Hester-Smith family for sharing their story with the Go Red for Women Movement this year!

SURVIVOR BIOS

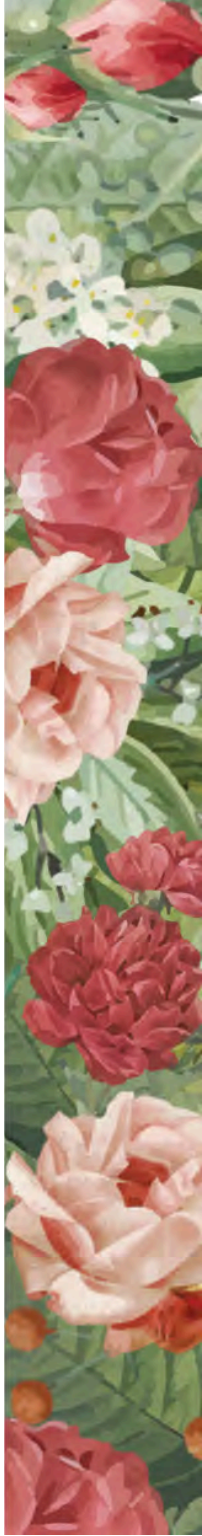
LORI SEPICH

Lori Sepich was born with a family history of heart disease, but her personal journey started at age 17 when she was diagnosed with extreme hypertension. She would spend the next 43 years fighting the battle of heart disease and before age 60 survived two heart attacks and numerous complications. But Lori has found inspiration in community, both at her job and in the greater Go Red for Women family, leading her to quit smoking and find her passion leading spin classes! Along with fellow survivor walker Hal Perry, she is the Co-Founder of Heart Quests, a local support group for those living with and impacted by heart disease.

Lori says, "I proudly stand here today to represent the 1 out of 3 women who will have this serious disease. Thank you to Go Red for giving me the honor of sharing my story! I fight every day to make sure the "beat" goes on. If you have heart disease love your heart and most importantly love yourself!!"

APRIL ARMSTRONG

April Armstrong was 26 years old when, on a routine doctor's visit for an allergy shot, her doctor found an abnormality in her EKG. She was then diagnosed with Cardiomyopathy, and also suffers with Fibromyalgia, both conditions that run in her family. April's father passed away from Cardiomyopathy at 40 waiting on the heart transplant list and her brother also diagnosed with Cardiomyopathy received a new heart at the age of 40 years old. April is now 45 years old and along with medication, she relies on her strong faith in God and the support from her family and friends to manage her conditions daily. She loves singing and cooking and always looks forward to vacation time with family. April says "turn your worries into worship and watch god turn your battles into blessings!"





SURVIVOR BIOS

HAL PERRY

At 4:00 a.m., the morning of March 1st, 2021, Hal Perry woke up with crushing chest pain, and asked his wife to take him to the hospital. When the doctor came in and asked about his pain level, Hal said, "It's coming in waves but never really stopping," and the doctor replied, "That's because you're having a heart attack." In the midst of a pandemic Hal survived a triple bypass to resolve multiple 95% blockages throughout his arteries as well as an intensive 12-week cardio rehab program he credits as the inspiration for his 30-pound weight loss and new-found love of cooking heart-healthy recipes. Hal says as someone with a family history of heart disease, and as the father of three daughters, he is honored to be a part of the Go Red for Women movement to inspire women throughout the Mid-south to take charge of their heart health. Along with fellow survivor walker Lori Sepich, he is the Co-Founder of Heart Quests, a local support group for those living with and impacted by heart disease.

MERRY MOORE

A trip to the emergency room for a few sutures for an injury to her foot saved Merry's life. When she was five years old, the emergency room physician heard a heart murmur during her visit. The doctor also noticed that her heart was beating rapidly. The emergency room doctor suggested to her parents that she see a pediatric cardiologist. After an extensive length of test and based on the sound of the murmur and other factors, she was diagnosed with Patent Ductus Arteriosus (PDA).

PDA is a condition in which the ductus arteriosus does not close. Most duct arteriosus close soon after birth, however hers wasn't noticed until she was five. Within a few weeks, Merry underwent open heart surgery to repair the heart vessel. She spent extensive time in the hospital recovering and getting back to being an active five year old. She has since lived a very healthy lifestyle without any complications. She continues to see a Cardiologist once a year for check ups and follow ups. She will continue to support Women's Heart Health to educate to other women how important is to listen to your body. Often times we articulate how we feel with menopause. Take it a step further and listen to your heart.



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THANK YOU TO OUR 2025 SEE YOU NEXT YEAR SPONSORS



Joann Massey, In Memory of Dr.
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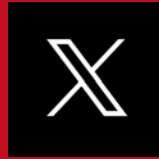
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Use #MemGoRed in your social media posts throughout the luncheon.



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To our 2024 Leadership, on behalf of the American Heart Association,

THANK YOU!

This event would not have been possible without the support of Beverly and the Executive Leadership Team. Thank you for your dedication to the Go Red Movement and your commitment to advocating for a healthier Mid-South!

OUR MISSION:

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

As we move into the second century of our work, we are advancing health and hope for everyone, everywhere.



Thank You

SO HONORED TO BE HOSTING
THIS YEAR'S FASHION EVENT IN
SUPPORT OF AMERICAN HEART
ASSOCIATION'S GO RED FOR
WOMEN MOVEMENT

Alexandra Nicole

@alexandra.nicole

Know the Warning Signs of Heart Attacks & Strokes



You Could Save Your Own Life



Cardiovascular disease is the leading cause of death in women. Heart attacks and strokes are life-or-death emergencies — every second counts. If you or someone you know is experiencing heart attack or stroke symptoms, call 911 immediately.

For a stroke, also note the time when the first symptom(s) appeared. This may improve your chances of getting better faster.



Heart Attack Warning Signs

- Chest discomfort
- Discomfort in the upper body
- Shortness of breath
- Cold sweat, nausea or lightheadedness



Stroke Warning Signs

- Numbness in face, arms or legs
- Vision impairment or headache
- Sudden confusion or trouble speaking
- Dizziness or loss of balance

The acronym F.A.S.T. is an easy way to recognize and respond to the sudden warning signs of stroke. The letters stand for:

F - FACIAL DROOPING

A - ARM WEAKNESS

S - SPEECH DIFFICULTY

T - TIME TO CALL 911

Memphis

MAGAZINE

Since 1976



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