



# NEWSLETTER NO. 11

## ELLEVATE LOUISIANA



**ELLEVATE LOUISIANA WAS FOUNDED IN 2020 TO EMPOWER WOMEN LEADERS THROUGHOUT LOUISIANA BY CONNECTING AND EDUCATING THEM ON THE CHALLENGES IMPACTING OUR STATE WITH DATA-DRIVEN, NON-PARTISAN SOLUTIONS TO MAKE A BETTER FUTURE FOR LOUISIANA.**

## Salon 22: Candid Conversations Series

This past fall Ellevate Louisiana partnered with Salon 22 in New Orleans to host a series of four panels aimed at discussing relevant issues facing women and offering viable solutions. Ellevate organized the panel experts while Salon 22 hosted the event in their lovely meeting space. The series was a huge success! There were between 25-35 attendees for each panel who engaged in robust discussion and valuable networking. Many thanks to Salon 22, our fabulous panelists, and all who attended. Read below to find out about each panel.

### **WOMEN'S HEALTH PANEL**

Panelists: Dr. Jennifer Avegno, Director of the Health Department for the City of New Orleans; Dr. Veronica Gillispie-Bell, board-certified OB-GYN and an associate professor for Ochsner Health in New Orleans; Shelina Davis, MPH, MSW Chief Executive Officer of Louisiana Public Health Institute. Moderated by Julie Stokes, Ellevate Louisiana.

This first panel was a collaboration with the Louisiana Public Health Institute and their Health HER-izons Series during which the panel explored the interconnectedness of women's health with economic vitality and community wellbeing. The panel also discussed some state and national statistics, including clinical outcomes, health rankings, and projected doctor shortages.

**FOR WOMEN,  
FOR THE FUTURE  
SALON22**

## POLITICAL PARTICIPATION PANEL

Panelists: Cassie Alsfeld, Founder & CEO Shoreline Strategies LLC; Helena Moreno, Councilmember At-Large and President of the New Orleans City Council. Moderated by Julie Stokes, Ellevate Louisiana.

Panelists discussed the lack of female elected officials in both Louisiana and at the national level, exploring barriers hindering women in politics from cultural norms to electoral systems. They proposed strategies for working toward gender equity in the political arena while also offering female support system advice.

## ECONOMIC SECURITY PANEL

Panelists: Charmaine Caccioppi, Executive Vice President and Chief Operating Officer for United Way of Southeast Louisiana.; Julie Schwam Harris, Activist & Policy Advocate; Paula Polito, Ph.D., Beary Cherry Tree Child Development Center. Moderated by Julie Stokes, Ellevate Louisiana.

This panel featured an overview of ALICE and how the persistent income disparities faced by women complicates that reality. Pay equity, pay secrecy, and paid family & medical leave were discussed through the lens of grassroots advocacy in lieu of failed legislation. Finally, the negative effects regarding lack of access to quality early care and education when families are not thriving was discussed.



## MODERATING PUBLIC DISCOURSE PANEL

Panelists: Jasmine Brown DeRousselle, Chief External Affairs Officer GNO, Inc.; Kathy Kliebert, Healthcare Consultant & Former Secretary of Louisiana Department of Health; Sandra Lundquist, President & CEO New Orleans Chamber of Commerce. Moderated by Julie Stokes, Ellevate Louisiana.



As we approached the Presidential election, the last panel appropriately tackled the difficulty having meaningful conversations in this current polarizing climate. Discernment, diplomacy, data and diffuse emerged as one approach to navigating these situations while recognizing there are often times that disengaging is the best strategy when all else fails.

Ellevate Louisiana and Salon 22 have decided to continue collaborating in 2025! Plans are in the works for bimonthly panels addressing subjects such as Executive Leadership, Advocacy, and MORE! Look for more information in the new year, and until then, keep supporting each other!

By: Julie Stokes, *Ellevate Louisiana CEO & President*



# Ellevate LA's Upcoming Programs

## MENTORSHIP PROGRAM

At Ellevate Louisiana, we understand the impact of empowered women empowering women, so we're launching a mentorship program to make these crucial connections within our organization. Mentoring categories will be executive leadership development, career navigation, government advocacy, and work/life balance. Our organization is full of female powerhouses across wide ranging career fields. From C-Suite executives to former members of the legislature, Ellevate's women have achieved the peaks of success, and so many of them are willing to share what they've learned along the way.



Earlier this fall, we sent out an interest form to collect feedback on the structure and format of the mentorship program, and using the perspectives of our members, we've designed a pilot we can't wait to launch. Using a brief survey on career experience and mentorship preference (that almost 40 of our members have already completed!), we have begun the process of matching mentors with mentees.

The mentorship pair will attend an orientation meeting with the program supervisor to clarify expectations and sign an agreement made by the pair. The mentors will also attend a brief training session to ensure a valuable experience for both mentor and mentee. After these sessions, the pairs will be expected to meet (either in person or virtually) for one hour once a month for the duration of our 3-month pilot. Ellevate will provide optional discussion materials for meetings and the program supervisor will be in regular communication to ensure the success of the mentorship.



At the end of the pilot, feedback will be collected from members who participated in the program. If successful, the program will continue with the feedback and expertise gained from the trial period. Please feel free to contact our intern and mentor program assistant, Gigi Hendrickson, at [gigi@stokesflame.com](mailto:gigi@stokesflame.com), for questions regarding the mentorship program. And for those of you who completed the pair matching survey, keep an eye out for your pair matching assignment in the near future!

## NEW MEMBER BRIEFING SERIES

In addition to the mentorship program, Ellevate Louisiana has just launched our New Member Briefing Series. This initiative will consist of bi-monthly briefings designed to help our members maximize their membership with Ellevate. Not only is it key for members to have access to the incredible opportunities within our organization, but we've come to realize the importance of ensuring this access is easily understood and utilizable. We held our first briefing on January 17, and we were overjoyed to see so many members in attendance! We are looking forward to our next one on March 20th! If you are not a new member and you are interested in attending, please contact Mallory Kiefer at [mallory@stokesflame.com](mailto:mallory@stokesflame.com).

## ELLEVATE VIDEOCAST & PODCAST

Ellevate Louisiana is thrilled to announce the relaunch of its videocast and podcast, dedicated to exploring key policy issues impacting Louisiana. This engaging platform will feature in-depth conversations with policymakers, experts, and thought leaders, offering diverse perspectives and solutions. Our goal is to empower listeners with knowledge and insights to promote informed dialogue and positive change. Stay tuned for upcoming episodes as we tackle the most pressing challenges facing Louisiana today!



**[HTTPS://WWW.ELLEVATELA.ORG/ENGAGE-VIDEOCASTS/](https://www.ellevateLA.org/engage-videocasts/)**



**[HTTPS://WWW.YOUTUBE.COM/@ELLEVATELOUISIANAJULIESTOK9794](https://www.youtube.com/@ellevatelouisianajuliestok9794)**



**BY ELLEVATE LOUISIANA**



**BY: GIGI HENDRICKSON, TULANE UNIVERSITY  
& ELLEVATE INTERN**





# ELLEVATE

## LOUISIANA

# 6TH ANNUAL LEGISLATIVE LEADERSHIP CONFERENCE

LEARN ABOUT THE GOVERNOR'S AND THE LEGISLATURE'S  
PRIORITIES FOR THE UPCOMING FISCAL SESSION



**SENATE PRESIDENT  
CAMERON HENRY**



**GOVERNOR  
JEFF LANDRY**



**SPEAKER  
PHILLIP DEVILLIER**



**FRIDAY  
4 APRIL, 2025**



**DOORS OPEN 9:30AM  
EVENT ENDS 2:30PM**



**HILTON BATON ROUGE  
CAPITOL CENTER**



**REGISTER NOW**



Contact Us : **MALLORY KIEFER** ☎ **504.655.0930** ✉ **MALLORY@STOKESFLAME.COM**



ELLEVATE

LOUISIANA

6TH ANNUAL

LEGISLATIVE LEADERSHIP CONFERENCE

HILTON BATON ROUGE CAPITOL CENTER | FRIDAY, APRIL 4, 2025 | 9:30AM - 2:30PM

## SPONSORSHIP PACKAGES

**Presenting  
Sponsor**

**\$10,000**

- ✓ COMPANY LOGO IN CONFERENCE EMAIL
- ✓ 1/2 PAGE AD ON EVENT MATERIALS
- ✓ COMPANY LOGO ON CONFERENCE MATERIALS & SELECT CONFERENCE SIGNAGE
- ✓ COMPANY LOGO ON CONFERENCE REGISTRATION PAGE ON ELLEVATE'S WEBSITE
- ✓ EXHIBITOR'S TABLE
- ✓ OPPORTUNITY TO GIVE A 5-MINUTE WELCOME ADDRESS AT CONFERENCE
- ✓ OPPORTUNITY TO PROVIDE BRANDED SWAG ITEM(S) TO ATTENDEES
- ✓ PROVIDED WITH AN EMAIL LIST OF ATTENDEES
- ✓ RECOGNITION ON SOCIAL MEDIA PRE & POST CONFERENCE TAILORED TO PROMOTE YOUR COMPANY
- ✓ RESERVED TABLE OF TEN NEAR THE STAGE

**Platinum  
Sponsor**

**\$5,000**

- ✓ COMPANY LOGO ON CONFERENCE EMAIL
- ✓ 1/4 PAGE AD IN EVENT MATERIALS
- ✓ COMPANY LOGO ON CONFERENCE MATERIALS & SELECT CONFERENCE SIGNAGE
- ✓ COMPANY LOGO ON CONFERENCE REGISTRATION PAGE ON ELLEVATE'S WEBSITE
- ✓ OPPORTUNITY TO GIVE 2-MINUTE VIDEO OR ADDRESS AT CONFERENCE
- ✓ OPPORTUNITY TO PROVIDE BRANDED SWAG ITEM(S) TO ATTENDEES
- ✓ RECOGNITION ON SOCIAL MEDIA PRE & POST CONFERENCE TAILORED TO PROMOTE YOUR COMPANY
- ✓ RESERVED TABLE OF TEN

**Gold  
Sponsor**

**\$2,500**

- ✓ COMPANY LOGO ON CONFERENCE MATERIALS & SELECT CONFERENCE SIGNAGE
- ✓ COMPANY NAME ON CONFERENCE REGISTRATION PAGE ON ELLEVATE'S WEBSITE
- ✓ OPPORTUNITY TO PROVIDE BRANDED SWAG ITEM(S) TO ATTENDEES
- ✓ RECOGNITION ON SOCIAL MEDIA PRE & POST CONFERENCE WITH OTHER SPONSORS
- ✓ RESERVED TABLE OF TEN

**Table  
Sponsor**

**\$1,250**

- ✓ COMPANY NAME LISTED ON CONFERENCE MATERIALS & SELECT CONFERENCE SIGNAGE
- ✓ RECOGNITION ON SOCIAL MEDIA PRE & POST CONFERENCE WITH OTHER SPONSORS
- ✓ RESERVED TABLE OF TEN

Contact Us : MALLORY KIEFER ☎ 504.655.0930 ✉ MALLORY@STOKESFLAME.COM



**ELLEVATE**  
LOUISIANA

# 2025 DAY AT THE LEGISLATURE

JOIN ELLEVATE LOUISIANA TO GET AN  
UP-CLOSE LOOK AT ADVOCATING AT THE  
LOUISIANA STATE CAPITOL.

**LUNCH AT THE LT. GOVERNOR'S APARTMENT!**



**Louisiana State Capital**  
900 North Third Street



**May 6, 2025**  
8:30am - 4:00pm



**SCAN HERE TO  
REGISTER!**



## 2025 POWER UP: WOMEN'S LEADERSHIP CONFERENCE

*ELLEVATE LA WILL HAVE A BREAKOUT SESSION*

**\*\*MORE INFO TO COME!\*\***



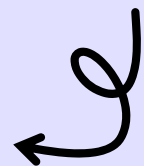
**April 3, 2025**  
8:30am - 5:00pm



**New Orleans Ernest N. Morial  
Convention Center**  
The Great Hall- First Floor  
900 Convention Center Blvd.  
New Orleans, LA 70130



**SCAN  
HERE TO  
REGISTER!**



504-655-0930



mallory@stokesflame.com



3501 N. Causeway Blvd., Suite 900  
Metairie, LA 70002