



# *Meeting the* **moment**

*for Alabama's women leaders*

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## Letter from Leadership

I am thrilled to share with you the release of Momentum's inaugural Economic Impact Report, a testament to the profound strides we've made in advancing Alabama's women leaders. For 21 years, we've known through surveys and testimonials how Momentum changes lives. This report quantifies the benefits of our programs and underscores the value of investing in the advancement of women.

As you explore the pages of this report, it is abundantly clear that the progress of our state is deeply intertwined with the success and prosperity of its women. Now, more than ever, we have a pivotal opportunity to harness this knowledge and propel more of Alabama's women leaders to even greater heights.

Together, we can create a future where every woman in Alabama has access to the resources, support, network, and opportunities she needs to thrive. This enriches not only her own life, but also the fabric of businesses, families, and entire communities.

Let us meet this moment with determination, passion, and unwavering commitment to building a more equitable and prosperous future for all.

Onward and upward,



April Benetollo  
CEO



*The Momentum board and staff extend our deepest thanks to Dr. Michelle Daniels, Assistant Professor of Marketing at the University of Alabama, for her hard work and support of our economic impact research project.*

For 21 years, Momentum has produced life changes and increased earning potential for our program participants. The figures highlighted here show just how impactful our innovative programs are with longstanding community support. These remarkable figures reflect salary increases since 2019, pointing to the importance of our curriculum, which supports participants' skill building, self-awareness, vision-casting, and connections.

# \$8,100,000

Total estimated salary increases of graduates from our Executive and Upward programs since 2019.



## **UPWARD PROGRAM SEES MOST OVERALL INCREASES**

Our Upward early-to-mid career program accounts for the greatest total estimated salary increases (\$4.4 million) in the past five years. Launched in 2019, the Upward program is delivered in half-day sessions across two cohorts, and serves 65 women annually. On average, over 30% of Upward class participants experience a promotion or upward mobility during the program, even before graduation.



## BIRMINGHAM CLASSES

# \$27k

The average estimated salary increase among Birmingham Executive class graduates.\*

# \$15k

The average reported salary increase among Birmingham Upward Class 5 at graduation.

\* Excludes Momentum Leaders in Medicine at UAB

“Momentum helped me successfully negotiate my salary and communicate my needs. I used the knowledge gained from the first Momentum session about salaries. I also used strategies I learned from Momentum and my classmates. During the process, I emphasized how my strengths would be a strength to the organization and the community.”

- Executive Class 20 Graduate  
(2022-2023, Birmingham)

## HUNTSVILLE CLASSES

# \$35k

The highest reported individual salary increase among Huntsville Executive Class One graduates.

# 30%

The percentage of Executive Class Two that experienced promotion or upward mobility during the program, before graduating.





# 97%

Percentage of Momentum  
graduates who remain in  
Alabama.



## *Impacting 99 Neighborhoods and Beyond*

As Birmingham's youngest City Attorney, and just the second woman of color to ever hold the position, Nicole King is a force for good in Alabama. She's also a proud alumna of our 18th Executive Class in Birmingham.

"When I was elected as Birmingham's mayor, one of my first decisions was selecting Nicole King as the new City Attorney. I knew she would be a highly skilled leader, but even I didn't anticipate how much impact she would have in this role," Mayor Randall Woodfin said of Nicole's leadership.

A couple of years into leading the city's legal team, she learned about Momentum.

"I had the wonderful opportunity to hear from a dynamic speaker who really honed in on the importance of professional development for women. That speaker was April Benetollo. From that one luncheon, one discussion, I was given a new lens and different viewpoint in which to further explore leadership growth," Nicole shared.

That interaction was all it took for Nicole to realize she wanted to apply to be in Momentum's next executive leadership class. Her involvement in Momentum came at a quite challenging time – the fall of 2020, into spring of 2021.

***"It was one of the best decisions I've ever made."***

Nicole not only serves the entire city of Birmingham – she also leads a 45-person team as a member of the city's executive leadership team. The scope of her department's work includes all things from criminal affairs to legal counsel across all departments, real estate transactions, lawsuits, and contracts across the city's 99 neighborhoods. It's no exaggeration to say that her leadership affects the lives of thousands of Birmingham city residents each day.

She shared that during her time in Momentum, receiving feedback on her emotional and social competencies was very impactful for her. This new opportunity to reflect on perspectives from those around her allowed her to learn skills to enhance self-management, her adaptability, and how she communicates with clients.

"The strengths session and assessment also taught me how to give grace to myself and recognize that my strengths not only build power, but they also empower others."

During and after her time in Momentum's executive program, Nicole also recognized the profound impact expanded programs and resources could have on more of Birmingham's women.

"Momentum recognizes the needs of the underserved in the Birmingham community as well as the needs of the business community and through its vision, has made top-tier leadership growth and mentorship opportunities available to those who otherwise would not be able to benefit from these services. Any time an organization such as Momentum seeks to pool resources together to help the playing field become more equitable and diverse, it becomes a community asset."

Since graduating from Momentum's executive program, Nicole was appointed to a second term as City Attorney and has been recognized by the Birmingham Business Journal as one of Birmingham's Top Women in 2022 and Who's Who in Law 2023. She was named to Momentum's Board of Directors and the 2024 Luminary Women initiative, all while continuing to deliver impactful work every day for city of Birmingham.



## *Taking Chances and Finding Confidence*

Jenny Askins took a chance in the fall of 2022. She was one of 16 members of our first executive class in Huntsville. She shared that while it may not be visible in a picture, the way she felt by the end of her Momentum experience was a total shift from how she entered the program.

"It was what I needed at just the right time. At the time, I was feeling disconnected and guarded as a leader, but I began shedding that feeling each month at my Momentum classes," Jenny stated.

As Founder and CEO of her own destination management group, Tournimo, Jenny is used to managing the ins and outs of experiences and feelings of groups and individuals alike.

***"I'm typically the helper, I'm the one that encourages and connects others. Momentum was a different and completely new experience. It was the first time I was able to be in a leadership group that was nurturing and encouraging me."***

Jenny was in good company. 80% of her classmates reported a distinctive experience compared to other leadership development programs. This was attributed to the all-female group dynamic with women from diverse industries and backgrounds, content that was new, and the expertise provided by facilitators.

"This was really about learning more about myself and my own leadership capabilities. My Momentum experience gave me a new confidence, allowing me to reframe my thinking from taking risks into taking chances," she said.

Soon after graduating from the executive program, Jenny took a chance by expanding her business statewide. During this time, Momentum was able to support Jenny through mentorship and our vast alumnae network.

"Momentum continued to connect me to more community as I expanded my business. My mentorship was extremely helpful. The alumnae network has been invaluable on my journey," Jenny added.



**Momentum's programs and resources are proven community assets and viable solutions in retaining and attracting top female talent within Alabama.**

**653**

Total Executive Program Alumnae

**295**

Total Upward Program Alumnae

10,000+

Women leaders who now engage with Momentum through our free community resources annually

2,500+

Leaders accessing free virtual trainings annually

200+

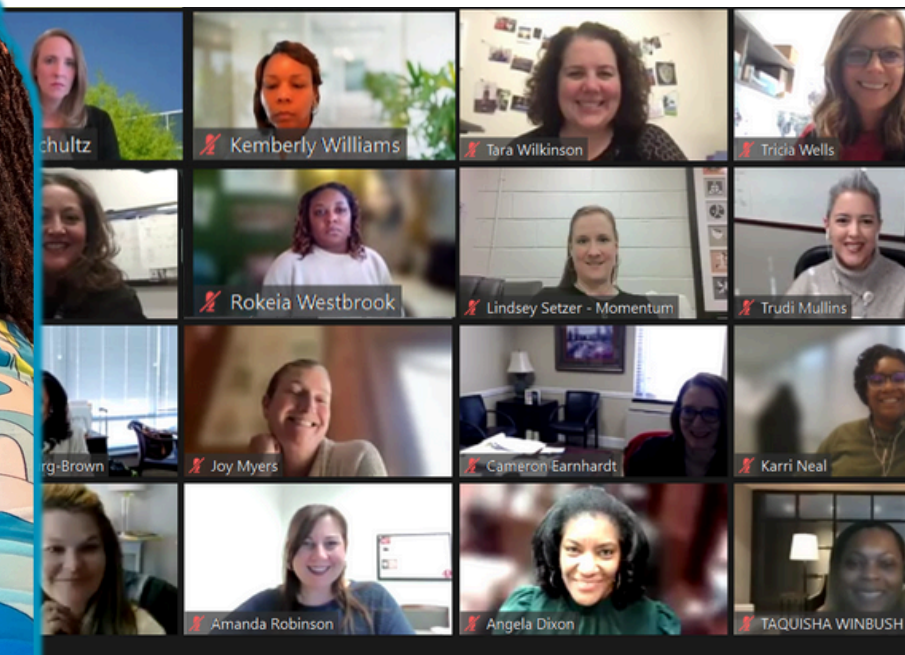
Requests for free mentorships annually

1,294

Women and girls served through community events and partnerships

78

Program and event scholarships provided in 2024



**“The quality of Momentum’s webinars is extremely valuable and add practical content to improve my leadership by helping me realize that I’m not alone in facing various scenarios. This helps with confidence to move forward and become more comfortable being uncomfortable. The fact that they are free is critically important to me. I greatly appreciate Momentum and the quality of these webinars. I look forward to growing my salary and becoming a monetary supporter of Momentum.”**

**- 2024 Virtual Training Attendee**

With the launch of Momentum Works in April 2024, 50 women will receive tuition-free leadership training in the City of Birmingham this year. This program serves women who are often overlooked and underserved with tailored, effective programming delivered during non-traditional business hours. Additionally, participants are offered childcare stipends. By adopting this approach, Momentum Works is filling a gap to uplift and remove barriers for under-supported women.

Cohorts meet once a month for 6 months and all participants receive mentor support throughout the program and beyond.



“Every woman worked together cohesively - what a warm inviting space. I appreciate the accountability and giving us homework. I loved it so much I wish we could meet more than once a month. I felt changed in just one session alone.”

- Cohort 1 Participant

### 100%

of current class participants are women of color

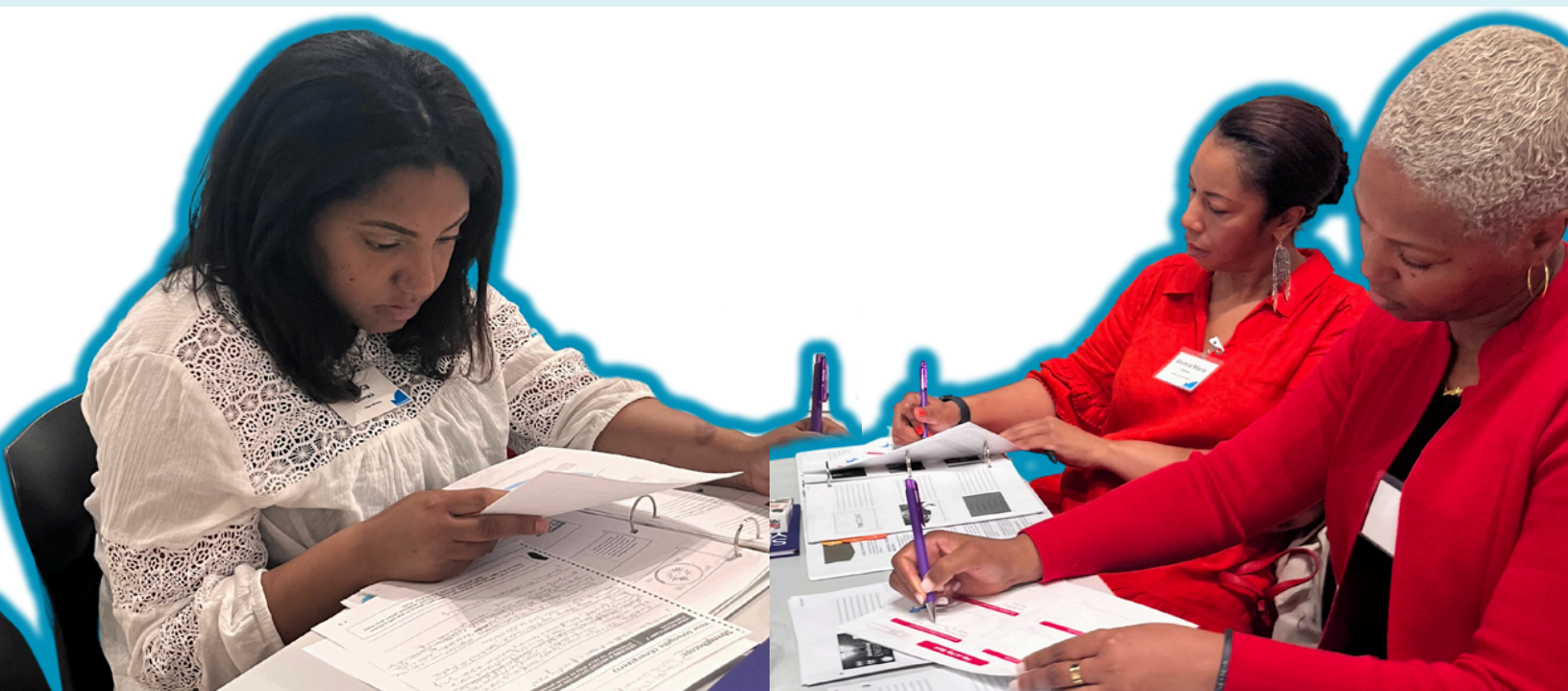
### 29%

of current participants report being underemployed or underpaid

### 40%

of current participants report being a single parent or guardian

Building on the success of our pilot year, and with additional funding partners, Momentum plans to strategically expand Momentum Works across Alabama. With a proven track record of driving progress, we will continue to cultivate opportunities for more of Alabama's women leaders and drive positive change across the state.



## GOAL OUTCOMES FOR 2024

**100%**

completion rate for our 50 participants

**50%**

will receive upward mobility or promotion upon completing

**20%**

will start new, better paying jobs upon completing

**50%**

will secure a 5% raise after completion of the program

**80%**

will feel more connected to the community

**100%**

will be paired with a mentor

## 2024 Leadership Conference

# 1,400+

Attendees at our 2024 Leadership Conference

# 99%

of attendees said they would recommend Momentum events to friends or colleagues

# 351

Companies represented from across Alabama

# 20

Diverse breakout sessions delivered by expert facilitator

# 90%

of attendees said conference speakers exceeded expectations



“The opportunity to be in a room full of successful women, to hear their stories, expand my network, and learn new things has been uplifting and immensely beneficial. My attendance was a pivotal moment in my journey, and I am profoundly grateful for the scholarship that made it possible. Thank you for supporting my professional development and for contributing to the impactful experiences of so many attendees.”

- 2024 Leadership Conference Scholarship Recipient

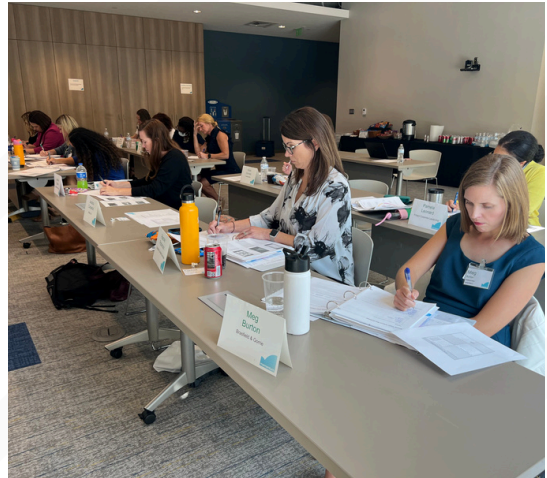


## *How to Meet the Moment*

- Consider making a special tax-deductible contribution that will impact the lives of thousands of Alabama's women leaders.
- Support the development of your leaders by encouraging them to attend our training programs and events.
- Share this report with your company leaders and request increased or continued support of Momentum.
- Share our free community resources with your teams and network.
- Enroll in our Mentor Matching program as a mentor, to request a mentor, or both!



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