



How We Got Over

A Review of Making It To The Other Side Of 2020

2019 presented a few operational challenges, resulting in year end financial challenges. So, we went into 2020 with a resolve that to turn the corner, we would need to adopt a focus on **Doing the Right Things at the Right Time for the Right Reasons**. Also, guided by our strategic plan we knew that the **Power of Partnerships** would be critical to our continued movement as a growing and thriving organization.

With all the challenges of the COVID-19 Pandemic and the social justice issues surrounding the protests of Black Lives Matter, unimaginable opportunities opened up. Operating in our role as Economic First Responder, we had to find a way to be there for the clients we serve when they needed us most.

Within two weeks of March 18th, when we closed our office to face to face traffic, we had developed a complete shift in entrepreneurship and workforce training on virtual platforms.

We also quickly transitioned our MyCom trainings to a virtual format. What we found is that within the first month, we were serving nearly twice the number of clients that we were serving face to face.

Being nimble in transforming the operation gave us an increased capacity that had not been previously explored. Other partners in the community took note and began to partner with us in innovative ways to serve our community.



We encourage you to experience the excitement of the organizational transformation by viewing our EOD Annual Meeting. You will be able to feel all of the excitement, as you join us in the virtual ballroom at <https://vimeo.com/490930668> and witness the outstanding events that moved us to safer operational shores by the end of 2020.

Steven A. Minter Legacy Award

The late Honorable Congressman John Lewis was honored posthumously as our inaugural recipient of the Steven A. Minter Legacy Award at the EOD (Equity On Display) Annual Meeting. Robyn Minter Smyers, daughter of the late Steven A. Minter, presented the Award that was established by the Urban League Board of Trustees as an annual recognition of individuals whose lives and work advance the mission of the Urban League movement, in addition to exemplifying Steve Minter's dedication to his fellowman. The event also featured remarks from National Urban League President Marc Morial, exciting local accomplishments and showcased partners.



The EOD Annual Meeting was made possible with the support of our generous sponsors:

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Proceeds from the event benefit our program offerings which include:

Education and Youth

Development where we are helping to mold the future direction of Cleveland youth and helping them become successful and prosperous young adults.

Economic Development where we are providing entrepreneurial solutions and support to help launch, grow and sustain thriving businesses.

Workforce Development where we reach hundreds of individuals annually through targeted workforce development training.

Visit www.ulcleveland.org to learn more about our programs.

2020 Highlights

The Power Of Partnerships

Many new corporate and funding partners joined us, several with multi-year commitments. Stay tuned for exciting news about these initiatives!

Cleveland Cavaliers

Cleveland Browns

Fleet Response

J.M. Smucker

Jobs Ohio
(MAGNET)

McKinsey

Red Stone Equity

Spin Corp

Team NEO

Union Home
Mortgage

Chan Zuckerberg
Initiative



We worked as a key team member in developing the Every Student Succeeds Act (ESSA) plan for the state of Ohio. We helped assure that equity and inclusion were “baked in.”

The end of 2020 brought unbelievable blessings to our door in the form of a multi-year major investment by the George Gund Foundation and a major grant from Dominion Energy.



Cleveland Offensive Tackle Jedrick Wills Jr and the Urban League Partner for Winter Blast

A surprise opportunity to bless our community came from the Cleveland Browns when we were asked to host and assist with Jedrick Wills, Jr's Winter Blast. Due to this player's generosity, one individual received a new car and assistance with rent for several months. Another family that had recently lost everything in a fire received \$10,000 to aid with rent and gifts for their five children. Four other families also received gifts for their children and \$1,000 to assist with food and rent. Based on how blessed our organization had been in this year, this opportunity to assist others in our community was a special way to end the year.



Spotlight

What The League Means To Me



Marshay Anderson

Marshay Anderson entered the WorkNOW program in 2019 as a single mother raising an eight-year-old daughter while working two healthcare jobs. She was eager to start and demonstrated an attitude and commitment to succeed in the building trades by diligently researching work areas of interest, asking intelligent questions during presentations and on project site tours, and participating in every training session.

"The WorkNOW program was almost like a career readiness program," says Marshay. "They helped us with resumes, provided opportunities for us to gain certifications, and placed us in front of many people looking to employ us."

Marshay's career in Construction has a promising future. "I'm a Laborer and I love it," says Marshay. "My trade allows me to learn the ins and outs of all the other trades. The apprentice program I'm in has us taking classes so that we can tend and assist the other trades. I'm not stuck with just doing one thing."

Marshay's enthusiasm for her new career has also inspired her daughter. "After watching me, my daughter has become interested in the building trades," says Marshay. "Now she wants to build a real-life Barbie Dream House."

Marshay says that the WorkNOW program is definitely worth looking into. "If you are ready to make a change in your life and willing to apply yourself, this is the program for you," she says. "They are willing to help you as long as you are willing to help yourself. They'll put you in front of all the right people and help you get the things you need to be successful."

Meet Our New Board Members!

What an exciting time to welcome new members to our team! Their addition complements our board of directors' skills and experiences, and we are confident they will provide valuable perspectives as we continue to be guided by our strategic plan.



INDIA BIRDSONG

*CEO and General Manager
Greater Cleveland Regional Transit Authority*

India L. Birdsong served as Chief Operating Officer of WeGo Public Transit, the Regional Transportation Authority in Nashville, TN. In that role, she was responsible for the leadership of more than 550 employees, including union and administrative staffers. She led all bus and rail operations and oversaw two garages and maintenance shops, a commuter rail line and a downtown transfer central hub. She was also instrumental in supporting the system's 25-year strategic growth plan.

Before joining the Nashville system in 2015, Birdsong spent nine years with the Chicago Transit Authority where she held a variety of roles, including senior manager of bus supervision and instruction for the Central Region, leading operations for a CTA Operating Division, bus operator instruction, and special events planning. She began her career there as an operations planner.

Birdsong is an active member in several industry organizations, including the American Public Transportation Association, Transit Cooperative Research Program, and Conference of Minority Transportation Officials.

Proficient in Spanish, Birdsong earned her Master's in Urban Planning and Policy from the University of Illinois at Chicago and her Bachelor of Arts from Temple University in Philadelphia.



MICHAEL BOWEN

Associate

Calfee, Halter & Griswold

Michael Bowen is an Associate in the firm's Government Relations and Legislation and Litigation practice groups, where he advises clients ranging from small, closely held businesses to large public corporations and public entities.

Michael began his law career as an Associate at a large Cleveland-area firm before joining Calfee in 2019. Bringing nearly a decade of experience, Michael's knowledge with the political process, including serving as the campaign manager for the re-election of Cleveland Mayor Frank G. Jackson for an unprecedented fourth-term, allows him to advise clients at the local and state levels of government.

In addition, Michael has experience as a commercial, business litigator representing public and private corporations and public sector entities in litigation involving class-action, securities and labor and employment disputes.

Michael has used his background as a litigator and government relations professional to establish a unique practice to meet the needs of his clients.

Michael earned his B.A. in history from Miami University and his J.D. from Cleveland-Marshall College of Law, where he was on the Dean's List, served as an editor of the Cleveland State Law Review and a member of the Fredrick Douglass Moot Court team.



JULIA DEAN

*Manager, Strategy & Transactions
Ernst & Young*

Julia was born and primarily raised in Houston, Texas. She moved to Cleveland, Ohio to attend high school and remained to obtain a BBA in Accounting, Summa Cum Laude, from Cleveland State University. After graduation, Julia went on to start a career with Ernst and Young, LLP's (EY) Assurance practice in Cleveland and later transitioned as a Manager into their Strategy and Transactions practice. She is experienced serving public to midsize companies as well as private equity firms in the Advanced Manufacturing, Consumer Products and Retail, and Health Sciences industries. She is also a licensed CPA in the state of Ohio and has professional affiliations with the AICPA, OSCP and NABA.

Her personal and professional experiences drove her passion over the years to volunteer with various community outreach programs focused on the providing professional developmental and educational opportunities to underserved/underprivileged individuals. This includes roles in diversity and inclusion recruiting (nationally and in Northeast Ohio), mentoring aspiring, incoming and new professionals of her firm, working with minority owned businesses, other diversity and inclusion efforts, and children's ministry leader. She is hopeful that the impact of her volunteer work will inspire youths and future generations use their capacity and resources to help others.

Julia currently resides in Rocky River, close to family that she enjoys spending her free time with. She is also an avid biker, loves traveling, nature, and cooking and devoted Cleveland sports fan.



KATHRYN M. HALL

VP, Diversity & Inclusion
JACK Entertainment

Kathryn M. Hall is the Corporate Vice President of Diversity and Inclusion for JACK Entertainment. Kathryn has more than 20 years' experience in the field of diversity, equity, and inclusion. She is passionate about helping others and deeply committed to the community.

Hall is also a Training Consultant with Corporate College, a Division of Cuyahoga Community College. She also owns her own Diversity Consulting Firm, The Essence Group. LLC.

Kathryn previously served the Northeast Ohio Regional Sewer District as the Chief Diversity Officer, a position she also previously held for Case Western Reserve University and Cuyahoga Community College as well. Kathryn is actively

involved in the community and serves numerous organizations including Board Chair for Step Forward (formerly The Council for Economic Opportunities in Greater Cleveland); Board Member for the Greater Cleveland Urban Film Festival; The Commission on Economic Inclusion; The Artist Review Panel for Cleveland Hopkins Airport; The United Black Fund of Cleveland, and The UNCF of Northeast Ohio.

Hall graduated from Cleveland State with a Master's in Psychology with an emphasis in Diversity Management. She is also a Certified Diversity Professional. Kathryn received her Executive Coaching Certification from Weatherhead School of Management. She obtained her undergraduate degree from Baldwin Wallace University.

Kathryn was recently named as one of the 2021 YWCA of Greater Cleveland Career Women of Achievement. A Cleveland Native, Kathryn is an avid sports fan, a proud lifelong Cleveland Browns fan and Cavaliers season ticket holder. When she is not cheering on her hometown teams, Kathryn enjoys collecting fine art and traveling.



CHRISTINE HERRERA

*Vice President, Tax
The J.M. Smucker Company*

Christine Herrera was born and raised in Toronto, Canada. Growing up in a bustling metropolis gave her direct perspective and appreciation, from a young age, of the unique challenges of urban residents, business owners, and families. During high school, Christine worked as a bookkeeper for small businesses downtown, and volunteered for a variety of organizations in the city, including St. Michael's Hospital and the Canadian Foundation for AIDS Research. After graduating from the University of Waterloo with a Bachelor of Mathematics and a Master's of Accountancy, Christine became a Chartered Accountant and Certified Public Accountant, joining PricewaterhouseCoopers' Toronto tax practice in 2000. She moved on to become the Canadian tax manager for The J.M. Smucker Co. in 2007, and relocated to Smucker's corporate headquarters in Orrville, Ohio in 2014. She is currently the Vice President, Tax for Smucker. Christine lives in Bath, Ohio with her husband, Anthony, and three children, Mia, Marcus, and Adam.



Mike Mossholder

Chief Revenue Officer/Chief Marketing Officer

Mike Mossholder is in his first year as Chief Revenue Officer/Chief Marketing Officer with the Browns and Haslam Sports Group (HSG) after being named to the position in January 2020. HSG owns and operates the Browns and Major League Soccer's Columbus Crew SC, and the entity also explores various opportunities within the sports and entertainment industries. Mossholder, who has 25 years of management experience in sports business, oversees all revenue and marketing functions for HSG.

During his career, Mossholder has served in marketing and sales roles across various sports, including time with the Miami Dolphins, Tampa Bay Mutiny, Ultimate Fighting Championship (UFC), Las Vegas Motor Speedway, Churchill Downs and Vision Venture Partners.

Mossholder joined HSG after spending the past two years as Chief Business Officer-Partner at Vision Venture Partners, a venture capital group that develops companies in markets related to technology, Esports and video gaming, digital content production and lifestyle brands in food and beverage. With Vision Venture Partners, he managed the sales, marketing, creative, merchandise, programming and content teams across the portfolio of companies.

From 2011-2017, Mossholder directed corporate partnerships for the UFC, where he was ultimately promoted to Executive Vice President of Global Marketing Partnerships. He helped significantly increase and develop staff and generate record revenue throughout his tenure with the organization, as well as create strong consumer sales and visibility opportunities for major UFC partners.

Prior to the UFC, Mossholder contributed in executive positions with the Las Vegas Motor Speedway (sales and marketing, 2009-2011), Churchill Downs (sales, 2008-2009), the Miami Dolphins (sales, 2003-2008) and Major League Soccer's Tampa Bay Mutiny (sales and marketing, 1995-2002).

A graduate of the University of South Carolina, Mossholder has two daughters, Marisa and Ariana. He also serves as a member of the Urban League of Greater Cleveland's Board of Directors and previously contributed on board of directors for Pet Partners and the Southern Nevada Sports Hall of Fame.



AUGIE NAPOLI

President & CEO

United Way of Greater Cleveland

August A. Napoli is President and CEO of United Way of Greater Cleveland, the largest private funder of health and human services in the Greater Cleveland region.

Prior to joining United Way of Greater Cleveland as President and CEO in June 2016, Mr. Napoli served as Deputy Director and Chief Advancement Officer of the Cleveland Museum of Art for six years where he oversaw the successful campaign to raise \$320 million in support of the renowned institution's historic renovation and expansion project and led the Division of Institutional Advancement that included fundraising, community engagement, marketing, visitor experience and audience research.

Mr. Napoli has more than forty years of nonprofit executive experience in the northeast Ohio region. He has led institutional advancement activities at several universities including Baldwin Wallace College and served as Vice President for University Relations and Development at Cleveland State University and as the Executive Director of the Foundation at Cleveland State University.



Alan K. Nevel

***Senior Vice President, Chief Diversity and
Human Resources Officer
MetroHealth***

In this unique integrated leadership role, Alan is responsible for driving the human resources strategy to attract, engage, develop and retain a highly diverse workforce to fulfill MetroHealth's mission while leading inclusion, cultural competency and work-life strategies to empower employees.

A Native Clevelander, Alan brings over 25 years of experience in successfully guiding large Fortune 500 organizations through large scale Cultural Transformation. Alan's management expertise includes driving the development and implementation of value-added, best-in-class strategies in Diversity, Inclusion and Equity, Human Resources, Organizational Change Management, Leadership and Talent Development.

Alan joined MetroHealth in 2018 after having served as Vice President, Global Diversity and Inclusion for Thermo Fisher Scientific, a \$25 billion global life science solutions, specialty diagnostics and laboratory equipment company with over 70,000 employees in 60 countries. Under his leadership, the Global Diversity & Inclusion Center of Excellence implemented inclusion, equity and ability strategies leading Thermo Fisher to receive numerous national and international awards. Alan and his team also established value-added community partnerships encouraging STEM education among underrepresented populations, further cementing Thermo Fisher's position as one of the World's Most Admired Companies.

Prior to joining Thermo Fisher, Alan served in Diversity and Inclusion, HR Strategy Delivery, Talent Development, and Organizational Change Management roles for 8 years at Columbus, OH-based specialty fashion retailer L Brands.

Alan began his professional career in R&D and manufacturing at the Sherwin Williams Company before moving on to a successful management consulting career with Andersen Consulting/ Accenture. At Accenture, Alan worked across a wide variety of industry verticals and functional areas focused on large-scale organizational transformation, supply chain process improvement and organizational change management.

A highly sought-after speaker and educator, Alan is a proud graduate of the Wickliffe City Schools, Cleveland State University (B.A., Liberal Studies) and Case Western Reserve University's Weatherhead School of Management (MBA). Alan is passionate in his commitment of giving back to his community. He currently serves as Chair of the Cleveland State University College of Liberal Arts and Social Sciences Visiting Committee, and is a Board Director for Recovery Resources, The Diversity Center of Northeast Ohio, Karamu House, and The National Society of High School Scholars Foundation.