

SPECIAL PROMOTION

11th Year Anniversary

Executive women

in business | ACHIEVEMENT
AWARDS | **2017**

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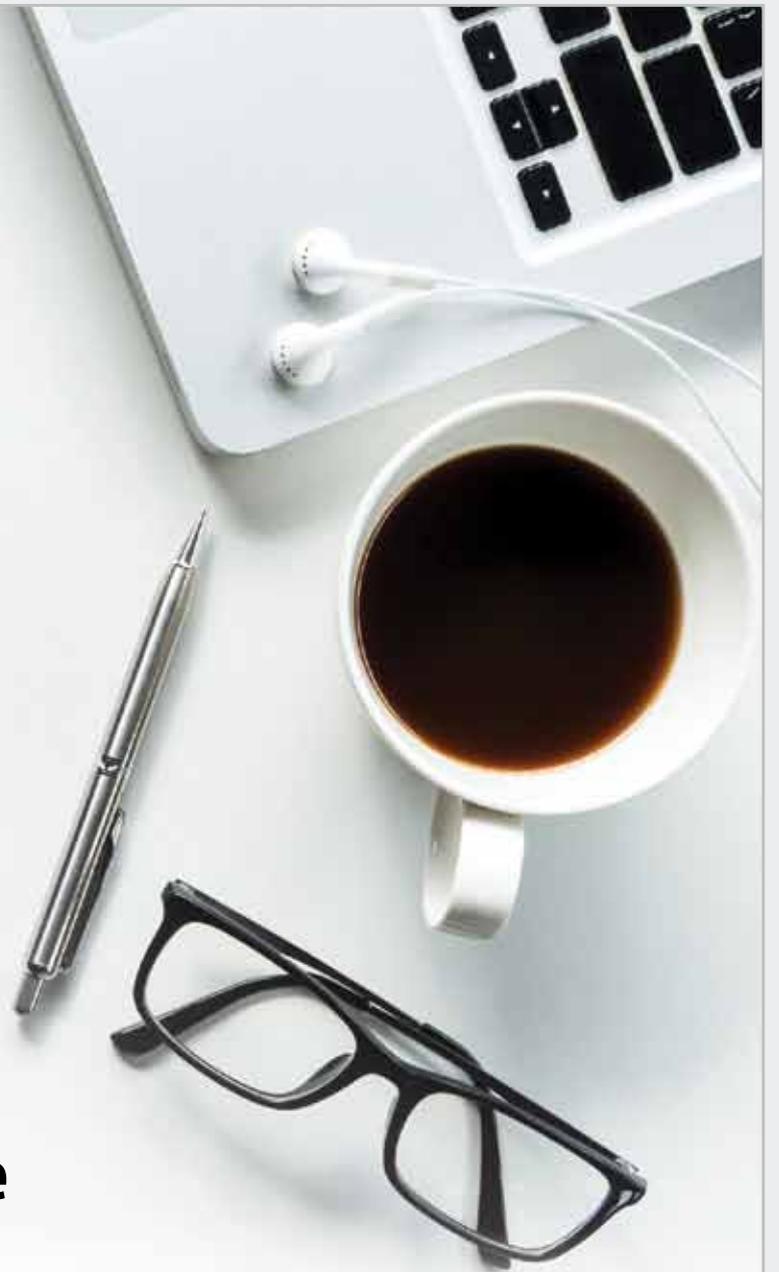
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**We congratulate the 2017 Executive
Women in Business Honorees**



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PHOTO BY DAN CURRIER

2017 EXECUTIVE WOMEN IN BUSINESS ACHIEVEMENT AWARDS SELECTION PANEL

Melanie Roupas Events and Marketing Manager, Style Weekly; Victor Branch Richmond Market President, Bank of America; Andrea Hill Partner, Ernst & Young; Evelyn S. Traub Partner and Section Leader - Tax & Benefits, Troutman Sanders

Long before people were leaning in or fretting about their work-life balance, women in Richmond were making things work.

A nurse practitioner who brought clinical care experience to hospital administration, an English major who fell in love with the financial services industry, and a coder on the front lines of consumer banking technology – this year's Executive Women in Business honorees prove that there's no single path to the top.

And there's always room for more up there. All three find time to mentor and advise young women and colleagues in pursuit of more diverse ranks in their fields. Their sage advice is sure to follow the River City's future leaders.

Richmond is a city on the rise, and the honorees this year are a powerful tide.

ROOMS WITH A VIEW

Executive Women

in business | ACHIEVEMENT AWARDS | 2017

You are cordially invited to attend the
11th annual Executive Women in Business
Achievement Awards luncheon honoring
the 2017 recipients:

FRANCINE BARR

Bon Secours St. Mary's Hospital

JULIE ELBERFELD

Capital One

DENISE MERINAR

BB&T Scott and Stringfellow



Wednesday, July 19, 2017

Noon-2pm

Troutman Sanders LLP

1001 Haxall Point - 15th Floor

Richmond, Virginia

\$670 per table of eight

\$85 per person



To RSVP or for further information,
please contact Melanie Roupas at
(804) 358-0825 extension 331 or
melanie.roupas@styleweekly.com.

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Catering provided by Mosaic Cafe & Events.

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Friend Sponsors proudly congratulate
Richmond's most influential female
corporate executives.



Every woman deserves
her time in the
Spotlight

Congratulations to this year's honorees.



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Francine Barr remembers telling her parents, neither of whom worked in the medical field, that she wanted to be a nurse when she was 10 years old. There was no sick family member or medical episode. The idea came fully formed to her young mind and never left.

“And I didn’t ever think I’d be a CEO of a hospital,” Barr says. “My whole life has been about advocating for nursing as a profession.”

But at Bon Secours St. Mary’s Hospital, that and her background in clinical care made perfect sense for a leader. The 12 women in 1830s France, the original sisters of Bon Secours, founded an order for in-home, holistic care of sick patients of all incomes. And under Barr’s leadership, that model finds a natural fit.

Barr’s modern version of holistic medicine involves a whole-hospital approach to patient care – improving relationships and communication among all hospital staff from surgeon to janitor.

“I think one of the biggest changes these last few years in health care is seeing everybody that’s in the hospital as a caregiver in some way,” Barr says. “That hierarchy used to exist – well, I work in environmental services. I don’t provide patient care. But in essence, yes, you do.”

With a master’s and doctorate in clinical nursing, Barr entered the administrative side unexpectedly, when her former hospital’s leadership approached her about managerial roles. After a brief return to clinical nursing,

when her children were young, St. Mary’s came calling in 1993 with a role as administrative director in critical care nursing.

Barr admits a little religious culture shock at first at the Catholic hospital, which had its 50th anniversary last year, but she grew to love the atmosphere and the flexibility. She credits the supportive environment at home and at work for her success.

Eighteen months ago, she took on the chief executive role vacated by Toni Ardabell, a 2016 Women in Business honoree, when Ardabell became the head of the Bon Secours Richmond Health System.

“I really am here to help people,” Barr says. “While I’m not directly taking care of patients in my role, I have an impact on the lives of people in the hospital seeking care. And I take that very seriously.”

Like the hospital volunteers whose hours of dedication she praises, Barr also mentors other young women at St. Mary’s, which has child care on its campus, and advocates for nursing as a profession that can lead in many directions.

“Find that work-life balance,” she says is her biggest piece of advice. “Do what feels right to you. If you have aspirations and a plan, and you keep your heart where it needs to be, you’re going to be able to get to where you need to get to.”

You can never go back with your family, she adds. But there are many paths forward in your career.

FRANCINE BARR, DNP, RN

CHIEF EXECUTIVE OFFICER,
BON SECOURS ST. MARY’S
HOSPITAL



JULIE ELBERFELD

SENIOR VICE PRESIDENT OF SHARED TECHNOLOGY, CAPITAL ONE

Julie Elberfeld didn't set out to work in bank technology.

She majored in math and was given an unexpected chance to work as a software engineer out of college. "I was taught on the job, essentially," she says. "It was a twist of fate that changed my whole life."

In her 30-year career, she's been an engineer, a project manager, a business analyst and a tester. And her commitment to the field recently took a new form. The founder of the Women in Technology Initiative at Capital One, Elberfeld helps girls and women join the tech world and stay in it. Fifty-six percent of women drop out of the field by the midpoints of their careers – more than twice the rate of men, she says. And it's a higher percentage of women than in other fields.

"So I like to say I'm a member of the 44 percent, the ones who stayed," she says.

But she'd like more company. Elberfeld says that, when she entered the field, it was actually at the peak of female representation in the technology field – around 40 percent in the late 80s and early 90s. Today, it's 18 percent.

Media representation, the dot-com bust of the 2000s and culture problems in the field all contribute. Women are often lured away by industries they perceive as valuing them more. Then a self-fulfilling prophecy sets in, and women don't see a path to C suites and positions like chief information officer, a position Elberfeld has held.

"Capital One has a rich heritage of embracing diversity and inclusion," she says. "We felt as if we had not only a great place to work, where women were having great careers, but also felt we could be part of the industry dialogue to help change things."

Capital One holds Techsters, bringing middle school girls to the office for a day of coding, and Elberfeld is active in groups such as the Richmond Technology Council. The mother of three and stepmother of two children recently moved back to Cincinnati and commutes to Richmond.

At her first job in a Cincinnati bank, Elberfeld worked on one of the very first home banking applications in the mid-90s at a time when banks were skeptical about customers' willingness to use computers to transfer funds and pay bills.

"Clearly the adoption curve was very rapid," she says.

And bringing a diversity of perspectives into the field will serve that evolution well. Elberfeld recently spoke at a camp where high school students had given up their summer to learn code, and a group of girls wanted to show off their final project.

"Coding was a tool to solve a problem. It wasn't about the technology itself," she says. "I reflected on, if this had been a room of boys, it would've been a different conversation."



DENISE MERINAR

SENIOR MANAGING DIRECTOR, BB&T SCOTT & STRINGFELLOW

Denise Merinar began her career on the cusp of a 401(k) revolution.

As a young temp, she took a job explaining the value of retirement funds unhinged from a single employer, one that gave employees flexibility in moving from job to job. She had never taken a business class, but was soon discussing mutual funds in company boardrooms.

Merinar fell in love with the job and committed herself to an industry that she didn't even know existed when she graduated from Virginia Tech with degrees in English and communications.

"They said 'if we teach you, you can teach others,'" recalls Merinar, now the senior managing director at BB&T Scott & Stringfellow. That ability to translate between financial and nonfinancial worlds has served

her well as an adviser and now in management.

"When people talk about the brokerage business, they always think Wall Street, somebody on the trading floor," she says. "And it's really about individual clients being helped by financial advisers saying: 'Here's how you plan for life, here's what you need to do.'"

She nurtures communications skills in others and sees the value in her liberal arts degree. "I had no business background [at first.] I had no understanding of the market, so it's easy to hearken back and remember," she says. "A lot of clients come to the table like that."

Merinar participates in the United Way Women's Leadership Council and volunteers through events sponsored by BB&T Scott & Stringfellow Care Committee and the BB&T Lighthouse Project. PTA and team mom roles round out her personal life.

At Scott & Stringfellow, Merinar counsels young colleagues. First, she tells them to have a diverse group of mentors, both men and women. And be generous with your own time.

For women to succeed in a male-dominated field

like hers, she thinks they must have a sense of humor. "You have to have a lot of confidence, and you have to straddle that line between confidence and arrogance," she says. "You don't want to have false bravado, especially if it's not earned."

But women are much needed in the industry, Merinar says. "I think women bring a sensitivity, particularly women who are juggling families, of getting things done, of being sensitive to multiple priorities without disrupting everything."

And as women amass more wealth, she adds, it makes sense to have more women advisers and leadership in the financial services industry.

"Surround yourself, both professionally and personally, with people that have the same values -- integrity, trust. Support each other, and celebrate each other's successes," she says.

It's been the key to her achievement and why she's loyal to the company. "BB&T is so deeply rooted in values. I've been here 15 years and I hope to retire here because of that," she says. Her retirement plan is in place.

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EY is pleased to recognize all of the Executive Women in Business finalists for empowering other women in their organizations. There's no limit to what we can accomplish when we strive to build a better world together.

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