



2024 BBG

BUSINESS BRUNCH Main Gallery @ 21c WEDNESDAY, MARCH 6TH



**Big Brothers
Big Sisters**
OF NORTHWEST
ARKANSAS



SIGNATURE
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**General
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Silvia
Kawas



Samantha
Arroyos



Meredith
Nelson



Melissa
Proctor



Shawn
Townzen



SILVIA KAWAS

Silvia Azrai Kawas leads the Consumables business for Walmart U.S. She is responsible for the overall omni-merchandising strategy and assortment for the company’s Consumables business, including the Baby, Beauty, Health & Wellness, Household Essentials, PersonalCare and Pets businesses. Silvia has been with Walmart for over 20 years, serving in a variety of key leadership roles across merchandising.

She began her Walmart career in Financial Services, supporting the development of products and services for the financially underserved. In 2009, she joined merchandising where she supported strategy, process and organizational design. Silvia went on to lead the Snacks business, and in 2014 was promoted to vice president, Adult Beverage, and later served as the vice president of Dry Grocery.

In 2019, she joined the Private Brand team as vice president of Private Brands for Food, leading private brands across the packaged and fresh businesses. In



her most recent role as senior vice president, Consumables, Health & Wellness, Silvia and her team have been delivering growth and expanding access to affordable health related products that support customers’ needs through every life stage.

Silvia graduated from the University of Jordan with a B.A. in Marketing and earned her MBA from the University of Arkansas, Fayetteville.



Since 1993, Big Brothers Big Sisters NWA has helped children realize their potential and build brighter futures. Through our one-to-one mentoring programs where the child (the “Little”) is paired with a caring adult volunteer (the “Big”), we can help ensure success for children facing adversity. This

Our Speakers

MELISSA PROCTOR

Melissa Proctor is the EVP and Chief Marketing Officer for the Atlanta Hawks and State Farm Arena.

Proctor joined the organization in June 2014 and oversees the day-to-day operations of the club's marketing, Hawks Studios, live experience and production, brand merchandising/retail, entertainment industry relations, community impact and basketball programs team.

Since she started her career with Turner Broadcasting System, Inc., Proctor has been a trailblazer. Among her list of recent accomplishments, Proctor released her first book in 2020 titled *From Ball Girl to CMO* and in 2021, she was honored with Adweek's CMO Award. The American Marketing Association Atlanta Chapter recognized Melissa with the 2022 AMY Lifetime Achievement Award.

Proctor is graduate of the 2023 class of Leadership Atlanta and serves on the board of the High Museum of Art, WABE and is a



member of the Georgia State University Marketing Roundtable. She holds a bachelor's degree in communication from Wake Forest University and a master's degree in design studies/branding from Central Saint Martins College of Art and Design at The London Institute. She lives in Atlanta and is mom to her awesome daughter Marley.

mentoring has been shown to improve the child's school attendance, create healthier peer relationships, build their self esteem and outlook on the future. Our programs are 100% funded locally through philanthropic support; it costs approximately \$1,700 to conduct interviews, run background checks

and match a Big and Little, provide 1 free monthly activity and then monitor the match for a year. Typically with 30 children on our waiting list, and we encourage you to support BBBS NWA either financially or by becoming a Big, Big Couple or Big Family.

Our Speakers



SAMANTHA ARROYOS

Samantha Arroyos is a Partner with SERVE2PERFORM and lead partner of LatinXNA, a community empowering, elevating, and engaging Latino and diverse talent in NWA and beyond. Samantha has been with S2P for 11 years and had previous positions as the Communications and Marketing Intern, Project Ninja, and Chief of Staff.

She proudly sits on the Ozark Literacy Council Board of Directors Executive Committee, the Arkansas United Board of Directors, and Banco Si Board of Advisors. Previously serving as an Advisor of the Delta Gamma Alpha Omega Chapter and on the City of Fayetteville Civil

Rights Commission. Samantha has been recognized as part of the NWA Business Journal's 2019 Fast 15.

Samantha is a strong professional with a Cum Laude Bachelor's degree in Small Business Management with a focus in Organizational Leadership and a Minor in Marketing from University of Arkansas.



MEREDITH NELSON

Meredith Nelson is the Business Unit Director for Mexican Meals at General Mills where she has responsibility for building the strategy and plans to drive business growth for Old El Paso, one of General Mills' billion dollar brands. Meredith is an accomplished general manager and commercial business leader with a passion for building business and driving results with great teams. Since joining General Mills in 2006, Meredith has held roles of increasing responsibility across various business channels and functions.

Meredith sits on the board of the Women's Foodservice Forum (WFF). She is also involved with University of Minnesota athletics – acting as

a Mentor for W.I.L.L. (Women Invested in Leadership and Learning) and working as a color commentator for several Gopher Volleyball matches.

Meredith holds a bachelor's degree in Applied Economics from the University of Minnesota, where she was an All-American volleyball student-athlete. Meredith also holds an MBA from Harvard Business School. She lives in Minneapolis, MN with her husband, two sons, and a dog.

Our Speakers



SHAWN TOWNZEN

Shawn is a 26-year Walmart associate, currently serving as Vice President and DMM for Meals, Sauces, & Condiments in the Food Division. He joined the company working as an hourly associate at store #359 in Fayetteville, Arkansas while a student at the University of Arkansas. His career has spanned various roles in Operations, Pricing, Product Development, and Consumables with the majority of his time in various Merchandising roles. Shawn is married to his wife Cathy and has three daughters: Ardyn, Ander, and Aubry.



RACHEL McREICKEL

Rachel leads the Walmart Home Storage division for SC Johnson, overseeing strategic objectives, driving growth, and supporting her team's development. With nearly 10 years at SC Johnson, Rachel has excelled in various global and local roles across marketing and sales.

She began her career at Perdue Farms, managing exports, establishing overseas offices, and launching a new line of pet treats. Transitioning to SC Johnson, Rachel contributed to US Marketing, Global Marketing, and Innovation teams, leading cross-category initiatives.

In 2020, Rachel joined sales in SC Johnson's Walmart office, advancing rapidly from Home Cleaning to Air Care, and now Home Storage.

She's delivered impactful strategies, sustainable growth, and been a champion of the team's culture.

Aside from her professional achievements, Rachel is dedicated to community engagement and is a proud mother to an energetic toddler.

Rachel graduated Summa Cum Laude from Salisbury University with a B.S. in International Business Administration and a B.A. in Economics.



**Big Brothers
Big Sisters**®

OF NORTHWEST
ARKANSAS

MISSION

Build and support one-to-one relationships to ignite the biggest possible futures for youth.

VISION

All youth achieve their full potential.

MENTORING

Children ("Littles") and their mentors ("Bigs") meet one-to-one a few times a month to do activities of their own choosing. It could be playing in a park, studying in a library, visiting a museum or just catching up lunch; it's not what they do together that is key, it is that they meet consistently and develop a bond with lasting impact. Site-based matches meet weekly at a school, youth club or other set venue.

FOCUS

Our focus is the at-risk children in Northwest Arkansas who face adversity in their lives. The majority live in poverty or in a low-income household. Many have an incarcerated parent (16%), or live in a single parent household (52%) or with grandparents (11%), and very often a child qualifies on multiple accounts. In 2021, 65% of children enrolled in the program identified as BIPOC. All services are provided free to the child, their family and to the Big. The children live in Benton or Washington County, and can be between 6 to 18 years old.

PROGRAM

A key component of BBBS mentoring is matching the right Big with the right Little so as to create a meaningful relationship that can last for years. The longer the relationship, the more impact it will have in a child's life.

Because of corporate and individual support, our mentoring services are provided free of cost to every family and volunteer enrolled in our program. To help us defend potential of every child in Northwest Arkansas, join our Match Maker Society.

Visit www.bbbsnwa.org/donate or text **MENTORNWA** to 44321

\$10/MONTH

Buys supplies for quarterly match activities.

\$20/MONTH

Pays for mentor background checks

\$50/MONTH

Provides cultural and social activities to enrich opportunities for youth in our program.

\$100/MONTH

Enables ongoing supervision and professional support for a Big, Little, and Littles family.

Our Sponsors





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 *Making Food the World Loves*

Cheerios.





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OF NORTHWEST ARKANSAS

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JOIN OUR MATCH MAKER SOCIETY

\$20/MONTH

Ensures child safety by providing comprehensive background checks on volunteers

\$35/MONTH

Supports that first moment where Bigs and Littles are introduced and begin their mentoring journey together

\$50/MONTH

Provides cultural and social activities to enrich opportunities for local youth

\$100/MONTH

Enables ongoing supervision and professional support for a Big, Little, and Little's family

To learn more visit

BBBSNWA.ORG/MATCH-MAKER



**SC Johnson is a
proud supporter
of Big Brothers
Big Sisters NWA**



Spectrum Brands

WE MAKE LIVING BETTER AT HOME™

Spectrum Brands is a proud supporter of Big Brothers Big Sisters of Northwest Arkansas.



**Big Brothers
Big Sisters.®**

OF NORTHWEST
ARKANSAS



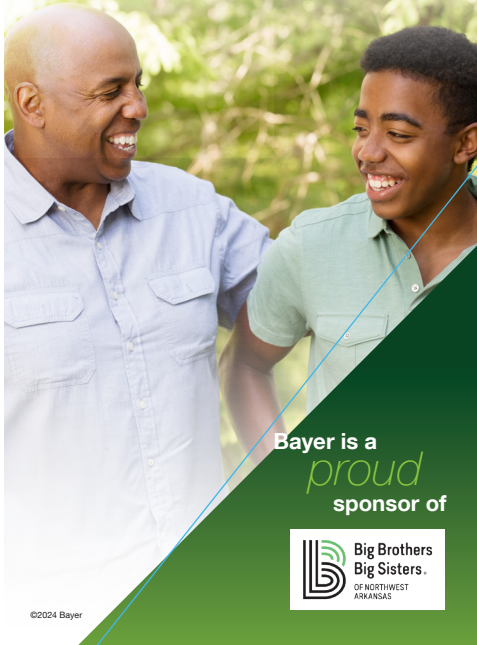
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BIG SISTERS

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 **Big Brothers Big Sisters.**

BEYOND SCHOOL WALLS

Beyond School Walls is a workplace mentoring program structured around guided discussions related to post-grad plans and career readiness for high school students.

Currently Enrolled Youth:

- **65%** identify as Hispanic
- **30%** identify as Caucasian
- **4%** identify as African American
- **1%** identify as Marshallese
- **65%** will be first-generation college students

Projected Outcomes:

- **99%** more likely to complete secondary education than their unmentored peers
- **39%** reduction in employee turnover
- **64%** increase in employee loyalty

Source: Big Brothers Big Sisters of America

 **Edgewell**
PERSONAL CARE

We are a *proud sponsor*
of Big Brothers Big Sisters of
Northwest Arkansas.

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Playtex ob CREMO Carefree HAWAIIAN Tropic Stayfree



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Kristine Joji

Matthew Koll

Nicole Chapman

BECOME A BIG!

Big Brother, Big Sister, Big Couple, Big Family, Big Colleagues

Impact a child through mentoring. Children enrolled in Big Brothers Big Sisters for 1 year:

86%

say they have
**higher self
confidence**

77%

say they are **doing
better in school
because of their Big.**

52%

say their **Big kept them
from dropping out of
high school.**

42%

of alumni **Littles
earned a degree from
a four year college.**





Big Brothers Big Sisters®

OF NORTHWEST ARKANSAS

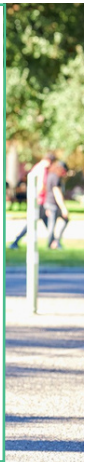
BECOME A BIG!

BEYOND SCHOOL WALLS

is a one-to-one workplace mentoring program that matches local high school students with corporate employees to empower youth to graduate with a plan for their future



- Mentor a Sophomore or Junior at Rogers Heritage High School
- Meet with your mentee twice every month
- Discuss college, career paths, resumes, and more!
- Help your student create a post-graduation plan



BE PART OF SOMETHING **BIG**.
SCAN TO SIGN UP FOR A VIRTUAL
INFORMATION SESSION

www.bbbsnwa.org



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