



2024 BIG

BUSINESS BRUNCH



Big Brothers Big Sisters®
OF NORTHWEST ARKANSAS



RALPH CLARE



LATRIECE WATKINS



SIGNATURE SPONSOR

Main Gallery @ 21c

WEDNESDAY, APRIL 3RD



RALPH CLARE

Ralph Clare began his career with Walmart in Bentonville, AR in 2008. Over the years, he advanced to the position of corporate officer, with experience in Finance and Strategy, Merch Ops, and Merchandising. His responsibilities spanned domestic and international supply chains and omni-merchandising. He currently serves as the SVP for the Health & Wellness businesses.

In 2020, Clare was promoted to Vice President of Merchandising for the Baby Consumables portfolio. He led a team in product planning, sourcing, cost negotiations, and strategy. His strategic planning and innovative approach led to significant improvements in market share and customer sentiment. He and his team launched exclusive brands and online product launches, effectively increasing store traffic and product volume throughout the box.

Previously, as Vice President of Merchandising Operations, he managed the Snacks, Beverages, Candy, Impulse, and Adult Beverage businesses. As a Senior Director, Clare led teams in Fresh Bakery & Fresh Deli, driving significant market share gains. He also served in finance & strategy roles, where he established merchandising and operational P&L targets and oversaw the planning of sales, SG&A, and operating profit, contributing to the expansion of neighborhood market stores.



Throughout his career, Clare has been recognized for his leadership and results, having been named Vice President of the Year in 2023. His contributions to Walmart extend beyond his immediate roles, including his service on the Education and Health Shared Value Networks and his selection as a member of the President's Inclusion Council.

Originally from Nassau, Bahamas, Ralph graduated from Oral Roberts University with a bachelor's degree in international business. Later, he acquired a master's degree in business administration from Missouri State University.

LATRICEE WATKINS

Latriece Watkins is Executive Vice President of the Consumables division for Walmart U.S., the nation's largest retailer. As one of Walmart's largest divisions, she leads a business that, on its own, would be part of the Fortune 50.

She leads a team that oversees all omni merchandising strategies for the company's baby, beauty, over-the-counter pharmacy, household chemical and paper, personal care and pets business.

Watkins has held several key leadership positions in merchandising, human resources and store operations. She was tapped by Walmart's CEO to lead a team focused on culture change and transformation across the enterprise.

Watkins has also championed mentorship and diversity and inclusion initiatives at Walmart, including serving as chairperson for the African American Resource Groups for two terms. Currently, she leads the company's criminal justice Shared Value Network team, which focuses on leveraging the company's strengths and expertise to increase racial equity within the system. She champions DEI programs that create significant impact, both within her company and her community.

In 2020, Fortune included Watkins on a list of women most likely to land a spot on the Most Powerful Women list. In May 2021, she was awarded the Madam C.J. Walker Award for Excellence in Diversity, Equity and Inclusion, an award that



recognizes individuals who demonstrate an outstanding commitment to DEI. She was also named to Mass Market Retailers Most Influential Women in Retail.

Watkins currently serves as a board member for Live Nation Entertainment, the Thaden School, and the Mercy Health Foundation of Northwest Arkansas. Latriece works with many non-profit organizations, including the American Heart Association; Susan G. Komen Foundation; Big Brothers, Big Sisters; Boys and Girls Club and Winthrop Rockefeller Institute.

Watkins graduated from Spelman College with a B.A. in political science and received a JD at the University of Arkansas law school.



**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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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 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.

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

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**CitiScapes is the longest running and most widely circulated
monthly magazine in Northwest Arkansas.**





PEPSICO



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The logo for 3W Magazine features a large, stylized '3' in black and a large, stylized 'W' in light blue. Below the 'W' is the word 'MAGAZINE' in a light blue, serif, all-caps font.

3W
MAGAZINE

who.
what.
where.

STAY IN THE LOOP
WITH WHAT'S HAPPENING
IN NORTHWEST ARKANSAS.



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OF NORTHWEST ARKANSAS***

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General Mills is proud to support

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A white heart-shaped graphic with a scalloped edge, containing the text "Making Food The World Loves" in a black script font. A red heart is positioned above the word "The", and the General Mills ampersand logo is to the left of the word "Loves".

Making
Food
The World
Loves





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Good food, Good life

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Digital UV Inkjet Printer



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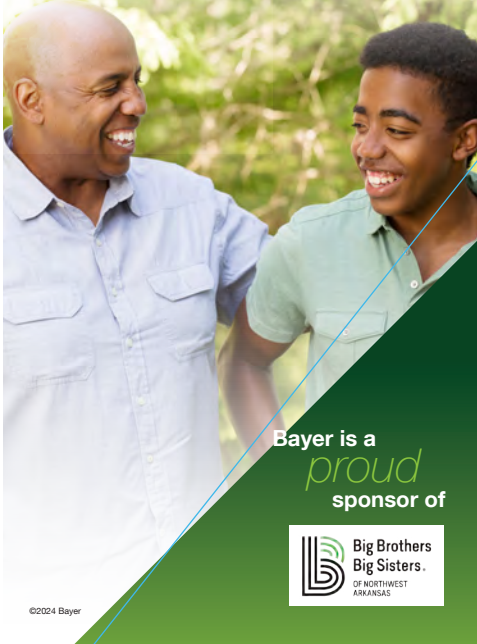


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Conagra Brands creates innovative food that delivers taste, quality, and convenience, and we're excited to partner with organizations that do innovative work in our community.



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The Clorox Company

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ESSENCE**





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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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[bbbs.nwa](https://www.instagram.com/bbbs.nwa)





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