



ALLIANCE
OF
CHANNEL WOMEN

Committee Overview and Contact Information

Awards Committee

Manages the annual LEAD and ACT awards programs, honoring exceptional female channel leaders and outstanding volunteers, respectively. Awards also includes a quarterly Big Impact Award that recognizes women for “living the pledge” or lifting other women up. Committee members handle the nomination process, winner selection and awards presentations at the Channel Partners spring and fall events.

Contact: awards@allianceofchannelwomen.org

Chair: Pending

Communications Committee

Promotes ACW’s mission by evangelizing our programs, highlighting our members and fostering dialog and community. Committee members create, curate and amplify content about the group through our own and third-party websites, events, publications, newsletters and social media channels.

Contact: pr@allianceofchannelwomen.org

Chair: Holly Hunt

Diversity & Inclusion Committee

Advocates for an industry where everyone – no matter their gender, ethnicity, age or sexual orientation – is equally valued and included. Committee members collaborate with ACW leaders, members and their employers, our sponsors and vendors to create programs to realize this goal.

Contact: dei@allianceofchannelwomen.org

Chair: Mayka Rosales-Peterson

Education Committee

Plans the group's monthly webinars and special educational programs. Committee members select topics and recruit speakers for our monthly calls. They also manage the ACW ACE Leadership Program in partnership with Achieve Unite to provide affordable access to peer-to-peer professional development training.

Contact: education@allianceofchannelwomen.org

Chair: Kathryn Rose

Co-Chair: Amanda Jardine

Co-Chair: Alicia Steward

Event Planning Committee

Hosts two annual networking events in the spring and fall at the Channel Partners events. Committee members handle pre-show, onsite and post-show arrangements, such as theme, agenda, speakers, registration, audio and video, food and beverage, floor plans, third-party vendors and décor. The Events Planning Committee meets bi-weekly a few months before shows, to begin planning, then once a week within a month of event execution.

Contact: events@allianceofchannelwomen.org

Chair: Ashley Cole

Co-Chair: Sommer Figone

Local Chapters Committee

Takes all the benefits of ACW and focuses them regionally, enabling ACW Members to network and collaborate in their local markets. Committee members recruit Local Chapter moderators, provide templates for meeting agendas and registration, and promote Local Chapter events.

Contact: localchapters@allianceofchannelwomen.org

Chair: Michelle McBain

Co-Chair: Penny Thurnau

Membership Committee

Welcomes and onboard new ACW Members, helping them reach their goals through our programs, volunteerism, and member connections. Committee Members curate new member benefits, recruit new members, manage renewals and liaise with other ACW Committees to ensure that members' voices are heard.

Contact: membership@allianceofchannelwomen.org

Chair: Erin Knese

Co-Chair: Carla Fields

Mentoring Committee

Develops and manages our mentoring programs. Committee volunteers recruit mentors and mentees and pair them for traditional one-on-one mentoring sessions over three months. They also host and facilitate Mentoring Circles with small groups of six-to-12 members for six monthly virtual sessions.

Contact: mentoring@allianceofchannelwomen.org

Chair: Akilah Murrell

Co-Chair: Alexie Teferi

Sponsorship Committee

Secures funding for our member programs, including events, education, mentoring and more. Committee members seek annual sponsorship from industry organizations (e.g., service providers, distributors, media, etc.) that support our mission and want to reach the high caliber of channel women who belong to our group.

Contact: sponsorship@allianceofchannelwomen.org

Chair: Carolee Cannata

Technology Committee

Manages and maintains the ACW website and applications for email marketing, social media, job board, membership management and event calendars. Committee members liaise with third-party vendors to ensure our tech supports our activities.

Contact: technology@allianceofchannelwomen.org

Chair: Brittany Caito