

Driven – Determined – Destined: Women On a Mission

There are some women leaders who are shaking up the business world on missions so daring that many people would never attempt them. During the Friday afternoon keynote panel at Go for the Greens 2023, learn where they got the drive to be bold and help change the course of history in their fields.



Roda Ward Carter

Founder

**Carter-Health Disposables &
Pet Nabr, Inc.**

Ms. Carter has 26 years of entrepreneurial experience with a diverse background in business development from cosmetics to healthcare including Founder, President and CEO of Universal Colors Cosmetics, Inc. (1999 – 2005) to Founder of Carter-Health Disposables, LLC (CHD) (2009 – present) and now Founder of Pet Nabor, Inc. She and her previous companies have received recognition from business organizations including “Florida Companies to Watch” Award (2011), MBE Supplier of the Year nomination by the FSMSDC (2016), feature in i-4 Business Magazine (March 2016), Orlando Business Journal’s 2017 Fast 50 Award, Onyx Award: Women on The Move 2018 and MBE of the Year 2020 by MBDA/ MED Week, US Dept. of Commerce for Carter-Health Disposables, LLC. CHD was able to thrive during the turbulent period of the COVID pandemic and retain all its employees. Carter’s skill sets include product development, marketing, strategy, and negotiations. She attributes the success of CHD to catering to the needs of a niche market, building solid relationships with healthcare supply chain partners, fostering a dedicated team of loyal staff members, efficient processes, vast experience with product development and importing from Asia, strategic alliances with domestic suppliers, customer service plus sheer grit and determination. CHD manufactures and distributes supplies for healthcare and pharmacy markets for compliance with regulations USP 795 / 797 / 800, governed by State Boards of Pharmacy, the CDC and FDA, and serves the private sector on a national basis to over 25 states.

Roda engages by speaking at conferences and to children in classroom settings, serving as member of the Orlando Rotary Club, the Boys and Girls Clubs and volunteering. In April 2022 Roda became a member of the Orlando Rotary Club, has since created a golf tournament subcommittee that she Chairs, and has established a record setting fundraising goal for the club’s tournaments, where proceeds will be donated to Second Harvest. Roda has recently been nominated for a board seat for the Orlando Rotary finance committee. Hobbies include cooking, physical fitness, playing golf and practicing the flute. Roda attended the Fashion Institute of Technology (degree in Fashion Design, 1998); Rollins College, Crummer School of Business (MBA, 2012), Dartmouth; Tuck School of Business (Certificate: Building a High Performing Business, 2014).

Roda’s newest business venture is launching a 10-year long ambition, an App called Pet Nabor (pronounced “neighbor”). The idea came about while she was attending the rigorous Rollins Saturday MBA program and at the same time, adopted a dog that liked to make a mad dash to escape and run around the neighborhood. The third time a neighbor she didn’t know found him and soon became his sitter and a close friend! Roda is excited to be able to use all her past business and life experience to create the company of her dreams that will make a positive impact in the lives of animals, their human counterparts, and communities in an epic fashion.



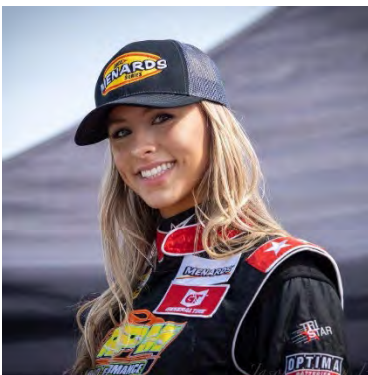
Renée Krieg

CEO

Vertical Athletics

Former U.S. Army Staff Sergeant Renée Krieg pivoted from a career as an intelligence analyst into a sports-fashion entrepreneur when she launched Vertical Athletics in 2008 (www.verticalathletics.com). Renée's mission has been to create functional and fashionable athletic apparel and accessories using advanced technical cooling fabrics to help athletes, fans and workers perform better in hot conditions through temperature regulation (www.banibands.com).

Vertical Athletics has been a Major League Baseball and Minor League Baseball licensee since 2012 and a Major League Soccer licensee since 2021. In 2020, as sports resumed during the COVID-19 pandemic, Vertical Athletics acquired Authentic MLB on-field rights for masks and gaiters and manufactured more than 500,000 masks in the U.S. over a 10-week period to meet team and store demand. In addition to wholesaling sports licensed accessories, Vertical Athletics is a trusted partner for companies seeking custom promotional products that are both functional and sustainably made in the USA.



Logan Misuraca

ARCA Driver

Nascar

As a part-time racer in the ARCA Menards Series, Logan Misuraca drives the #63 CELSIUS Chevrolet with Spraker Racing, with her sponsor being "The Official Energy Drink of Logan Misuraca." She started racing at age 4 in quarter midgets, with later experience in INEX Legend Cars and Pro Late Models, earning numerous titles as Rookie of the Year and 2020 Track Championships. Logan was introduced to racing by her father and grandfather, who have a lifetime of racing experience in dirt sprint cars, mini sprints and more.

Logan (www.LoganMisuraca.com) stands for women in motorsports in the Accelerate Her Program fueled by Busch Light and WIMNA to represent a strong and eager foundation to make it to the top levels of NASCAR as a Female in a male-dominated sport. She also proudly represents mental health awareness in her efforts through her own foundation (www.1inaMillion.life), supplying a platform to support mental health through NASCAR and normalize conversations around it.



Kimberly Rosier Jean-Louis, MBA

CEO of 3D Strategic Management Inc.,

As a business owner and a champion of entrepreneurship, supplier diversity and women, Kimberly Rosier Jean-Louis, MBA, has produced programs that have reached more than 3 million people globally and have helped more than 300 entrepreneurs scale. She is the owner and CEO of 3D Strategic Management Inc., a full-service business development and community relations firm that serves clients through several initiatives, including the 3D Strategic Management Business Incubator, the Student Entrepreneur Educational Development Program, and the Women Empowerment Wednesdays online TV program.

She recently served as the program operator for the U.S. Department of Commerce's Orlando Minority Business Development Agency Business Center in Orlando. Her numerous past clients have included chambers of commerce, a public school system, Duke Energy and the U.S. Department of Commerce. She has worked with the Florida Governor's Executive Office, Pepsi Co.'s Atlanta headquarters, the Greater Orlando Aviation Authority and the Florida Department of Transportation. Kimberly has been recognized as a minority business advocate by the Central Florida Minority Supplier Development Council and the *Orlando Business Journal*. She has conducted hundreds of presentations on business development and how to do business with various entities, and she has managed more than 20 conferences.