

**From:** Priester, Nicole <NicolePriester@gov.sc.gov>  
**Required:** Godfrey, Rob <RobGodfrey@gov.sc.gov>  
Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Symmes, Brian <BrianSymmes@gov.sc.gov>  
Glaccum, David <DavidGlaccum@gov.sc.gov>  
**Subject:** The Palmetto Center for Women Honors Luncheon  
**Location:** The Zone at Williams-Brice Stadium, 1125 George Rogers Blvd, Columbia, S.C.  
**When:** 2/23/2016 11:50:00 AM - 12:25:00 PM

---

Advance: Charlotte McKee  
(803)209-1057

**APPROVED BY:** NH on 1/4

**EVENT:** The Palmetto Center for Women Honors Luncheon

**DATE:** 11:50 AM- 12:25 PM

**TIME:** Tuesday, February 23, 2016

**LOCATION:** The Zone at Williams-Brice Stadium, 1125 George Rogers Blvd, Columbia, S.C.

**LOCATION SET-UP:** The room will be set with round tables, a stage, microphone and podium. The stage will be to the back of the zone with curtains covering the windows to the stadium.

**HEAD TABLE:** (Note: This is not the "head table" because it is on stage and NH will not be there for the entire event."

1. Governor Haley
2. Ashton Lee
3. Kim Butler, Vice President of Property Services, Colliers International
4. Denise Holland, CEO, Harvest Hope Food Bank
5. Delores Wingard Steinhauser, owner, Wingard's Market
6. Kinli Abee, Assistant Attorney General
7. Sgt. Maria Yturria, Richland County Sheriff's Department
8. Emily Clay, co-publisher, Columbia Metropolitan Magazine

**SCHEDULING CONTACT:**

Jeanelle McCain  
Executive Director  
Palmetto Center for Women  
Office: 803-748-9622 ext. 121  
Cell: 803-719-0500  
[jeanellemccain@columbiaymca.org](mailto:jeanellemccain@columbiaymca.org)

**ONSITE CONTACT:**

Danielle Walker  
803-777-5637  
[WALKERD1@mailbox.sc.edu](mailto:WALKERD1@mailbox.sc.edu)

**PRIMARY STAFF:** Ashton Lee

**ADVANCE STAFF:** Brian Symmes

**PURPOSE:** Purpose of the Governor's attendance is to accept the PCW Award from the Palmetto Center

for Women, an outreach branch of the Columbia YMCA. Governor Haley was chosen to be awarded the PCW Award for her leadership as the governor of South Carolina. The PCW Honors Luncheon recognizes women whose outstanding achievements distinguish them as leaders and role models in the community. Since the inception of the awards in 1980, over 700 women have been honored who have made outstanding contributions to their professions and their community. Governor Haley was the keynote speaker for the event (formerly called the TWIN Awards) in 2012 and is familiar with the organization, its executive director, and its members.

**PRESS:** Yes.

**PUBLIC:** Yes.

**INVITED BY:**

Jeanelle McCain  
Executive Director  
Palmetto Center for Women

**INTRODUCED BY:** Elizabeth Nkuo Johnson, Manager, Community Relations, BlueCross BlueShield of South Carolina. BlueCross is the presenting sponsor for the event.

**LENGTH OF SPEAKING:** Brief remarks (5-7 minutes) after accepting this award. The keynote speaker is Vivian Howard and she will speak before the awards are presented, unless the schedule needs to be revised to accommodate the Governor's attendance.

**SPEAKING ORDER/LINE-BY-LINE:**

11:30 AM	Luncheon begins
11:35 AM	Welcome by Judi Gatson, Mistress of Ceremonies
11:38 AM	Invocation by Rev. David Lauten
11:40 AM	Food served, guests eat
<b>11:50 AM</b>	<b>Governor Haley arrives</b>
11:52 AM	Remarks by Catherine Taylor, PCW Board President
11:55 AM	Introduction of Vivian Howard by Isvara Wilson
11:58 AM	Remarks by Vivian Howard
12:16 PM	Presentation of gift to Vivian Howard
12:17 PM	Presentation of PCW Award by Elizabeth Nkuo Johnson, Manager, Community Relations, BlueCross BlueShield
12:20-12:23 PM	Remarks by Governor Haley
<b>12:25 PM</b>	<b>Governor Haley departs</b>
12:25 PM	Presentation of PCW Honors to Honorees
1:00 PM	Benediction and depart

**BACKGROUND:**

The Palmetto Center for Women Honors is the former TWIN Awards, celebrating women of achievement in business and the community in 11 categories. Over 30 women will be honored this year. Governor Haley will receive our highest award, the PCW Award. The awards luncheon has been going on since 1980 when the Palmetto Center for Women was the YWCA of Columbia. We became the Palmetto Center for Women in 2007 and there is no longer a YWCA in Columbia. It is a longstanding event in the community and over 700 women have been honored in those 36 years. Governor Haley was our featured speaker for what was called the TWIN Awards in 2012.

## TALKING POINTS:

- I am truly honored to be here today and to receive this award from a group of such strong, influential women in our state.
- It's inspiring to be in a room full of women who have achieved so much in their lives and who have proven to be leaders not only in your respective industries, but in our entire state.
- You all serve as examples to little girls and young women across South Carolina, because when they look and see what you all have been able to accomplish, they will know that they can achieve anything they set their minds to.

## General Talking Points:

### 1. Intro – it's a great day in South Carolina

- a. Our economy is among the fastest growing in the nation.
- b. Unemployment at 5.5% with more people working in SC than ever before.
- c. Tens of thousands of new jobs announced. ex. (just recently, Volvo announced it is investing \$500 million and creating 4,000 new jobs).
- d. Moved almost 30,000 people from welfare-to-work.
- e. Cut our debt service by almost half while doubling our General Reserves.
- f. Biggest education reform in decades.

### 2. So things are going well – we're the envy of the nation – but we still have much more to do.

- a. Workforce – those jobs don't mean anything if it's not our people getting them.
  - i. Get creative in how we train people.
    1. We've already started: opportunity centers in prisons (Manning), welfare-to-work successes, and now SNAP to work successes.
  - ii. Who are we talking about?
    1. Single moms.
    2. Liberal Arts student.
    3. Father of four.
  - iii. What do we propose doing for them?
    1. Opportunity Centers – culture change.
    2. Pathways Initiative to provide workforce scholarships.
    3. ReadySC and Small business involvement – companies working with tech schools to develop programs that train workers to fill specific business needs.

### 3. Economic Climate

- a. Women in Business:
  - i. Between 1997 and 2014, South Carolina's growth in women-owned businesses ranked 6<sup>th</sup> in the nation, with a 78% increase.
  - ii. In 2014, there were over 114,000 women owned firms.
  - iii. Need to focus on getting young women interested in business at a young age,

- iii. especially in manufacturing and STEM-related fields.
- iv. Continuously focus on STEM education and workforce readiness, both present and long-term need.
- b. First in U.S. exports for tires and passenger automobiles, second in exports of gas turbines, and twelfth in civilian aircraft.
- c. South Carolina's exports continue to grow because we have built a reputation around the world as a great place to do business, resulting in becoming the top Southeastern stat for export growth.
- d. South Carolina ranked first for jobs linked to foreign investment.
- e. Businesses from all over the world are interested in coming to South Carolina, due in large part to our world-class workforce and business-friendly climate.
- f. Large-scale manufacturers certainly have a significant impact, but small businesses are just as important to our economic future.
- g. Small businesses account for 97% of our state's total businesses.

#### **PRESS RELEASE:**

#### **Palmetto Center for Women Announces PCW Honors Recipients to be recognized February 23, 2016; Governor Nikki Haley to Receive PCW Award**

[COLUMBIA, SC – Feb. 17, 2016] –Palmetto Center for Women (PCW) announces the PCW Honors recipients to be recognized at the PCW Honors Luncheon (formerly the TWIN Awards) on Tuesday, February 23. BlueCross BlueShield of South Carolina is the presenting sponsor. The event will feature keynote speaker Vivian Howard, TV star of “A Chef’s Life” and Owner & Head Chef of Chef & The Farmer in Kinston, N.C. Governor Nikki Haley will be awarded the PCW Award for her leadership as the governor of South Carolina.

The PCW Honors Luncheon recognizes women whose outstanding achievements distinguish them as leaders and role models in the community. Since the inception of the awards in 1980, over 700 women have been honored who have made outstanding contributions to their professions and their community.

“The PCW Honors Luncheon is a great opportunity to recognize the leadership and achievements of amazing women in our community,” said Jeanelle McCain, PCW Executive Director. “As we continue a long tradition of honoring outstanding women, we also recognize the businesses and organizations that have supported their advancement. We are also truly grateful to our generous sponsors of the PCW Honors Luncheon, and particularly the agriculture community for providing much of the food.”

The 2016 PCW Honors Recipients are as follows:

**Agriculture:** Kathy Heustess, Loni Rikard, Allison Stapleton.

**Arts:** Bonnie Goldberg, Nancy Marine.

**Corporate:** Kim Butler, Michelle Clayton, Ann Gluse, Judith L. McInnis, Debbie Shurr, Dr. BJ Simons, Susan Thomas.

**Education:** Dr. Mary Holloway, Deborah Holmes, Dr. Maria Kratsios, Jennifer Mancke

**Entrepreneur:** Michelle Bowen, Delores Wingard Steinhauer.

**Government and Law Enforcement:** Kinli Abee, Paula Harper Bethea, Dana Rogerson Higgins, Pat Lawter, Rebecca Vance, Lt. Frieda Wyatt, Sgt. Maria Yturria.

**Health and Wellness:** Denise R. Holland, Elise Matthews, Patricia Moore-Pastides.

**Hospitality:** Jessica Shillato.

**Media & Communications:** Emily Clay, Renee Layson.

**Volunteerism:** Carol Herndon Perrin, Karen Phillips, Norah Rogers, Barbara Webb.

**Inspiring Young Women:** Helen Clay, Mary King.

The Palmetto Center for Women will also present Governor Nikki Haley with the PCW Award, the highest honor that PCW awards annually. Governor Haley's leadership as the governor of South Carolina has been a true example of grace, strength, healing and change. She is the embodiment of what women can achieve, how women can lead, and how women can influence true change in the community, in the state, and in the nation.

Vivian Howard, TV star of "A Chef's Life," and Owner & Head Chef of Chef & The Farmer in Kinston, N.C., will be the keynote speaker at the event. Chef & the Farmer has been serving local, seasonal, creative cuisine since the summer of 2006. Howard has cultivated strong relationships with local farmers, making it possible to source more than 70 percent of the restaurant's foodstuffs within a 60-mile radius. Howard's passion for her craft extends beyond the kitchen and into homes across America. In September 2013, her series, "A Chef's Life," premiered on PBS. The show follows the trials and travails of Howard and Knight and their restaurant, Chef & the Farmer, exploring both traditional and modern applications of Southern ingredients. In 2014, the show received a Peabody Award and was a James Beard Media Award finalist for Television Program on Location.

Proceeds from this year's PCW Honors luncheon will help fund the Palmetto Center for Women's outreach programs and services including the Ready, Willing and Able workforce readiness program at Transitions.

#### ***About the Palmetto Center for Women***

Palmetto Center for Women is proud to put Christian principles into practice through programs that build healthy spirit, mind and body for women and girls. Formerly the YWCA of the Midlands, PCW continues a long tradition of providing services to the women of Columbia and surrounding communities. PCW is more committed than ever to equipping women with resources they need to achieve great things at work, at home, for themselves and for their communities. Please visit [www.pcwsc.org](http://www.pcwsc.org) for more information.

#### ***About the YMCA of Columbia***

Over the past century and a half, the YMCA of Columbia has been a community-transforming institution, not only in the Midlands, but in the entire United States. The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Regardless of age, income or background, the Y works to nurture the potential of children and teens, improve the nation's health and well being, and provide opportunities to give back and support neighbors. The Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. Please visit [www.columbiaymca.org](http://www.columbiaymca.org) for more information.

###