



# TAKE FIVE

## TO MEET

## CHAMBER MEMBER

### Lady In Red Organization

#### Can you please give us a summary of your personal background?

Nicole Deatherage is married to Jacob Deatherage and a mother of four children. She is heavily involved in her community and has over 18 years of Human Resources, Business Development & Training, as well as, Mental Health Services and family support. Nicole is the CEO and Founder of Lady In Red Organization.

#### What is it about your business that is unique or special? What separates you from your competitors.

Lady in Red Organization is made up of members who are entrepreneurs, builders, innovators and influencers in every sector from business to creative worlds, taking a modern, forward-looking view on community change initiatives and using their positions to better the World through lady connections.

Our Mission: Driven by Women; empowered by challenge to unleash the limitless ability in others to be the driving force of change in the World.

Our Vision: To seek out individuals and organizations that will unlock the possibility for change in the World in which we live for the betterment through social connections.



#### In general, how is demand for your product or service?

Lady in Red Organization's purpose is to create Women of Influence of every cultural background; corporate & entrepreneurs. We are women breaking barriers and forging new grounds for positive change in the community. Our goal is to amplify Women with the "shine" theory. Women are more successful together and inspire action in others. We are Women creating Lady Connections for the betterment of our community.

- Mentor Programs for Women - Creating Women of influence.
- Family Support for Families and Women.
- State & Federal Coalitions regarding Mental Health and Therapy for Families.
- Scholarship programs for Women who can't afford Therapy sessions.

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- Lady Etiquette classes/education for Women; first impressions, social graces, beauty is an inside job, lady connections.
- Health & Wellness programs.
- Scholarship programs for entry level college students.
- Volunteer programs to give back to our community.
- Lady In Red Junior program for students at the college level-Entrepreneurship/Women Empowerment.

### **How long has your firm been in business and why are you operating in the Salina region?**

There is an ever growing need for Women mentors and Sponsorship. Coaching and mentoring female students and women in the workforce is a key need in Salina and our surrounding communities, particularly with the relative number of female leaders and potential mentors shrinking as you advance up the ladder. In many cases, women who have been abused/neglected, or on the other end of the spectrum, have cultural and institutional barriers to advancement, lack the accessible network of supportive peer mentors and allies, thus causing a domino affect on our children and family home life today.

Mentoring can take on many forms. It can be one-on-one or be done in a group setting through relationships and networking. LIRO has developed Lady Etiquette classes and networking programs through our Women of Influence project to help Women obtain the coaching and mentoring they need through our Lady connections.

### **What are some of the plans you have for the future of your business?**

By developing Lady Connections, Women are in a position to develop multiple sponsors, learn more about career opportunities and build positive relationships that will bring their knowledge, skills, and abilities to the attention of multiple constituencies. Women will be able to develop social skills allowing relationship growth at both work and home life.

### **-Upcoming LIRO events:**

- LIRO is hosting an Inaugural Women of Influence Recognition Event on March 7th from 7-9pm at Martinelli's Little Italy. It is \$25 a plate to attend. You can nominate until February 17th. The Women of Influence Event will be held in recognition of International Women's Day, March 8th.
- Red Rock 5K Run - LIRO loves our PLANET event on April 18 from 8 AM to noon at Oakdale/Kenwood park. This is an inaugural event held to campaign for Climate change and celebrate World Earth Days 50th Anniversary.
- LIRO regular business meetings are every 2nd Thursday, from 6:30pm-8pm at Residence 600 (600 E. Elm St., Salina, KS 67401).

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