

# 2024 ANNUAL REPORT



# TABLE OF CONTENTS



ABOUT WHOOLC	3
LETTER FROM THE BOARD OF DIRECTORS	4
LETTER FROM THE EXECUTIVE DIRECTOR	5
2024 YEAR IN REVIEW	6
FINANCIAL REPORTS	10
MEMBER LIST	13





# ABOUT WHOOLC

The Washington Heads of Office Leadership Council (WHOOLC) is a professional organization for senior executives who oversee government affairs for Fortune 100-level companies and trade associations.

We provide leadership development and networking opportunities that inspire strategic visioning, inform programmatic planning, and improve relationship-building for our members.

## 2024 SPONSORS

### Presenting Sponsor

**Aflac**

### Legacy Circle Sponsors

**FedEx**

**PwC**

**Reworld Waste**

### Patron Sponsor

**HP**

### Affiliate Sponsors

**CareQuest Institute for Oral Health**

**Lyft**

**National Journal**

**Molly & Thomas Ryan**





# LETTER FROM THE BOARD OF DIRECTORS

Dear Members, Partners, and Stakeholders,

On behalf of the Board of Directors for the Washington Heads of Office Leadership Council (WHOOLC), it is our privilege to present the 2024 Annual Report. This year has been marked by significant milestones, strategic growth, and unwavering commitment to our mission of fostering collaboration, advancing leadership, and driving impactful change across our communities.

As we reflect on the achievements of 2024, we are reminded of the strength that comes from collective vision and action. Through the dedication of our members, the expertise of our team, and the steadfast support of our partners, WHOOLC has continued to serve as a cornerstone of leadership and innovation in the Washington region and beyond.

Key accomplishments of this year include:

- **Strategic Initiatives:** We successfully implemented programs designed to enhance professional development, promote leadership development, and discuss challenges facing our industries.
- **Representation:** WHOOLC continues to diversify our membership base and amplify our members. We currently have a LinkedIn base of 1,257 people, up from 944 in 2023.
- **Membership Growth:** With a growing membership base, WHOOLC has expanded and created new opportunities for members to connect with each other and support mid-level professionals who seek to become Heads of Office.
- **Organizational Sustainability and Growth:** To solidify our organization's sustainability, several foundational and internal processes were implemented. We completed our internal audit, transitioned to a new accounting firm, and are working with Deloitte to outline best practices for organizational growth.

Looking ahead, we are committed to continuing to grow our membership base while also engaging new partners and sponsors who are aligned with our mission. Together, we will continue to champion leadership development, drive meaningful collaboration, and amplify the successes of our membership.

We extend our heartfelt gratitude to all who have contributed to WHOOLC's success this year through their membership, sponsorship, partnership, and support. Thank you for being an integral part of the WHOOLC community.

We invite you to explore this report and celebrate the progress we have achieved together.

With gratitude and best regards,

Board of Directors

Washington Heads of Office Leadership Council



Molly Ryan  
Co-Founder &  
President



Brad Knox  
Co-Founder &  
Chairman



Clif Porter  
Board Secretary



Mayealie Adams  
Board Member



Lance Mangum  
Board Member



Toni Bush  
Special Advisor  
to the Board





# LETTER FROM THE EXECUTIVE DIRECTOR

To our members, sponsors, and colleagues,

As Executive Director of the Washington Heads of Office Leadership Council (WHOOLC), it is my honor to join our Board of Directors in presenting the 2024 Annual Report. This document reflects not only the milestones we have reached this year but also the dedication and resilience that drive our collective mission forward.

2024 was a year where we focused on being of exceptional service to our membership while also preparing the organization for long-term success. At every step, WHOOLC has worked tirelessly to support our members, amplify their successes, and create safe spaces for meaningful collaboration.

The accomplishments outlined in this report are a testament to the incredible efforts of our members, sponsors, and the leadership of our Board of Directors. Each achievement underscores the power of working together toward a shared vision of inclusive growth and meaningful purpose.

As we look to the future, I am filled with excitement and inspiration as we continue to build on the success of 2024 to propel us into an impactful 2025. We look forward to broadening the reach of the Washington Heads of Office Leadership Council as we uplift and empower government affairs executives during a time when they need us the most.

We seek to accomplish this goal by achieving the following objectives:

- Increase membership by 15%
- Achieve 80% member retention
- Secure 3 new corporate sponsors
- Increase sponsorships by 10%
- Increase social media engagement by 30%
- Implement a new CRM system to improve donor and member tracking

Thank you for your unwavering support and for being an essential part of this journey. I invite you to review this report, celebrate our shared successes, and envision the possibilities that lie ahead. Then, I invite you to collaborate with us, either by becoming a member, a corporate sponsor, or a supporting partner. You can contact me to discuss collaborations at [mariko@whoolc.org](mailto:mariko@whoolc.org).

With sincere appreciation,



Mariko Bennett  
Executive Director





# 2024 YEAR END REVIEW

## January 2024 - Senator Laphonza Butler

In January, WHOOLC members and Boot Campers started the new year in an impactful way. California Senator Laphonza Butler joined the group for a powerful conversation on key issues under consideration in the Senate as well as her three priorities for her target population of young adults between 17 and 25 years of age. It was an open and engaging discussion on a variety of topics that were top of mind for our attendees. The meeting was sponsored by **Brad Knox and Aflac**.



## February 2024 - Representative Steven Horsford

WHOOLC members and Boot Campers joined the Congressional Black Caucus Chairman Rep. Steven Horsford (NV-4) in a very important conversation on the state of DEI initiatives in light of recent attacks occurring at the local, state, and federal levels. Chairman Horsford talked about the work that the CBC is doing to protect DEI programs and how WHOOLC members can support the CBC in their endeavor.

FRIDAY  
02/16/24

WASHINGTON  
HEADS OF  
OFFICE  
Leadership Council

*Special Guest*  
*The Honorable Steven Horsford*  
*US Representative, NV-4*



SPECIAL DATE & TIME: FRIDAY, FEBRUARY 16, 2024  
3 PM VIA ZOOM  
ZOOM: <https://us06web.zoom.us/j/9076812628?omn=89946423873>

## March 2024: Just Us Conversation

WHOOLC met at the Homer Building for a Just Us agenda that focused on a variety of issues. It was great to see some faces that we had not seen in a while and welcome new members. Discussions focused on our 2024 signature events on Martha's Vineyard and the Leadership Boot Camp. The meeting was hosted by WHOOLC member **Maryam Cope and ASML**.

## April 2024: Paxton Baker

The April meeting featured the inspiring Paxton Baker. During his presentation, Paxton shared several jewels gleaned through his entrepreneurial endeavors. He explored the vast landscape of possibilities that open-mindedness can unlock and the importance of self-confidence, beginning each day with a smile to foster personal motivation and acknowledging yourself as the most crucial person in your journey. The meeting was sponsored by **Tiffany Moore and CTA**.





# 2024 YEAR END REVIEW

## May 2024: Just Us Conversation

The May meeting offered a "Just Us" format that provided members an opportunity to hear program and event updates and share issues that they were concerned about. The meeting was hosted by **Mayealie Adams and Danaher**.

## June 2024: Janis Bowdler

The June meeting featured Janis Bowdler, Counselor for Racial Equity at the US Dept. of Treasury. She led an amazing discussion that featured information on current initiatives at the US Department of Treasury. The meeting was hosted by Boot Camp alum **Dontai Smalls and UPS**.

## November 2024: 16: Just Us

The November meeting offered another "Just Us" format that provided members an opportunity to hear program and event updates to round out the year and share issues that they were concerned about. The meeting was hosted by **Tiffany Atwell and Ecolab**.

## “A FAMILY AFFAIR” ON MARTHA’S VINEYARD

### Martha’s Vineyard

The 2024 “A Family Affair” weekend in Martha’s Vineyard brought together friends and supporters, new and old, in the beautiful backdrop of the Vineyard's Hob Knob Inn. The weekend began with a welcome reception hosted by WHOOLC member **Camille Simpson**. On Friday, the annual Lobster Bake at Garde East brought together old supporters and new friends, and the Hangtime Speakeasy event at Atria wrapped up the weekend in a sophisticated style. Following a very productive Board Meeting in the Vineyard at the home of **Toni Bush**, planning has begun for the 2025 weekend with several new ideas planned for incorporation.





# 2024 YEAR END REVIEW

## LEADERSHIP BOOT CAMP

The 2024 Leadership Boot Camp was a tremendous success and welcomed eight new Boot Campers to the WHOOLC family. The Four Seasons Baltimore was a great backdrop to this year's camp, which included the 2024 Legacy Dinner honoring long-time WHOOLC supporter **Barry Granger** with an inspiring keynote by **Alicia Wilson**. The 2024 Boot Camp also featured the first Boot Camp Reunion Dinner.

### 2024 Boot Campers:

- **Kendra Brown**, Vice President, Inclusive Growth Policy, Mastercard
- **Rick Deadwyler**, Director, US East Region, Government & Industry Affairs, Corteva Agriscience
- **Damon Dozier**, Director of Government Relations, Reworld Waste
- **Erica Johnson Creamer**, Senior Director, Federal Government Affairs, Walmart
- **Chasseny Lewis**, Vice President of Federal Relations, Aflac
- **Regina Luzincourt**, Director of Government Affairs, Toyota North America
- **Justin McCorvey**, Director, Global Government Relations, The Depository Trust & Clearing Corporation (DTCC)
- **Ibn Akbar Salaam**, Senior Director, Federal Government Affairs, WM



WASHINGTON  
HEADS OF OFFICE  
Leadership Council  
2024 Legacy Award  
Barry M. Granger





# 2024 YEAR END REVIEW

## LEADERSHIP BOOT CAMP

The 2024 Leadership Boot Camp featured an exceptional and accomplished list of presenters. These talented professionals shared insights, best practices, and inspiration with our Boot Campers and members.

### 2024 Boot Camp Presenters:

- **Roz Brooks**, Principal & US Public Policy Leader, PwC
- **Bob Greene**, President & CEO, National Association of Investment Companies
- **Luke Hartig**, President, Gravity Research
- **Brad Knox**, Senior Vice President, Federal Corporate Affairs & Public Policy, Aflac
- **WHOOOLC Co-Founder & Chairman of the Board**
- **Lance Mangum**, Staff Vice President, Government Affairs, FedEx Corporation, WHOOOLC Board Member
- **Layla Nielsen**, Founder & CEO, LN & Co.
- **Clif Porter**, President & CEO, AHCA, Board Secretary, WHOOOLC,
- **Kevin Turpin**, President, National Journal
- **Randall Thames**, CEO, Concierge Agency

A special thank you to Nate Allen, Owner, TribusAllen, for serving as our Boot Camp facilitator.





# 2024 YEAR END REVIEW

## HOLIDAY TOAST & ART BASEL

The annual Holiday Toast exemplified the beauty of the holiday season with the splendor of the Hay-Adams Hotel serving as the backdrop. More than 60 guests joined WHOOLC members for a festive December afternoon.

The Art Basel Leadership Retreat debuted in December, merging leadership, art, advocacy, and wealth creation. Attendees explored the transformative power of art in leadership and gained insights into the business of art and investments. Highlights included a welcome wine reception and a leadership brunch, setting the foundation for an enduring tradition. 2024 was a year of growth, connection, and purpose. Together, we advanced our mission, empowered our members, and set the stage for an even brighter 2025.





# FINANCIAL REPORT - 2024 BUDGET

## REVENUES

Boot Camp	\$ 44,000
Membership Dues	\$207,000
Sponsorships	\$186,500
Total Revenue	\$437,650

## EXPENSES

Advertising & Marketing	\$ 35,993
Professional Services: Accounting	\$ 33,229
Professional Services: Management	\$ 82,664
Office Supplies & Software	\$ 4,917
Programs: Art Basel	\$ 16,750
Programs: Boot Camp	\$ 90,858
Programs: Holiday Toast	\$ 24,965
Programs: Monthly Meetings	\$ 5,088
Programs: MVY Retreat	\$ 68,894
Total Expenses	\$363,357

**75K**  
NET INCOME



# FINANCIAL REPORT - 2025 BUDGET

## REVENUES

Boot Camp	\$ 25,625
Membership Dues	\$237,500
Sponsorships	\$256,250
Total Revenue	\$519,375

## EXPENSES

Advertising & Marketing	\$ 35,917.15
Professional Expenses	\$ 29,100.00
Consulting Services	\$ 21,161.12
Boot Camp	\$123,039.80
Holiday Toast	\$. 38,632.64
Meet & Greet	\$ 1,500.00
Monthly Meetings	\$ 16,465.99
Martha's Vineyard	\$ 121,072.30
Total Expenses	\$386,888.99
Net Income	\$ 132,486.01

**26%**  
**NET INCOME  
INCREASE  
OVER 2024**



# 2024 MEMBER LIST

**Amena Ross** - Cash App  
**Amirah Salaam** - Ad Talem Global Education  
**Andy Blocker** - Invesco  
**Angela Reimer** - Pfizer  
**Brad Knox** - AFLAC  
**Brittany Masalosalo** - HP  
**Clif Porter** - AHCA  
**Colette D. Honorable** - Exelon  
**Courtney Billington** - Johnson & Johnson  
**Damon Porter** - Veralto  
**Danielle Turnipseed** - Association of American Medical Colleges  
**Darien Flowers** - MSC Mediterranean Shipping Company  
**Fred Humphries** - Microsoft  
**Garrick C. Francis** (retired)  
**Gina Adams** - FedEx Corp  
**Heather Foster** - Lyft  
**Jade Shields** - Ferring Pharmaceuticals  
**Jake Jones** - Mercedes-Benz  
**James L Hayes** - Tenable  
**Jesse Barba** - Chegg  
**Khary Cauthen** - Cheniere  
**Kia Floyd** - General Motors  
**Lance Mangum** - FedEx  
**Laricke Blanchard** - USAA  
**Lauren Scott** - GAFC  
**Marcus Reese** - First American Financial Group  
**Marie Sylla-Dixon** - Exelon  
**Maryam Cope** - Natcast.org  
**Mayealie T. Adams** - Danaher  
**Molly Ryan** - WHOOLC  
**Nicole Collier** - P&G  
**Nicole Jefferson** - Dell Technologies  
**Oliva Igbokwe** - AWS  
**Roslyn Brooks** - PwC  
**Stan Pierre-Louis** - THEESA  
**Stephanie Dyson** - BMS  
**Tammy Boyd** - Association of Black Cardiologists, Inc.  
**Tequila Smith** - Reworld Waste  
**Tiffany Atwell** - EcoLab  
**Tiffany Moore** - CTA  
**Waldo McMillan** - Cisco  
**Yvonne McIntyre** - PGE  
**Zoe Cadore** - Calpine





# WASHINGTON HEADS OFFICE

Leadership Council

For information about the  
Washington Heads of Office Leadership Council,  
please visit [washingtonheadsoffice.org](http://washingtonheadsoffice.org).

