



LOCATION **A-B Technical Community College
Event Space** (828-398-7901)
340 Victoria Road, Asheville, NC 28801

[Click here for directions.](#)

DATE **Friday, June 29, 2018**

REGISTRATION 7:30 am–8:00 am (*breakfast provided*)

PROGRAM 8:00 am–5:00 pm (*lunch provided*)

Early registration fees available through June 22, 2018.

PROGRAM FEE **\$80.00**

DESCRIPTION

The Reality Check Conference is designed to encourage, empower, and educate leaders across Western North Carolina and surrounding areas on the cultural diversity challenges within our community. This conference will continue the conversation around building a better community and decreasing the gaps in disparities, education, and other social factors that play into the cultural divide of the community and city at large. Participants will also learn about local initiatives and key players who are active and directly involved in our community.

AUDIENCE

All are welcome to attend!

[CLICK HERE TO REGISTER](#)

OBJECTIVES

- Upon completion of this activity, participants will be able to:**
- Provide further education and knowledge around the historical trauma of African Americans and People of Color in Asheville and greater Western North Carolina with a focus on where we have been, where we are presently, and what the future holds
 - Discuss the impact of offensive intention created by privilege and power in a thriving, profitable community
 - Gain a better understanding of ways to engage African Americans and People of Color with recognition, understanding (avoiding checking the box and “tokenizing” individuals), and empathy as we move forward to create a better community and professional environment with the tools needed to work toward success

MAHEC assumes permission to use audio, video and still images from this program for promotional and educational purposes. Please speak with a staff member if you have any concerns.

CREDITS

CEUs: MAHEC designates this continuing education activity as meeting the criteria for **0.7 CEUs** as established by the National Task Force on the Continuing Education Unit. You must attend the entire workshop to receive CEUs.

Contact Hours: MAHEC designates this continuing education activity as meeting the criteria for **7.0 Contact Hours**. Full attendance is required to receive credit.

PLANNING COMMITTEE

Keynon Lake, My Daddy Taught Me That, Asheville, NC.
Leslie Lake, My Sistah Taught Me That, Asheville, NC.

REGISTRATION

Early registration deadline: June 22, 2018

The registration fee for this conference is \$80.00. This fee includes administrative costs, educational materials, breakfast and lunch. If registration is received after the deadline, the total fee will be the registration fee + \$15.00.

MAHEC has a pay-up-front policy for all CE programs. The only exceptions will be for pre-approved programs where an individual payment plan is appropriate. Registrations received without accompanying payment will not be processed and participants who have not paid the course fee will not be admitted into the program. Cancellations received at least two weeks in advance of the program date will receive a full refund unless otherwise noted. Cancellations received between two weeks and up to 48 hours prior to the program date will receive a 70% refund unless otherwise noted. No refunds will be given for cancellations received less than 48 hours prior to the program date. All cancellations must be made in writing (fax, mail, or email). Substitutes can be accommodated in advance of the program.



JOIN US FRIDAY

REALITY



CHECK

JUNE 29, 2018

“A lot of people have gone further than they thought they could because someone else thought they could.”

— Unknown

JACQUELYN HALLUM

Our 2018 Recipient



COMMUNITY SERVICE IN ACTION AWARD

The first biennial **Reality Check Conference** is proud to recognize and honor a true and faithful gem in our community. This hard working, professional woman of color, Ms. Jacquelyn Hallum, has touched the lives of countless people in our community for over thirty years.

Ms. Hallum is currently the Director of Health Careers and Diversity Education, and the Program Director for the Minority Medical Mentoring Program (MMMP) at the Mountain Area Health Education Center (MAHEC). She worked hard to develop the curriculum around her role and even maintain funding through federal, state and regional grants to provide the services through MAHEC she is so passionate about.

A native of Asheville, NC, Ms. Hallum has been employed with MAHEC for over twenty years. She is an experienced presenter with a special interest in health equity, culturally appropriate care, workforce diversity and inclusion, and motivational speaking. She is an advocate for social justice and enjoys the experience of mentoring and working with marginalized youth. Her primary focus is working with underrepresented minorities, first-generation college students and students from rural communities that have an interest in the health professions, and providing academic enrichment and college prep resources to help them achieve their dreams and goals.

Ms. Hallum graduated from North Carolina Agricultural and Technical State University with a degree in Business Administration and did her graduate work at Pfeiffer University, where she received a dual Master's degree in Business Administration and Health Administration.

We are extremely grateful for Ms. Hallum's dedication and commitment to her home town and are proud to honor her as our first recipient of the **Community Service in Action Award**. Because of her promise to our community, Ms. Hallum has personally mentored hundreds of youth over the last thirty years. She has literally held the hands of youth from their elementary years to most recently graduating a MMMP student from medical school.

Join us on **Friday, June 29, 2018** to celebrate and honor Ms. Jacquelyn Hallum at the Reality Check Conference. This conference was birthed by one of Ms. Hallum's very own mentees—someone who is also dedicated to continuing the work around empowering and mentoring our youth. The Reality Check Conference is designed to empower leaders across Western North Carolina and surrounding areas on the cultural diversity challenges within our community. The conference will continue the conversation around building a better community for our youth and upcoming professional generation. Participants will learn about local initiatives and be introduced to key players who are active and directly involved in doing the work so dear to Ms. Hallum's heart in our community.

[CLICK HERE TO REGISTER FOR THE REALITY CHECK CONFERENCE](#)

FEATURED SPEAKERS



Tim Wise is among the most prominent anti-racist writers and educators in the United States. He has spent the past 25 years speaking to audiences in all 50 states, on over 1000 college and high school campuses, at hundreds of professional and academic conferences and to community groups across the country. He is also the host of the new podcast, *Speak Out with Tim Wise*. Tim has lectured internationally in Canada and

Bermuda, and has trained corporate, government, entertainment, media, law enforcement, military and medical industry professionals on methods for dismantling racism in their institutions. He has provided anti-racism training to educators and administrators nationwide. Tim is the author of seven books, including his latest, *Under the Affluence: Shaming the Poor, Praising the Rich and Sacrificing the Future of America*. Other books include *Dear White America: Letter to a New Minority*; his highly acclaimed memoir, *White Like Me: Reflections on Race from a Privileged Son*; *Affirmative Action: Racial Preference in Black and White*; *Speaking Treason Fluently: Anti-Racist Reflections From an Angry White Male*; *Between Barack and a Hard Place: Racism and White Denial in the Age of Obama*; and *Colorblind: The Rise of Post-Racial Politics and the Retreat from Racial Equity*. Named one of "25 Visionaries Who are Changing Your World," by Utne Reader, Tim has contributed chapters or essays to over 25 additional books and his writings are taught in colleges and universities across the nation. His essays have appeared on Alternet, Salon, Huffington Post, Counterpunch, The Root, Black Commentator, BK Nation and Z Magazine among other popular, professional and scholarly journals. From 1999-2003, Tim was an advisor to the Fisk University Race Relations Institute in Nashville, and in the early '90s he was Youth Coordinator and Associate Director of the Louisiana Coalition Against Racism and Nazism—the largest of the many groups organized for the purpose of defeating neo-Nazi political candidate, David Duke. Tim has been featured in several documentaries, including the 2013 Media Education Foundation release, "White Like Me: Race, Racism and White Privilege in America." The film, which he co-wrote and co-produced, has been called "A phenomenal educational tool in the struggle against racism," and "One of the best films made on the unfinished quest for racial justice," by Eduardo Bonilla-Silva of Duke University, and Robert Jensen of the University of Texas, respectively. He also appeared alongside legendary scholar and activist, Angela Davis, in the 2011 documentary, "Vocabulary of Change." In this public dialogue between the two activists, Angela and Tim discussed the connections between issues of race, class, gender, sexuality and militarism, as well as inter-generational movement building and the prospects for social change. Tim appears regularly on CNN and MSNBC to discuss race issues and was featured in a 2007 segment on 20/20. He graduated from Tulane University in 1990 and received antiracism training from the People's Institute for Survival and Beyond, in New Orleans, LA.



Jane Elliott is convinced that Viktor Hugo was right when he told us that nothing can stop an idea whose time has come. The idea of one race—the HUMAN race—is an idea whose time has come, and we had all better be prepared to pass it on. Jane received her teaching degree from the University of Northern Iowa. Chosen as one of Peter Jennings' ABC-TV's "Person of the Week," Jane is the adaptor of the "Blue Eyes, Brown Eyes" discrimination

experiment. The sensitizing exercise, in which participants are labeled inferior or superior based on the color of their eyes, began in a third-grade classroom in all-white, all-Christian Riceville, IA, immediately after the assassination of Dr. Martin Luther King, Jr. It has been repeated with dramatic results with children and adults throughout the country. Those who have been through this exercise have said it is

an emotionally significant and life-changing experience. This groundbreaking exercise is the pinnacle of all other diversity programming in the country today. Several television documentaries have covered her work, among them ABC's "The Eye of the Storm," which won the Peabody Award, and "A Class Divided," which dealt with the long-term impact of the exercise and Jane's work with adults. It was broadcast nationally on PBS's Frontline series, "The Eye of the Beholder," which also focused on adults and their reactions to discrimination and was produced by Florida Public Television.

[CLICK HERE TO REGISTER](#)

PROGRAM AGENDA

- 7:30–8:00** Registration and Breakfast (*provided*)
- 8:00–8:20** Welcome and Purpose
— Ashley Cooper
Board Member, My Daddy Taught Me That
- 8:20–8:50** Empathy
— Rebecca Bernstein, MD
- 8:50–9:20** The New Trauma of African American Youth in Asheville
— Keynon Lake
Founder, My Daddy Taught Me That
- 9:20–9:40** Break & Exhibits
- 9:40–10:10** Historical Trauma of African Americans in Asheville: Social Determinants of Health
— Sharon West, RN, MHS, DPS
- 10:10–11:00** **Featured Speaker:** Tim Wise
- 11:00–11:30** Q&A Session with Tim Wise
— Moderator: Kristen Wilson
- 11:30–12:30** Lunch (*provided*) and Exhibitors
- 12:30–1:10** **Featured Speaker:** Jane Elliott
- 1:10–1:30** Q&A Session with Jane Elliott
— Moderator: TBD
- 1:30–1:50** Leadership Award of Excellence
— Jacquelyn Hallum, MBA, MHA
- 1:50–2:10** Break and Exhibitors
- 2:10–2:40** The Past: History Lesson of African Americans in Asheville
— Darin Waters, PhD
- 2:40–3:10** The Present: Current State of African Americans in Asheville
— Alaysia Black-Hackett, MPA
- 3:10–3:20** Break and Exhibitors
- 3:20–3:50** The Future: My Sistah Taught Me That
— Leslie Lake
Founder, My Sistah Taught Me That
- 3:50–4:30** **Panel Discussion:** Professional African American Women in Asheville
— Libby Kyles
— Shuvonda Harper
- 4:30–5:00** Call to Action (The Ask): What Will You Do?
— Robby Russell
- 5:00** Adjourn



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CONFERENCE FACULTY

Rebecca Bernstein, MD, is a graduate of the Social Medicine and Primary Care Internal Medicine Residency Program at Montefiore Medical Center, Bronx, New York. She takes a special interest in community medicine and the care of the vulnerable populations. She currently works as an Internal Medicine Hospitalist at Mission Hospital. She has led projects involving inpatient diabetes care and has chaired the Diversity Committee for Mission Health from 2011 till 2015. She continues to educate healthcare workers on implicit bias through lectures and workshops.

Keynon Lake founded My Daddy Taught Me That because he wanted every youth and young male to have the experience of knowing what real men do. Real men lead by example, take care of their families, and become community leaders. Supported by the book, *My Daddy Taught Me That*, the dream is that every youth and young male can become positive, productive men in the community while knowing from example what it means to be a man.

Sharon West, RN, MHS, DPS-Clinical Ethics, is a registered nurse, international speaker and published author focusing on healthcare disparities and culturally appropriate approaches to medical care. She has also been the keynote speaker within faith communities addressing various health topics. A graduate of Winston-Salem State University (NC), Western Carolina University (NC), post graduate studies in Clinical Ethics at Wake Forest University (NC) and doctoral studies in Clinical Ethics at Albany Medical College (NY). Dr. West also serves as adjunct nursing faculty at Mars Hill University (NC) and the Asheville Buncombe Technical College Nursing department. Dr. West serves on the NC Commission of Public Health in the registered nurse seat as well as the North Carolina Minority Health Advisory Council.

Jacquelyn Hallum, MBA, MHA, is the director of Health Careers and Diversity Education at MAHEC. She is a native of Asheville and has been employed with MAHEC for twenty-two years. Her healthcare background spans more than thirty years with special interest in health parity, cultural appropriate care, and workforce equity and inclusion. She is an advocate for social justice and enjoys the experience of mentoring and working with marginalized youth. Her primary focus is working with students that are underrepresented minorities, first-generation college students and students in rural areas of WNC that have an interest in the health professions, and providing resources to help students achieve their goals. She attended and graduated from Asheville City Schools, North Carolina Agricultural & Technical State University and Pfeiffer University Adult Studies Program. She is an experienced presenter in diversity and inclusion education, including microaggression and racial equity work. Jacquelyn serves on several boards and committees. She was most recently appointed to Asheville Buncombe Technical Community College Board of Trustees and Buncombe County's Health and Human Services Board.

Darin Waters, PhD, is an Assistant Professor of History and Special Assistant to the Chancellor for Community Outreach and Engagement at the University of North Carolina at Asheville and the producer of the Waters & Harvey Show.

Alaysia Black-Hackett, MPA, is the Director of Diversity and Inclusion Mars Hill University. She attended Western Carolina University where she earned a BS in Sociology with a concentration in Race, Ethnicity, and Gender Relations; and a Masters of Public Affairs. Alaysia has been heavily involved in issues affecting people of color in the university setting for over 15 years, with experience at a large state institution, small private institutions, and a historical Black institution. Alaysia has also worked outside of academia in Human Resource Management. She is very active within her community, working with organizations to develop and offer policies that meet the needs of both marginalized constituents and community leaders. Outside of academia, Alaysia is an ordained minister and Life Coach providing support, training, and mentorship. An advocate of equality, she is often sought out as a motivational speaker to educate others on the societal effects of institutional racism and socio-economic oppression. Alaysia is currently a doctoral candidate for an Executive Juris Doctor degree from Concord Law School at Purdue University Global. She intends to use this legal knowledge to further her agenda of promoting and

providing policies that will be both holistic and inclusive. Additionally, she desires to support underrepresented families who are unable to afford legal assistance by clarifying confusing terminology and offering mediation services.

Leslie Lake, founder of My Sistah Taught Me That, is a native of Asheville, NC. She is a professional working in the healthcare field who has served on multiple community boards and is a part of many organizations. She currently serves on the Women's Commission of Buncombe County, is a Steering Committee member of the Medical Minority Mentoring Program at Mountain Area Health Education Center (MAHEC), and is very involved with the work of the WNC Diversity Engagement Coalition as a member of the Mission Health Diversity Council. Leslie is passionate about the advancement of our next generation and is dedicated to the work this program and others like it represent. She is a community leader and advocate in WNC for social justice, racial equity, workforce diversity, and youth exposure to greater opportunities than often presented them.

Libby Kyles leads the Youth Transformed for Life (YTL) organization which focuses on creating equity for disadvantaged teens, homeless teens, and young adult offenders reentering the workforce. YTL is committed to working outside of the classroom to close the achievement (opportunity) gap that exists within the Asheville City Schools. YTL creates positive summer experiences and opportunities for youth to participate in activities that challenge them both physically and intellectually. Libby is also a founding member of CoThinkk. Founded in 2014, CoThinkk is a giving circle that brings together community leaders who care about the economic and social well-being of communities of color in Asheville and WNC.

Shuvonda Harper is a native of Asheville, NC. Growing up in the historically African American Southside neighborhood, Shuvonda developed a deep love for her community. Living away from Asheville for a number of years led her to realize that working in the community was her calling. She is now a well-respected activist, serving as a board member of the Residents' Council of the Asheville Housing Authority, parent coordinator with the LEAF in Schools & Street program, and a volunteer at the Dr. Wesley Grant Sr. Southside Community Center. A vocal advocate for the greater good, Shuvonda consistently attends and speaks up at meetings about issues impacting her community. Her professional roles as the Arthur R. Edington Center Office Assistant and the Kresge FreshLo Project Coordinator also allow her to support positive connections and health. Many credit her with playing a key role in facilitating the vibrant activity that fills the Edington Center each day, and the flourishing of the Southside Community Garden.

Robby Russell is a 1983 graduate of UNC-Charlotte with a Bachelor of Science in Business Administration. Robby began his banking career with Central Fidelity Bank in Richmond, VA as a commercial lender. In 1990, he joined First Union in Charlotte as a Small Business Lender. In 1993, he began a new career in banking in the Community Development area by heading Community Development for First Union in Tennessee, which involved developing relationships with not-for-profit organizations working with low and moderate income individuals. In 1996, he returned to Charlotte joining the Corporate Community Development Office with First Union. In 2000, Robby became a Community Affairs Officer, which involved the management and distribution of First Union's Foundation. After the merger with Wachovia, he remained with the Foundation until 2004 when he became the Community Market President for Asheville/Buncombe County for Wachovia. Since coming to Asheville, his team built the largest Business Banking portfolio in a 6 market area with the highest profitability. Robby has served on a number of boards, including UNC-Asheville Foundation Board, Junior Achievement, United Way of Asheville/Buncombe County, A-B Technical Community College Foundation, Community Foundation of WNC, Consumer Credit Counseling of WNC, A-B Institute of Parity Achievement, the Grove Arcade Public Market Foundation, the Z Smith Reynolds Advisory Board, Recreation Experiences Board, Manna Food Bank Board, Asheville Chamber of Commerce Board, CarePartners Board, Mission Hospital Board and Asheville Habitat for Humanity Board.

REALITY CHECK



By registering for this conference, you are granting permission for your contact information to be shared with My Daddy Taught Me That and My Sistah Taught Me That, which are joint providers of this CE activity.

Updated contact information. #18ID021/55327

NAME _____

CREDENTIALS _____

SOCIAL SECURITY # XXX-XX- ____ ____ ____ (last 4 digits required)

OCCUPATION _____

EMAIL ADDRESS _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME COUNTY _____

HOME # _____ WORK # _____

EMPLOYER _____

DEPARTMENT _____

EMPLOYER'S ADDRESS _____

CITY _____ STATE _____ ZIP _____

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Program announcements will be sent to your email unless you opt out from receiving MAHEC emails. We never share our mailing lists.

Please remove my name from the MAHEC mailing list.

MEAL PREFERENCE Vegetarian Gluten-free Vegan

PROGRAM FEE \$80.00 \$95.00 (after June 22)

Full payment must accompany all submitted registrations unless a payment plan has been approved in advance. Registrations received without accompanying payment will not be processed.

Check is enclosed Credit card information provided

Visa MasterCard Discover Card American Express

ACCOUNT # _____

EXP ____ / ____ CODE ON BACK OF CARD _____ (3 digits)

NAME ON CARD _____

SIGNATURE _____

HAVE A QUESTION?
Contact the Program Planner

Dina Gillespie
dina.gillespie@mahec.net or 828-771-4216



Special Services
828-348-3623

REGISTRATION INFORMATION: 828-257-4475

FAX REGISTRATION: 828-257-4768

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EMAIL: registration@mahec.net

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