



HAPPY MAY

EXECUTIVE DIRECTOR'S NEWSLETTER | MAY 6, 2026

"I'm coming out!"—May invites us to **step into the season**: longer days, warmth, and possibility. It's a time to embrace not only the energy of what's ahead, but also to reconnect with what grounds me.

This season helps me refocus and strengthen my anchor—here at AWIN, within our shared mission, and across the communities that shape who we are as leaders. From that clarity, we can **channel our momentum** with greater intention.

At AWIN, our purpose is **rooted in** connection, development, and advancing women in leadership. That purpose comes to life through how we show up, support one another, and continue to stretch into the leaders we're capable of becoming.

Welcome New Board Member!

Join us in welcoming **Orlandrea “Lan” Beasley** as the newest member of the AWIN Board.



Orlandrea serves as a Branch Manager at **U.S. Bank**, where she has built an impressive career spanning nearly 17 years. She has previously contributed her time and talents through serving on our Marketing, Communications, and Partnership Committee and volunteering at AWIN events.

Known for her love of connection, community, and family, Lan brings a strong voice and valuable insight to our board leadership.

30-Day Accountability: FROM COMMITMENT TO MEASURABLE ACTION



Thirty days ago, during our **International Women's Day Celebration**, we made a commitment to intentionally strengthen our leadership in **Global Perspective** and **Manages Complexity**. This wasn't meant to be a moment of inspiration alone; it was a call to action.

Now is the time for accountability.

Pause and assess:

- Where have you sought out perspectives beyond your immediate lens?
- When faced with ambiguity or competing priorities, did you lean in with clarity and courage—or default to what felt most comfortable?
- What actions demonstrate growth in these areas?

Accountability requires evidence. Growth should be visible in how you think, lead, and show up for others.

If progress feels limited, **re-engage with intention**. These competencies are not optional; they are essential.

Recommit with specificity:

1. *What is one action you will take this week to expand your perspective?*
2. *Where will you step into complexity rather than avoid it?*

The impact of our work depends on our willingness to do the hard, meaningful work of growth—consistently, deliberately, and together.

What I'm Reading

This Month: *Degrees of Strength* by Ross & Vannoy

The book reframes strength as something dynamic, not fixed—something we develop and refine over time.

Leadership is not about relying on a single capability—it's about adaptability, awareness, and intentional growth.

As you **reflect on your own leadership journey**, consider:

- *Where are your strengths serving you well?*
- *Where might they need to evolve to meet new challenges?*



May Competency Focus: Builds Effective Teams

This month centers on **Builds Effective Teams**, a competency at the heart of the AWIN mission.

Our work is collective. The strength of AWIN lies in the power of its network, diversity of its voices, and the shared commitment to lifting one another forward.



Building effective teams goes beyond collaboration.
It requires:

- Creating environments where trust can thrive
- Valuing diverse perspectives and experiences
- Holding one another accountable to high standards
- Ensuring every voice has both space and impact

At AWIN, **we are not just building teams**—we are building a community of leaders who are shaping the future together.

As you move through this month, I challenge you to reflect:

- *How are you contributing to the effectiveness of your teams?*
- *Where can you strengthen connection, clarity, or trust?*
- *How are you ensuring others feel seen, heard, and empowered?*

Looking Ahead for AWIN

A key moment to lean into this month is our **Industry-Specific Roundtables on May 19th**—a powerful opportunity to connect with peers within your industry, exchange insights, and learn from those who are actively transforming their organizations.



This month, be deliberate:

- Take action that aligns with your commitments
- Engage in conversations that challenge and expand thinking
- Strengthen the connections that make our community resilient and effective

The work ahead requires more than participation—it **requires ownership**.



THANK YOU!

Thank you for your continued commitment to AWIN's mission. Together, we are building a network rooted in support, purpose, and empowerment.

Rena Hall, Ed.D | Executive Director



LOGIN

PROGRAMS & EVENTS

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PIVOTAL PARTNERS



**Gresham
Smith**



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