



Transform Westside Summit

Connect | Communicate | Collaborate

Presented by the Westside Future Fund

Friday, August 17, 2018

WIFI: TGS Guest | Password: tgsvisitor384

Agenda

7:15 AM — 7:20 AM	Welcome	John Ahmann Executive Director Westside Future Fund
7:20 AM — 7:35 AM	Opening Devotion	Da'Rel Patterson & Tes Sobomehin Marshall Founder Partners, The Unity Collective & The Race 5K and Half Marathon
7:35 AM — 8:00 AM	Introductions & Announcements	John Ahmann
8:00 AM — 8:55 AM	Featured Presentation: <i>The Home Depot Backyard</i>	Latonda Henderson AMB Sports and Entertainment
	Q&A	Matt Dale Darden & Company
		Heather Prill The Home Depot Foundation
		Don Rovak AMB Sports and Entertainment
9:00 AM	Meeting Adjourns	

Upcoming Summits:

September 7

September 21

Westside Future Fund

Facebook: @WestsideFutureFund | Twitter: @WFFAtlanta | #Westsideontherise | #TransformWestsideSummit

www.westsidefuturefund.org | info@westsidefuturefund.org | 404-793-2670

Speaker Bios

About The Unity Collective: The Unity Collective is a collaboration of running community leaders, vendors, and supporters united to host a road race that supports black owned businesses, runs through historically black neighborhoods, makes a positive impact with charity and service, and garners massive national support from the African-American running community and beyond.

Get Connected: Facebook - @TheRaceUC | Instagram – @TheRace_UC | Website: www.theraceuc.com

Latonda Henderson, AMB Sports and Entertainment

Latonda Henderson serves as the Director of the Community Activation for Mercedes-Benz Stadium where she leads The Home Depot Backyard, the 11-acre green space adjacent to the Stadium. She has executive responsibility for directing the overall strategic planning, park operations, public programming, marketing, community outreach and communication strategies for this start-up organization. Prior to this role, she spent the past 17 years collaborating with Fortune 100 companies, non-profits and political campaigns to develop innovative capabilities and new programs. Latonda graduated from Spelman College and completed the Executive MBA program at Emory University. She resides in Atlanta, Georgia and is restoring a 100-year-old home near the Westside Beltline with her husband Kevin and two children, Ryan and Hamilton.

Matt Dale, Darden & Company

Matt Dale began his career in Atlanta as a general contractor on data centers and mission critical facilities. His role included private development projects in Atlanta and Chicago, and a Department of Defense facility in Washington, D.C. Matt then returned to Atlanta to become a member of a new advisory team with PricewaterhouseCoopers: The Capital Projects Group. This group specialized in project management, controls, and risk mitigation for projects \$1 billion and larger. Most recently, Matt joined Darden & Company serving as the Owner's Representative on Mercedes-Benz Stadium, Atlanta United's Training Ground, demolition of the Georgia Dome, and construction of the Home Depot Backyard. Matt graduated from Vanderbilt University majoring in mechanical engineering, with a minor in International Economics from London School of Economics. Outside the office, Matt enjoys traveling with his wife and daughter, playing golf, and fly fishing in Colorado.

Heather Prill, The Home Depot Foundation

Heather Prill is the Senior Manager of Strategic Partnerships and Atlanta Hometown Giving for The Home Depot Foundation. Ms. Prill strategically builds and manages key relationships with national organizations that partner with THDF to further the mission of ensuring every veteran has a safe place to call home. With over 15 years of non-profit executive leadership experience, Heather's roles have allowed her to focus on community giving and development, nonprofit capacity building, and relationship development with diverse populations. Prior to joining the Foundation, Heather was the Director of Program Investment with the United Way of Greenville County, where she provided strategic direction and guidance to the program investment process as well as capacity building for numerous nonprofits. She served as the Director of the Georgia Commission for Service and Volunteerism, a statewide organization that administers and manages AmeriCorps funding and programming. Other professional roles include Executive Director of Hands on Greenville and working with the YMCA. Giving back to the community is important to Heather. She has served on several boards including: Metro Atlanta Corporate Volunteer Council, City of Greenville Housing Authority, Humane Society, the Nonprofit Alliance, and the national AmeriCorps Alums board.

Don Rovak, AMB Sports and Entertainment

Don Rovak serves as the Vice President of Ticket Sales and Service for AMB Sports and Entertainment where he oversees and leads the sales, ticket member services and operation teams for the Atlanta Falcons and Atlanta United. In addition, Rovak oversees the private events and tour business for Mercedes-Benz Stadium. Now in his eleventh season with the Falcons, Rovak has successfully built the Falcons' ticket sales department where he led his team in selling out the first season in Mercedes-Benz Stadium and reconstructed the premium sales team to continually focus on increasing member benefits. In its inaugural year, under Rovak's leadership, the Atlanta United sales team finished first in season ticket sales and attendance and have continuously led the single game attendance record in Major League Soccer. Rovak also serves in the community frequently volunteering at the Westside Works program in Atlanta. He graduated from Indiana University and he and his wife, Corrie, reside in Atlanta with their two sons, Jared and Dustin.

Get Connected: Facebook - @thdbackyard | Instagram – @thdbackyard | Twitter - @thdbackyard
Website: <http://mercedesbenzstadium.com/the-home-depot-backyard>

Westside Future Fund

Facebook: @WestsideFutureFund | Twitter: @WFFAtlanta | #Westsideontherise | #TransformWestsideSummit
www.westsidefuturefund.org | info@westsidefuturefund.org | 404-793-2670