



SERA Inc. presents

Mom & Me

Mother/Daughter Female Empowerment Series
Promoting Beauty (inside and out), Empowerment,
Entrepreneurship, and Wealth Building Education



Feb 9th

6pm -730

MOM & ME

GIRLS GET RICH

MOTHER/ DAUGHTER WORKSHOP

WEALTH * BEAUTY * ENTREPRENEURSHIP

register dlists@southeastraleigh.org or call 919.928.4442

Our Purpose

The Mom & Me workshop series is design to influence and empower teenage daughters and women of the community in the field of Wealth

Building Education, Promoting Beauty (inside and out), Entrepreneurship and Education. We aim to establish a network of women who are building phenomenal businesses here in the Triangle with young teenage women to help enhance mentorship in various career fields.

Our objectives are too:

- Enhance and promote entrepreneurship among more teenage girls.
- Enhance a stronger working relationship between mother and daughters and work together to build businesses.
- Enhance the conversation among household about wealth building education and responsibility.
- Empower inner beauty and outer beauty appearance.
- Provide a networking circle for young women to connect with Triangle business women.

Our Speakers

Shonda Smith, Owner of The Queen in Me Salon LLC.& Queen Code.



Shonda Smith has spent years educating, inspiring, and motivating our

youth to reach their best potential. After starting her career more than eighteen years ago in the public school systems of the Carolinas and as a licensed stylist and salon owner, she is now seen as the Chief Transformation Queen® to women and girls who desire to build courage, confidence and complete self-cohesiveness. With her background as an elementary school teacher, Shonda honed her skills to motivate girls who are struggling with low self-esteem, strained relationships, and even those that are coping with the effects of sexual abuse. As the president and CEO of The Queen In Me, LLC, Shonda Smith has a real passion for transparency that allows her to share her personal survivor's story with others in a way that provides encouragement and sets the stage for transformation. With her signature Queen Code®, Shonda is transforming lives of young girls & women from Victim to Victorious through Rebounding, Recharging and Rediscovering selfpurpose that leads to their highest and best potential.

Shonda Smith is a graduate of Strand College of Hair Design as a licensed Cosmetologist and with over sixteen years in the beauty industry later became a salon owner and Cosmetology Instructor. In addition to that, she is a graduate of Coastal Carolina University majoring in Elementary Education with a focus on Foreign Language and after working as fourth grade teacher for eight years, she became the English Language Learners teacher and Department Contact for her school. Almost four years ago, she began to merge her love for working with our youth and beauty by transitioning into the world of entrepreneurship as the owner of The Queen In Me Salon and now as a Mind, Body, and Soul Transformation Coach

and Consultant for The Queen In Me, LLC. She is now officially a Certified Girl's Empowerment Coach and Life Coach. Her personal mission is to forgive herself daily so that she can live a transparent -filled life that allows her to forgive and accept others as they are.

With the launch of her signature Queen Code ® this spring, she's on a mission to reach 1000 girls in 2017 to introduce the new Queen Code ® concepts which helps us to have healthier conversations worldwide around an uncomfortable subject, child sexual abuse awareness. In addition to being an inspirational speaker, Shonda Smith is also currently working on a memoir.

Dawn Nicole
Chief GrowGetter & Expert Growth Strategist C.S.M., P.M.P
Key Note Speaker. Consultant. Coach. Author

Dawn Nicole is founder of DawnNicole360, LLC and creator of "GrowGetter™", a premium brand of Strategic Frameworks designed around Thinking like A GrowGetter, "A Strategic Mindset to Success." Known as the Chief GrowGetter™, Dawn Nicole specializes in transforming businesses from possibility to profitability through her "Ready Set Grow" strategies which build leading brands. A Published Author, Transformational Key Note Speaker, and Certified Coach, Dawn Nicole brings 19-years of executive-level experience in Corporate America combined with the creative flair! As a licensed songwriter, playwright and theatrical director who made her out of the box radicalism work in a competitive corporate environment, she offers an engaging program that will enlighten, empower and engage thinking creatively and strategically.



Thrive, Influence and Create a repeated recipe for success by knowing your SECERT SAUCE™!

On Feb 9th, Discover why knowing your SECERT SAUCE™ is key to knowing where you thrive, who you influence and how to create a repeated recipe for success as mother and daughter.

Think about it, when we try a new MOUTH-WATERING dish for the first time, the next natural step is to try and guess the spices we're experiencing in the dish. We naturally aim to duplicate the flavors we're tasting.

Question: Why do we ever try to guess the spices in a great dish?

o Answer: Because if we knew the spices, we could try to duplicate the dish in our own kitchen.

· Question: Why would we want to duplicate the dish in our kitchen?

o Answer: Because we could experience that same great dish as many times as possible. In other words, repeated success

Discovering your Secret Sauce™ by Dawn Nicole, can help you better understand the INDIVIDUAL and JOINT super powers responsible for attracting massive success in your business, corporations, personal life and relationships!
Here's what Moms and Daughters will learn through this talk

- Their unique Secret Sauce as a team
- The benefit of their Secret Sauce
- How to use it to attract the results they want
- What their Sauce means to others.

Event Registration Information

Date: Feb 9th & Feb 23rd

Location: Top Green Community Center
401 Martin Luther King Blvd, Raleigh, NC 27610

Time: 6pm to 7:30pm

To register please email dlists@southeastraleigh.org or call 919.928.4442
Please put in subject line : MOM and ME workshop. Seating is limited.