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RESEARCH TRIANGLE  
AREA CHAPTER  
Association for  
Talent Development

## Coaching Perspectives: Building Competence and Achieving Goals

May 13, 2014 | 5:30pm: Networking, 6:00pm Program | UL University

A panel discussion moderated by Jennifer Neibert, CPLP:



Michele Hemric, SPHR, ACC, CBIA, CISR | [mhemric@bmico.com](mailto:mhemric@bmico.com)

AVP, HR & Organizational Effectiveness  
Builders Mutual Insurance Company

After over 17 years in the Training & Development realm, Michele Hemric moved into the human resource world as AVP, HR & Organizational Effectiveness at Builders Mutual Insurance Company. In this position, Michele combines her talents to design and implement dynamic solutions that shape corporate culture, drive organizational improvement, and accelerate achievement of business goals. Michele also directs the internal coaching program at Builders Mutual, focusing current leaders on building their strengths and eliminating obstacles that may impede their success. Michele Hemric holds a Bachelor of Arts in International Studies and French from Meredith College. She is fluent in French. She earned her Certified Builders Insurance Agent (CBIA) designation in 2009, the Certified Insurance Service Representative designation (CISR) in 2012, her Associate Certified Coach (ACC) designation in 2013, and the Senior Professional in Human Resources (SPHR) designation in 2013.



Sheila Purnell, PCC | [shlpurnell@yahoo.com](mailto:shlpurnell@yahoo.com)

CEO/President

Sheila Purnell is an organization development consultant and executive coach with over 15 years in organization, executive, leadership, and management development; process improvement; and global experience. She has broad experience in multiple industries including aviation, manufacturing, power generation, environment systems, and organizational consulting. Purnell is recognized for affecting significant improvement in human resources and business processes by assessing and developing implementation strategies within the organization that have led to improved productivity, enhanced leadership capability, cost reduction, and organization alignment. Purnell graduated with B.S. and M.S. degrees from the University of Massachusetts. She is a Professional Certified Coach (PCC) from International Coach Federation (ICF) and has certifications by Development Dimensions International (DDI) in Interaction Management and Targeted Selection; Personnel Dimensions International (PDI) Profilor®; Wilson Learning Corporation in Managing Interpersonal Relations and Counselor Relations; and was trained at Crosby Quality College in Total Quality Management.



Charlotte Purvis, M.S. | [charlotte@perfectbalancenc.com](mailto:charlotte@perfectbalancenc.com)

Communication Consultant & Motivational Speaker  
Perfect Balance

Charlotte Purvis has had a life-long interest in how people communicate with each other. She has been fortunate to be able to use her academic training at the University of Wisconsin-Madison (where she received both B.S. and M.S. degrees) and her passion for communication to build her business. She is a consultant, coach, and speaker with clients in corporate, campus, and community settings. Charlotte creates and conducts customized programs for clients seeking to excel in business communication, leadership development, and customer relations. Her client list includes small family-owned businesses, global corporations, non-profit organizations, college students, and professionals at all levels of their careers.



Laura Lee Rose, CTACC | [LauraRose@RoseCoaching.info](mailto:LauraRose@RoseCoaching.info)

Business and Career Management Coach  
Rose Coaching

Laura Rose has 20 years of experience in the software industry including developer, tester, people management, project management, and product management in various development and customer advocacy roles. She is an expert in time management, business process, project management, and work-life strategies for both office and home life. As the owner of Rose Coaching, she helps busy professionals and entrepreneurs create effective systems so that they can comfortably delegate to others, be more profitable, and have time to enjoy life even if they don't have time to learn new technology or train their staff. She has a knack for taking big ideas and converting them into smart, sound, and actionable ideas.