



# LAKE NORMAN CHAMBER DIVERSITY COUNCIL



Herman Bruno  
Vice Chair



Cherese Spand  
Chair  
2025



Fredricka Thomas-Allen  
Secretary

## About the Lake Norman Diversity Council

Established in 2008, the Lake Norman Diversity Council is dedicated to supporting and empowering businesses and individuals from diverse backgrounds. The Council provides a platform for community engagement, collaboration, and discussions that celebrate diversity while addressing challenges within the region.

## New Chair Brings Expertise and Passion to the Role

Cherese L. Spand, owner of SHE Wealth - Savvy, Healthy & Empowered, and a Financial Advisor with Advanced Wealth Strategies, brings over 20 years of experience in the financial services industry. The collaboration of her work in financial services and entrepreneurial education has driven Cherese to address a vital need for Financial Literacy among Women and Women in Business. In addition, she serves as an Entrepreneurial Instructor at The Hurt Hub, where she educates and inspires aspiring entrepreneurs. Cherese wears many hats and has been recognized for her dedication and contributions by several organizations. Her ability to combine financial expertise with a passion for empowerment makes her a powerful advocate for diversity and inclusion. As Chair, Cherese's leadership, strategic vision, and commitment to community engagement will be invaluable assets to the Diversity Council as it continues to advance its mission in 2025.

## Meet the Vice Chair and Secretary

Herman Bruno, the newly appointed Vice Chair, is an business advisor with Transworld Business Advisors, where he helps clients with the buying and selling of businesses globally. His expertise in facilitating complex transactions and fostering meaningful connections makes him an invaluable asset to the Diversity Council's leadership team. Herman's global perspective and strategic acumen will undoubtedly enhance the Council's ability to engage diverse businesses and advance its mission of inclusivity and collaboration.

Fredricka Thomas-Allen, the new Secretary, is the owner of Sign Here Notary Service, a professional mobile notary signing and consulting agency based in Charlotte, NC. With over 20 years of public service experience, Fredricka's attention to detail and organizational expertise make her an essential part of the Council's leadership. Her background as a public servant and her dedication to supporting community initiatives equip her to ensure the Council's initiatives are executed with precision and care. Fredricka's commitment to fostering connections and empowering local businesses will be invaluable as the Council works toward its strategic goals in 2025.

## Looking Ahead: Strategic Planning for 2025

The Diversity Council's strategic plan for 2025 aims to engage diverse businesses within the Lake Norman community and surrounding areas. Key objectives include:

- Promoting community engagement and collaboration.
- Encouraging conversations that celebrate diversity and inclusivity.
- Addressing issues related to race, culture, gender, ability, sexual identity, and more.

The Council remains committed to fostering an inclusive and welcoming environment for businesses and individuals from all backgrounds, including minority-owned enterprises, women entrepreneurs, and other underrepresented groups.

The Diversity Council meetings are open to everyone, whether you are a Chamber member, community leader, or someone passionate about advancing diversity and inclusion.

