

UNTIL IT'S DONE. UNTIL IT'S DONE. UNTIL IT'S DONE. UNTIL IT'S DONE. UNTIL IT'S DONE.



THURSDAY, NOVEMBER 5, 2020, 6:00PM
FINEST.CFF.ORG/STANDOUTBLUERIDGE

ONE. UNTIL IT'S DONE. UNTIL IT'S DONE.



Dear Friends,



Welcome to the inaugural STANDOUT Blue Ridge. On behalf of the Cystic Fibrosis Foundation, I want to share our deep appreciation for your continued commitment to our shared mission and the CF community. We may not be together in person this year, but we remain strongly together in spirit!

This year's STANDOUT Blue Ridge event chair, Sarah Nazionale, also deserves a special moment of recognition. Her tireless work and dedication have been instrumental to the success of this event, and we are grateful for her leadership.

Over the past 65 years, the combined efforts of volunteers and donors, care providers, researchers, and the CF Foundation have resulted in transformative therapies and added decades of life for people with CF. Our community's outstanding progress gives us much to celebrate, but we also know that our most important and challenging work is ahead of us. Not every person with CF can benefit from existing therapies, and many still face challenging complications.

We are steadfast in our commitment to helping every individual with CF live their healthiest life possible today and, ultimately, to finding a cure for all people with CF.

You play a vital role in advancing our mission, and we thank you for your dedication and support. By working together, I am confident that we will make CF stand for Cure Found.

Sincerely,

Michael Boyle, M.D.
President and Chief Executive Officer
Cystic Fibrosis Foundation

WELCOME TO STANDOUT BLUE RIDGE

Honoring the Class of 2020

Hana Bieliauskas	Rebecca Morris
Joshua D'Innocenzi	Sarah Nazionale
Brian Elston	Dr. April Perry
Jessica Hughes	Ross Pritchard
Chazeray Jackson	Chris Reinhardt
Kristi Kovalcik	Ariel Robison
Heath Morlok	Dr. Michael Trayford
Patricia Zinke	

**Support the honorees and the Cystic Fibrosis Foundation
by giving a 100% tax-deductible donation at**

finest.cff.org/standoutblueridge/donate

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THANK YOU FOR MAKING
STANDOUT BLUE RIDGE POSSIBLE

Committee Members

Sarah Nazionale Sarah Kirkpatrick
Chris Reinhardt Lauren McKinney
Andrew Johnson Ariel Robison
Jen Lepkowski Ed Manning

Cystic Fibrosis Foundation - Charlotte Chapter Board of Directors

Doug Bollermann, Chair	Ashley Chadha, MD	Doughton Horton
John Moscati, Vice Chair	Allen Clark	Russ Jackson
Rob Anderson	Brittany Clark	Rebecca Preslar
Peter Barry	Kalon Foss	Ben Siadak
David Bock	Lisa Hoffman	Scottie Trapp

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Gretchen Rohleder, Associate Executive Director
Rachel Staton, Sr. Development Director Michelle Boring, Event Support Specialist
Stephanie Cherry, Development Director Abbie Dorfman, Event Support Specialist
Nick Breaux, Development Manager Annie Mastrangelo, Administrative Manager

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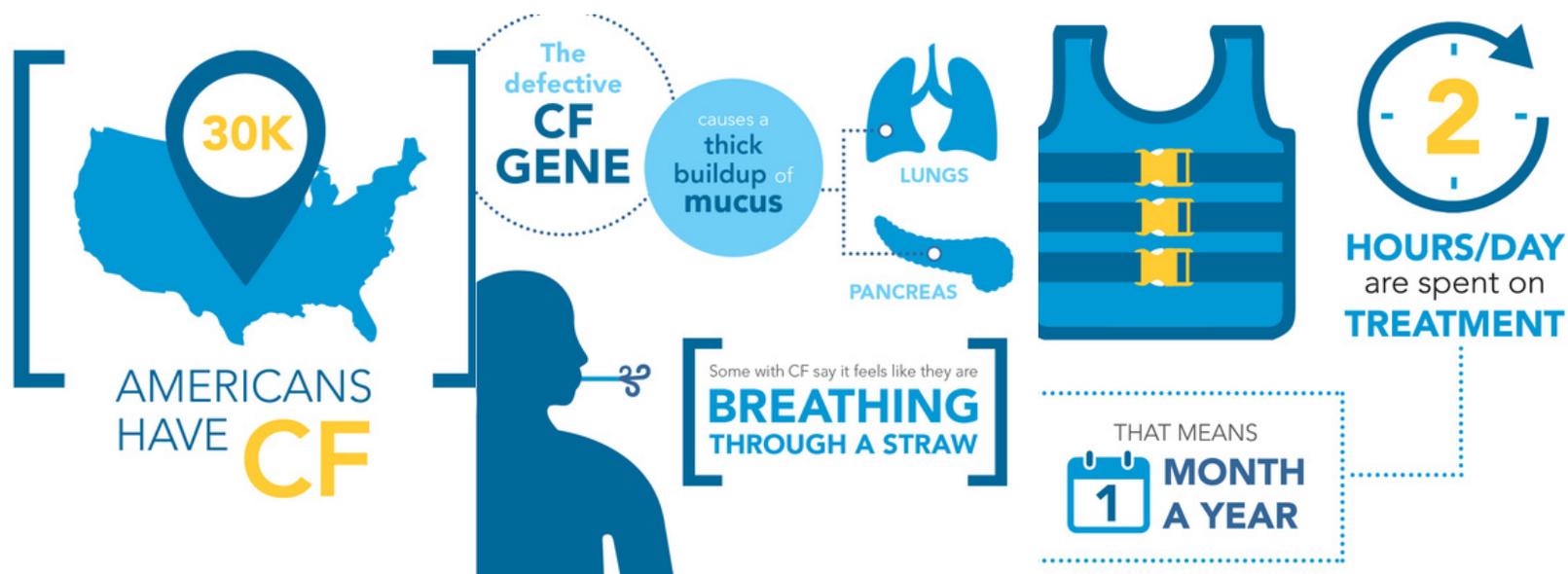
Highland Brewing Company
Leadership Asheville

Financial information about this organization and a copy of its license to solicit are available from the State Licensing Branch at 888-830-4989. This license is not an endorsement by the State.

WHAT IS CYSTIC FIBROSIS?

Cystic fibrosis is a progressive, genetic disease that causes persistent lung infections and limits the ability to breathe over time. In people with CF, mucus in various organs becomes thick and sticky. In the lungs, the mucus clogs the airways and traps germs, like bacteria, leading to infections, inflammation, respiratory failure, and other complications. For this reason, minimizing contact with germs is a top concern for people with CF.

In the pancreas, the buildup of mucus prevents the release of digestive enzymes that help the body absorb food and key nutrients, resulting in malnutrition and poor growth. In the liver, the thick mucus can block the bile duct, causing liver disease.



WHO IS THE CYSTIC FIBROSIS FOUNDATION?

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

The CF Foundation is the world's leader in the search for a cure for cystic fibrosis, and nearly every CF-specific drug available today was made possible with our financial support.

CAYLEE PAFFORD

2020 STANDOUT Blue Ridge Ambassador

Serving as the inaugural STANDOUT Blue Ridge ambassador, Caylee Pafford is a sweet, energetic ten-year-old from Fletcher, NC. Caylee was diagnosed with cystic fibrosis at only four days old.

Caylee is in the 5th grade and has been homeschooled since she started kindergarten. She loves to spend time with her family and her sweet dog Tobi.

Caylee is an avid dancer and stars in her own YouTube channel. Most recently she has enjoyed competing in pageants and making new friends. Her goal in life is to raise money to help find a cure for cystic fibrosis and to help others in need.



2020 STANDOUT BLUE RIDGE AWARDS

STANDOUT of the Year

One honoree is awarded for showing extraordinary commitment to finding a cure for CF. This honoree has surpassed the goals set by their peers and the STANDOUT Blue Ridge committee and demonstrates true dedication to the fight against CF as the highest fundraiser in their Class.

65 Roses™ Award

The 65 Roses Award is named in honor of all those who fight cystic fibrosis. The story of 65 Roses dates back to 1965 when an observant 4-year-old, hearing the name of his disease for the first time, pronounced cystic fibrosis as "65 Roses." Today, "65 Roses" is a term often used by young children with cystic fibrosis to pronounce the name of their disease. The 65 Roses award is given to an honoree whose work in the community to raise awareness for cystic fibrosis demands recognition. The award recipient generates awareness by carrying that story of CF across the community.

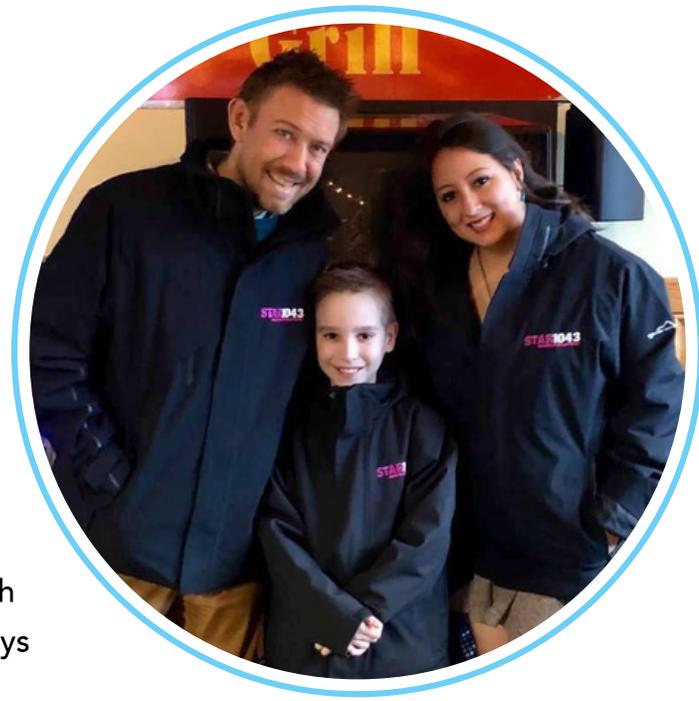
Masters of Ceremonies Josh and Ariel, Star 104.3

Our emcees tonight can be heard weekday mornings as the hosts of the "Josh and Ariel in the Morning" show on iHeartRadio Asheville's Star 104.3.

Josh hails from South Jersey, but grew up in the Montreat and Black Mountain area. Josh has been a full-time member of the Asheville radio scene for 20 years.

Ariel, a Brevard, NC native, is active in the community through outreach and promotion events for local businesses, and enjoys giving back in this way.

Josh and Ariel's connection to the Cystic Fibrosis Foundation began with their close friendship with Noah McFall. Noah was brought to his heavenly home on June 15th, 2019. Noah's best bud, his dog Bear, is now living with Josh. Josh and Ariel have had a passion for helping those with CF since meeting Noah.



Double or Even Triple Your Donation with Matching Gifts

Did you know that most workplaces will double, even triple, your donation? Many employers offer matching gift programs that will match an employee's personal charitable donation, allowing their gift to have an even greater impact.

Please visit your company's human resources department to find out how to get your donation matched.



WYFF 4
is proud to support
the CF Foundation and
STANDOUT Blue Ridge
honoree **Sarah Nazionale.**



Hana Bieliauskas

Inspire PR Group

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Hana leads Inspire's Southeast office from Asheville, North Carolina, and heads the agency's digital practice, including social media strategy, influencer engagement, SEO, and digital marketing and advertising. Hana has planned over 40 digital campaigns that have won national and regional awards. She has also presented on social media and influencer relations at conferences and workshops hosted by BlogHer, the Public Relations Society of America (PRSA), and GroupHigh.



Hana has more than ten years of public relations experience, primarily working with food, restaurant, nonprofit, and agriculture clients. She also oversaw communications at a national children's advocacy organization in Washington, D.C.

Hana serves on the board of Girls on the Run of Western North Carolina, where she leads the organization's PR and marketing efforts. She is also an active member of PRSA and participates in the organization's Western North Carolina chapter.

Hana grew up in Cincinnati and has a Bachelor's degree in Journalism, with a specialization in Political Science from Ohio University's E.W. Scripps School of Journalism. She enjoys trail running, any new fitness challenge, hiking, and traveling whenever she has the opportunity.

1955

THE FOUNDATION IS FORMED
BY A GROUP OF CF PARENTS

[Click the year to learn more about each milestone.](#)

Joshua Michael D'Innocenzi

iHeart Media

[Click Here to Support Joshua](#)

Josh Michael is one half of “Josh and Ariel in the Morning” on iHeartRadio Asheville’s Star 104.3. Josh was born in South Jersey, just 10 minutes outside of Philadelphia, and brought his fanatic love for the Philadelphia Eagles down to the mountains of WNC in 1990. Josh grew up in the Montreat and Black Mountain area, graduating from Owen High School in 2000 and Western Carolina University in 2004. He found his love for radio during his junior year of high school when he got his first job at 104.3. He hasn’t left since! Josh has been a full-time member of the Asheville radio scene for 20 years, and for the last four, he’s added the duties of host of “The Ingles Chef’s Kitchen,” a 3-minute TV cooking segment carried on 15 channels across the South. Josh has also had a lifelong love affair with helicopters and has been flying since his first flight with his father at one month old.



Josh’s connection to the Cystic Fibrosis Foundation began with his close friendship with Noah McFall. Josh, Ariel and Noah met through a radio interview and their deep friendship grew immediately. Josh and Noah shared a special bond as they were both waiting on organ donations. Noah was waiting on lungs and a liver and Josh a kidney. Josh and Noah spent many nights texting back and forth about their medical treatments, the constant cheating on their diets, and met up as much as their medical regiments would allow. Noah was brought to his heavenly home on June 15th, 2019. Noah’s best bud, his dog Bear, is now living with Josh. Josh is currently still on the kidney transplant list, and will forever keep the memory of his “Little Buddy” Noah alive.

1961

ESTABLISHMENT OF ACCREDITED
CF CARE CENTER NETWORK

[Click the year to learn more about each milestone.](#)

Brian Elston

Brian Elston Law

[Click Here to Support Brian](#)

Brian Elston is a personal injury attorney, representing those injured at work or due to the negligence of others. In 2015, Brian Elston founded Brian Elston Law and has represented clients at the trial court level, North Carolina Court of Appeals, in federal courts, and at the North Carolina Industrial Commission. At each stage and for each client, Brian is able to advocate and litigate to obtain the best, most practical outcome.



Brian credits his success to his experience as a claims adjuster for a major insurance carrier prior to becoming an attorney. As a claims handler, Brian learned the industry and claims handling process. More importantly, he also learned the importance of having an experienced advocate for the injured.

Along with being a STANDOUT, Brian's peers have recognized him as a Superlawyer, NC Business Elite Young Guns, Biltmore Beacon 40 under 40, and as an executive committee member of the North Carolina State Bar Workers' Compensation Section and the 28th Judicial District Bar.

1966

LAUNCH OF THE CF PATIENT REGISTRY

[Click the year to learn more about each milestone.](#)

Jessica Hughes

Buncombe County Government
[Click Here to Support Jessica](#)

Jessica is a wife and dog mom who lives with cystic fibrosis. A graduate from Western Carolina University with degrees in Business Administration Law and Marketing, Jessica works for her local county government in environmental administration.

Jessica is an active volunteer with her local CF Foundation Great Strides walk and assists with other local fundraising events for the Foundation. She is active in the CF community through the national CF Blog. She is passionate about bringing awareness to the disease and raising funds to support research for a cure. Jessica recently began taking Trikafta™, a life-changing gene modulator. This drug has further encouraged her fundraising as she has witnessed first-hand the life-changing benefits of CF research.

Jessica lives in the Blue Ridge Mountains with her husband, Will, and their dog, Nora. She enjoys hiking with them and cooking for her family and friends. Jessica is excited to have this opportunity to be an honoree for STANDOUT Blue Ridge.



1988

FIRST GREAT STRIDES WALKS, THE
FOUNDATION'S SIGNATURE FUNDRAISER

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Chazeray Jackson

Southeastern Physical Therapy
[Click Here to Support Chazeray](#)

Chazeray "Chaz" Jackson was born in Rutherfordton, North Carolina. He grew up in a low-income area where everyday living had its ups and downs and difficulties to overcome. Throughout his journey, he developed a passion for football, which helped him overcome the obstacles he endured as a child. As a student-athlete, he graduated from Western Carolina University with a Business Administration degree. Chaz eventually returned to school to pursue and complete another degree in Applied Science at South College of Asheville. He is currently a part of the Southeastern Physical Therapy team as a Physical Therapist Assistant.



Chaz is also a philanthropist/entrepreneur who reaches hundreds of lives annually as an internal conflict advisor, speaker and trainer with the John Maxwell Team. He is also the author of a book called "Live, Learn, and Lead Powerfully: A Teen Leadership Guide," which made Amazon's #1 New Release List. He values being a husband, father, teacher and man of faith. He has a passion for assisting young adults and educators in creating phenomenal lives for themselves and others.

Chaz is happily married to his best friend and has two beautiful daughters. Chaz says, "My main agenda daily is to keep God first in every decision I make, take things one day at a time, and strive to be a cultivator and protector for my family and community."

1989

DISCOVERY OF CFTR, THE
GENE THAT CAUSES CF

[Click the year to learn more about each milestone.](#)

Kristi Kovalcik

iHeartMedia Asheville

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Kristi Kovalcik is a senior marketing strategy consultant for iHeartMedia in Asheville, North Carolina. During her career with iHeartMedia, she has received salesperson of the year for the company in 2012 and 2015. Kristi has over a decade of success in developing campaigns on a local and regional scale. Her job duties include but are not limited to direct sales, business development, project management, promotions, event sponsorships, as well as emerging digital platforms. Kristi loves teaming up with bright people to create innovative solutions, solve complex business problems and achieve big goals!



Outside of her professional career, Kristi is a proud wife to her Asheville firefighter husband Chris and mom to two amazing boys, Bauer (8) and Cooper (5). On the weekends you can usually find her at the ice hockey rink where her boys participate in a travel hockey program.

Whether cheering on a local business or a third-period power-play goal, Kristi will do whatever it takes to achieve desired results!

1993

**FDA APPROVES PULMOZYME, FIRST DRUG
DEVELOPED SPECIFICALLY FOR CF**

[Click the year to learn more about each milestone.](#)



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The Law Offices of Bull & Reinhardt, LLC
are proud to support the Cystic Fibrosis
Foundation and STANDOUT Blue Ridge
honoree Chris Reinhardt.

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AN EVENT



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ADVOCATE



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VOICE

You can choose from volunteer opportunities that best match your
interest and skills. Contact your local chapter or visit
cff.org/volunteer to get involved.

Heath Morlok

Everyday Health Professional [Click Here to Support Heath](#)

Heath Morlok is the Senior Director of Market Impact and Value at Everyday Health Professional, the promotion and advertising wing for a publicly traded portfolio of medically focused digital publications. Primarily responsible for the management of advertising clientele and promotional products, Heath has worked with nine of the top ten pharmaceutical companies to deploy marketing campaigns for pharmaceutical products across a myriad of health conditions, including infectious disease, respiratory afflictions, psychosis and multiple forms of cancer.



Before serving in this strategic leadership role, Heath began his tenure with Everyday Health in 2011 as an entry-level client service manager. Although only officially responsible for client appreciation and event planning, Heath used his rare meeting access to absorb every detail he could, approaching his tasks as if assignments for advanced degree classes. Application of his insights created an entry into marketing and account management, followed by rapid promotion and eventual assignment to a pivotal role in client management and marketing strategy. While with Everyday Health, Heath has thrived through two corporate acquisitions as well as managed the company's most widely promoted drug.

In addition to his work managing corporate marketing strategy, Heath is a licensed strength and conditioning trainer at the MADabolic fitness gym in downtown Asheville where he coaches four to six classes per week. His passion for personal fitness and confidence translates directly to his home life where he is committed to raising two strong, capable, independent daughters with his wife, Megan, who shares a career in corporate marketing.



Rebecca Morris

Pisgah Energy

[Click Here to Support Rebecca](#)

Rebecca Morris is the Director of Marketing for Pisgah Energy, a commercial solar/energy storage design and development firm in Asheville. She is a member of the inaugural class of the Women in Clean Energy (WICE) mentorship program and is currently working towards certification as a NABCEP – PV Associate. Rebecca, who is also a professional actor, loves being a part of the renewable energy industry because it aligns her creative voice with meaningful work, and she finds inspiration in its passion for and commitment to a clean energy future.



Rebecca has served as a volunteer at Beacon of Hope, a precinct captain in the 2018 Get Out the Vote effort in Madison County, and as an actor/director for a staged reading fundraiser for Our VOICE. She has taught and mentored actors of all ages at Joyful Noise Community Music & Arts Center, North Carolina Stage Company, Screen Artists Co-op, Franklin School of Innovation, and Madison County Early College. Armed with a strong belief in the transformative power of storytelling, Rebecca is on a mission to use her unique perspective to make a positive impact on her community and (perhaps) the wider world.

2009

**ALL 50 STATES HAVE PASSED LEGISLATION
TO SCREEN NEWBORNS FOR CF**

[Click the year to learn more about each milestone.](#)

Sarah Nazionale

University of North Carolina Asheville
[Click Here to Support Sarah](#)

Sarah Nazionale is the Associate Director of Admission at the University of North Carolina Asheville. She is a proud graduate of Appalachian State University, where she double majored in Creative Writing and Spanish. She received her Master's Degree in the Liberal Arts and Sciences from UNC Asheville in 2016.



Sarah was born and raised in Charlotte, NC but has lived in Asheville since 2012. She is active within the university community, serving on the Staff Council and as a founding advisory board member of UNC Asheville's Prison Education Program in partnership with Avery-Mitchell Correctional Institution.

She currently serves as Chair of the inaugural STANDOUT Blue Ridge program with the Cystic Fibrosis Foundation and completed the CFF's fall Xtreme Hike where she hiked 30.1 miles along the Appalachian Trail in one day.

When there isn't a global pandemic, you can find Sarah at Orangetheory Fitness or hiking the Blue Ridge Mountains with her husband Ryan and her three dogs Boo, Buzz, and Bentley.

2014

**CFF SELLS DRUG ROYALTIES TO FURTHER
ACCELERATE THE MISSION**

[Click the year to learn more about each milestone.](#)

April Perry

Western Carolina University
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Dr. April Perry is the Program Director and Associate Professor (tenured) in the M.Ed. Higher Education Student Affairs program at Western Carolina University. Before moving to North Carolina in 2012, she completed her Ph.D. at the University of Canterbury in Christchurch, New Zealand, where her research emphasis was in Higher Education Student Development, Career Development, and Student Transitions. She is passionate about student development in the college years and lives by the motto "the only thing better than watching someone grow is helping them grow."



April is married to Dr. Lane Perry, who also works at WCU, and together they have two daughters, Prescott and Penny Lane. The Perrys reside in Waynesville where they are involved in numerous community organizations and initiatives.

2014

MORE THAN HALF OF PEOPLE WITH CF
ARE 18 OR OLDER, CF IS NO LONGER
CONSIDERED JUST A CHILDHOOD DISEASE

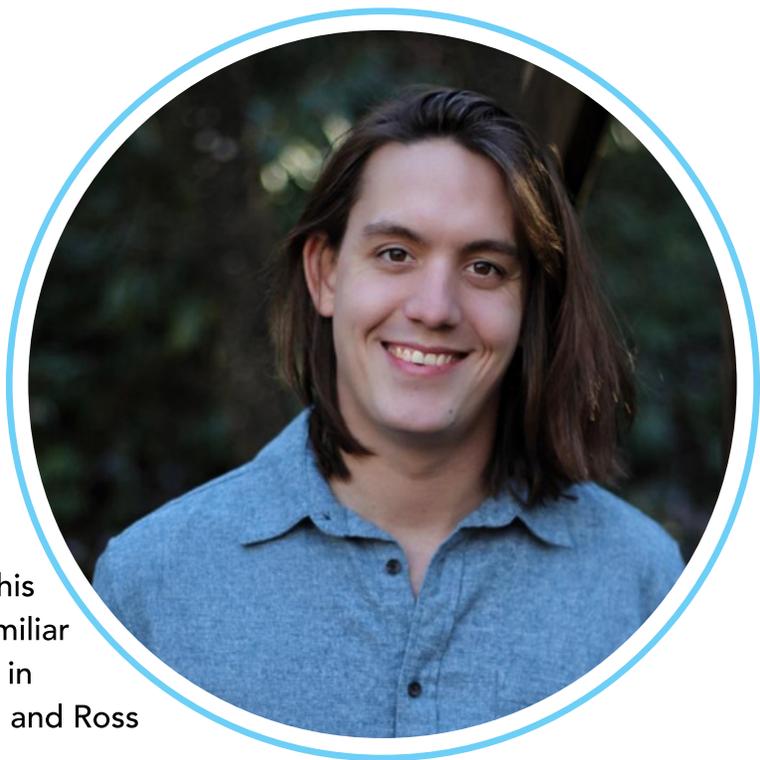
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Ross Pritchard

Real Estate Broker

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Ross is an Alabama native who found his home in Asheville, NC in 2015. He moved to Western North Carolina to take a job working as a Wilderness Field Instructor for a drug and alcohol treatment center based in Mills River. The outdoors has always been a major part of Ross' life and this job provided the opportunity to share his experience. Working through his struggles with addiction, Ross found the outdoors a familiar medium through which to communicate his experience in recovery. Fly fishing became a significant tool in his life and Ross felt the urge to share that experience.



In late 2017, Ross decided it was time to get his real estate license and start a career as a broker, something he had always wanted to do. While working to build his career as a local real estate expert, Ross formed a fly fishing company called Wild Carolina and began to work with local addiction treatment programs to share his experience and the therapeutic qualities of fly fishing.

Ross is now a full-time Real Estate Broker and most of his days are filled with business calls and showings. He also recently married his wife in October of this year. Even though he is busy with work and being a newlywed, he is never too busy to take the time to advise families and individuals who are struggling with addiction. In his spare time, Ross manages Wild Carolina, participates in river cleanups along the French Broad River and offers support and hope to individuals and their families who struggle with addiction and behavioral health issues. Ross is always looking for a good excuse to get out on the river.



Chris Reinhardt

Bull & Reinhardt, LLC

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Chris is an avid supporter of the Boy Scouts of America, being an Eagle Scout himself. Chris is currently the Legal Counsel for Daniel Boone Council and sits on the Executive Council Committee for Daniel Boone Council of the Boy Scouts of America. He has been a longtime supporter of his alma mater, Brevard College, having served many years on the Brevard College Alumni Advisory Board, where he also served as President for several years. Chris also taught as an Adjunct Professor of Environmental Policy at Brevard College for eight years. In 2008, Chris was awarded the Distinguished Alumni Award for Brevard College. Chris and his family have been members of First Presbyterian Church of Asheville since moving to town in 2003. He has worked with the Youth of the Church for many years.



While in law school at the University of North Carolina, Chris met his late wife, Rebecca Johnston Reinhardt, who grew up in Asheville and was an attorney and partner with the firm Roberts & Stevens, P.A. Rebecca lost her battle with brain cancer in early 2018. Chris and their two daughters stay active with school, church, traveling, hiking, and various extracurricular activities.

2019

FDA APPROVES TRIKAFTA™,
A TRANSFORMATIVE DRUG THAT MAY HELP
UP TO 90% OF PEOPLE WITH CF

[Click the year to learn more about each milestone.](#)



Evan, Age 6

OPPORTUNITY FOR NEW FUTURES

As of December 31, 2019, the Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, had unrestricted financial reserves of about 11 times its budgeted 2020 expenses, following a royalty sale in 2014. The sale was made possible by the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. This and any future revenue from our model is reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives.

To obtain a copy of our latest Annual Report, visit www.cff.org/About-Us/Reports-and-Financials/, email info@cff.org or call 1-800-FIGHT-CF

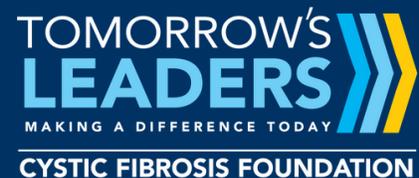


PISGAH ENERGY

DESIGN & DEVELOPMENT

Pisgah Energy is proud to support the Cystic Fibrosis Foundation and STANDOUT Blue Ridge honoree Rebecca Morris.

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Network. Learn. Lead.
Make a difference.

Join the CF Foundation's young professionals network:
cff.org/TomorrowsLeaders

Ariel Robison

iHeartMedia Asheville

[Click Here to Support Ariel](#)

Ariel, a Brevard, NC native, is active in the community through outreach and promotion events for local businesses, and enjoys giving back in this way. Active in her community with outreach events and promotion events for local businesses, she enjoys the sensation of giving back. Two years ago Ariel met a sweet boy named Noah McFall who was diagnosed with cystic fibrosis. He passed away suddenly on June 15th, 2019 due to CF, and she has had a passion for helping those with CF since.



SIGN UP FOR ADVOCACY ALERTS

TEXT "FIGHTCF" TO 52886

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Michael Trayford

APEX Brain Center

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Dr. Michael S. Trayford is Board Certified in Chiropractic Neurology and Neurofeedback and is the Founder and Director of Clinical Operations at APEX Brain Centers in Asheville, NC. His primary areas of focus in clinical practice, associated research, and teaching are brain injury, learning and behavioral disorders (with a focus on addictive and compulsive behaviors), and cognitive impairment.



Michael is a published journal contributor, international lecturer, and proud recipient of the 2017/2018 Functional Neurologist of the Year award from the International Association of Functional Neurology and Rehabilitation. His clinical programs serve patients from around the world through immersive physical, cognitive, and metabolic rehabilitation experiences.

Dr. Trayford's driving force for over half of his 20-year career has been bringing together those in the mental health and neuroscience communities. He teaches, mentors and collaborates with providers and treatment programs across the country seeking brain-based approaches to addiction recovery, TBI, cognitive impairment, and peak performance. He currently sits on the Advisory Board for the Dementia Society of America, is a long-time member of Rotary International and has served his Asheville community proudly through numerous volunteer endeavors since moving to the mountains of Western North Carolina from New York 15 years ago.

2019

THE FOUNDATION LAUNCHES PATH TO A CURE

[Click the year to learn more about each milestone.](#)

Patricia Zinke

Asheville Hair Design, Inc.

[Click Here to Support Patricia](#)

Tricia started her journey into hair in 1999, just after returning home from a year of traveling and playing the trombone with "Up With People," a multi-cultural performing arts leadership program. While traveling, the cast members had very little money and no time to find someone to cut their hair, so Tricia offered her services and realized she had a knack for it. Thinking cutting hair could be a long-term option for her, Tricia attended Haywood Community College and graduated with her license in 2001. She started her career with dreams of continuing to help people like she did when she was traveling. In 2005, Tricia branched out on her own and started working for herself, which she loved. Never one to sit still, Tricia decided she needed to learn more about the business side of things and took a class at Mountain Biz Works in June of 2010. It turned into an eight-week business planning course, and about halfway through, Tricia was confident she could open a salon. Asheville Hair Design was born.



Tricia is currently focusing on growing her business and training and supporting her staff to reach their professional goals. All of her stylists are in-tune with Tricia's philosophy of team-based service to care and empower guests. Tricia continues to hone her skills, traveling to New York City and Washington, D.C. for intensive training on the philosophy of curly hair care, having been a member of Curly Hair Artistry since 2014. Tricia's passion for hair is equally matched with her need to care for and encourage a positive learning environment not only for her stylists but for their guests. Her goal is to bring their beauty from the inside out and educate and empower them on how to recreate salon looks at home.

Tricia married her love, Paul, in 2002. They welcomed Adrian in 2004, Logan in 2009 and then completed their family welcoming Eric in 2015.



SAVE THE DATE

NATIONAL BREATH OF LIFE CELEBRATION



A VIRTUAL EVENT

THURSDAY, NOVEMBER 19 | 8 P.M. EST
HONORING PRESTON W. CAMPBELL

[FOR MORE DETAILS CLICK HERE.](#)





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Ryan, age 4,
who has CF,
with his mother



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To learn more, contact Tricia Benson, senior director of planned giving, at tbenson@cff.org, 240-482-2845 or visit cff.org/legacygiving.



Charlotte Chapter
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Charlotte, NC 28209

charlotte@cff.org | 704-321-7852