



## Bookmarks

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### **BOOKMARKS APPOINTS NEW BOARD MEMBERS AND EXECUTIVE COMMITTEE**

WINSTON-SALEM, N.C. (February 13, 2017)—Bookmarks recently welcomed two new members to its Board of Directors: Joyce Carson and Rick Simpson. The Executive Board was also confirmed with Charlie Lovett named President; Michelle Soyars named Vice President; Mike Stewart named Secretary; and Martha Logemann named Treasurer.

**Joyce Carson** received a Bachelor of Science in Accounting from Hampton University and an M.B.A. in Finance from The George Washington University. She worked with Internal Reporting/Financial Analysis at Freddie Mac in McLean, Va., Planter's Company (Nabisco) in Winston-Salem, NC, and American Express in Greensboro, NC. She parted with corporate life to care for her three sons and to reach out to fellow special needs families, helping them to get involved in the community and enjoy healthy activities. She has coordinated volunteers with Summit School's Parent Association for the Theatre Arts department and the Library. Her love of music helps as she assists with the Children's and High School choir at Calvary Baptist Church. She also facilitates a Core Group of home schooled Teens in Community Bible Study (CBS) during the school year. Carson is an active member of A Gathering of Women Book Club and has served on the Board with The Montessori School of Winston-Salem and Salem Montessori.

**Rick Simpson** is a Client Advisor at Alex. Brown. He focuses on providing consulting to retirement plan sponsors in the areas of administration, compliance, education, and investment management—as well as private wealth management. Prior to joining Alex. Brown, Rick was Vice President and Regional Manager of Client Services for Merrill Lynch Retirement Group. In addition, he has previously worked with Aon Consulting (formerly Booke & Company) and Invesco Retirement Plan Services. Simpson is a graduate of Wofford College with a B.A. in Economics. He has served on various committees at St. Paul's Episcopal Church, Virginia Episcopal School, and Summit School and has been a volunteer with local agencies such as: Habitat for Humanity, United Way of Forsyth County, and Boy Scouts of America.

#### **The 2017 Executive Board members are:**

**Charlie Lovett, President**, is a writer, teacher, and playwright whose plays for children have been seen in over 3,000 productions worldwide. He served for more than a decade as Writer-in-Residence at Summit School in Winston-Salem. He is a former antiquarian bookseller, and he

has collected rare books and other materials related to Lewis Carroll for more than 25 years. He is the author of *The Lost Book of the Grail*, out February 28, 2017, as well as *The Further Tales of Ebenezer Scrooge*, *First Impressions*, and *The Bookman's Tale*, published by Viking Penguin.

**Michelle Soyars, Vice President**, works for Vela Strategic Marketing and Public Relations, one of the top ten agencies in the Triad, as the Vice President of Creative Strategy. Vela is the result of the merger of MediaFit and Horn & Stronach in 2010. She was formerly Chief Creative Officer of MediaFit Marketing and Advertising, which she helped found in 2006. Prior to that, Soyars was a Senior Director of Marketing with R. J. Reynolds Tobacco Company. She holds a BS in Graphic Communications from Clemson University and an MBA in Marketing from Wake Forest.

**Mike Stewart, Secretary**, served in the United States Marine Corps for nine years holding Top Secret clearance and specializing in repair and maintenance of cryptographic equipment. He served in North Carolina, California, and Georgia in the United States, as well as in Japan, and later in Saudi Arabia during Operations Desert Shield and Desert Storm. After stints at US Airways and Long Communications Group, he resumed a career in federal service by joining the United States Postal Service where he has worked as a City Carrier for the past 19 years. He has served for several years as a regular volunteer on various committees.

**Martha Clayton Logemann, Treasurer**, began her career as a special education teacher before becoming an accountant. She has over 30 years of professional/business experience encompassing public, private industry, and not-for-profit accounting. She has served on Boards of Directors and as treasurer of various non-profit and philanthropic community organizations, including: Forsyth Technical Community College Foundation, United Way of Forsyth County, Financial Pathways, ECU Women's Roundtable, and Truliant Federal Credit Union. Past service includes the Board of the Women's Fund of the Winston-Salem Foundation, the Forsyth County Mental Health Association, and the WSSU Foundation.

Bookmarks is a literary arts nonprofit organization that fosters a love of reading and writing in the community. Our programming connects readers with authors and books and is achieved through the largest annual book festival in North and South Carolina, an Authors in Schools program, which reaches 7,500 students annually, and year-round events in our gathering space and nonprofit independent bookstore. Visit [bookmarksnc.org](http://bookmarksnc.org) for more information.

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