



# ignite HER

## LEADERSHIP EXCELLENCE RETREAT

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Join us for an immersive leadership retreat designed to unlock your full potential.

### Upcoming Dates

May 6-8  
2025

Sep 9-11  
2025







# WELCOME

We are thrilled to introduce you to an extraordinary experience designed exclusively for accomplished women executives like you—leaders who are ready to elevate their impact, embrace new growth, and ignite their full potential.

The IgniteHer Leadership Excellence Retreat is not just another leadership program—it's a transformational journey where you will step away from daily demands to focus on yourself, your leadership, and your next level of success. Set in the breathtaking Foothills of the Blue Ridge Mountains in Tryon, North Carolina, this immersive 2.5-day experience combines expert coaching, equine-assisted leadership exercises, and deep reflective work, all guided by a team of three experienced executive coaches and facilitators.

You'll gain powerful leadership insights, renewed confidence, and meaningful connections with like-minded executives who share your drive for excellence.

Are you ready to step into your most impactful leadership self? Explore the details inside and secure your spot today! We can't wait to welcome you!





# YOUR EXPERIENCE

Through **Personal Assessment, Reflective Leadership Exercises and Equine-Guided Experiences** you will gain deep insights into your current leadership style, strengths, and areas for growth.

- **The Power of Communication & Trust:** Learn how to build trust and communicate more effectively with your team through non-verbal cues and clear, authentic interactions.
- **Resilience & Agility:** Strengthen your ability to adapt and lead through change with greater agility and resilience, vital qualities for today's fast-paced world.
- **Celebrate Women in Leadership:** Embrace and celebrate the power of being a woman in leadership, as you step confidently into your leadership role with a fresh perspective and renewed energy.
- **Evolve Your Leadership Style:** Leave with practical strategies to motivate, engage, and inspire your team, ready to activate them toward success.

# AGENDA



## DAY 1

### Relationship Building

#### Morning

Travel Time

#### Afternoon

Leading with DISC  
to build clarity and confidence  
Starting the Journey  
Arena Work 🐾

#### Evening

Dinner

## DAY 2

### Authentic Leadership

#### Morning

Building Trust  
Arena Work 🐾

#### Lunch

#### Afternoon

Power of Body Language  
Active Listening  
Arena Work 🐾  
Presence and Influence

#### Evening

Dinner  
Team Building Event

## DAY 3

### Emotional Intelligence

#### Morning

Emotional Intelligence  
Arena Work 🐾

#### Lunch

#### Afternoon

Agility and Resilience  
Arena Work 🐾  
Action Steps and Closing



# WHY

## IgniteHER?

At IgniteHer, we don't just talk about leadership—we equip you with tangible strategies and transformational experiences that you can immediately apply to elevate your impact.



This retreat is designed to give you:

- **Stronger Executive Presence & Influence** – Walk away with proven techniques to lead authentically, communicate with confidence, and navigate change with resilience.
- **A Powerful Network of Women Leaders** – Forge genuine, high-value connections with ambitious, like-minded women who will continue to support and inspire you beyond the retreat.
- **Real-World Leadership Tools & Insights** – Learn directly from three seasoned executive coaches with decades of leadership development experience, gaining strategies that drive results in your career and life.
- **A Renewed Sense of Clarity & Purpose** – Step back from the daily grind to refocus, realign, and reignite your passion for leadership and personal success.



# WHY HORSES

**Horses respond to trust, clarity, and authentic communication**—just like people. With no bias or agenda, they give instant, honest feedback, showing us what's effective and what's not. If you're unclear, they won't follow. When you **lead with confidence and connection, they respond immediately**—reinforcing the skills great teams and leaders need to succeed.

- Enhance Communication & Collaboration
- Develop Leaders Who Inspire & Motivate
- Strengthen Team Trust & Connection
- Boost Adaptability & Resilience

## **Real Learning. Real Results.**

This isn't a ropes course. It's an immersive, thought-provoking experience that challenges teams in unexpected and unforgettable ways—creating lasting transformation.





# WHY DREAMWINDS

Nestled in the Foothills of the Blue Ridge Mountains, Dreamwinds boasts a brand new modern facility in a tranquil country setting.

- 600 sqft heated/air-conditioned boardroom
- Audio/visual capabilities & WiFi
- Large, bright covered arena
- Exceptional catering services

Conveniently located near major airports in Charlotte, NC, Greenville, SC, and Asheville, NC

## The Dreamwinds Advantage

- Over 25 years of corporate leadership & equine expertise, bridging leadership principles with experiential learning.
- Certified, experienced facilitators, specializing in corporate team building, executive coaching, and leadership development.
- Proven EAL methodology, backed by the renowned Cartier Farms EAL Facilitator Certification Program, the first to receive provincial and national recognition.
- Top-quality equine partners, carefully selected to optimize learning and ensure a safe, impactful experience.
- Award-winning excellence, recognized for innovation and business leadership, including Entrepreneur of the Year and Business Excellence Awards.

# YOUR COACHES



## **Tracey Evans, MBA**

President & Master Instructor  
Dreamwinds LLC

With over 15 years as a corporate executive, Tracey Evans has led high-performing teams, navigated complex change, and developed results-driven leaders. As Vice President of Merchant Services Marketing for American Express, she led teams across Latin America, Canada, and the Caribbean, mastering strategic leadership, influence, and team alignment. In 2012, she left her corporate career to launch Dreamwinds Equine Assisted Learning Centre, combining her executive expertise with the transformative power of equine-assisted learning (EAL) to develop stronger, more impactful leaders.

A Certified Coach Practitioner and Master EAL Instructor, Tracey has spent the past decade delivering immersive leadership programs for Fortune 500 companies, elite sports teams, and senior executives. Her award-winning approach has earned top ratings from corporate clients who have experienced the lasting impact of her training. With a deep understanding of executive-level challenges, she empowers leaders to enhance confidence, emotional intelligence, and communication, providing actionable strategies for immediate and lasting success.

In 2022, Tracey relocated to North Carolina, expanding Dreamwinds' reach to bring experiential leadership retreats to the U.S. Now based in Western North Carolina, she continues bring a powerful blend of corporate expertise, coaching mastery, and equine-assisted learning, ensuring participants walk away with real-world leadership skills that drive success.



# YOUR COACHES



## **Marietta Stalcup**

Founder and Executive Coach  
Evolu Coaching

Marietta has a deep understanding of pharmaceutical sales and leadership from her 21-year career at Eli Lilly & Company and later as a consultant for Roche Diagnostics. She translated her experience into her MBA Leadership courses and award-winning Strategic Career Management course – Career Evolution Lab®, before being recruited to lead Butler University’s Graduate Programs. She launched Evolu, LLC, to bring her leadership and DISC communication coaching and comprehensive life and career strategic planning process to individuals around the globe.

She recently launched Evolu Equine™, a program that seamlessly combines her passion for horses with her dedication to leadership development at all levels. Certified in Cartier Farms’ research-backed 12-Block Program, she delivers experiential, transformative learning experiences that empower individuals to grow as confident and effective leaders.

In addition to teaching leadership and strategic career management courses, Marietta is an executive leadership coach in the Butler MBA program. She is an experienced and engaging DISC facilitator who enjoys helping people understand their unique communication styles so that they can perform at their best.



# YOUR COACHES



## **Devon Broughton**

Owner & Certified EAL Facilitator  
Triangle EAL LLC

With a robust background and knowledge of horses, business, and high level communication skills, Devon brings a unique perspective and leadership background as one of your Retreat Facilitators. Her degree in Interpersonal and Public Communication laid a firm foundation in high level and effective communication practices, as well as behavior modification strategies, rooted in proven research.

Through consistent execution, she has transformed communication studies into applied meaningful practice, resulting in a highly successful 21 year career in the Real Estate industry. At 27, she founded Broughton Agency, Inc. after milestones in Education and Leadership positions at previous real estate firms, earning 8 industry designations, and holding a wide variety of leadership roles through formal business networking associations and varied volunteer work.

Her equestrian experience spans beyond 35 years with diverse experiences and roles from earning 3 Reserve World Championship titles, teaching riding lessons from ages 13-15 years, training her own horses, managing a boarding facility, and more recently, founding Triangle Equine Assisted Learning, LLC after becoming a Certified Equine Assisted Learning Facilitator through the Dreamwinds and Cartier Farms Building Blocks™ program. She is most excited about the opportunities that lie ahead to provide profound and meaningful change to the public that comes from working with horses.



**TRIANGLE**  
EQUINE ASSISTED LEARNING, LLC





# PROGRAM TESTIMONIALS

## **CIBC**

*This unique experience created an environment for our strategy session that inspired innovation, collaboration and action. The ROI on the program was not just immediate, it was sustained. We continue to reference the learning a year later and witness the impact as we grow as leaders and deliver exceptional results against our strategy. Thank you!*

*Charlena Gaulin, VP, Brokerage Credit & Client Services*

## **COCA COLA**

*As a horse person, I was looking forward and hesitant to the session, but it was great! The activities were very relevant and truly demonstrated how much horses can share about leadership!*

*Laura Mooney, Logistics Operations*

## **JD SMITH**

*This was a very unique learning/leadership experience. You did a very good job of correlating the experience/actions/exercises back to the work environment & your own leadership style/challenges. A very good way to absorb the lessons learned, so they are top of mind at work.*

*Brenda Norwich, Director, HR & Continuous Improvement*

## **ACCO BRANDS**

*This was a brilliant experience and I would have never in my wildest dreams connected this pairing as a leadership training but after this experience I can't believe how many revelations and aha moments I had. Amazing!!!*

*Janet Ramcharitar, Director, HR*

## **AKPENE TORKU SIMS**

*"The experience at Equine Assisted Learning was absolutely amazing! As a leadership development consultant myself, this emphasized things I knew, and highlighted blind spots for me. Devon was great at customizing the session for what I wanted to work on, and the horses were just precious. I highly recommend this for collaborative teams as well as your own personal development. Every HR and Executive Leader in the Triangle should check her out!"*

*Akpene Torku Sims, SHRM-SCP, HR Consultant, Leadership Coach*



# ACCOMMODATIONS

## Overmountain Lodge & Conference Center

We are proud to partner with Overmountain Lodge & Conference Center, a premier retreat destination nestled within the beautiful grounds of the Tryon International Equestrian Center—just a short 10-minute drive from Dreamwinds.

Overmountain Lodge is where luxury meets tranquility, offering a serene escape designed for relaxation and inspiration. As their website describes, guests are greeted by a grand lobby featuring rich wood paneling, plush furnishings, and a welcoming stone fireplace. The elegantly appointed rooms boast breathtaking Blue Ridge Mountain views, cozy bedding, and premium amenities to ensure your stay is both comfortable and rejuvenating.

With its blend of sophistication and warmth, Overmountain Lodge provides the perfect setting to unwind, reflect, and connect during your IgniteHer Leadership Excellence Retreat.





# NEXT STEPS

## Upcoming Dates:

May 6-8, 2025

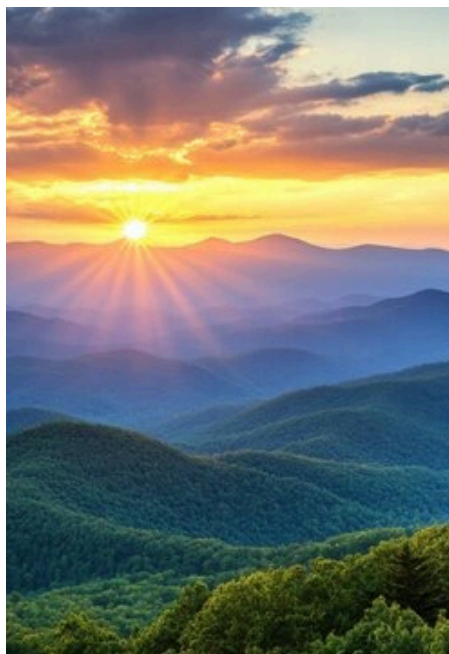
or

Sep 9-11, 2025

## What's Included:

- Personal Leadership DISC Profile Assessment
- Executive Coaching by Certified Coaches & Facilitators
- Transformative Equine-Guided Experiences
- Wellness & Reflection
- Peer Networking
- Luxury accommodation at Overmountain Lodge
- Meals & Snacks: Dinner Day 1 through Lunch Day 3
- All materials & a special gift

**An Unforgettable Weekend of Connection, Learning and Growth.**



## RESERVE YOUR SPOT TODAY



828-817-6276



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[www.dreamwinds.com/womens-leadership-retreat](http://www.dreamwinds.com/womens-leadership-retreat)



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**LIMITED SPOTS AVAILABLE  
SECURE YOUR PLACE NOW!**