

# THE HER WAY RETREAT

Resiliently Moving Women of Color  
Forward In Corporate America

**Bianca Bucaram Foty**  
Sr. Publicist, Owner,  
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I am Shantera L. Chatman, MBA, President of PowHer Consulting, Founder & Executive Director of The Chatman Women's Foundation, and Curator of The HER Way Retreat. I am also the daughter of Evelyn Woodley, sister to Eldrick Woodley & Tyrelle Taylor, and wife to Pierre Chatman, Sr.

As President of PowHer Consulting, I help my clients build strong cultures through strategic planning and immersive learning and development. My team and I have a strong focus on allyship and cultural transformation. We work with global clients such as UNICEF, nonprofits like Dress for Success Houston and are branching out to universities. Our mission is to work with global organizations, universities, and collegiate organizations to help their faculty and staff acquire the cultural competency skills to create safe and equitable work and learning environments.

In 2008, after volunteering at a women's shelter, I founded The Chatman Women's Foundation to help women build better lives



*Photo Courtesy of The Klasik Kreatives*

for their families. We support women building businesses, going back to school, and working on getting out of hardships. The Chatman Women's Foundation has serviced over 11 thousand women through mentoring events and conferences. We have also been blessed to give over \$70K in financial support. I count it a blessing to help women do better for their families.

However, as the pandemic progressed, I was moved to curate The HER Way Retreat. Initially, I thought I should wait until the pandemic was over to create the retreat, but then George Floyd was murdered. The world seemed divided, and corporate America leaned on Black women to "fix" it all (some things never change). So, I decided to move forward and create The HER Way Retreat, an exclusive luxury retreat for Black female executives. On October 8th, 2021, ten corporate

executives and entrepreneurs attended the retreat to experience true Black Girl Magic in Paradise Valley, Arizona. Business, sisterhood, affirmations, self-care, luxury, culinary delights, and great gifts. I found that the retreat was not just a getaway but a much-needed time for all of us to release and lean on one another for strength in a way that is not given in the office or even at home. It's more than a retreat; it's a necessity.



*Photo courtesy of XBJ Photography*

People often ask me why I choose to do so much for others. I have given that question a lot of thought. My goal is to help others obtain their goals. It is what makes me so resilient. It's why no obstacle will ever deter me. It's not just about completing a task; there is a standard of quality that goes along with each task. It must be done right or not at all. I'm not talking about perfection but a level of beauty and class that I would like to believe shows in my books, corporate events, and

strategic plans, as well as retreats. God instilled the vision, and it is up to me to execute it at my highest level.



*Photo courtesy of XBJ Photography*

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***Just as my company name implies, I have a powerful gift, and I intend to share it my way. Oh, and in case you haven't figured it out yet, I am HER.***

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This retreat offered a luxurious environment and safe space for black women to discuss real issues she faces in the corporate (and digital) workspace and the struggles that come with disparities black women executives face. Honest insights on professional development, creativity, self-care, opportunity as a black woman in the workplace, workplace culture, and real conversations on how to serve BOTH yourself and others as a black woman in corporate America were had.

The retreat featured intimate sit-downs with speakers and leaders such as best-selling author of "The Memo: What Women of Color Need to Know to Secure a Seat at the Table," Minda Harts, LinkedIn Top 15 sales influencer, Liz J. Simpson, self-care and guidance consultant Kandice Cole, and Food Network Chef, Chef Tregaye who prepared multiple course meals for our guests Saturday and Sunday during the retreat.

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**Culture Curator,  
DEI Strategist, & Consultant**

*I curate unique experiences that bridge cultural gaps and allows organizations to live the truths expressed in their mission and vision.*

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Shantera has over 20 years of experience in various industries such as Aerospace, IT and Oil & Gas. She weaves her experiences into powerful stories and interactive activities that make her a sought-after speaker, thought leader, and consultant.



*Event Design & Production Courtesy of Lasting eMpressions*

Shanteria L. Chatman, MBA, President of PowHer Consulting, is a Diversity, Equity, & Inclusion (DEI) consultant and strategist who specializes in transforming organizations and driving accountability through curated experiences that bridge cultural gaps. She is also an Inclusion Coach who works with executives and teams to move beyond DEI lip service to real action. Shantera is the creator of the Transformative Ally Framework©. She is also the Founder and Executive Director of The Chatman

Women's Foundation, a nonprofit organization that provides scholarships and grants to women in and around the Houston community. She holds a Bachelor of Business Administration in Information & Operations Management from Texas A&M University and a Master of Business Administration with a specialty in Entrepreneurship.

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**Registration for The HER Way Retreat is open for 2022. We have filled half the seats already and expect to sell out soon. Visit [theherwayretreat.com](https://theherwayretreat.com) to register. For sponsorship opportunities, visit [theherwayretreat.com/sponsor](https://theherwayretreat.com/sponsor).**

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