



ANN EDMONSON

SR. DIRECTOR COMMUNICATIONS
NORTH CAROLINA RETAIL MERCHANTS ASSOCIATION

Union County Small Business Strong Business Builders Panelist

Ann Edmondson previously worked at NCRMA for nine years, first as Director of Government Relations and then as Executive Director for the NC Jewelers Association. In the time Ann was gone, she honed her skills in communications and marketing with another statewide trade association, the NC Pork Council. Now she brings that experience, along with her prior knowledge of NCRMA, to work for you.

Ann oversees the development of all communications including newsletters, promotional and educational materials, websites and social media platforms.

Born and raised in the NC mountains, Ann came to Raleigh to attend Meredith College, graduating with a double-major in English and Political Science. She and her husband, Rob, live in North Raleigh with their children, Will and Elise.





JESSICA GRAHAM

PRESIDENT, FIONIX CONSULTING

Union County Small Business Strong Business Builders Panelist

Jessica Graham is president of Fionix Consulting LLC, a firm she started in 2017. Bringing her expertise from the intersection of public relations, internal communications, community affairs, customer care and corporate responsibility, she provides corporate communications services to corporations, small businesses and nonprofit organizations.

Jessica has more than 25 years of experience in virtually every aspect of communications in a variety of industries, including retail, telecommunications and education. Prior to Fionix Consulting, she served as vice president, chief communications and community officer for Belk, Inc., where she handled public relations; community outreach; corporate, community, fashion and store events; internal communications; and diversity and inclusion. Her prior positions include public information officer and assistant to the president for Community Relations & Marketing Services for Central Piedmont Community College; director of public affairs for Time Warner Cable; corporate relations manager for Harris Teeter, Inc.; and program director for the Public Library of Charlotte & Mecklenburg County.

JESSICA GRAHAM

PRESIDENT, FIONIX CONSULTING

Jessica is active in the community, serving as secretary of Dress for Success Charlotte Board of Directors, chair elect of the American Lung Association in North Carolina, and the inaugural chair of the Mitchell's Fund Board. She is past president of the Boards of Directors of Classroom Central and the Juvenile Diabetes Research Foundation Charlotte Chapter. Jessica is a graduate of Leadership North Carolina Class XXI, Leadership Charlotte Class XIX, and is an active member of the Public Relations Society of America (PRSA) and Women Executives.

Jessica was honored with the PRSA Chair's Award for Exceptional Service to the Society in 2018. She has also been the recipient of a PRSA Silver Anvil Award, Leadership North Carolina's Stanley Frank Award, Mecklenburg Times' 50 Most Influential Women, and PRSA Charlotte Chapter's Infinity Award.

Jessica holds a B.A. in Journalism and Mass Communication from the University of North Carolina at Chapel Hill. She and her husband have a son and live in Indian Trail, NC.





SHANE FRASER

OWNER, SNA TODAY

Union County Small Business Strong Business Builders Panelist

Shane Fraser founded SNA Today, a social media marketing agency, in 2011 with the intent to use his expertise as a resource for small business owners. Since 2011 Shane has worked with over 350 clients in 13 different states across the Country.

Shane is passionate about equipping the next generation and enjoys teaches a Social Media Marketing course for UNCC as well as an online course for Houghton College, the college he graduated from in 2011.

In 2018 he was recognized as one of the top 30 under 30 Future Leaders of Charlotte and sits on a number of local boards to give back to our community.

Shane lives in the Wesley Chapel area with his wife, Elise and, Callie.

