



2025 ANNUAL REPORT



MORE WOMEN AT DECISION-MAKING TABLES.

womenspublicleadership.net | @WPLNetwork

A NOTE FROM OUR FOUNDER

Dear Friends,

This past year has been full of pivotal moments and milestones for women's leadership. In 2025, Virginia saw two women compete for governor, setting the stage for the state's first woman governor—a breakthrough also achieved in New Jersey this year. Virginia also achieved a new milestone with women now holding 40% of seats in the General Assembly, the highest representation in the state's history. We remain deeply committed to seeing these numbers continue to increase across the country by educating, empowering, and inspiring more center- and right-leaning women to lead in public office at every level, in every state.

At WPLN, 2025 marked a year of innovation and growth, with the addition of new programs and the welcoming of our newest team member, Chief Operating Officer Elizabeth Montgomery. This annual report highlights those major milestones and the impact we've achieved together. I hope you enjoy seeing the stories and numbers that reflect your support in action!

I'm particularly proud of the launch of our first podcast, [Tips From the Trail](#), presenting another way in which we strive to reach women where they are—often on the move. This podcast highlights industry and public leader-led discussions that explore the path to political office from the decision to run to election day. Additionally, WPLN hosted our inaugural [Lead in Style](#) event in Kalispell, Montana earlier this year, a program we will bring to cities across the U.S. to help women elevate their professional presence and pursue leadership with confidence. These programs reflect our drive to ensure we are providing relevant and accessible resources to women across the country wherever they are in their leadership journey.

As we look ahead to 2026 and America's Semiquincentennial, we celebrate the achievements of women leaders in America, and accept the challenge to build upon the path they paved by inspiring more women to answer the call to leadership. To that end, we are launching [State Impact Councils](#) and broadening our free [online candidate training platform](#)—but we can't do it alone! We've highlighted several ways you can partner with us to advance our shared mission in this report.

I want to extend my heartfelt gratitude to our amazing team, Impact Council, Board of Directors, Rankin Circle supporters, sponsors, program trainers, and network experts for their tireless dedication and wisdom. Your guidance, resources, and expertise have made our programming more impactful than ever. This is truly a collective effort, and our work is only possible because of the network and community we've built together. Here's to an exciting 2026 and beyond!

With gratitude,



Larissa Martinez
Founder and President, Women's Public Leadership Network

Educate.
Organize.
Inspire.

GROWING THE NETWORK

**20K+
FOLLOWERS**

across WPLN social media
platforms and subscribed
to our newsletter—**33%
increase!**

**3K+
ENROLLMENTS**

in our online candidate
training curriculum—with
over **250 new enrollments**
just this year!

Women's Public Leadership Network (WPLN) is building a community of women leaders, offering expert training, mentorship, and insider knowledge to equip women to pursue public leadership positions in all 50 states.

This is no easy task, but as the **only national nonprofit solely dedicated to center- and right-leaning women's political leadership training**, we are committed to bringing our network to every neighborhood in America.

ONLINE CANDIDATE TRAINING: WPLN provides free, expert-led Master Class videos along with worksheets, templates, quizzes, and more to support women who are seeking more information on the political process and how to start up their campaigns.

COMING SOON: In 2026, we plan to expand the platform to include policy primers and training for newly elected officials.
Tell us what topics you'd like to see!

Launched this Year!

PODCAST FOR WOMEN LEADERS

Exploring the path to political office, from the decision to run to election day with your host, WPLN Founder & President Larissa Martinez.

500+ 2K+
downloads views



HOW TO ENGAGE: Subscribe to Our Podcast!
Find us on Spotify, YouTube, and Apple Podcasts

Introducing...

LEAD *in* STYLE

ELEVATING YOUR PROFESSIONAL BRAND

Lead in Style is WPLN's newest program designed to help women leaders across the country elevate their professional presence, from makeup and clothing tips to media training and public speaking.

This program was born from listening to countless aspiring women leaders who had considered running for office but lacked the resources to confidently pursue their journey. In 2025, with help from our partners on the ground, we brought **Lead in Style** to a group of dedicated community leaders in Kalispell, Montana—and the response was amazing! This fun and informative event is well on its way to being one of our premier programs. **Stay tuned for more!**

**Thank you to our
Montana Partners!**



**MONTANA
CHAMBER OF
COMMERCE**



HOW TO ENGAGE: Bring this program to your state in 2026!

We rely on local partners to make these events happen. If you're interested in joining a host committee for an event in your state, contact our team at hello@womenspublicleadership.net.

*"So often, women want to lead but don't know where to start or feel like they're on their own. Bringing **Lead in Style** to Kalispell allowed us to change that. The women in attendance walked away with real skills and an incredible network of support behind them."*

— MONTANA STATE REP. COURTENAY SPRUNGER



After attending this event, two women announced their decision to run due to the support and training received! #InspirationActivated

FOURTH ANNUAL ORLANDO, FL NATIONAL SUMMIT

Our 2025 Summit convened women from every stage of their professional journeys to hear experts on policy and campaign skills so that they are better equipped to lead in their communities. During keynote sessions, we featured the stories of several incredible women leaders, including:

- **Pamela Evette**, Lieutenant Governor of South Carolina
- **Sue Finkam**, Mayor of Carmel, Indiana
- **Casandra Matej**, President and CEO of Visit Orlando
- **Victoria Jaramillo**, Chief Commercial Officer for Orlando International Airport
- **Maribeth Bisienere**, Senior Vice President of Operations at Walt Disney World
- **Allison Keller**, Chief Administrative Officer of the PGA Tour
- **Sandra Benitez**, Executive Director of the LIBRE Initiative
- **Phyllis Wilson**, President of the Military Women's Memorial



"I learned more in the three days of Summit than I have in the last year. I left feeling inspired, motivated, and more confident in my skills than ever before."

– 2025 Summit Attendee



At our Leadership Awards Dinner, we honored our 2025 Architect of Society Award Recipient **Sandra Mortham**, Founder & Chair of Maggie's List.

We also honored our 2025 Daniel Anthony Award Recipient **Paul Mitchell**, Partner at the Southern Group.



[Check out all the highlights from 2025 Summit here!](#)

LAUNCHING IN 2026

STATE IMPACT COUNCILS

Across the country, women are stepping up to lead in public service, business and community life. Yet too often, their path to leadership is limited by access to training, networks and opportunities.

WPLN State Impact Councils are designed to change that.

WPLN State Impact Councils bring together organizations, associations, and leaders committed to expanding opportunities for center-right women to lead in public service, business, and community life. These state-based councils strengthen local leadership ecosystems by connecting women to training, mentorship, and networks that give them the tools to lead and make a lasting impact.

EXPANDING ACCESS

Ensuring women in every corner of the state can connect with resources, training and mentorship.

BUILDING ECOSYSTEMS

Creating sustainable local networks that foster leadership development.

SHOWCASING IMPACT

Elevating stories of center- and right-leaning women leaders to inspire others and highlight the importance of women's leadership in civic and professional life.

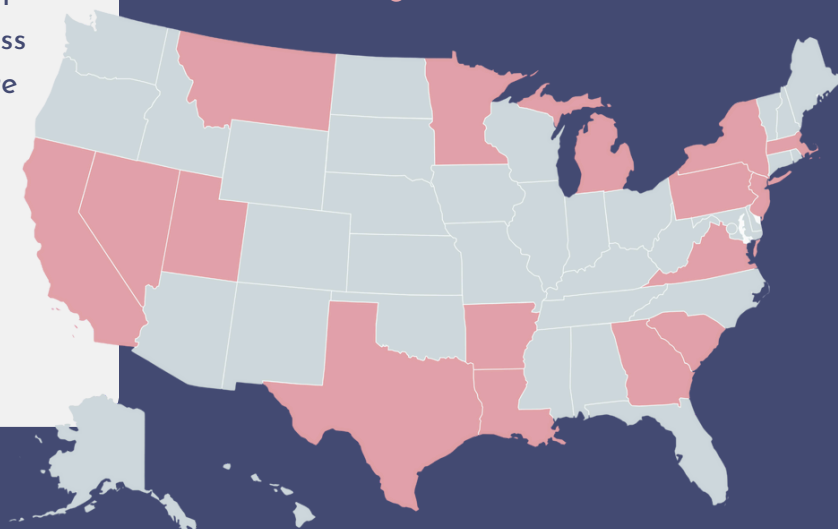
STRENGTHENING COMMUNITIES

Linking women's leadership with stronger policy, business and civic outcomes.

HOW TO ENGAGE: Partners who join our network of State Impact Councils gain more than visibility—they help shape the future of women's leadership in their states and across the nation. The map highlights where we are prioritizing building State Impact Councils. We welcome opportunities to expand our partnerships in other states!

Ready to get involved? [Apply to join an Impact Council in your state.](#)

- State Network
- State Impact Council Targets



2025-26 COHORT



Valerie Hoyos

N.C. State University
Orlando, Florida



Alayna Ruiz

Weber State University
Odgen, Utah

NONPROFIT MANAGEMENT FELLOWSHIP PROGRAM

WPLN's Fellowship is a unique opportunity to both invest in the next generation and leverage the expertise of young women to advance WPLN's mission and national network of women leaders.

Since 2022, WPLN has invested more than \$300K in **13 fellows** from across the country, 11 of which now comprise our **alumni network**.



"I am so grateful for the experiences, connections, and mentorship that I received as a Fellow with WPLN, which I know will follow me into the next steps of my education, career, and commitment to public service."

JIANNA COVARELLI, 2024-25 FELLOW

This network builds on the hands-on training received and connections made during the program to support them as they pursue careers in public service, government, and non-profit management.

WPLN empowers women leaders at every stage—from the decision to run to election day, to serving in public office. In the last 5 years, we've supported hundreds of women across the country who are actively exploring pathways to leadership and more than **2,000 officeholders**.

We're committed to supporting their leadership journeys by providing online resources, hosting local leadership and campaign skills trainings, and connecting them with a national network of support.

WOMEN IN LEADERSHIP



WOMEN LEADERS IN OUR NETWORK ARE:

IN ALL
50
STATES

18% HISPANIC OR LATINA
17% BLACK OR AFRICAN AMERICAN
6% NATIVE AMERICAN
4% ASIAN OR PACIFIC ISLANDER

38% REPUBLICAN
28% DEMOCRAT
14% INDEPENDENT

AGES
19-70

2026 PREVIEW

APRIL 17, 2026 | MCALLEN, TX

For the first time, WPLN is coming to South Texas in 2026! Join us to hear from **inspirational women leaders** and **expert trainers**, and gain access to **valuable resources** that will elevate leadership skills.

REGISTER TODAY!

WOMEN'S POLITICAL LEADERSHIP TRAINING

FIFTH ANNUAL NATIONAL SUMMIT

JUNE 4-5, 2026 | PHILADELPHIA, PA

Join 200+ women leaders from across the country for our **Fifth Annual National Summit** in Philadelphia! Join us for keynote speakers, expert-led panels and skills workshops, professional headshots, FREE childcare, and more!

Get Your Ticket Today!

IN PARTNERSHIP WITH



CELEBRATING

**250 YEARS OF WOMEN
LEADERSHIP IN AMERICA**



CONGRESSIONAL ORIENTATION

NOVEMBER 2026 | D.C.

WPLN brings together the incoming class of freshman center-right Congresswomen for a program and reception to cover the practical knowledge they will need to navigate Capitol Hill.

HOW TO SUPPORT OUR MISSION

DONATE

WPLN offers sponsorship packages on an annual and event basis, at levels for any association, nonprofit, corporation, or foundation to engage.



Help us bring our programming to local communities across the country and expand our training for women leaders. **Pledge your support today** or contact our team at hello@womenspublicleadership.net to discuss how your organization can partner with us in 2026.

FOLLOW @WPLNETWORK



Follow **@WPLNetwork** on all social media platform and **subscribe to our newsletter** to keep up with WPLN events and programs.

JOIN THE RANKIN CIRCLE



Named after the first woman elected to the U.S. Congress, Representative Jeanette Rankin of Montana, our Rankin Circle offers an exclusive opportunity to access our work at the ground level. **Get access** to exclusive, supporter-only opportunities, VIP early event access, and special rates on events, WPLN merchandise, and specialized leadership trainings by becoming a supporter today.



The Deputy Secretary of the U.S. Department of Interior Kate MacGregor speaks at WPLN's Profiles in Leadership Holiday Reception on December 3, 2025.

WPLN BOARD OF DIRECTORS



**Pictured with our 2025 Leadership Award Winners*

FMR. U.S. REP. MIMI WALTERS
Honorary National Co-Chair

JOEL NOYES *Chair*
President, Noyes Consulting, LLC

VALERIE DOWLING *Vice Chair*
Senior Vice President, Avōq

LARISSA MARTINEZ *President*
Women's Public Leadership Network

MICHELLE PHILLIPS *Secretary*
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MATTHEW RALSTON *Treasurer*
Senior Manager of State Affairs,
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LIZ BOWMAN *Board Member*
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**Larissa
Martinez**

Founder and
President



**Elizabeth
Montgomery**

Chief Operations
Officer



**Katelyn
Condrey Kidd**

Program Associate



**Andeliz
Castillo**

Finance and
Operations Advisor



**Sarah
Quinlan**

Social Media
Manager



**Sunita
Theiss**

Communications
Advisor



**Laura
Maristany**

Programs &
Engagement Advisor

MEET THE WPLN TEAM

THANK YOU TO OUR 2025 SPONSORS

Google



Blackstone



SARVERSTRATEGIES

ORLANDO MOM
COLLECTIVE SM



FUTURE CAUCUS



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CONTACT US

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