



Dr. Trisha Kemerly, *WhipSmart Creative*  
VP Virginias/Carolinas Region

Hi Carolinians and Virginians! My name is Trish Kemerly, and I'm the regional vice president for NC, SC, VA, and WV. I used to be the editor of Home Furnishings Retailer magazine, but I decided to make better use of this giant brain of mine and pursue my Ph.D. in consumer behavior. So now I'm Dr. Kemerly, thank you very much. I teach at UNC-Greensboro, and I research the home furnishings consumer... not just how she shops, but what her home means to her and what her home furnishings say about her (and her family's) identity.

I'm not a total geek though. I have a great husband (also a nerd), three wild dogs, and a beautiful thoroughbred horse named Mona Lisa. Plus, I'm a writer... so I'm emotional, wacky, creative, heavily medicated, fun, love tattoos, fainting goats, finger puppets, Twizzlers and I have questionable fashion sense.



If you have any questions about Withit or want to be more involved, I'm your girl! Give me a call or email me anytime!