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GENERAL INFORMATION

Please review this list of notes and information designed to help make your day more enjoyable. Please be respectful of speakers and other attendees and silence your cell phones while in all keynote & breakout sessions.

Morning Keynote. Please note there is no assigned seating at the morning keynote session.

Luncheon Seating. At the luncheon keynote, please find the table number that corresponds to the one listed on your badge. Please refer to the inside back cover to find the location of your table.

Breakout Seating. All breakout sessions are open seating and available on a first-come, first-serve basis.

We will be simulcasting several of the sessions to accommodate crowd overflow.

Nursing Mother’s Rooms can be found in Meeting Room 126B. Mamava Nursing Mother’s Pods can be found outside of Hall B (general session) and in the hallway just south of the Broad Street Atrium.

Lost and Found for the day will be located at registration in the Broad Street Atrium.

Concessions are available inside the Exhibit Hall, in the C concourse, Broad Street Atrium, Java Main, and near meeting room 119.

ATM’s can be found on the first level near Hall F, at the 12th and Arch West entrance near the restrooms, and on the 2nd level near FedEx.

For the convenience of our attendees, many of the men’s restrooms have been converted to women’s restrooms.

Men’s restrooms can be found on the 1st level near MR 123 and 120A; on the 2nd level on the B- and D-concourse and, in both the Exhibit Hall and General Session.

Join Fine Wine & Good Spirits for a Networking wine and spirits tasting in the exhibit hall from 4:00 –5:00PM. Be sure to stop at the Fine Wine & Good Spirits booth #445 for your complimentary wristband before the event.

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# Conference Schedule At-a-Glance

## Time

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL DAY</td>
<td>Registration</td>
<td>Broad Street Atrium</td>
</tr>
<tr>
<td>ALL DAY</td>
<td>Exhibit Hall</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>8:15 – 9:30 AM</td>
<td>Opening Keynote Session</td>
<td>Halls B/C</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Tamala Edwards, co-anchor of Action News Mornings, 6abc WPVI-TV</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Mayor Jim Kenney @phillymayor</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Naomi Mulgrave, VP, strategic solutions group, Prudential Financial, Inc.</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Target Storytellers Presentation by Laysha Ward, EVP &amp; chief external engagement officer, Target</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Amanda Southworth, mental health and LGBTQ activist and creator, Anxiety Helper</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Joanne Ryder, EVP &amp; chief administration officer, Beneficial Bank and board member, @PennWomen</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td>Amal Clooney, international human rights attorney in conversation with TBD</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>11:00 – 12:00 PM</td>
<td>Author Signings</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>11:30 AM – 12:30 PM</td>
<td>Session II Breakouts</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>12:30 – 1:00 PM</td>
<td>Author Signings</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>1:00 – 2:40 PM</td>
<td>Luncheon Keynote Session</td>
<td>Halls B/C</td>
</tr>
<tr>
<td>3:00 – 4:00 PM</td>
<td>Session III Breakouts</td>
<td>Halls D/E, Women-Owned Business Marketplace</td>
</tr>
<tr>
<td>4:00 – 5:00 PM</td>
<td>Author Signings</td>
<td>Halls D/E, Beneficial Bank Social Hub</td>
</tr>
<tr>
<td>4:00 – 5:00 PM</td>
<td>Wine Tasting Networking Reception brought to you by Fine Wine &amp; Good Spirits</td>
<td>Halls D/E</td>
</tr>
<tr>
<td>4:40 – 5:00 PM</td>
<td>Author Signings</td>
<td>Halls D/E, Education Pavilion (page 55)</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>Conference Closes</td>
<td></td>
</tr>
</tbody>
</table>

**See page 60-61 for offerings**

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At the Luncheon Keynote Session there is assigned seating. Your table number can be found on your badge. A map of the assigned luncheon tables can be found on pages 90-91.
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PERSONAL DEVELOPMENT ................................................................. Hall E

Be More with Less: Making Room for What Matters Most (W)
Are you overwhelmed by busyness? The quest to earn more, produce more, and be more can complicate the simpler, more intentional
lives we desire. Author Courtney Carver knows firsthand about the consequences of a busy life, which compromised her relationships
and eventually threatened her health. In this workshop, the author of *Soulful Simplicity: How Living with Less Can Lead to So
Much More* will share how to stop getting caught up in the rush and to discover the power of simplicity. She shares how conscious
minimalism can improve health, build more meaningful relationships, and relieve stress in our lives. You will learn how to get rid of
excess and create more with less—more space, more time, and even more love.

**SPEAKER:** Courtney Carver, blogger, creator of Project 333, & author, *Soulful Simplicity* @bemorewithless

**EMCEE:** Jennifer Duff, managing director, life sciences, operations, Accenture @accenture

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PERSONAL DEVELOPMENT ................................................................. Terrace I

Play Big: Lessons in Being Limitless (LP)
Talent and luck play a big part on your road to success, but what roles do grit and perseverance play? When Dr. Jen Welter joined
the Arizona Cardinals in 2015, she was the first woman to break the glass sideline of the NFL, and she became a trailblazer in the
ultimate boys’ club. In this session, Dr. Welter will provide specifics as to how she succeeded despite the odds, through force of will and
determination, and reveal the wisdom she gained over countless setbacks and challenges. With vivid wit and candor, she will share her
hard-earned advice for cultivating true perseverance and toughness so you can get big things done.

**SPEAKER:** Dr. Jen Welter, first female NFL coach & author, *Play Big* @jwelter47

**MODERATOR:** Laysha Ward, EVP & chief external engagement officer, Target @target

---

CAREER ADVANCEMENT ................................................................. Terrace II/III

Managing Up: Achieve Success in the Workplace with Any Type of Boss (POE)
Managing up is one of the most valuable soft skills you can develop in your career. It’s about building a relationship that fosters more
communication, collaboration, and understanding between people at different levels of power, perspectives, and skills. Mastering
these skills will help you build your reputation for effectiveness and grow a successful career. Leadership consultant Mary Abbajay and
a panel of experts will share actionable tips to:

- Understand your manager’s work and behavioral style and adjust yours accordingly
- Enhance your self-awareness and become more adaptable
- Read body language better
- Develop true, lasting connections

**THOUGHT LEADER:** Mary Abbajay, author, *Managing Up* @maryabbajay

**PANELISTS:**
- Lorenzo Claridy, head, US inclusion & diversity, GlaxoSmithKline @gsk
- Amy Gallo, author, *HBR Guide to Dealing with Conflict* @amyegallo
- Alison Green, author, *Ask a Manager* @askamanager

**EMCEE:** Liz Murphy, SVP, regulatory & external affairs, PECO & board member, @PennWomen

---

EMERGING PROFESSIONALS ................................................................. Terrace IV

In the Wake of #MeToo: What Does the Workplace Look Like Now? (POE)
The #MeToo movement is accomplishing what the laws created to prevent sexual harassment didn’t do. Sexual harassment is finally
being taken seriously and numerous companies are working to put an end to it. While this massive movement is a welcome shift
for women, it is also changing the landscape for many. What are the consequences of this movement? How should it be discussed
in the workplace? Are men less willing to mentor women out of fear? Do female entrepreneurs and potential job recruits have less
opportunity because men are avoiding engaging with women? Come listen to this panel of experts discuss the ins and outs of a new
workplace with a heightened awareness about harassment.

**THOUGHT LEADER:** Grace Speights, partner, Morgan Lewis @gespeights

**PANELISTS:**
- Michael Chamberlain, VP, global events & men advocating real change, Catalyst
- Lisa Gelobter, founder, tEQuitable @lisagelobter

**EMCEE:** Kathy Lentini, director, energy & marketing services, PECO Energy @pecoconnect

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**PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 19**
CAREER ADVANCEMENT ......................................................................................... Meeting Room 115 (simulcast in MR 116)
Get UnStuck: Navigating a Career Transition (POE)
Whether you are at a mid-career inflection point, wanting to advance professionally, or returning from a child-rearing hiatus, uncertainty about your path may cause you to feel stuck. Career planning isn’t easy, and this session can give you the nudge you need to approach a career transition with confidence. Join this panel of experts to identify opportunities, better market yourself, and develop the skill-expanding and relationship building steps to get where you want to go. This session will inspire you to challenge your status quo, get unstuck, and pivot into your next role.

THOUGHT LEADER: Wendy Sachs, author, Fearless and Free @wsachs
PANELISTS: Raquel Arredondo, associate director, outreach, engagement & professional development, Drexel University’s LeBow College of Business @lebow
Kathy Caprino, founder & president, Ellia Communications & The Amazing Career Project @kathycaprino
Gwen Wunderlich, CEO & founder, Wunderlich Kaplan Communications and co-founder, The Enternship
EMCEE: Erika Gladden, VP & general manager, Cisco Refresh, Cisco & board member, @PennWomen

LEADERSHIP ........................................................................................................... Meeting Room 118 (simulcast in MR 121)
How to Get Buy-in to Pioneer Equity and Diversity in Your Organization (POE)
Are you tired of waiting for C-level directives to address the equity and diversity gaps in your organization? Don’t sit around and wait! Be a pioneer and create the change you want. Using best practices and lessons learned from first-hand experiences, this panel of experts will share expert advice on gender partnership and diversity initiatives. Get ready to leave this session armed with knowledge, actionable tips, and the motivation to make change in your organization.

THOUGHT LEADER: Michelle Duguid, professor of management, Cornell University
PANELISTS: Bernadette Dorsey, managing director, wealth management operations, JPMorgan Chase & Co.
Carol Fulp, author, Success Through Diversity @carol_fulp
David Gonzales, head, global diversity and inclusion, Bristol Myers Squibb @bmsnews
EMCEE: Kathy Ditto, senior director, US marketing, Cisco @cisco

TRANSITIONS ............................................................................................................ Meeting Room 120 (simulcast in 119)
Personal Brand Overhaul: Redefine the Way You’re Perceived at Work (POE)
People tend to come up with their own perceptions about who you are, what you’re good at—and, quite likely, what you’re not good at. They “brand” you in their own minds. But why let others define your reputation? Join this session to explore how to brand or rebrand yourself. These branding experts will teach you how to re-assess your brand—in person and online—and adjust your communication to attract high-profile projects, solidifying your reputation as a leader.

THOUGHT LEADER: Catherine Kaputa, founder, SelfBrand @catherinekaputa
PANELISTS: Kaili Carr, branding expert & CEO, The Asbury Group @kailiecarr
April Schneider, SVP, deposits product & Merrill Edge executive, Bank of America @bankofamerica
Sarah Swammy, SVP and COO, portfolio solutions, global market, State Street
EMCEE: Jennifer Shockley, SVP, director, marketing & creative services, Beneficial Bank @beneficialbank

YOUNG WOMEN’S PROGRAM: Overcoming Bias in School & Beyond (POE) ................................. Meeting Room 122
We all have blind spots or biases about people from other cultures, religions, and genders. These hidden biases influence the friends we choose, the organizations we join—and can influence our careers. Recognizing and braving our own blind spots is challenging enough, but how do we ensure that others are assessing us in a fair and accurate way? Whether negative or positive, these stereotypes influence others’ behavior towards us. Join this panel of leaders to learn how they overcame broad generalizations about who they were to accomplish their lofty goals.

THOUGHT LEADER: Tiffany Jana, author, Overcoming Bias @tmi_consulting
PANELISTS: Alexa Curtis, CEO, Life Unfiltered with Alexa @alexa_curtis
Zaniya Lewis, founder and executive director, YesSheCanCampaign @niya_144
Dani Rylan, founder, National Women’s Hockey League @danirylan
EMCEE: Elizabeth Wellington, lifestyle columnist, Philly Inquirer @ewellingtonphl @phillyinquirer

11:00AM – 11:15AM
YOUNG WOMEN’S PROGRAM Stop the Bull (W) ........................................................................... Meeting Room 122
We have all felt bullied at one time and although each instance is different, it can often last longer than we had hoped. How do you protect yourself until it stops? From confronting the bully head-on to walking away, there is no one right way to deal with bullying, as what may feel right for one person or situation may not for another. This mini-session will lay out your options so that you can choose how to react the next time it happens and also learn what not to do in a bullying situation so you don’t get distracted away from what makes you happy in life.

SPEAKER: Heather F. Russell, Ph.D., pediatric psychologist, Shriners Hospitals for Children @shrinersphilly
Ditch Workplace Drama and Drive Results (W)

Ego-driven behaviors are the #1 source of drama in workplaces today, generating huge amounts of emotional waste. Some people thrive on the drama and toxicity. But for most of us, it is an unwanted distraction. How do we eliminate the big egos and frenzy from our organizations? In this session, leadership expert Cy Wakeman will show you how to ditch the drama so you can be responsible for your own success and learn to love your job again, no matter your level at an organization. She will offer you the tips and tools for cultivating accountability so you can help drive results and restore sanity to the workplace.

**SPEAKER:** Cy Wakeman, president & founder, Reality-Based Leadership and best-selling author @cywakeman

**EMCEE:** Amy Hamilton, VP, support services, PECO Energy @pecoconnect

LEADERSHIP

Corner Office Success: How to Accelerate your Career Trajectory (POE)

Why do some careers take off while others stall? Common wisdom says that successful people attended an elite MBA program, landed high-powered jobs right out of school, and climbed the ladder straight to the top. But the CEO Genome Project shattered these myths. This 10-year study of more than 17,000 C-suite professionals revealed some surprising choices that set successful CEOs apart. Join this session to learn the four key behaviors of successful CEOs—and three moves that can catapult your career. Shoma Chatterjee, one of the principals of this study, and a panel of executives will share how to:

- Fast-track your career by deploying career catapults
- Overcome hidden handicaps to getting the job you want.
- Avoid common hazards that can derail people promoted into a new role.

**THOUGHT LEADER:** Shoma Chatterjee, principal, ghSMART & Company @ghsmartco

**PANELISTS:** Cindy Eckert, founder & CEO, The Pink Ceiling @cindyepinkceeo

Joanne Ryder, EVP, chief administration officer, Beneficial Bank & board member, @PennWomen

Dr. Jen Welter, first female NFL coach and author, Play Big @jwtelter47

**EMCEE:** Reshema Kemps-Polanco, VP, sales and marketing, solid tumors, Janssen Oncology, Johnson & Johnson @jnjiicares

TRANSITIONS

Get Paid What You’re Worth (POE)

Women are the majority of today’s college graduates, but less than a quarter make it past middle management. And we are being paid 80% of what men make. Now is the time to change this staggering reality. Whether you’re interviewing for a new job or want a raise in a current one, this panel of experts will discuss how to prepare, best ways to present yourself, and what to say when you’re getting pushback during a negotiation. Leave this session with the courage to get paid what you deserve.

**THOUGHT LEADER:** Claire Wasserman, founder, Ladies Get Paid @clarelawasserman

**PANELISTS:** Alison Green, author, Ask a Manager @askamanager

Selena Rezvani, VP, Be Leaderly and author, Pushback @selenarezvani

Joyce Russell, PhD, dean, Villanova School of Business @vsb_dean

**EMCEE:** Ande Frazier, CEO, Leap Systems & VP, distribution, Penn Mutual @andefrazier

CAREER ADVANCEMENT

How Women Rise: Taking the Next Step in Your Career (POE)

Whether climbing the corporate ladder or striking out on your own as an entrepreneur, the very skills and habits that made you successful early on could actually be holding you back as you advance to the next stage of your working life. Leadership guru Sally Helgesen will identify the specific behaviors that may keep women from realizing their full potential, no matter the stage of their career. A panel of senior executive will share why certain strategies worked for them in the past or didn’t get them where they want to go in the future—and how to finally shed those behaviors so you can advance to the next level.

**THOUGHT LEADER:** Sally Helgesen, author, How Women Rise @sallyhelgesen

**PANELISTS:** Karen Etzkorn, CIO, Qurate Retail Group @quateretailgrp

Fran Hauser, author, The Myth of the Nice Girl @fran_hauser

Dani Rylan, founder, National Women’s Hockey League @danirylan

**EMCEE:** Stephanie L. Pindyck-Costantino, partner, Pepper Hamilton, LLP @pepper_law

**PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 19**
EMERGING PROFESSIONALS  ………………………………………………………. Meeting Room 115 (simulcast in MR 116)
Women & Work: The Changing Meaning of Ambition (LP)
Faced with pivotal and thought-provoking moments in their careers, college friends Hana Schank and Elizabeth Wallace came back together decades after graduation to embark on a project about women, ambition, transition, crisis, and achievement. This workshop will share their rich insights, findings, and first-hand experiences about the changing meaning of ambition. Drawing on their project The Ambition Interviews, they will offer insights into the variables that push women to make big decisions and offer tools to help emerging professionals make those decisions successfully. For a new generation of working women or anyone at a crossroads, this session will explore the impact of modern parenting, a 24/7 work culture, and sexism in the workplace so that those big decisions become a little easier to make.

SPEAKERS: Hana Schank & Elizabeth Wallace, co-authors, The Ambition Decisions @hanaschank @lizardwallace
EMCEE: Nicole Cohen, managing director, life sciences and R&D, Accenture @accenture

PERSONAL DEVELOPMENT  ………………………………………………………. Meeting Room 118 (simulcast in MR 121)
Get Money: Understand your Finances...without Stress! (W)
Personal finance may seem dreadful, but it doesn’t have to be. By having a better understanding of how your finances work, you’ll “get” money and leave out the stress and intimidation. In this session, personal finance expert Kristin Wong will show you how to get more money in your pocket without letting it rule your life. She will share how to build a budget that actually works and how to:

• Super-charge a debt payoff plan
• Strategically hack your credit score
• Side-hustle to speed up your money goals
• Start a lazy investment portfolio

SPEAKER: Kristin Wong, personal finance & career journalist @thewildwong
MODERATOR: Ketty Trivedi, VP, strategic marketing, workplace solutions group, Prudential Financial, Inc. @prudential

PERSONAL DEVELOPMENT  ………………………………………………………. Meeting Room 120 (simulcast in MR 119)
Parenting: How to Find More Day-to-Day Happiness (W)
We love our kids, but do we love our role as parents? Many parents crave a greater sense of happiness in their daily lives. KJ Dell’Antonia, the former lead editor of the New York Times Motherlode blog, decided to dig deep to find out if we could change our family life so it is full of the joy we’d always hoped for. In this session, she will share the nine common problem spots that cause parents the most grief and offer doable steps to make them better. Whether it’s getting everyone out the door on time in the morning, or making sure chores and homework get done without another battle, this session will show that having a family isn’t just about raising great kids and churning them out at destination success. It’s about experiencing joy—real joy, the kind you look back on, look forward to, and live for—along the way.

SPEAKER: KJ Dell’Antonia, columnist & contributing editor, New York Times & author, How to Be a Happier Parent @kjdelantonia
EMCEE: Nydia Han, anchor, 6abc Action News @nydia_han

YOUNG WOMEN’S PROGRAM: The Importance of Speaking Up (Interactive Workshop) .......................... Meeting Room 122
History has proven that nothing gets accomplished unless someone speaks up. But being the person who speaks up can be hard. In this session, Swarthmore College president Valerie Smith will provide real-world examples from her own experience of speaking up and offer an arsenal of strategies for effective communication on topics of high importance today. She will then be joined by the founder of “Ladies OUT LOUD” who will share their tips and tools to help you speak up. You will leave the session with the skill set to start a career of “getting loud” so that nothing stands in your way.

SPEAKERS: Valerie Smith, president, Swarthmore College @swathmore
          Dena Blizzard, comedian & founder, Ladies OUT LOUD @onefunnymother
EMCEE: Sharrie Williams, anchor, 6abc Action News @williamssharrie

BREAKOUT SESSION KEY
W = Workshop: Interactive sessions that include exercises, role-plays, and other activities that offer practical advice
POE = Panel of Experts: Led by a thought leader in the space, these sessions will offer a brief “state of the climate” followed by a sharing of best practices and lessons from experts in the trenches
LP = Life Perspective: These sessions offer a mix of advice and inspiration by sharing real life stories to offer a perspective on managing life experiences
LEADERSHIP: Designed for a seasoned or aspiring leader looking to climb the ladder and shatter the glass ceiling
CAREER ADVANCEMENT: Designed for the mid/senior-level professional with significant experience looking for advice about professional skills and job advancement
EMERGING PROFESSIONALS: Designed for millennials and newer professionals entering or re-entering the workforce
TRANSITIONS: Offering expertise for maneuvering career and life transitions
PERSONAL DEVELOPMENT: Offering advice to help you enhance your life, grow, and create more positive personal experiences outside the workplace
PERSONAL DEVELOPMENT  ........................................................................................................................................... Hall E

Choose Wonder Over Worry: Moving Beyond Fear (W)

Worry. Fear. Doubt. It can stifle a dream, hinder a relationship, or bring your life and career to a halt. But while we often think fear is a challenge to overcome, what if instead it’s an ally on the path to unlocking our full potential? Author, speaker, and artist Amber Rae urges us to “choose wonder” as we embrace discomfort, and shares with us a unique approach for understanding the hidden meaning in our emotions: by dialoguing with them. This session will guide you to reframe your relationship with anxiety, fear, stress, imposter syndrome, and envy. You will leave with strategies for both life and work so you can be the best YOU.

SPEAKER: Amber Rae, author, Choose Wonder Over Worry @heyamberrae
EMCEE: Valerie Biberaj, director, Kate Spade New York Foundation @katespadeny

PERSONAL DEVELOPMENT  ........................................................................................................................................... Terrace I

Time Saving Tips for Women at All Stages in Life (POE)

For most of us, a life with more time to do what we want and less stress would be optimal. But making intentional, purposeful choices to create a life with more clarity and ease when you feel so harried is challenging. Whether you are on a quest to earn and produce more and feel overwhelmed by busyness, a new parent returning to work and trying to manage the balance, or just looking for more time-saving tips, this session will help you un-complicate and achieve the simpler, more intentional life you desire. Join this panel of experts to learn:

- How to boycott busy, get rid of excess, and create more with less—more space, more time, and less stress
- How to establish sanity back into your life with practical tips for managing the mental, emotional, and physical challenges of returning to work as a new parent
- Practical tips for finding more time in your day

THOUGHT LEADER: Carrie Bucci, founder, Mixtape Talent @carriebucci
PANELISTS: Lauren Smith Brody, author, The Fifth Trimester @laurensbrody
Courtney Carver, blogger, creator of Project 333, & author, Soulful Simplicity @bemorewithless
KJ Dell’Antonia, columnist & contributing editor, the New York Times and author, How To Be a Happier Parent @kjdellantonia
EMCEE: Laysha Ward, EVP & chief external engagement officer, Target @target

TRANSITIONS .................................................................................................................................................. Terrace II/III

ENCORE: Get Paid What You're Worth (POE)

Women are the majority of today’s college graduates, but less than a quarter make it past middle management. And we are being paid 80% of what men make. Now is the time to change this staggering reality. Whether you’re interviewing for a new job or want a raise in a current one, this panel of experts will discuss how to prepare, best ways to present yourself, and what to say when you’re getting pushback during a negotiation. Leave this session with the courage to get paid what you deserve.

THOUGHT LEADER: Claire Wasserman, founder, Ladies Get Paid @clairewasserman
PANELISTS: Amy Gallo, author, HBR Guide to Dealing with Conflict @amyegallo
Charreah Jackson, author, Boss Bride @charreah
Kristin Wong, personal finance & career journalist @thewildwong
EMCEE: Alison Young, managing partner, Red, White and Blue Strategies & board member, @PennWomen

CAREER ADVANCEMENT ....................................................................................................................................... Terrace IV

The Myth of the Nice Girl: Leading with Strength and Kindness (W)

Even in 2018, we continue to grapple with the negative perception of women’s “niceness” in the business world. If women are nice, they are seen as weak and ineffective. But if they are tough, they are labeled some other things. This is the perfect session for those trying to navigate the complexity of relationships at work while staying kind and respectful of others. Explore how women can reclaim “nice” and sidestep regressive stereotypes about what a strong leader looks like. Sharing her time-tested strategies, Fran Hauser will prove that women don’t have to sacrifice their values or hide their authentic personalities to be successful. Join her to explore how to:

- Balance being empathetic and decisive
- Ask for what you want without feeling badly
- Become a boss who is respected, not feared
- Lead with kindness, empathy, and strength

SPEAKER: Fran Hauser, author, The Myth of the Nice Girl @fran_hauser
EMCEE: Denise Allen Williams, lead, global competitive intelligence, corporate development, Merck & Co., Inc. @merck

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 19
ENCORE: Corner Office Success: How to Accelerate your Career Trajectory (POE)

Why do some careers take off while others stall? Common wisdom says that successful people attended an elite MBA program, landed high-powered jobs right out of school, and climbed the ladder straight to the top. But the CEO Genome Project shattered these myths. This 10-year study of more than 17,000 C-suite professionals revealed some surprising choices that set successful CEOs apart. Join this session to learn the four key behaviors of successful CEOs—and three moves that can catapult your career. Shoma Chatterjee, one of the principals of this study, and a panel of executives will share how to:

- Fast-track your career by deploying career catapults
- Overcome hidden handicaps to getting the job you want.
- Avoid common hazards that can derail people promoted into a new role.

**THOUGHT LEADER:** Shoma Chatterjee, principal, ghSMART & Company @ghsmartco

**PANELISTS:** Denice Hasty, CMO, Comcast Business, Comcast @comcast
Naomi Mulgrave, VP, strategic solutions, individual solutions group, Prudential Financial, Inc. @prudential
Valerie Smith, president, Swarthmore College @swathmore

**EMCEE:** Colleen Pritchett, senior global business director, DuPont @dupont_news

CAREER ADVANCEMENT ........................................................................................................ Meets Room 118 (simulcast in MR 121)

ENCORE: Ditch Workplace Drama and Drive Results (W)

Ego-driven behaviors are the #1 source of drama in workplaces today, generating huge amounts of emotional waste. Some people thrive on the drama and toxicity. But for most of us, it is an unwanted distraction. How do we eliminate the big egos and frenzy from our organizations? In this session, leadership expert Cy Wakeman will show you how to ditch the drama so you can be responsible for your own success and learn to love your job again, no matter your level at an organization. She will offer you the tips and tools for cultivating accountability so you can help drive results and restore sanity to the workplace.

**SPEAKER:** Cy Wakeman, president & founder, Reality-Based Leadership and best-selling author @cywakeman

**EMCEE:** Patrice D’Eramo, VP, Americas marketing and communications, Cisco @cisco

EMERGING PROFESSIONALS .................................................................................. Meeting Room 120 (simulcast in MR 119)

Innovation Quotient: Making Your Mighty Idea a Reality (POE)

Your innovative idea could solve problems, create new paradigms, lead to breakthroughs, and possibly even change the world. What’s holding you back? This panel of experts, led by serial entrepreneur Nathalie Molina Nino, will explore how you can unlock your boundless potential to create and innovate. You will learn how to clarify your vision, design for scalability, and take a few helpful shortcuts to navigate the obstacles that have kept that audacious idea of yours from becoming a reality.

**THOUGHT LEADER:** Nathalie Molina Niño, CEO, Brava Investments & author, Leap Frog @nathaliemolina @bravainvestments

**PANELISTS:** Nisa Amoils, venture partner, Scout Ventures @amoilsnisa
Danielle Kayembe, female futurist and social entrepreneur @lafemmeexec
Sally Susman, EVP, corporate affairs, Pfizer @pfizer

**EMCEE:** Andrea Conrad, director, brand and communications, zulily, a Qurate Retail Group brand @zulily @qurateretailgrp

PERSONAL DEVELOPMENT .......................................................................................... Meeting Room 122

Break the Cycle: Embrace Your Hormones (W)

Feeling “hormonal” is not usually seen as a positive thing, even though it is entirely natural. But Martie Haselton, the world’s leading researcher on sexuality, argues that there is great value to be had in better understanding the hidden intelligence of hormones. In this session, she will clearly explain the biological processes that profoundly influence our behavior and offer a radical new understanding of our bodies, minds, and relationships. Once we embrace hormonal cycles as adaptive solutions to genuine biological challenges, we can stop letting these changes bring us down and use this information to make better-informed choices. Plan to leave less fearful of hormonal shifts and armed with a new appreciation for how hormones can empower you to succeed.

**SPEAKER:** Martie Haselton, professor, UCLA & author, Hormonal @haselton

**EMCEE:** Sue Anderson, treasurer & board member, @PennWomen

ENCORE: Some of our most popular topics/sessions will be repeated to allow attendees additional opportunities to participate. These are designated on our agenda as ENCORES. Some ENCORES will be offered as panels in the morning but repeated as a workshop. The topic and scope of the session will be similar but instead of multiple speakers we will feature one speaker.
In partnership with our sponsors, the Pennsylvania Conference for Women is proud to, once again, bring the Young Women’s Program to the 2018 conference. This program provides high school junior and senior girls with the opportunity to attend the Conference and participate in a seminar track designed especially for them.

This unique opportunity exposes our next generation of leaders to dynamic speakers, and encourages them to exchange ideas. Please take a moment to acknowledge the young women in attendance as you travel the halls of the convention center today. You may be sharing your experience with future teachers, doctors, authors, CEOs or even a president!

**10:00 AM – 11:00 AM**
**Overcoming Bias in School & Beyond (POE)**
We all have blind spots or biases about people from other cultures, religions, and genders. These hidden biases influence the friends we choose, the organizations we join—and can influence our careers. Recognizing and braving our own blind spots is challenging enough, but how do we ensure that others are assessing us in a fair and accurate way? Whether negative or positive, these stereotypes influence others’ behavior towards us. Join this panel of leaders to learn how they overcame broad generalizations about who they were to accomplish their lofty goals.

**THOUGHT LEADER:** Tiffany Jana, author, *Overcoming Bias* @tmi_consulting
**PANELISTS:** Alexa Curtis, CEO, Life Unfiltered with Alexa @alexa_curtis
Zaniya Lewis, founder and executive director, YesSheCanCampaign @niya_144
Dani Rylan, founder, National Women’s Hockey League and *Fast Company* “Most Creative People in Business 2016” @danirylan
**EMCEE:** Elizabeth Wellington, lifestyle columnist, *Philly Inquirer* @phillyinquirer

**11:00 AM – 11:15 AM**
**Stop the Bull**
We have all felt bullied at one time and although each instance is different, it can often last longer than we had hoped. How do you protect yourself until it stops? From confronting the bully head-on to walking away, there is no one right way to deal with bullying, as what may feel right for one person or situation may not for another. This mini-session will lay out your options so that you can choose how to react the next time it happens and also learn what not to do in a bullying situation so you don’t get distracted away from what makes you happy in life.

**SPEAKER:** Heather F. Russell, Ph.D., pediatric psychologist, Shriners Hospitals for Children @shrinersphilly

**JOIN US IN THE EXHIBIT HALL FOR A WORKSHOP GEARED TOWARD HIGH SCHOOL JUNIOR & SENIORS PRESENTED BY DREXEL IN THE CAREER PAVILION**
11:30 AM – 12:30 PM
The Importance of Speaking Up (W)
History has proven that nothing gets accomplished unless someone speaks up. But being the person who speaks up can be hard. In this session, Swarthmore College president Valerie Smith will provide real-world examples from her own experience of speaking up and offer an arsenal of strategies for effective communication on topics of high importance today. She will then be joined by the founders of “Ladies OUT LOUD” who will share their tips and tools to help you speak up. You will leave the session with the skill set to start a career of “getting loud” so that nothing stands in your way.

SPEAKERS: Valerie Smith, president, Swarthmore College @swathmore
Dena Blizzard, comedian & founder, Ladies OUT LOUD @onefunnymother
EMCEE: Sharrie Williams, anchor, 6abc Action News @williamssharrie

12:40 PM – 1:00 PM
Shine Bright: Set Yourself Apart (IN HALLS C/D, Drexel LeBow Career Pavilion)
This interactive session will help you navigate your school life and your professional life with insights on how to distinguish yourself from other candidates when applying to college, jobs, and even volunteer opportunities. Learn tips and techniques that will help you shine bright like a diamond and stand out from the crowd. This session will cover:
• Identifying what makes you uniquely qualified
• Building your confidence and taking the big leap
• Developing your brand

SPEAKERS: Noor Jemy, program manager, graduate student services, Drexel University’s LeBow College of Business
Lori Miceli, assistant director, graduate student services, Drexel University’s LeBow College of Business

PARTICIPATING SCHOOLS AND ORGANIZATIONS:
Agatston Urban Nutrition Initiative
Alice Paul Institute
Attic Youth Center
Baldwin School
Better Tomorrows/Jackie’s Garden
Big Brothers Big Sisters
Black Women Health Alliance
Chester County Fund for Women & Girls
Chester Housing Authority-Resident Training Academy
Connections Program/I Choose To Win
Currently Trending
DAYA Center - Dompet Dhuafa USA
Five Loaves and Two Fish - HERO Unlimited
Friends Select School
GEAR UP Philadelphia
Germantown Academy
Girard College
Girl Scout Troop 7102
Girls Inc. of Greater Philadelphia & Southern New Jersey
Girls Today, Leaders Tomorrow of United Way of Greater Philadelphia and Southern New Jersey
Harrisburg Academy
Harriton High School
Haverford High School
John W. Hallahan Catholic Girls High School
L.I.V.E. for KAY Inc
Lower Merion High School
Path to Greatness
Philadelphia Futures
PWHS Intersectional Feminism Club
Radnor A Better Chance
Rising Sun High School
Saint Basil Academy
Souderton Area High School
Tech Freire Charter High School
TECH Freire Charter High School
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The Pennsylvania Conference for Women is thrilled to offer the 2018 Career Pavilion, presented by Drexel University’s LeBow College of Business. It features Drexel LeBow, local and national career experts, coaches, and professionals to address your most pressing questions and challenges. The Career Pavilion provides you with intimate and unique opportunities to best position yourself on the job, enhance your career skills, and network with peers. Don’t miss out on these offerings:

**CAREER PAVILION WORKSHOPS**

**10:00 AM – 11:00 AM**

**Taking Care of Business: All While Earning your Graduate Degree**

How do you make time to pursue graduate school with an already full plate of work, family and the attempt of a social life? A panel of successful graduate alumnae will share their experiences on balancing it all and how they leveraged their graduate degree while moving up in their careers.

**PANELISTS:**
- Dr. Karimah S. Bell Lynum, associate director, clinical project scientist, neuroscience, Janssen Scientific Affairs, LLC.
- Brittany Jean-Baptiste, manager, customer experience and assurance, Comcast Cable
- Tisha Vincent, product manager, Independence Blue Cross
- Colleen Kirk Yurkanin, senior innovation specialist, Vanguard Innovation Studio

**MODERATOR:** Carmita Champ, director, graduate student services, Drexel University’s LeBow College of Business

**11:00 AM – 11:15 AM**

**Makeup & Go**

How to achieve a work-appropriate makeup look in 10 minutes so you can get out the door quickly.

**PRESENTED BY** Estee Lauder

**11:30 AM – 12:30 PM**

**#BossTalk: Networking Up**

In the dictionary, work comes before worth. You have to put in the work to increase your net worth. Learn strategies such as identifying the right people and events to engage with, to overcome fears about networking and begin to develop a professional network that helps you level-up your career.

**SPEAKER:** Raquel Arredondo, associate director, outreach, engagement and professional development, Drexel University’s LeBow College of Business
12:40 PM – 1:00 PM
**Shine Bright: Set Yourself Apart** *(Designed for high school age attendees)*
This interactive session will help you navigate your school life and your professional life with insights on how to distinguish yourself from other candidates when applying to college, jobs, and even volunteer opportunities. Learn tips and techniques that will help you shine bright like a diamond and stand out from the crowd. This session will cover:

- Identifying what makes you uniquely qualified
- Building your confidence and taking the big leap
- Developing your brand

**Speakers:**
- Noor Jemy, program manager, graduate student services, Drexel University’s LeBow College of Business
- Lori Miceli, assistant director, graduate student services, Drexel University’s LeBow College of Business

2:45 PM – 3:00 PM
**Interview Makeup**
How to achieve a work-appropriate look so the interviewer notices YOU not your makeup!

**Presented by** Estee Lauder

3:00 PM – 4:00 PM
**Women in Leadership**
In this session, we will discuss strategies to identify a mentor or sponsor, as well as how to position yourself as an ideal mentee.

**Panelists:**
- Anastasia Bottos, COO and chief strategy officer, My Alarm Center
- Tamara Lashchyk, author, *Lose the Gum*
- Gail Onorato, apparel industry executive

**Moderator:** Raquel Arredondo, associate director, outreach, engagement and professional development, Drexel University’s LeBow College of Business

4:00 PM – 4:45 PM
**Best Practices in Resume Writing**
Your resume is your most important piece of professional collateral, so it’s important to make sure it’s a great representation of your value proposition. Use these best practices to get your resume past the applicant tracking system and make sure it stands out for all of the right reasons.

**Speaker:** Lisa DeLuca, director, undergraduate career services, Drexel University’s LeBow College of Business
COACHES CORNER
The Coaches Corner program is designed to give Conference attendees an opportunity for one-on-one “speed coaching” sessions. You will be paired with a coaching professional from the International Coach Federation (ICF) Philadelphia chapter. This is a great private opportunity to take what you learned at the Conference and turn it into action!

Ken Abrams, MCC TOPcoach International, LLC
Danielle N. Adams, ACC QueenSuite LLC
Terri Attschul, PCC Womenconnected.net
Carl Barringer, PCC CarlBarringer.com
Liz Baldasano, ACC Liz Baldasano Coaching & Consulting
Meredith Betz, ACC Betz Coaching Lab
Scott Blessing, PCC Inspired Leadership Now
Liz Brown, PCC Be Well Life Coaching LLC
Lisa Christiansen, ACC Lisa Christiansen Coaching & Consulting
Sharlene Goldfischer, ACC Quintessence Coaching
Beth Gordon, ACC Accelerate Team Performance
Vimla Gulabani, ACC DiscoverYourSelf
Jennie Gwaltney, PCC QVC, Inc
Bill Hooker, ACC SourceOne Innovations, Inc.
Faisal Khan, ACC 1ExtraordinaryLife, LLC
Amie Langbein, ACC The Story Doc
Martha Lask, PCC Martha Lask Consulting LLC
Richard LeBoon, PCC Coaching&
Patricia Mathews, MCC Mathews Associates
Alma Mathiasson, ACC My Leadership Purpose Consulting
Fred Meinke, ACC Coaching Services International
Lynn Meinke, PCC Coaching Services International
L. Lee Miller, ACC Rising Women
Ariadne Moisiades, PCC Sound Strategies Coaching
Susan Morris, ACC Morris Consulting Group, LLC
Lisa Pachence, PCC LP Coaching
Suzanne M. Perry, ACC Be Remarkable Coaching and Consulting, LLC
Nancy Pollard, PCC Nancy L Pollard, Coach & HR Consultant
Kelly Poulson, ACC Coach, Dream Chaser, Ass kicker
Aileen Price, ACC Aileen Price
Ray Rife, ACC Ray Rife Coaching and Consulting, LLC
Teresa Rothermel, ACC YourUniquePath
Julie Schelling, ACC Coaching for Resonance
Dorel Shanon, PCC Dorel Shanon Consulting
Emily Shutt, ACC Grief and Grace Coaching
Rosalind Spigel, ACC Spigel Consulting
Nicky Westhead, ACC Westerson Partners
Barrhonda White, PCC, The Bink Group
Marsha Woods, ACC EMW & Associates LLC
Valerie Worthington, PCC Valerie Worthington

*Coaches will not be available during the opening and lunch keynote sessions.
NOTE: Coaches listed are those confirmed as of print date and are subject to change.
RESUME REVIEW
HR and career service experts from local colleges and universities, including Drexel University’s Steinbright Career Development Center and LeBow College of Business will be providing free resumé critiques. Don’t miss this opportunity to have a seasoned pro give your resumé a checkup and help you market yourself better in the ever-changing job market!

Daneisha Allen, Cheyney University
Sara Babitt, Drexel University
Leslie Ballway, Peirce College
Jennifer Beale, Bryn Mawr College
Miranda Berger, University of Amsterdam
Laura Bickert Ciarcello, Jefferson (Philadelphia University + Thomas Jefferson University)
Winifred Browne, Drexel University
Margie Cherry, Lafayette College
Tiffany Clarke, Drexel University
Rita Di Carlo, Villanova University, School of Business
Carol Dougherty, Delaware County Community College
Kaitlin Grady, Villanova University
Tracey Hanton, Community College of Philadelphia
Debbi Harris, Debbi Harris Associates
Samantha Hof, Muhlenberg College
Linda Hollenback, Hollenback Consulting LLC
Rachel Johnson, Drexel University, LeBow College of Business
Dilyara Kashaeva, Fox School of Business, Temple University
Pamela Lyman, Fox School of Business, Temple University
Amanda Mallon, The Pennsylvania State University, Abington College
Ainsley Maloney, Jefferson (Philadelphia University + Thomas Jefferson University)
Maura O’Connor, Drexel University
Emily Parry, Drexel University
Vanessa Pileggi, Drexel University
Ayana Pilgrim-Brown, Temple University
Louise Polis, Career Pro Resume Center, Inc
Esther Ra, University of Pennsylvania
Helena Reid, Drexel University
Marisol Rosado-Perez, Widener University
Jen Rossi Long, Saint Joseph’s University
Charlotte Ryan, Neumann University
Katie Scheuer, Temple University
Phyllis Schoen, West Chester University of Pennsylvania
Liz Schwartz, Drexel University
Katie Snapp, Drexel University
Marilyn Stika, University of Pennsylvania
Kimberly Turner, Rowan University
Jacaqueline Tusman

NOTE: Reviewers listed are those confirmed as of print date and are subject to change.
The Pennsylvania Conference for Women believes in “The Power of Us.” We know that as much as women give to their communities, they also gain. Please spend some time in our Community Connection Pavilion and learn how you can become more deeply involved in the shaping, values and vision of not only your neighborhood, but the world.

Be sure to take some time out of your day to give back & engage with local non-profits!

HELP US HELP YOUR COMMUNITY!
Be sure to drop off your donations.

Handbag & Accessories Drive

Please join Qurate Retail Group and Career Wardrobe in promoting the success and independence of women transitioning to work. We invite you to donate your new or gently used handbags & accessories. (Collection bins located at the Career Wardrobe booth in the Community Pavilion)

If you didn’t bring your items to donate, but would like to help, please stop by and ask how to connect after the conference!

GET OUT & VOTE!
In addition to three very worthy charity partners, we’re pleased to welcome to this year’s conference two non-partisan groups that are working to give a voice to all Americans.

League of Women Voters - learn the many ways you can get involved, from registering to vote to education to volunteering in your community.

Pennsylvania Center for Women and Politics - learn about their Ready to Run program. They help train women to run for office across the country and are changing the face of leadership.
Get a professional headshot & explore career growth options with Villanova!

Looking to polish up your personal brand and improve your salary negotiation skills?

- Get a complimentary professional headshot!
- Receive one-on-one advice from Dean Joyce E. A. Russell, PhD, dean of Villanova School of Business
- Unique opportunity to sit down with Dean Russell
- Talk about how to get paid what you’re worth

Let’s talk about your career goals.

If accelerating, pivoting or growing your business career is a top priority, Villanova School of Business can help set you up for success. From specialized masters in high growth areas like analytics to our Executive MBA and top-ranked part-time MBA, our graduate business programs are designed to support working women at every stage of their career.

**AUTHOR SIGNINGS**

**AUTHOR SIGNINGS WILL TAKE PLACE NEXT TO THE BOOKSTORE.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Authors</th>
</tr>
</thead>
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<tr>
<td><strong>11:00 AM – 11:30 AM</strong></td>
<td>Mary Abbajay, Kathy Caprino, Courtney Carver, Carol Fulp, Amy Gallo, Tiffany Jana, Catherine Kaputa, Wendy Sachs</td>
</tr>
<tr>
<td><strong>4:00 PM – 4:30 PM</strong></td>
<td>Lauren Smith Brody, Courtney Carver, Shoma Chatterjee, KJ Dell’Antonia, Amy Gallo, Martie Haselton, Fran Hauser, Charreah Jackson, Wendy Sachs</td>
</tr>
<tr>
<td><strong>12:30 PM – 1:00 PM</strong></td>
<td>Shoma Chatterjee, KJ Dell’Antonia, Alison Green, Fran Hauser, Sally Helgesen, Selena Rezvani, Hana Schank, Cy Wakeman, Liz Wallace, Dr. Jen Welter, Kristin Wong</td>
</tr>
<tr>
<td><strong>4:40 PM – 5:00 PM</strong></td>
<td>Dana Dobson, Marsha Pearson, Pam Prior</td>
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</tbody>
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**BOOKSTORE BROUGHT TO YOU BY:**

BookPeople

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**EDUCATION PAVILION**

LOCATED IN HALLS D/E, OPEN ALL DAY!
TARGET LIFESTYLE LOUNGE

Join Target in celebrating women – today and every day.

- Recharge yourself & your devices
- Kick your feet up and take a break
- Discover new beauty products
- Free samples!

HEALTH & WELLNESS CLASSROOM

DON'T MISS THESE EXCITING HEALTH TOPICS AND SPEAKERS

8:00 AM – 8:20 AM
Energy & Mindfulness
Whether through additional sleep, exercise, caffeine, we all have our tricks to keep our energy level up during the day. But sometimes our usual tricks aren’t enough, especially to sustain energy in difficult times. Or as a leader, the energy level of our team members doesn’t match our own and we need some tricks to create a positive energy so that our goals can be accomplished. Join this session to learn how to assess your own energy level, the energy of others and how to manage that energy to match the demands of your day. This will include some tips to manage your energy in high stress situations as well as how mindfulness and meditation can help you assess and affect your energy.

SPEAKER: Elizabeth Davenport, scientific leader, cell process development, cell and gene therapy, GSK @gsk

12:35 PM – 12:50 PM
Give Yourself a Performance Boost
We all want to perform and feel our best. However, our reality is that in our 24/7 environment, we’re experiencing mounting pressures both in and out of our jobs that can leave us unfocused and unmotivated. How do we meet these increasing expectations without feeling depleted? Based on a Johnson & Johnson Human Performance Institute® program for executive leaders and elite athletes, this session will share how to tap into our four realms of energy -spiritual, mental, emotional and physical – to create higher productivity and stronger leadership. Attendees will learn how to improve their personal health, happiness and fulfillment through lasting, positive behavior changes.

SPEAKER: Megan Duelks, Americas lead, Employee Health Innovation Center of Excellence, Johnson & Johnson @jnijcares
2:45 PM – 3:15 PM
How to Improve Your Health Literacy
Have you ever left a doctor’s appointment feeling more confused than when you walked in? Have you read contradictory health information online that baffled you? These are common occurrences that inhibit our ability to make informed decisions about our health—and, for those of us who are caregivers, our ability to help others manage their health conditions. With “health literacy” a stronger predictor of health than any other demographic variable, this session will explain what it is and offer simple tips to help you advocate for yourself and others. You will leave knowing how to become a more engaged and empowered partner in making decisions with your doctor.

SPEAKER: Laurie Myers, global health literacy director, Merck & Co., Inc. @merck

3:00 PM – 4:00 PM
How to Break Up with Your Phone
Is your phone the first thing you reach for in the morning and the last thing you touch before bed? Do you frequently pick it up “just to check,” only to look up forty-five minutes later wondering where the time has gone? Do you say you want to spend less time on your phone—but have no idea how to do so without giving it up completely? If so, this session is for you. Award-winning journalist Catherine Price will present her practical tips for making customized changes to your settings, apps, environment, and mindset that will ultimately enable you to take back control of your life and feel good about your phone again.

SPEAKER: Catherine Price, author, How to Break Up with Your Phone @catherine_price

4:00 PM - 4:30 PM
Women and the Battle against Opioids
Pennsylvania’s drug overdose rate is more than twice the national average and Governor Tom Wolf issued a disaster declaration to address the problem in January 2018. Join Beth Dolinar, Emmy-award winning documentary producer and writer at WQED Multimedia, Pittsburgh; and Penn Emergency medicine physician/researcher Dr. Jeanmarie Perrone to hear how the opioid crisis is affecting women, the resources available, and how we can reduce the stigma that prevents those affected from seeking treatment.

SPEAKERS:
Beth Dolinar, Emmy-award winning documentary producer and writer, WQED Multimedia, Pittsburgh @bethdolinar
Jeanmarie Perrone, director, Division of Medical Toxicology, and professor, Emergency Medicine, University of Pennsylvania’s Perelman School of Medicine @jmperronemd

See our friends from GlaxoSmithKline for your free samples of Tums, Breathe Right, and toothpaste!
Network, recharge, and connect!
Charge phones, tablets, and laptops & catch up on emails in a comfy lounge with interactive activities, workshops and photo ops. Stop by and tell us: what’s the hashtag that defines your personal success?

LINKEDIN PROFILE MAKEOVER WORKSHOPS
Don’t miss your chance to attend LINKEDIN PROFILE MAKEOVER WORKSHOPS to perfect your networking skills. Featuring AMANDA HEALY, award-winning B2B marketing demand generation leader and social media expert.

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Making LinkedIn Work for YOU!
Do you have a LinkedIn profile simply because you feel you ought to? Or have you been meaning to set one up but don’t know where to start? Chances are that even advanced users of LinkedIn are not maximizing the platform to its fullest. With careful curation, it can be one of the most powerful tools in your marketing arsenal, enabling new opportunities, driving new business and partnerships, and allowing you to position yourself as a thought leader in your respective field.

In these sessions, social media expert Amanda Healy will show LinkedIn novices and vets alike the tips and tricks to get LinkedIn to do the work for you. Learn how to increase your profile strength, strategically grow your network, boost your SEO value, and much more. Discover how investing less than an hour per week can pay big dividends in achieving your personal and professional aspirations. Have your LinkedIn profile open on your device and follow along in real-time!

TECH ROUNDTABLES
Tech roundtables aim to address conference attendees’ diverse needs and interests as related to technology and innovation. Led by an expert facilitator, each roundtable offers an informal and intimate setting to share best practices around a very focused and specific topic. Roundtables are discussion-based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to growing their unique skillsets. We encourage attendees to come with questions.

Roundtables are limited to ten people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. We will offer each roundtable a total of three times so attendees can participate in multiple discussions on different topics, and to ensure that participants have other opportunities to join should their first-choice table fill up fast. Roundtables will take place at the following times:

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Boost Your Social Media with Smart Phone Video
Snapchat. Instagram. Twitter. Facebook. Thinking about creative strategies to reach your audience via social media can be overwhelming, but the answer might already be in your pocket. 5 Shorts creator S.L. Sawyer assists aspiring filmmakers with creating short films, and in this roundtable discussion, she will share her tips and tricks for turning your smartphone into a marketing machine by creating videos for social media.

SPEAKER: Shameka S.L. Sawyer, creator, 5 Shorts @slsawyerCEO
Influencer Marketing
Thanks to social media platforms like Instagram and Pinterest, consumers are looking to fellow consumers more and more to inform their purchasing decisions. Savvy brands can now connect more directly and organically with their customers through thoughtful influencer marketing. Come learn about this growing technique, including affiliate, social, and peer-to-peer marketing, and how you can get influencers to help your products take off.
SPEAKER: Tara Siegel, VP, marketing, Lewith & Freeman Real Estate, Inc. @tsiegel21

LinkedIn for Client Acquisition
There is more to LinkedIn than just resume building and job-seeking. The platform has become a hotbed for lead generation and social acquisition marketing. Whether you are a small business owner, entrepreneur, or aspiring influencer, join this roundtable discussion to learn how to create content for LinkedIn that maximizes customer acquisition on a budget.
SPEAKER: Bianca Jackson, LinkedIn marketing specialist, Jax Digital @jaxdigitalpm

Maximizing Your Website Content for Search Engine Success
Internet search engines can lead potential customers and clients to your website – or lead them astray. To make sure your website is reaching its true potential audience, focus on search engine optimization. In this roundtable discussion, you will discover ways to maximize your website content, boost your site rankings, use tags, and ensure that your page doesn’t get lost in the shuffle.
SPEAKER: Maria Novak, president, Maria L. Novak Marketing Solutions & Business Development

One Funny Mother: Build Your Brand on Social Media
Building a strong brand on social media means not just producing irresistible content but also connecting authentically with your audience. While there is no sure recipe for being the biggest thing on the Internet, comedian Dena Blizzard shares what she’s learned from building her online brand “One Funny Mother.” Join this roundtable to learn best practices for building a community on social media, creating content that people remember, and trying new things (because even “dumb” ideas can be great ideas!).
SPEAKER: Dena Blizzard, comedian and founder, Ladies OUT LOUD @onefunnymother

Podcasting 101
More than 112 million Americans have listened to podcasts over the past decade, with 67 million listening to podcasts at least monthly. That’s a lot of potential listeners to reach with your unique voice and perspective. Join this roundtable discussion with podcast host and award-winning public relations consultant Dana Dobson to learn how you can take advantage of the podcast zeitgeist, including finding your niche, learning the technology, preparing to launch, building your audience, and keeping your content fresh and timely.
SPEAKER: Dana Dobson, public relations consultant and host, Media Pro Spotlight Podcast @danadobsonpr

Set It and Forget It: Automated Email Marketing for Beginners
Marketing automation tools can help you send the right message to the right people at the right time, without having to remember each one yourself. Join this roundtable discussion to learn how you can stay connected to your audience, streamline your email processes, and win back lapsed customers through automated emails. You will walk away with new tools to customize, test, and repeat your emails on a variety of email platforms.
SPEAKER: Marsha Pearson, owner, Market Your Socks Off @marshapearson

Social Media Marketing for Non-Profits
Social media is a marketing tool that can help nonprofits engage volunteers, donors, and clients. Join this roundtable discussion to learn how your organization can maximize its effectiveness on social media when marketing budgets – and time – are extremely limited. You will learn about timesaving tools, sponsored content, and the most effective uses of social for nonprofits, from thanking volunteers to driving fundraising.
SPEAKER: Christa Hayburn, Coordinator of Marketing and Social Media Marketing at Women Organized Against Rape – WOAR, former police officer, and founder, Empower HER Voice Movement @christahayburn

Empower Yourself through Technology
This session is designed for beginners who desire insights into how to make technology work for them. How can “speech to text” software support your personal productivity? Have you taken advantage of free online training to enhance your credentials or learn about concepts relevant to you? How can you effectively utilize LinkedIn to promote yourself? We’ll discuss these topics and more during this interactive dialogue.
SPEAKER: Shakti Routray Harris, global diversity & inclusion leader, specialty products, DowDuPont @dowdupontco
SMALL BUSINESS ROUNDTABLES
3:00 – 3:30 PM      3:35 – 4:05 PM      4:10 – 4:40 PM

Led by an expert facilitator, each roundtable offers an informal and intimate setting to share best practices around a very focused and specific topic within the small business and entrepreneurial spaces. Roundtables are discussion-based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to their needs.

Roundtables are limited to ten people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. We will offer each roundtable a total of three times so attendees can participate in multiple discussions on different topics, and to ensure that participants have other opportunities to join should their first-choice table fill up fast.

Cash Flow Forecasting for Non-Accountants
Do you know in your gut what your finances “should be,” but are frustrated that the numbers from the bookkeeper never match up with your expectations? Entrepreneurs almost always have a better grasp on their finances than they think they do. Join this roundtable to learn the specific actions that you can take to control your finances (instead of letting your finances control you). You will learn that finance can even be fun when it’s translated into entrepreneur-speak instead of accounting-Greek.

**SPEAKER:** Pam Prior, author, radio host, and CPA @psprior

Completing a Business Plan
A business plan is a key component of any business’s success. It is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may be internally or externally focused depending on the goals and the audience. A business plan can also act as a roadmap for how to structure, run, and grow your business. This session will review the main topics that a business plan would include for the purposes of starting a business, planning an expansion, or preparing for acquisition.

**SPEAKER:** Barbara Laurenzi, senior vice president, business banking sales manager, PNC Bank @pncbank
The Entrepreneur’s Guide to Labor and Employment Law

Employment-related issues often plague entrepreneurs and start-ups. Join the session to learn the tools to effectively navigate nuanced employment law issues and ensure successful employee-relations – before you even hire your first employee. Led by experienced employment attorney Teleicia Dambreville, this roundtable will dispel myths about employee relations matters and help entrepreneurs avoid costly mistakes as they build their business and workforce. While this roundtable discussion is not meant to replace the services of a qualified attorney, participants will walk away with a greater awareness of sound employment policies to adopt to minimize liability, establish workplace norms to create the desired company culture, and avoid expensive litigation.

**SPEAKER:** Teleicia Dambreville, director, counsel- employment litigation, Burlington Stores, Inc

Personal Finance for Entrepreneurs

Surviving and thriving as an entrepreneur, freelancer, or startup requires strong financial management skills, but getting there can feel stressful and overwhelming, especially when your income is variable. Join independent financial expert Galia Gichon for an introduction to a painless, step-by-step plan for taking control of your personal finances. You will learn about setting goals, creating a spending plan that works, and establishing habits – like investing and retirement planning – that lead to financial health.

**SPEAKER:** Galia Gichon, financial expert, Down to Earth Financial @simplemoney

Setting Your Small Business Up for Success: Tech Edition

Do you have what you need in place to set your small business up for success? Small business owners face a multitude of challenges when starting out, and in these connected times, decisions related to technology can make or break your success early on. The right technology can help establish your brand, make you more efficient, and expand your reach. Join this roundtable to discuss overcoming the challenges of starting one’s own business and to learn more about what technology considerations are vital for startups.

**SPEAKER:** Yasmine Mustafa, CEO, ROAR for Good @myasmine @roarforgood

Telling Your Business’s Story

The ability to effectively communicate your business’s story is crucial to your long-term success and should be approached with a clear messaging strategy in mind. But many small and medium-sized businesses avoid doing it, or worse, miss their mark. Attendees of this lively discussion with award-winning branding and communications strategist Shakira M. Brown, aka “The Small Biz Whisperer,” can expect to leave with an understanding of who they are as a business, who they want to be, and how they want to be perceived – the primary elements needed to clarify their messages and compel people to listen.

**SPEAKER:** Shakira M. Brown, managing, principal, and CEO, SMB Strategic Media @smallbizwhisper

WOMEN-OWNED BUSINESS MARKETPLACE

**LOCATED IN HALLS D/E, OPEN ALL DAY!**

VISIT THE QURATE RETAIL GROUP BOOTH (#1325) TO SEE THEIR TOP BRANDS BY FEMALE ENTREPRENEURS. SHARE YOUR DREAM FOR A CHANCE TO WIN PRIZES!
You’re invited to visit the Prudential Financial Pavilion at the PA Conference for Women.

As more and more women are coming into their own financially, they need smart, intuitive ways to plan for financial wellness. If you’ve got goals, we’ve got tools!

Our interactive experience was designed for you. Join us!

FINANCIAL PAVILION
LOCATED IN HALLS D/E, OPEN ALL DAY!
SPONSORED BY

Prudential

WINE NETWORKING RECEPTION
LOCATED IN HALLS D/E, 4:00-5:00PM!
SPONSORED BY

FINE WINE & GOOD SPIRITS

Stop by the Fine Wine & Good Spirits booth #445 throughout the day, to sign up and get your wristband!

Fine Wine & Good Spirits is pleased to offer this great opportunity to network and recap your day while sampling from dozens of different wines and spirits, including some outstanding wines from Chairman’s Selection®.

Also don’t miss tastings with Brenne Whisky and its’ founder, Allison Parc!

For more information about the wines and spirits you sample during the reception please check out FineWineAndGoodSpirits.com.

See map on page 44 for Networking Reception Location.
This map shows the assigned seating for the luncheon tables at the Keynote Lunch. Your table number can be found on your badge. There is open seating for the Morning Keynote.
## Keynote Luncheon Seating

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TO EXHIBITION HALL

ENTRANCE FROM EXHIBIT HALL

SHARE YOUR EXPERIENCE #PENNWOMEN