

Pennsylvania Conference for Women

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OCTOBER 2, 2019

PENNSYLVANIA
CONVENTION CENTER



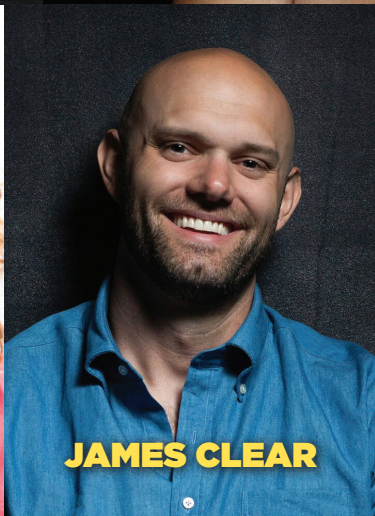
JESMYN WARD



ELIZABETH GILBERT



CELESTE HEADLEE



JAMES CLEAR



DANIELLE WEISBERG & CARLY ZAKIN

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 and breakout sessions.**

SEATING:

- **OPENING KEYNOTE** – Please note there is no assigned seating at the morning keynote session.
- **LUNCHEON KEYNOTE** – 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. *(Don't forget – if you miss a session you can hear it post- conference on our website or the app!)*
- We will be **SIMULCASTING** several breakout sessions into nearby rooms, to accommodate crowd overflow.

WHERE IS...

- **NURSING MOTHER'S ROOMS** can be found in **Meeting Room 102** and **Meeting Room 302**. Mamava Nursing Mother's Pods are located on the 200 level outside Hall B and in the hallway just south of the Broad Street Atrium.
- **LOST & FOUND** will be located at **Registration**.
- **COAT CHECK** can be found on the **bridge outside Hall A**.
- **CONCESSIONS** are available at **Java Main** in between Halls A/B and in the Exhibit Halls (Halls C/D).
- An **ATM** can be found at **12th & Arch** by restrooms (1st Flr) and by the **Gift Shop/Fed Ex** (2nd Flr)
- **MEN'S ROOMS** - 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 in the **General Session** and in the **Exhibit Hall**.

MISC/GOOD TO KNOW:

- Search **PennWomen** in your **app** store to download this year's app!
- New this year - All **SPEAKER BIOS** can be accessed via the app.
- All breakout session **PRESENTATIONS** can be downloaded from our app.
- Join Fine Wine & Good Spirits for a Networking Wine & Spirits tasting in the exhibit hall, booth 449 from 4:00 – 5:00 PM. Be sure to stop at the Fine Wine & Good Spirits booth 449 for your complimentary wristband before the event.

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THANKS TO OUR SNACK BREAK SPONSORS



**PLEASE FIND IMPORTANT
GENERAL INFORMATION & FAQ'S
IN THE FRONT INSIDE COVER.**

CONFERENCE SCHEDULE AT-A-GLANCE

8	9	10	11	NOON	1	2	3	4	5
6:30-5:00 Registration	8:15 - 9:30 Opening Keynote	10:00 - 11:00 Session I Breakouts	11:30 - 12:30 Session II Breakouts		1:00 - 2:30 Keynote Lunch		3:00 - 4:00 Session III Breakouts		
OPEN ALL DAY IN EXHIBIT HALL C/D <ul style="list-style-type: none"> • Career Pavilion, sponsored by Villanova School of Business see pages 28-29 for offerings Resume Reviews, Coaches Corner & Career Workshops • Community Connection Pavilion, sponsored by Comcast..... see page 30 for offerings • Education Pavilion, sponsored by Prudentialsee page 31 for offerings Book Store & Author Signings • Health & Wellness Pavilion, sponsored by Independence Blue Cross see pages 32-33 for offerings Classroom Sessions • Social Hub, sponsored by WSFS Bank see pages 34-35 for offerings Tech Roundtables & LinkedIn Workshops • Women-Owned Business Marketplace see pages 36-37 for offerings Small Business Roundtables 								4:00 - 5:00 Wine Tasting	
								3:00 - 4:40 Small Business & Tech Roundtables	

At the Luncheon Keynote Session there is assigned seating.

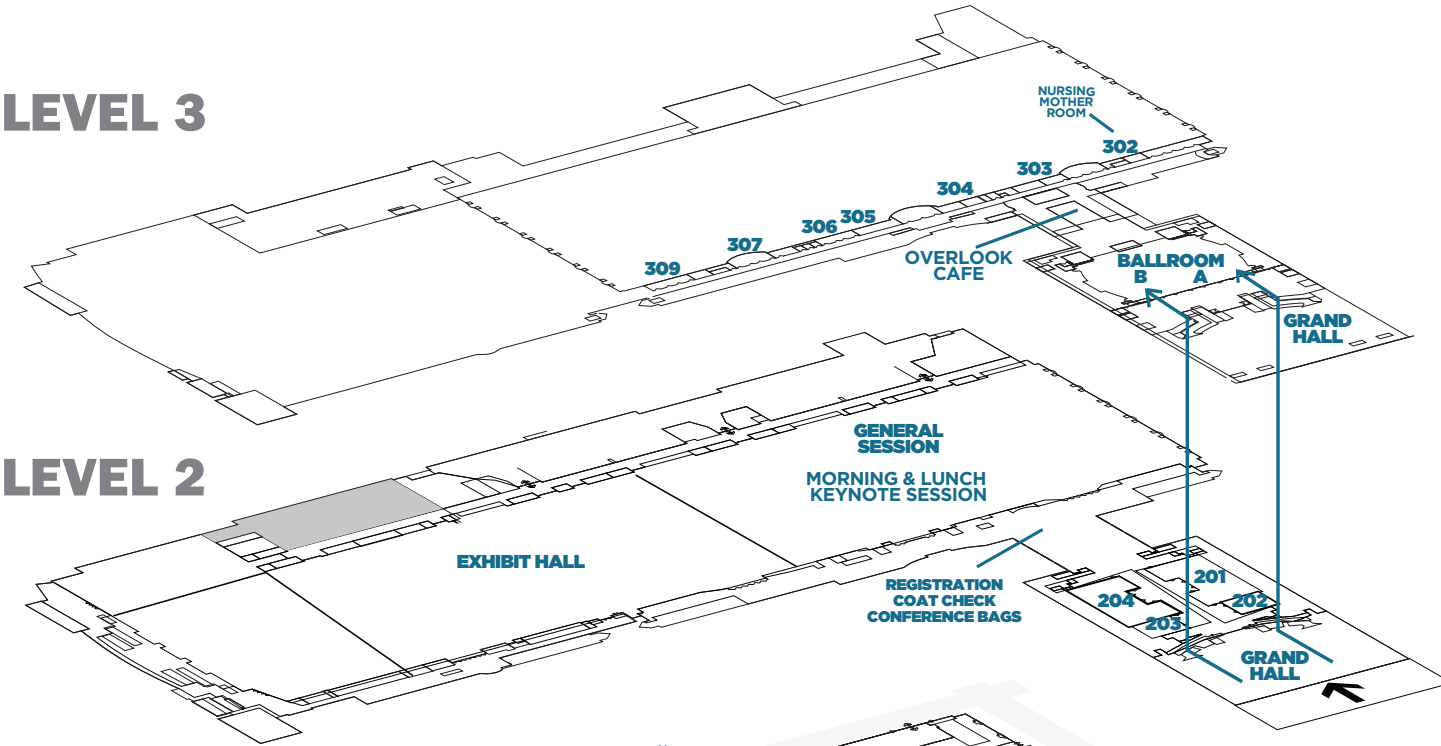
Your table number can be found on your badge.

A map of the assigned luncheon tables can be found on pages on the inside back cover of this program.

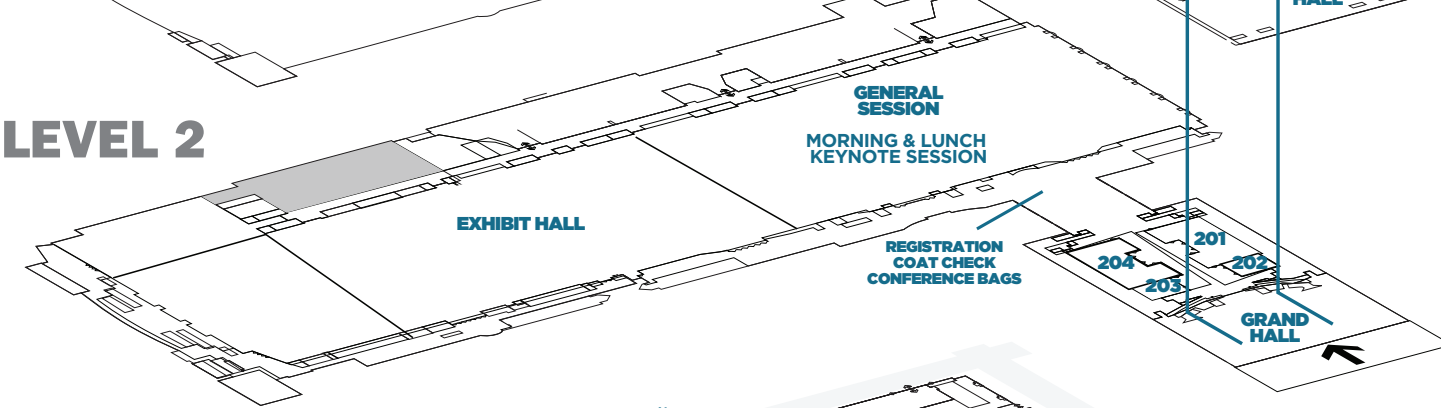
Time	Event	Location
ALL DAY	Registration	Bridge outside Hall A
ALL DAY	Exhibit Hall.....	Halls C/D
8:15 - 9:30 AM	Opening Keynote Session	Halls A/B
	Tamala Edwards , co-anchor, <i>Action News Mornings</i> , 6abc WPVI-TV @tamedwards6abc	
	Mayor Jim Kenney @phillymayor	
	Target Storytellers presented by Laysha Ward , EVP & chief external engagement officer, Target @layshaward @target	
	Ester Banque , SVP & head, intercontinental commercial, Bristol-Myers Squibb @bmsnews	
	James Clear , habits expert & best-selling author @jamesclear	
	Carly Zakin & Danielle Weisberg , co-founders & co-CEOs, theSkimm @theskimm	
	in Conversation with Celeste Headlee , communication & human nature expert, award-winning journalist & author @celesteheadlee	
9:45 AM	Author Signings.	Halls C/D, Book Store (page 31)
10:00 - 11:00 AM	Session I Breakouts	see pages 16-17 for session listing
11:00 - 11:30 AM	Author Signings.	Halls C/D, Book Store (page 31)
11:30 AM - 12:30 PM	Session II Breakouts.....	see pages 18-19 for session listing
12:30 - 1:00 PM	Author Signings.	Halls C/D, Book Store (page 31)
1:00 - 2:30 PM	Luncheon Keynote Session	Halls A/B
	Cecily Tynan , head meteorologist, 6abc WPVI-TV @cecilytynan	
	Leslie Stiles , board president, Pennsylvania Conference for Women, @PennWomen	
	Jayne Brown , program host, QVC @qvc	
	Elizabeth Gilbert , <i>New York Times</i> best-selling author of <i>Eat, Pray, Love</i> and one of the most-viewed TED speakers of all time @gilbertliz	
	Jesmyn Ward , MacArthur Genius, two-time National Book Award winner, novelist, memoirist & essayist @jesmimi	
	Lisa Brubaker , EVP, chief technology officer, WSFS Bank @wsfs	
	A Keynote Conversation with Ava DuVernay , award-winning writer, director, & producer @ava	
2:45 PM	Author Signings.	Halls C/D, Book Store (page 31)
3:00 - 4:00 PM	Session III Breakouts.	see pages 20-21 for session listing
3:00 - 4:40 PM	Small Business Roundtables	Halls C/D, Women-Owned Business Marketplace
	Tech Roundtables	Halls C/D, WSFS Bank Social Hub
4:00 - 4:30 PM	Author Signings.	Halls C/D, Book Store (page 31)
4:00 - 5:00 PM	Wine Tasting Networking Reception brought to you by <i>Fine Wine & Good Spirits</i>	Halls C/D, booth 449
4:40 - 5:00 PM	Author Signings.	Halls C/D, Book Store (page 31)
5:00 PM	Conference Closes	

CONVENTION CENTER MAP

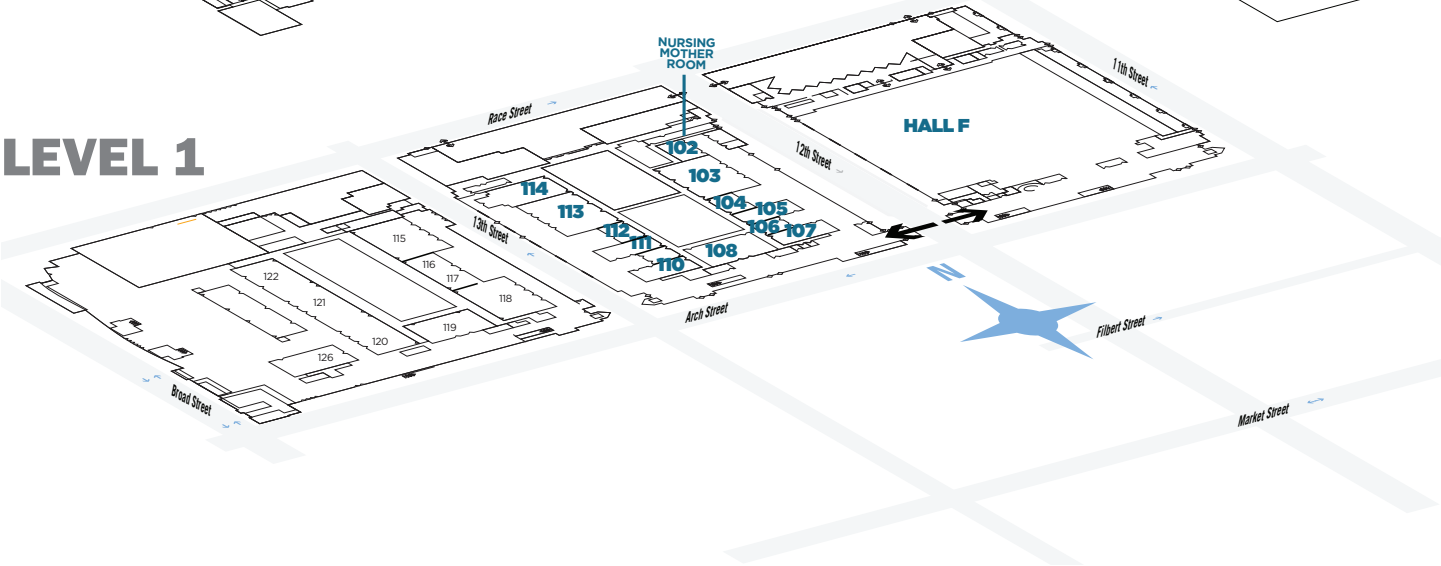
LEVEL 3



LEVEL 2

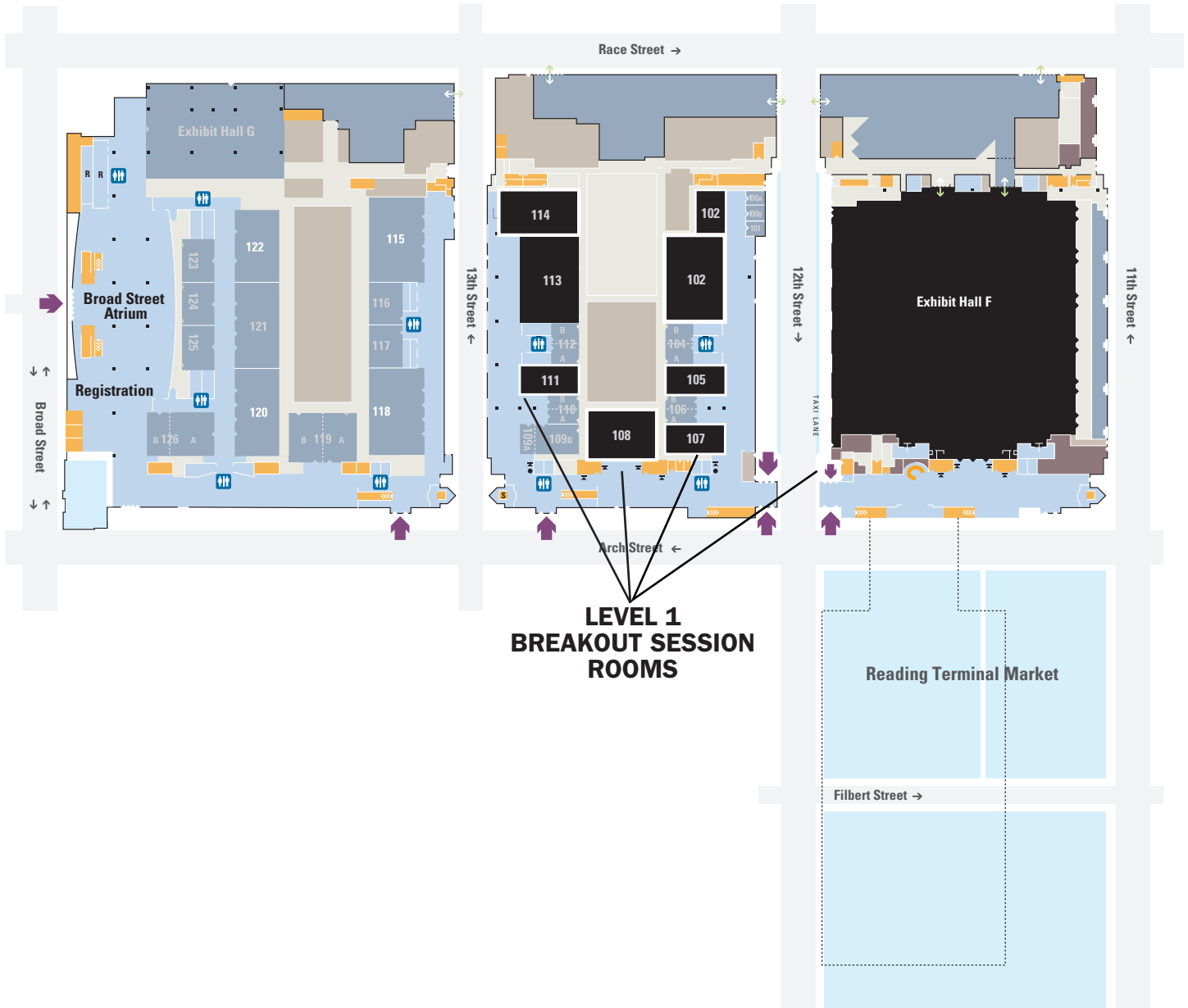


LEVEL 1

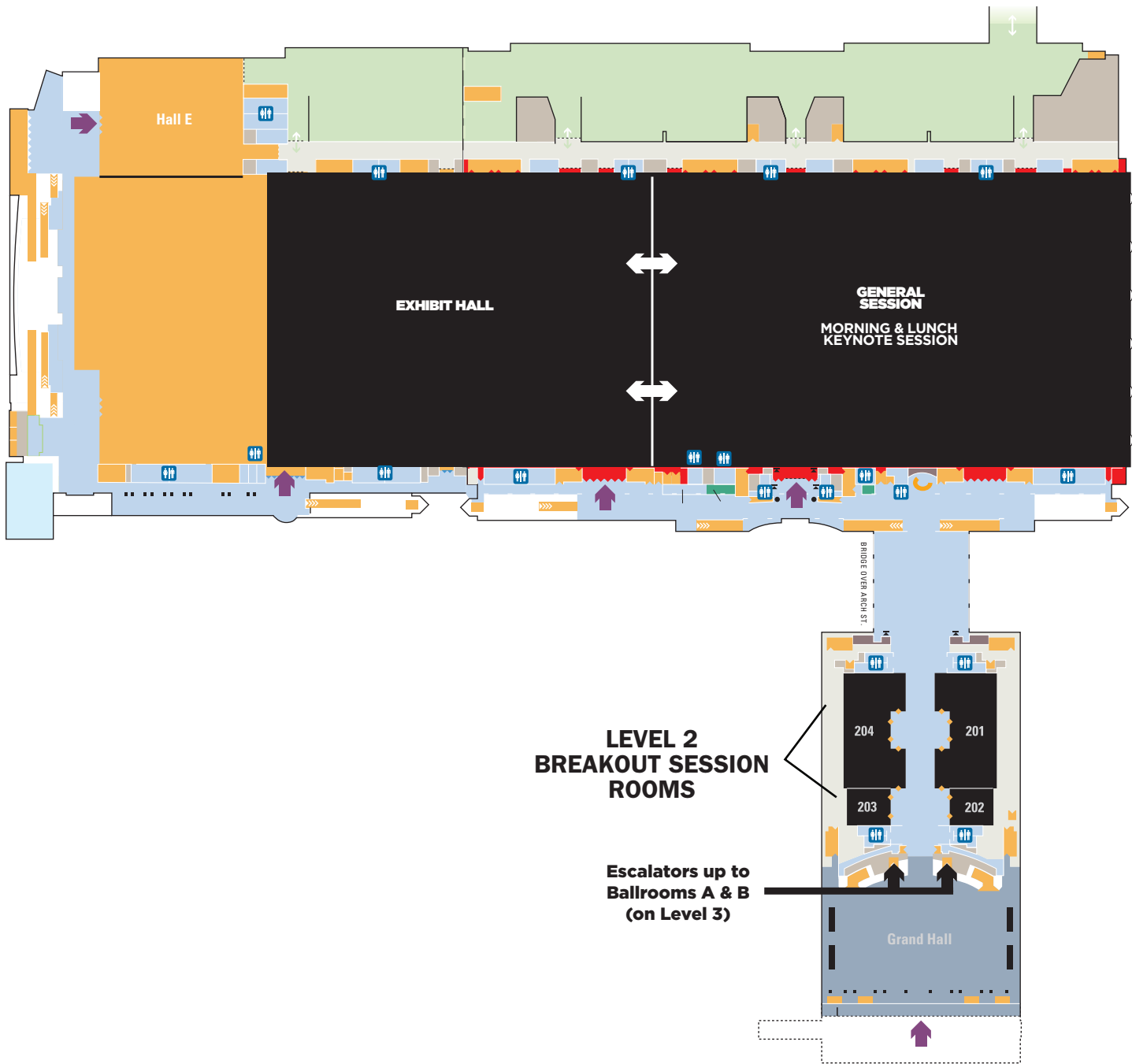


CONVENTION CENTER MAP

LEVEL 1 DETAIL (STREET LEVEL)



CONVENTION CENTER MAP
LEVEL 2 DETAIL (STREET LEVEL)



OPENING KEYNOTE & SPECIAL GUEST SPEAKERS

8:15 – 9:30 AM (LISTED IN ORDER OF APPEARANCE)



JAMES CLEAR is a personal development keynote speaker and the *New York Times* best-selling author of *Atomic Habits*. His entertaining talks teach audiences about small habits, decision-making, and continuous improvement. But Clear doesn't merely report the research of others. He tries out the concepts for himself as he experiments with building better habits as an entrepreneur, writer, and weightlifter. In the end, his talks end up being one part storytelling, one part academic research, and one part personal experiment, forming a colorful blend of inspirational stories, academic science, and hard-earned wisdom. His thought leadership regularly appears in the *New York Times*, *Entrepreneur*, *Business Insider*, *Medium*, and *TIME*, and he is a regular guest for *CBS This Morning*. In addition, he helps millions of visitors each month through his website, and hundreds of thousands subscribe to his popular email newsletter. He is a regular speaker at Fortune 500 companies and his work has been used by teams in the NFL, NBA, and MLB. Through his online course, The Habits Academy, Clear has taught more than 10,000 leaders, managers, coaches, and teachers how to improve. @jamesclear



DANIELLE WEISBERG and **CARLY ZAKIN** are co-founders and co-CEOs of theSkimm, a membership company dedicated to helping millennial women live smarter. The two former news producers launched theSkimm from their couch in 2012, and have built a brand that continues to be a trusted source to their more than seven million daily subscribers. theSkimm is committed to helping its members tackle big decision-making moments in life by giving them the information they need to make informed and empowered choices whether that be in civic engagement, finance, career, health, and more. theSkimm's flagship product, the Daily Skimm, is still the fastest growing newsletter on the market, and the company's product suite has grown to engage with members at home, work, and on-the-go, including theSkimm app and Skimm Studios. theSkimm's first book, *How to Skimm Your Life*, was released in June 2019 and debuted at number one on the *New York Times* best seller list. Zakin and Weisberg have been featured on *Forbes* 30 Under 30 in Media, *Vanity Fair's The Next Establishment*, *Fortune's* 40 Under 40, and *Adweek's* Young Influentials. You've also seen them in *TIME's* Most Influential People, *Marie Claire's* New Guard, and they were named one of the most 100 Intriguing Entrepreneurs by the Goldman Sachs Builders and Innovators Summit. They still prefer to work from a couch. @theskimm

OPENING KEYNOTE & SPECIAL GUEST SPEAKERS

8:15 – 9:30 AM (LISTED IN ORDER OF APPEARANCE)



WE'RE EXCITED
TO ANNOUNCE
CELESTE HEADLEE
AS THE HOST THE NEW
CONFERENCE FOR WOMEN
PODCAST - "WOMEN
AMPLIFIED." BE SURE
TO CHECK IT OUT!



CELESTE HEADLEE is a communications and human nature expert and an award-winning journalist. She is a professional speaker and the author of *Heard Mentality* and *We Need to Talk: How to Have Conversations that Matter*. In her twenty-year career in public radio, she has been the executive producer of *On Second Thought* at Georgia Public Radio and has anchored programs including *Tell Me More*, *Talk of the Nation*, *All Things Considered*, and *Weekend Edition*. She also served as cohost of the national morning news show *The Takeaway* from PRI and WNYC, and she anchored presidential coverage in 2012 for PBS World Channel. Headlee's TEDx talk sharing ten ways to have a better conversation has over twenty million total views to date. @celesteheadlee

ALSO FEATURING SPECIAL GUEST SPEAKERS:

Full speaker bios can be found in our app – PennWomen.



Tamala Edwards

co-anchor, *Action News Mornings*, 6abc WPVI-TV
@tamedwards6abc



Mayor Jim Kenney

@phillymayor



Laysha Ward

EVP & chief external engagement officer, Target
@target



Susan Sweeney

president and head of U.S. commercial,
Bristol-Myers Squibb @bmsnews

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS

1:00 – 2:30 PM (LISTED IN ORDER OF APPEARANCE)

TIMOTHY GREENFIELD-SANDERS



ELIZABETH GILBERT is the author of *Eat Pray Love*. Exploding onto the scene in 2006, the best-seller famously chronicled the year Gilbert spent traveling the world after a shattering divorce. Translated into more than thirty languages, *Eat Pray Love* has sold over thirteen million copies worldwide, and in 2010 it was made into a feature film starring Julia Roberts and Javier Bardem. Her writing has been published in *Harper's Bazaar*, *Spin*, and *The New York Times Magazine*. Gilbert was a finalist for the National Magazine Award, and her work was anthologized in *Best American Writing 2001*. Her first book, *Pilgrims*, was a *New York Times* Most Notable Book and won a Ploughshares prize. Her first novel, *Stern Men*, won the Kate Chopin Award in 2001. *The Last American Man*, which compellingly explores America's long-standing intrigue with the pioneer lifestyle, was a finalist for the National Book Award. In *Committed: A Love Story*, the anticipated follow-up to *Eat Pray Love*, Gilbert tells the story of her unexpected plunge into second marriage. *The Signature of All Things*, Gilbert's first novel in over a decade, was named one of the Best Books of the Year by *The New York Times*, *O, The Oprah Magazine*, NPR, and *Time*. Out of the period of introspection following *Eat Pray Love* came Gilbert's brilliant nonfiction treatise, *Big Magic: Creative Living Beyond Fear*. In 2019, she'll return to fiction with *City of Girls*, a love story set in the New York City theater world during the 1940s. @gilbertliz

BEO WULF SHEEHAN



JESMYN WARD is a MacArthur Genius, and two-time National Book Award winner. She has been called “the new Toni Morrison” (American Booksellers Association). In 2017, she became the first woman and first person of color to win the National Book Award twice—joining the ranks of William Faulkner, Saul Bellow, John Cheever, Philip Roth, and John Updike. Ward's novels, primarily set on Mississippi's Gulf Coast, are deeply informed by the trauma of Hurricane Katrina. *Salvage the Bones*, winner of the 2011 National Book Award, is a troubling but ultimately empowering tale of familial bonds set amid the chaos of the hurricane. Ward's memoir, *Men We Reaped*, deals with the loss of five young men in her life—to drugs, accidents, suicide, and the bad luck that follows people who live in poverty. In 2016, Ward edited the critically acclaimed anthology *The Fire This Time: A New Generation Speaks About Race*, a *New York Times* best-seller. Her newest novel, the critically acclaimed *Sing, Unburied, Sing*, won the 2017 National Book Award. *Sing* was named one of the best books of 2017 by *The New York Times*, *Time*, *The Washington Post*, and *Publisher's Weekly*. *Sing* was also nominated for the PEN/Faulkner Award, the National Book Critics Circle Award, and the Aspen Words Literary Prize. An associate professor of creative writing at Tulane University, Ward received the 2016 Strauss Living Award and a 2017 MacArthur Genius Grant, and was named one of *Time*'s 100 most influential people of 2018. Scribner recently reissued her debut novel, *Where The Line Bleeds*. @jesmimi

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS

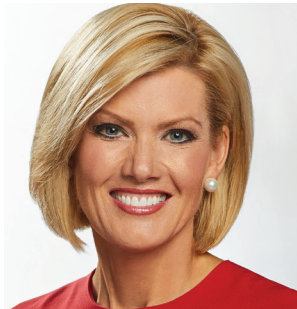
1:00 – 2:30 PM (LISTED IN ORDER OF APPEARANCE)



AVA DuVERNAY is an Academy Award nominee, and winner of the Emmy, the BAFTA and the Peabody. She is a writer, director, producer and film distributor. Her directorial work includes the Oscar-winning historical drama *SELMA*, the Oscar-nominated criminal justice documentary *13TH*, and Disney's *A WRINKLE IN TIME*, on which she became the highest grossing black woman filmmaker in American cinema history. She is currently in production on her next project based on the infamous case known as *CENTRAL PARK FIVE*, while overseeing production of her hit TV series *QUEEN SUGAR*. Winner of the 2012 Sundance Film Festival's Best Director Prize for her micro-budget film *MIDDLE OF NOWHERE*, DuVernay amplifies the work of people of color and women of all kinds through her independent film collective ARRAY, named one of *Fast Company*'s Most Innovative Companies. In 2017, she was featured as one of *Fortune* magazine's 50 Greatest Culture Leaders and *TIME* magazine's 100 Most Influential People. DuVernay sits on the boards of Sundance Institute and Film Independent. @ava

ALSO FEATURING SPECIAL GUEST SPEAKERS:

Full speaker bios can be found in our app – PennWomen.



Cecily Tynan

head meteorologist, 6abc WPVI-TV @cecilytynan



Leslie Stiles

board president, PA Conference for Women @pennwomen



Jayne Brown

program host, QVC @qvc



Lisa Brubaker

EVP, chief technology officer, WSFS Bank @wsfs

SESSION I BREAKOUT SESSIONS

10:00 AM – 11:00 AM

Please See **Breakout Session Key** at the bottom of page 21

PERSONAL DEVELOPMENT Hall F

A Conversation on How to Skimm Your Life (LP)

Navigating life isn't easy, but theSkimm founders Danielle Weisberg and Carly Zakin make it a lot more fun. This fireside chat will deliver theSkimm's trademark mix of real talk, humor, and inspirational messaging to take all of the daunting, cumbersome and frankly unsexy parts of being an adult, and break them down in the same way they break down a complicated news story every morning in our inbox. They'll also take you on a journey through their experiences with entrepreneurship and reveal how they're evolving the brand to meet the demands of the future. Join this session to learn how to navigate the noteworthy moments in your lives, not just your days. Attendees will leave armed with advice, information and even a few hacks to help you make the most informed life and career decisions.

Speakers: Danielle Weisberg & Carly Zakin, co-founders & co-CEOs, theSkimm @theskimm

Moderator: Erica Williams Simon, CEO, Sage House & author, *You Deserve the Truth* @missewill

Emcee: Naomi Jacobs, director, social media strategy, Qurate Retail Group @qurateretailgrp

LEADERSHIP Ballroom B

Women Breaking Barriers: Lessons from CEOs on the Frontlines (W)

As a leader in your organization, you are almost certain to face obstacles—maybe even opposition. But skillfully meeting these challenges can become defining moments in your journey to success. In this powerful session, two influential CEOs will share how they have succeeded in courageously driving change in the midst of big challenges. You will learn strategies for how to stand up for yourself; positively gain traction with others, and ultimately break barriers—whatever the pushback and bumps you face along the way. Plan to walk away inspired by these powerhouse women and ready to inspire others yourself.

Moderator: Alison Beard, co-host, Dear HBR and HBR Ideacast @alisonwbeard

Speakers: Jessica Herrin, founder and CEO, Stella & Dot @jessicaherrin

Michelle Nunn, CEO, CARE USA @michellenunn

Emcee: Shari Kruzinski, SVP and director, retail delivery, WSFS Bank @wsfs

PERSONAL FINANCE Ballroom A

Your Money: A Pathway to a Richer Life (W)

What do we want from our money? Some of us look for independence and security, while others desire more choices and a better way of life. But all of us want to experience less stress around money. So, now that women have more money—and power—than ever before, how can we start making our money work for us? In this session, Today Show financial editor and bestselling author Jean Chatzky will share what she's learned about living a financially robust life. She will also present her three-part plan for understanding your life in relationship to your finances. Expect to walk away armed with tactical solutions for getting paid what you deserve, making your money last, leaving a legacy—and, most importantly, feeling joyful while doing it.

Speaker: Jean Chatzky, finance expert & author, *Women with Money* @jeanchatzky

Emcee: Jessica Vanscavish, VP, voluntary products, Prudential Group Insurance @prudential

EMERGING PROFESSIONALS Meeting Room 201 (simulcasting to MR 202)

Foster Your Inner Entrepreneur and Innovator (POE)

Being an entrepreneur isn't just about starting a business. It's about being a pioneer and thought leader. Your next innovative idea could lead to breakthroughs—maybe even change the world. So, what's holding you back? Whether you are in startup mode or looking to generate that next big idea within your current organization, this session will help you explore the essential skills, characteristics and habits to foster your inner entrepreneur. From corporate professionals to business owners, this interactive panel will share their firsthand experiences to help you with idea generation and scalability. They will also offer strategies to help you navigate the obstacles that have kept that audacious idea of yours from becoming a reality.

Thought Leader: Nataly Kogan, founder, Happier, Inc., creator of the Happier Method™, author, *Happier Now* @natalykogan

Panelists: Maya Bowie, VP, buying, integrated culinary, kitchen & cook merchandising, QVC and HSN @qurateretailgrp

Ashley Tyrner, founder, Farmbox

Fawn Weaver, CEO, chief historian & co-founder, Uncle Nearest, Inc. @happywivesclub

Emcee: Daniela Osio, electronics & imaging logistics risk management resource, DuPont

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH PENNWOMEN

SESSION I BREAKOUT SESSIONS

10:00 AM – 11:00 AM

Please See **Breakout Session Key** at the bottom of page 21

CAREER ADVANCEMENT Meeting Room 204 (simulcasting to MR 203)

Outspoken: How to Get Your Voice Heard (POE)

We know from history that nothing gets accomplished unless someone speaks up. But being the person to do that can be hard, especially when women are more frequently interrupted than men. In this session, communications expert Charmaine McClarie will provide real world examples from her own experience of speaking up, and she will interview a panel of experts about some of today's most effective communication strategies. Plan to leave with the skills to use your voice with confidence and "get loud" so that nothing stands in your way.

Thought Leader: Charmaine McClarie, author, c-suite advisor & executive presence coach @mcclariegroup

Panelists: Dena Blizzard, comedian and founder, Ladies OutLoud @onefunnymother

Veronica Rueckert, author, *Outspoken* @rueckerttalks

Tracy Stover, managing dir. & head of card and comprehensive payables global sales, Bank of America @bankofamerica

Emcee: Dr. Michelle Lowry, TD Bank professor of finance & academic director, Gupta Governance Institute,

Drexel LeBow School of Business @michelle_lowry @lebow

CAREER ADVANCEMENT Meeting Room 103

How to Lead and Succeed in the Multigenerational Workplace (POE)

Diversity in the workplace has been proven to benefit people and organizations. But managing and communicating effectively across diverse teams can present some challenges. So how do you harness the unique strengths of diverse team members who—especially due to generational differences—bring different styles and values to the workplace? In this session, Lindsey Pollak, a leading researcher on generations in the workforce, and a panel of experts will share their insights into these different generations. Attend to learn clear strategies for communicating and team-building that will help you turn generational diversity into business success.

Thought Leader: Lindsey Pollak, multigenerational expert & author, *The Remix* @lindseypollak

Panelists: Nicole Gold, VP, customer service and client set-up, Independence Blue Cross @ibx

Kim Lear, multigenerational workplace expert @kim_lear_

Dalila Wilson-Scott, SVP, community impact, Comcast Corporation & president, Comcast NBCUniversal Foundation

Emcee: Cara Krikory, site engagement lead, R&D strategy portfolio development, GlaxoSmithKline @gsk

PERSONAL DEVELOPMENT Meeting Room 113 (simulcasting to MR 111)

Your Brand: How to Define and Market Yourself (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, which means your brand is created by default, rather than by intentional design. Why let others define your reputation? Join this session to explore how to brand or rebrand yourself. Experts will share their personal experiences to help you reassess your brand—in person and online—so your brand reflects who you are, not who others want you to be.

Thought Leader: Lida Citroën, reputation management, personal branding expert & author, *Reputation 360* @lida360

Panelists: Simidele Adeagbo, Olympian & marketing expert @simisleighs

June Archer, marketing & branding expert @junemarcher

Caroline Feeney, CEO, individual solutions, Prudential Financial @prudential

Emcee: Aishah Miller, ED & SVP, Wells Fargo Regional Foundation/CDC @aishahmiller @wellsfargo

CAREER ADVANCEMENT Meeting Room 114

Networking and Mentoring: Build Relationships, Not Just Contacts

Developing a strong network of mentors and advocates is critical to career success. These meaningful relationships will serve you throughout your career and can help you be a valuable connection for others. A lot of hard work, networking and mentors helped FOX's NFL reporter Laura Okmin break through the barriers in a male-dominated field and ultimately cover the biggest names on the biggest stages. Now she's paying it forward by helping to train, mentor and prepare the next generation of women with her new GALvanize program. Laura will help you understand who you need to meet, how to meet them and how to form lasting relationships (even if you're an introvert!). Whether you are looking for success in a mentor-mentee program or growing your career by building meaningful relationships, she will share the best practices for creating the most successful two-sided relationship to ensure it is a win-win.

Speaker: Laura Okmin, Emmy award-winning sports reporter & founder, GALvanize @lauraokmin @galvanizelife

Emcee: Laysha Ward, EVP & chief external engagement officer, Target @layshaward @target

SESSION II BREAKOUT SESSIONS

11:30 AM – 12:30 PM

Please See **Breakout Session Key** at the bottom of page 21

PERSONAL FINANCE Hall F

Live Richer with the One-Week Budget (W)

When “The Budgetnista” started writing her book at age 25, she was a teacher earning \$35,000 a year and, within two years, managed to save \$40,000. She has since dedicated her life to financial literacy and helping others live richer lives. In this session, you will learn her invaluable money management system: twelve steps that that can be completed over seven days. You will also learn the practical and easy tools to complete the One-Week Budget challenge and ultimately find a richer life.

Speaker: Tiffany “The Budgetnista” Aliche, award-winning personal finance educator & author @thebudgetnista

Emcee: Sarah Bloomquist, anchor & reporter, *Action News*, 6abc WPVI-TV @sarahbloomquist

CAREER ADVANCEMENT Ballroom B

How to Be Heard: Effective Communication for Career Advancement (W)

Effective communication is about more than just words and phrases. It’s a projection of your competence and even your potential as a leader. Great communicators can voice their vision confidently, move plans and projects forward, and present their ideas across all levels of an organization. Join this workshop for actionable steps to develop your own communication style. Learn about speaking with clarity and confidence so that your ideas are heard, your value is clear, and your opinions are remembered.

Speaker: Charmaine McClarie, author, c-suite advisor & executive presence coach @mcclariegroup

Emcee: Shawane L. Lee, assistant general counsel, PECO @pecoconnect

PERSONAL DEVELOPMENT Ballroom A

Harness Resilience to Catapult Yourself Forward (LP)

Women today face more stresses and strains, both professionally and personally, than ever before. But what if you could embrace life’s challenges in ways that enabled you to catapult yourself forward? Join resilience expert Anne Grady as she presents with a comedic spin her story of being forced to build resilience and how her life was transformed as a result. She will share the important tools to enable you to cultivate your ability to adapt, continually learn and establish a healthy relationship with key stressors. Attendees will learn how to:

- Identify triggers and self-defeating habits to proactively manage them;
- Utilize brain-based strategies to improve emotional regulation and attention;
- Identify high payoff personal and professional activities and priorities; and
- Take advantage of risk, change, and adversity to get back up faster and stronger

Speaker: Anne Grady, resilience expert & best-selling author @annegradygroup

Emcee: Suzanne L. Quigley, director, corporate responsibility, Qurate Retail Group @qurateretailgrp

PERSONAL DEVELOPMENT Meeting Room 201 (simulcasting to MR 202)

Happier Now: Embracing the Everyday (POE)

Many of us are so busy chasing perfectionism, we forget to enjoy the everyday moments—imagining that happiness will come at some elusive time in the future. In this session, happiness expert Nataly Kogan and a panel of experts will share simple strategies for how to experience more joy, recognize when a change is needed, find contentment and have greater resilience when times get tough. You will learn how to escape the perfectionism trap and boost your emotional immune system so that you can reconnect to a sense of purpose and be happier today.

Thought Leader: Nataly Kogan, founder, Happier, Inc., creator of the Happier Method™ & author, *Happier Now* @natalykogan

Panelists: Nicole Cohen, managing director, Accenture @accenture

Mary Laura Philpott, author, *I Miss You When I Blink* @marylauraph

Reshma Saujani, *New York Times* best-selling author & founder & CEO, Girls Who Code @reshmasaujani

Emcee: Condylia Courtney, global product manager, Ion Exchange Resin, DuPont

FYI

Your panel session thought leader is more than a moderator. They are an expert on this topic and will be providing content to you in the beginning of the session and as the session conversation unfolds.

SESSION II BREAKOUT SESSIONS

11:30 AM – 12:30 PM

Please See **Breakout Session Key** at the bottom of page 21

CAREER ADVANCEMENT Meeting Room 204 (simulcasting to MR 203)

Finding and Engaging Male Allies (POE)

When men use their power to advocate for women and support the creation of an equitable organization, everyone wins. But how do you inspire a male colleague or boss to be your ally in removing the barriers to your success? Join workplace gender expert David Smith and a panel of experts for an enlightening discussion about overcoming reluctance to allyship and identifying the actions allies can take to support your career.

Thought Leader: David G. Smith, co-author, *Athena Rising* & associate professor, sociology, Department of National Security Affairs, United States Naval War College @davidgsmithphd

Panelists: Mariam Koohdary, deputy general counsel, biopharmaceuticals, AstraZeneca @astrazeneca
Romy Newman, founder, Fairy God Boss @romynyc
Michelle Nunn, CEO, CARE @michellennunn

Emcee: Celeste Warren, VP, Global Diversity and Inclusion Center of Excellence, Merck @crwdiversity @merck

LEADERSHIP Meeting Room 103

How is Bias Affecting Your Organization? (POE)

We all have blind spots: hidden unconscious biases that can influence the culture of our organization and the career trajectories of all its employees. But when we learn how to identify these blind spots, we have the power to make change. Sharing best practices and lessons learned from their first-hand experiences, diversity consultant Tiffany Jana and this panel of experts will examine what helps break down these biases, and what all of us can do right now to create systems in which all people can thrive. You will walk away with concrete strategies to tackle structural bias—both individually and organizationally.

Thought Leader: Dr. Tiffany Jana, founder, TMI Consulting & author, *Overcoming Bias and Erasing Institutional Bias* @tmi_consulting @twiffanyjana

Panelists: Jennifer Brown, CEO, Jennifer Brown Consulting & author, *How to Be an Inclusive Leader*
Minda Harts, founder, Women of Color Equity Initiative & author, *The Memo* @mindharts
Shreya Kangovi, MD, MSHP, executive director, Center for Community Health Workers, Penn Medicine @shreyakangovi @pennmedicine

Emcee: Angelina Isaac, partner, senior diversity & inclusion workforce initiatives, Independence Blue Cross @ibx

CAREER ADVANCEMENT Meeting Room 113 (simulcasting to MR 111)

The Encore Career: Purpose, Passion and a Paycheck in the Second Half of Life (POE)

No matter how successful you are, pivoting to a new career in the second half of life can present some uphill battles. With the reality of ageism and bias in the workplace, trying to rebrand yourself in a new field may feel overwhelming. Whether you want to change careers, find new purpose, have hit a mid-career stopping point, or have opted out and now want to opt back in, you can find a new career that offers joy and impact. This panel of experts will share the skills you need to showcase, how to position yourself for success in your transition, and ways to connect with younger colleagues to find happiness in your encore career.

Thought Leader: Marci Alboher, VP, Encore.org & author, *The Encore Career Handbook* @heymarci

Panelists: Karen Chong, director, audience and influencer engagement, enterprise initiatives, AARP @karenrightnow @aarp
Stacey Delo, CEO, Après & co-author, *Your Turn* @staceydelo
Susan Rietano Davey, career re-entry expert & founder, Prepare to Launch, LLC @prepare2launchu

Emcee: Loraine Ballard Morrill, director, news and community affairs, iHeartMedia @loraineballard

EMERGING PROFESSIONALS Meeting Room 114

You're Not Lost: Create the Career YOU Want, Not What is Being Determined For You (POE)

Making some career decisions can be enough to bring any adult to her knees. The anxiety, second-guessing and often unsolicited opinions we face are abundant. This “Where am I going with my life?” self-doubt affects us all at some point. It can also prevent you from making the small decisions that will help you get where you want to go. Career strategist Maxie McCoy opens this session with her insights and step by step advice, followed by a conversation with expert panelists to discuss how to think about your choices, trust your instincts and decide whether to stay the course or pivot in a new direction.

Thought Leader: Maxie McCoy, author, *You're Not Lost* @maxiemccoy

Panelists: Emilie Aries, nationally recognized writer, author & founder, *Bossed Up* @emiliearies
Lisa Brubaker, EVP and CTO, WSFS Financial Corporation @wsfs
Erica Williams Simon, CEO, Sage House & author, *You Deserve the Truth* @missewill

Emcee: Reshema Kamps-Polanco, VP, sales and marketing, solid tumor, Janssen Oncology, Johnson and Johnson @janssenus

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH PENNWOMEN

SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

Please See **Breakout Session Key** at the bottom of page 21

PERSONAL DEVELOPMENT Hall F

ENCORE | Harness Resilience to Catapult Yourself Forward (LP)

Women today face more stresses and strains, both professionally and personally, than ever before. But what if you could embrace life's challenges in ways that enabled you to catapult yourself forward? Join resilience expert Anne Grady as she presents with a comedic spin her story of being forced to build resilience and how her life was transformed as a result. She will share the important tools to enable you to cultivate your ability to adapt, continually learn and establish a healthy relationship with key stressors. Attendees will learn how to:

- Identify triggers and self-defeating habits to proactively manage them;
- Utilize brain-based strategies to improve emotional regulation and attention;
- Identify high payoff personal and professional activities and priorities; and
- Take advantage of risk, change, and adversity to get back up faster and stronger

Speaker: Anne Grady, resilience expert & best-selling author @annegradygroup

Emcee: Lauren D'Innocenzo, assistant professor, organizational behavior, Drexel LeBow College of Business @profdinnocenzo @lebow

CAREER ADVANCEMENT Ballroom B

ENCORE | Networking and Mentoring: Build Relationships, Not Just Contacts (W)

Developing a strong network of mentors and advocates is critical to career success. These meaningful relationships will serve you throughout your career and can help you be a valuable connection for others. A lot of hard work, networking and mentors helped FOX's NFL reporter Laura Okmin break through the barriers in a male-dominated field and ultimately cover the biggest names on the biggest stages. Now she's paying it forward by helping to train, mentor and prepare the next generation of women with her new GALvanize program. Laura will help you understand who you need to meet, how to meet them and how to form lasting relationships (even if you're an introvert!). Whether you are looking for success in a mentor-mentee program or growing your career by building meaningful relationships, she will share the best practices for creating the most successful two-sided relationship to ensure it is a win-win.

Speaker: Laura Okmin, Emmy award-winning sports reporter & founder, GALvanize @lauraokmin @galvanizelife

Emcee: Lisa Hunt-Lewis, managing director, State Street Global Services @statestreet

CAREER ADVANCEMENT Ballroom A

Brave, Not Perfect (LP)

How would it feel to be able to embrace imperfection? To not try to please everyone all the time? To not pass up opportunities that take you out of your comfort zone? To not avoid rejection at all costs? In this session, Girls Who Code founder and CEO Reshma Saujani will share an array of insights into ending our love affair with perfection and rewiring ourselves for bravery. She'll share why perfection may set us on a path that feels safe in the moment, but bravery leads us to the one we're authentically meant to follow to be the author of our biggest, boldest and most joyful life.

Speaker: Reshma Saujani, *New York Times* best-selling author & founder & CEO, Girls Who Code @reshmasaujani

Emcee: Laysha Ward, EVP and chief external engagement officer, Target @layshaward @target

PERSONAL DEVELOPMENT Meeting Room 201

Inspiration to Ignite Your Inner Rebel: Real Stories from a Real Rebel Girl (FC)

From Silicon Valley entrepreneur to global best-selling author and co-creator of the "Good Night Stories For Rebel Girls" series, Elena Favilli will share her rebellious journey. Hear how her battle against Silicon Valley sexism led to writing stories of real women. Learn why the fight for gender equality begins with the stories we tell our children and how a book series sparked a movement of rebel girls across the globe. Walk away inspired to unleash your inner rebel and make a difference for yourself and the next generation of pioneers to come.

Speaker: Elena Favilli, CEO, Rebel Girls & co-author, *Good Night Stories for Rebel Girls* @efavilli @rebelgirlsbook

Moderator: Veronica Rueckert, author, *Outspoken* @rueckerttalks

Emcee: Daniela Mardarovici, co-head, multisector & core plus fixed income, Macquarie Investment Management @macquarie

LEADERSHIP Meeting Room 204 (simulcasting to MR 203)

ENCORE | Finding and Engaging Male Allies (POE)

When men use their power to advocate for women and support the creation of an equitable organization, everyone wins. But how do you inspire a male colleague or boss to be your ally in removing the barriers to your success? Join workplace gender expert David Smith and a panel of experts for an enlightening discussion about overcoming reluctance to allyship and identifying the actions allies can take to support your career.

Thought Leader: David G. Smith, co-author, *Athena Rising* & associate professor, sociology, Department of National Security Affairs, United States Naval War College @davidgsmithphd

Panelists: Mary Beth Harler, MD, head, innovative medicines development, Bristol-Myers Squibb @bmsnews

Romy Newman, founder, Fairygodboss @romynyc

Jessica Turner, EVP, product and innovation, North America, Mastercard @mastercard

Emcee: Jennedry S. Johnson, assistant general counsel, PECO @pecoconnect

SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

Please See **Breakout Session Key** at the bottom of page 21

CAREER ADVANCEMENT Meeting Room 103

ENCORE | How is Bias Affecting Your Organization? (POE)

We all have blind spots: hidden unconscious biases that can influence the culture of our organization and the career trajectories of all its employees. But when we learn how to identify these blind spots, we have the power to make change. Sharing best practices and lessons learned from their first-hand experiences, diversity consultant Tiffany Jana and this panel of experts will examine what helps break down these biases, and what all of us can do right now to create systems in which all people can thrive. You will walk away with concrete strategies to tackle structural bias—both individually and organizationally.

Thought Leader: Dr. Tiffany Jana, founder, TMI Consulting & author @tmi_consulting @twiffanyjana

Panelists: Trey Boynton, sr. manager, office of inclusion & collaboration, Cisco Systems @cisco

Jennifer Brown, CEO, Jennifer Brown Consulting & author, *How to Be an Inclusive Leader*

Quinetta Roberson, Fred J. Springer Endowed Chair, business leadership, Villanova School of Business @vubusiness

Emcee: P. Thao Le, partner, corporate & securities group, Pepper Hamilton, LLP @pepper_law

EMERGING PROFESSIONALS Meeting Room 113 (simulcasting to MR 111)

ENCORE | You're Not Lost: Create the Career YOU Want, Not What is Being Determined For You (POE)

Making some career decisions can be enough to bring any adult to her knees. The anxiety, second-guessing and often unsolicited opinions we face are abundant. This “Where am I going with my life?” self-doubt affects us all at some point. It can also prevent you from making the small decisions that will help you get where you want to go. Career strategist Maxie McCoy opens this session with her insights and step by step advice, followed by a conversation with expert panelists to discuss how to think about your choices, trust your instincts and decide whether to stay the course or pivot in a new direction.

Thought Leader: Maxie McCoy, author, *You're Not Lost* @maxiemccoy

Panelists: Emilie Aries, nationally recognized writer, author & founder, *Bossed Up* @emiliearies

Deborah Gilboa, MD, resilience and youth development expert @askdocg

Tania Small, MD, VP, oncology global medical, GlaxoSmithKline @gsk

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

PERSONAL FINANCE Meeting Room 114

ENCORE | Your Money: A Pathway to a Richer Life (W)

What do we want from our money? Some of us look for independence and security, while others desire more choices and a better way of life. But all of us want to experience less stress around money. So now that women have more money—and power—than ever before, how can we start making our money work for us? In this session, Today Show financial editor and bestselling author Jean Chatzky will share what she's learned about living a financially robust life. She will also present her three-part plan for understanding your life in relationship to your finances. Expect to walk away armed with tactical solutions for getting paid what you deserve, making your money last, leaving a legacy—and, most importantly, feeling joyful while doing it.

Speaker: Jean Chatzky, finance expert & author, *Women with Money* @jeanchatzky

Emcee: Heather Scher, VP, field development, Penn Mutual @pennmutual

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH PENNWOMEN

BREAKOUT SESSION KEY

W = Workshop – Comprehensive sessions by a solo presenter which offer practical hands-on advice.

POE = Panel of Experts – Led by a thought leader who will provide an opening presentation for 8 to 10 minutes, followed by a discussion with experts who will share their best practices and lessons learned.

LP = Life Perspective – These sessions provide a mix of advice and inspiration by sharing real life stories to offer a perspective on managing life experiences.

FC = Fireside Chat – Intimate discussions with a moderator and speakers in an interview format.

LEADERSHIP: Designed for a seasoned or aspiring leader looking to climb the ladder and break barriers.

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 early career professional women 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 FINANCE: Offering advice to help you manage your finances and plan for retirement.

EXHIBIT HALL C/D MAP



EXHIBITORS

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CAREER PAVILION

LOCATED IN HALL C/D • OPEN ALL DAY!

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The Pennsylvania Conference for Women is thrilled to offer the 2019 Career Pavilion, presented by the Villanova School of Business. It features 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 valuable offerings, along with educational and inspirational presentations in the Career Classroom, including:

CAREER PAVILION WORKSHOPS

8:00 – 8:30 AM

Getting Paid What You Are Worth: Tips for Salary Negotiation

Women may be the majority of today's college graduates, but according to the World Economic Forum, it will take women 208 years to reach gender equality in the workforce. Now is the time to help change this reality by making sure you are getting paid what you're worth. Whether you're interviewing for a new job or want a raise in a current one, Dr. Joyce Russell can help you prepare so you can ask for what you deserve. Join this session to learn the best ways to present yourself, know your value and treat the negotiation like a collaboration, not a battle.

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

12:30 - 1:00 PM

ENCORE | Getting Paid What You Are Worth: Tips for Salary Negotiation

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

2:45 – 3:05 PM

Preparing Your Look for a Job Interview

Presented by Estee Lauder

4:00 – 4:30 PM

Wakeup & Go: Maximize Your Morning Beauty Routine

How to apply your makeup in 10 minutes so you can get out the door

Presented by Estee Lauder

COACHES CORNER

7:30 a.m. – 5:00 p.m.*

*Join our standby line in the Career Pavilion.
It's first come, first served.*

The Coaches Corner program is designed to give Conference attendees a “taste of coaching.” In a 20-minute one-on-one confidential session, you will be paired with an International Coach Federation (ICF) Philadelphia chapter certified coach. This is a great opportunity to bring a topic you'd like to explore or something you'd like to change in your life to get some clarity and even create a powerful plan to move forward!

Liz Baldasano, ACC, Liz Baldasano Coaching & Consulting
Scott Blessing, PCC, Inspired Leadership Now
Liz Brown, PCC, Be Well Life Coaching
Tracy Brown, ACC, Withum
Christine Cavalieri, ACC, WorkWhile
Lisa Christiansen, PCC, Lisa Christiansen Coaching and Consulting
Debbie Deissroth, PCC, DD Coaching and Consulting
Sharlene Goldfischer, PCC, Quintessence Coaching and Consulting
Jennie Gwaltney, PCC, QVC
Bill Hooker, ACC, SourceOne Innovations, Inc.
Susan Jordan, ACC, Sphereshift LLC
Lisa Kramer, PCC, Leading with Intention
Deborah Lane, PCC, Deb Lane Coaching
Amie Langbein, ACC, The Story Doc
Martha Lask, PCC, Martha Lask Consulting, LLC
Aviva Legatt, PCC, Legatt & Associates
Michele Levin, ACC, MSL Consulting Group
Cheryl Magen, ACC, Cheryl Magen Coaching and Consulting, LLC
Marguerite Marston Kritkauskys, ACC,
Marguerite Marston Coaching & Consulting
Fred Meinke, PCC, Coaching Services International
Lynn Meinke, PCC, Coaching Services International
Lee Miller, ACC, Rising Women
Cassandra Moore, ACC, TMYK Group
Susan Morris, AC, Susan Morris Coaching
Erin Owen, PCC, Executive Career Reinvention (EEO Balance, Corp)
Lisa Pachence, PCC, LP Coaching
Alvina Peat, Williamspeat Associates
Trish Perevich, ACC, Trish Perevich Coaching, Training, Consulting
Suzanne Perry, ACC, Be Remarkable Coaching and Consulting LLC
Kelly Poulson, PCC, Kelly Poulson Coaching
Dr. Dawn C. Reid, ACC, Reid Ready Coaching, LLC
Mare Rosenbaum, ACC, Mare Rosenbaum Coaching
Teresa Rothermel, ACC, Your Unique Path
Julie Schelling, ACC, Coaching for Resonance
Vincent Schiela, ACC, Qing People Success
Dorel Shanon, PCC, Dorel Shanon Consulting
Lisa Specter, ACC, Lisa Specter Leadership Coaching
Rosalind Spigel, ACC, Spigel Consulting
Nicky Westhead, PCC, Executive Leadership Coach, Western Partners
Valerie Worthington, PCC, Valerie Worthington Consulting



RESUME REVIEW

7:30 a.m. – 5:00 p.m.*

*Join our standby line in the Career Pavilion.
It's first come, first served.*

HR and career service experts from local colleges and universities, including Drexel University's Steinbright Career Development Center and LeBow College of Business, will provide 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!

Daneish Allen, Cheyney University of Pennsylvania
Leslie Ballway, Peirce College
Vanessa Banegas, Drexel University
Lauren Barlow, Widener University
Jennifer Beale, Bryn Mawr College
Laura Bickert Ciarllo, Thomas Jefferson University
Winifred Browne, Drexel University
Margie Cherry, Lafayette College
Sheila Doherty, Villanova University
Carol Dougherty, Delaware County Community College
Erin Glaser, Drexel University
Marissa Green, Drexel University
Patty Greenfield, Bryn Mawr College
Tracey Hanton, Community College of Philadelphia
Debbi Harris, DH Associates
Samatha Hof, Muhlenberg College
Linda Hollenback, Hollenback Consulting
Ariel Jones, Drexel University
Dilyara Kashaeva, Fox School of Business
Whitney Kerr, Drexel University
Lauren Knoll, Villanova School of Business
Sally Lawrence, Widener University
Alnsley Maloney, Thomas Jefferson University
Julianna McDonald, Thomas Jefferson University
Ashanti Morris, Drexel University
Meredith Okenquist, Villanova University
Louise Polis, Career Resume Center
Patty Reina, Lehigh University
Marisol Rosado-Perez, Widener University
Brigid Scanlon, Temple University, Fox School of Business
Marilyn Stika, University of Pennsylvania
Mindy Thomas, Thomas Career Consulting
Kim Turner, Rowan University

**Coaches & Reviewers will not be available during
the opening and lunch keynote sessions.*

*NOTE: Those listed above are those confirmed as of
print date and are subject to change.*

COMMUNITY CONNECTION PAVILION

LOCATED IN HALL C/D • OPEN ALL DAY!

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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 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 nonprofits!

12:30 PM

Mastering a Theory of Change

Congreso de Latinos Unidos, a multi-service non-profit organization in North Philadelphia, has recently undergone an updated theory of change and strategic planning process. Please join president and CEO **Carolina DiGiorgio** and chief program officer **Brendan Conlin** to learn how an innovative multi-service nonprofit organization is taking a modern approach to enhancing its performance and impact.

2:45 PM

Intersectionality in Practice: Tackling D&I in the Nonprofit Sector

Join writer **Jamia Wilson**, executive director and publisher of the *Feminist Press*, and **Mini Timmaraju**, executive director of diversity and inclusion at Comcast NBCUniversal, for a fireside chat about inclusion and representation in the women’s nonprofit space.

4:00 PM

Startup DNA

Many companies and nonprofits are looking to innovate using a startup mindset. Come learn about the trends in this space from **Danielle Cohn**, the head of Comcast NBCUniversal LIFT Labs, a collaborative learning environment for startups. Cohn will share best practices that nonprofit leaders can use to shift their mindsets to become more entrepreneurial in their everyday work.

Comcast is happy to support the following organizations here today!

Big Brothers Big Sisters Independence booth 907

Women’s Business Enterprise Center booth 1008

TechGirlz booth 1006

Girl Scouts of Eastern Pennsylvania booth 1113

EDUCATION PAVILION
LOCATED IN HALL C/D • OPEN ALL DAY!

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Prudential

AUTHOR SIGNINGS

AUTHOR SIGNINGS WILL TAKE PLACE NEXT TO THE BOOKSTORE.

9:45 AM

James Clear
Celeste Headlee

11:00 AM – 11:30 AM

Simidele Adeagbo
Jean Chatzky
Lida Citroën
Jessica Herrin
Lindsey Pollak
Veronica Rueckert

12:30 PM – 1:00 PM

Emilie Aries
Marci Alboher
Jennifer Brown
Stacey Delo
Anne Grady
Minda Harts
Dr. Tiffany Jana
Nataly Kogan
Maxie McCoy
Mary Laura Philpott
Reshma Saujani
Erica Williams Simon
David G. Smith

2:45 PM

Jesmyn Ward

4:00 PM – 4:30 PM

Emilie Aries
Jennifer Brown
Jean Chatzky
Elena Favilli
Dr. Deborah Gilboa
Anne Grady
Dr. Tiffany Jana
Maxie McCoy
Veronica Rueckert
Reshma Saujani
David Smith

4:40 PM – 5:00 PM

Ashley Basla
LaKisha Greenwade
Ally Nathaniel
Maria Olsen

**BOOKSTORE BROUGHT
TO YOU BY:**





LOCATED IN HALL C/D • OPEN ALL DAY!

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Improving the health and well-being of members, employees and the community is the driving force behind everything Independence Blue Cross does. Spend part of your day in the IBX Health & Wellness Pavilion and enjoy opportunities to learn, relax, recharge and connect with experts who can help you achieve your personal wellness and life integration goals.

HEALTH & WELLNESS CLASSROOM

DON'T MISS THESE EXCITING HEALTH TOPICS AND SPEAKERS

8:00 AM – 8:20 AM

Genetic Testing: Is It for You?

Whether you have already tried it or are just curious to learn more about your genetic background, this session will walk you through how to use direct-to-consumer testing kits. Expert genetic counselor Dana Farengo Clark will explain what these tests can tell you (and what they don't), how they're being used to determine disease risk, and how to use the results to better manage your health. Attend this session to learn the ins and outs of these testing services and any potential pitfalls that can occur so you can decide if it's right for you.

Dana Clark, senior genetic counselor, Basser Center for BRCA, University of Pennsylvania @penmedicine

12:35 PM – 1:00 PM

Give Yourself a Performance Boost

We all want to perform and feel our best. However, the 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.

Megan Duelks, Americas lead, Employee Health Innovation Center of Excellence, Johnson & Johnson @jnjnews

2:45 PM – 3:15 PM

Staying FIERCE On and Off the Field

Dr. Corinna Franklin is on the frontlines in the orthopedic world – helping young female athletes get the specialty care they deserve. The creator of the FIERCE program, a sports medicine clinic designed to keep young girls and women healthy and competing at their highest level, Dr. Franklin will share the unique needs of female athletes, so you will know how far is safe to push yourself. In this informative session, attendees will learn how they should be fueling their bodies, how much you should be working out, and how to avoid injury. Attend this session to learn how to care for yourself and the athletes in your family so everyone can stay off the sidelines.

Corinna Franklin, MD, pediatric orthopaedic surgeon, Shriners Hospital for Children @shrinersphilly

3:15 PM – 3:45 PM

Self-Care Through Life's Transitions: The Road to Menopause

For women who are approaching or have entered menopause, the symptoms can take us by surprise and leave us with many unanswered questions. In this session, Dr. Albright will share her clinical advice on this new stage of life and how to best take care of yourself during this period of transition. Attend this session to learn her advice for integrating these changes in your overall self-care, as well as her personal insight as to what she has learned from caring for patients during menopause.

DeCarla Albright, MD, associate professor, clinical obstetrics and gynecology, University of Pennsylvania Perelman School of Medicine @pennmedicine @dalbrightmd

3:45 PM – 4:15 PM

Reframing Your Life After 50

Aging has many upsides but also comes with plenty to get discouraged about. Join this session to hear Maria Olsen, who set a goal and accomplished it by trying 50 new things in her 50th year of life, speak about how to elevate this next chapter of your life. She will share how lifestyle changes, spiritual endeavors, physical challenges/wellbeing, social activities, travel and adventure, learning/teaching, and discarding the judgment of others can help you make the most out of the years after 50.

Maria Leonard Olsen, attorney and author, *50 After 50* @50after50

4:30 – 5:00pm

Mitigating Cardiovascular Disease in Women

According to the Centers for Disease Control and Prevention, heart disease is the leading killer of women in the U.S. and while these statistics vary for certain demographics, all of us are susceptible to this threat. Join this session to learn why the risk of heart disease is higher for women than men, the risk factors and warning signs (and how they may be less noticeable for women) and the prevention tactics and lifestyle changes you can make so you can stay healthy.

Kiersten Combs, VP, US cardiovascular & metabolic disease, AstraZeneca US @astrazeneca



TARGET LIFESTYLE LOUNGE

Join Target in celebrating women – today and every day.

- 🎯 Rejuvenate yourself & your devices
- 🎯 Kick your feet up and take a break
- 🎯 Free food samples!

SOCIAL HUB
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Network, recharge, and connect! Charge phones, tablets, and laptops & catch up on emails in a comfy lounge with interactive activities and workshops. **At WSFS Bank, We Stand for Service. Come chat with WSFS nonprofit and community partners about what they stand for, and tell us what YOU stand for!**

LINKEDIN PROFILE MAKEOVER WORKSHOPS

Join LinkedIn Ninja **YAI VARGAS** to learn tips and tricks to get LinkedIn to do the work for you. Novices and LinkedIn vets welcome.

11 AM | 12:30 PM | 2:45 PM | 3:30 PM

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 field.

In these sessions, LinkedIn Ninja Yai Vargas will show novices and vets alike the tips and tricks to get LinkedIn to do the work for you. Learn how to optimize your profile, strategically build your community, when and what to post, and much more. Have your LinkedIn profile open on your device and follow along in real time!

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 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:

3:00 – 3:30 PM | 3:35 – 4:05 PM | 4:10 – 4:40 PM

Build Your Website in a Day

Creating a professional, functional website is one of the most important things you can do to grow your business. In this roundtable discussion, experienced digital marketer Danelsy Medrano shares how even those with no web design experience can build a website in a day. Attendees will learn about the tools available and the steps needed to establish a web presence.

Danelsy Medrano, director, marketing, Feldman Shepherd @feldmanshepherd @danelsym

Content Creation & Curation

Content creation is vital for developing your brand online, but it relies heavily on your creativity and expertise. Content curation can help fortify your brand, diversify your feed, and promote your industry's thought leaders. Striking the right balance between developing your own content and sharing complementary content from third-party sources is key. Sugarpeel founder and editor-in-chief Ashley Basla shares what she's learned about effectively integrating self-authored and gathered material into your overall content strategy. Join this roundtable to learn best practices around balancing created with curated content.

Ashley Basla, founder and editor-in-chief, Sugarpeel, LLC @abasla

Disruptive Strategy for Innovation

In the era of disruption, nimble startups and small businesses have the potential to not only challenge their more established competitors, but to change the landscape entirely. It starts with being able to spot opportunities and make strategic decisions to drive innovation. Join this roundtable with Savvy Marketers CEO Alexandra Gonzalez to learn the basic tenets of disruptive innovation and to gain insight into how you can build the skills and vision to lead change.

Alexandra Gonzalez, CEO, Savvy Marketers (IG) @savvymarketers

Funding for Tech Entrepreneurs

It's no secret that women contribute value and profitability to business on a global scale. Despite persistently being underrepresented in the boardroom and receiving less than 2% of venture capital funding, women tech entrepreneurs are redefining what a tech founder looks like. In this roundtable, the founder of Wearable Tech Ventures and @Luckifit shares strategies to overcome barriers when seeking funding as well as initiatives to increase funded platforms by 2030 for women and non-traditional tech founders.

LaKisha Greenwade aka Coach L, author & founder, Wearable Tech Ventures @wearableV @luckifit

Kickstarting the Digital Culture Revolution

Driving digital transformation in large corporations is about more than just a technological disruption, it is about creating a cultural revolution. Are you trying to manage a tech start-up within a well-established company? Join this roundtable with DuPont's digital officer, Andi Le, to gain insights on how to shift company culture, transform traditional mindsets, and infuse disruptive technologies. You'll hear about resource revolutions happening in one of America's largest companies and receive relevant takeaways on how to break down barriers to digital success in your workplace.

Andrea J. Le, IT director, digital innovation, DuPont

Leading Remote Teams

In our digital world, managing a distributed and remote workforce is a new reality for most leaders. Effectively leading remote workers, however, requires systems of accountability, ownership, and transparency. Delegate Solutions founder Emily Morgan intentionally built a 100% virtual team and has managed remote workers for over a decade. Her company is a Forbes Top 50 Remote employer, and she will share her best practices for leading goal-focused and results-oriented remote teams that will drive your company forward.

Emily Morgan, founder, Delegate Solutions @delegatesolutions

Leveraging Influencer Marketing for Your Business

Businesses of all sizes can reach their targeted audiences by partnering with influencers. This growing sector of digital marketing is scalable, cost-effective, and can have a big impact on your brand. Join this roundtable with marketing professional Alya Sherman to learn how you can align with the right influencers and leverage their impact for your business.

Alya Sherman, founder & CEO, Alya Buzz @alyabuzzllc

Nurture Your Network Online

Networking is personal, and there isn't a one-size-fits-all approach to maintaining relationships online. Networking concierge Ashley Owens shares ways to nurture and grow business relationships online so that you can create your own tactical, individualized approach. You will learn how to save time by recognizing the best strategic partners and effectively engage contacts using email, messaging, social media, and other digital tools.

Ashley Owens, networking concierge, Ashley Assists, LLC @ashleyassists

User Experience Design Fundamentals

Getting to know your audience—then designing for them, and even with them—is critical to building a valuable product. As the user experience (UX) designer for the City of Philadelphia, Kim-Thao Nguyen helps develop digital experiences for city residents through usability testing and strategic collaboration. In this discussion, she will introduce the fundamentals of UX design that can help you develop a better experience for your customers or community.

Kim-Thao Nguyen, user experience designer, City of Philadelphia @philadelphiagov

WOMEN-OWNED BUSINESS MARKETPLACE

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SUPPORT LOCAL,
WOMEN- OWNED
BUSINESSES!**

SMALL BUSINESS ROUNDTABLES

3:00 PM – 3:30 PM

3:35 PM – 4:05 PM

4:10 PM – 4:40 PM

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How to Get Media Attention for Your Business

As our media landscape grows to incorporate print, television, radio, and digital outlets, there are more and more opportunities to get your business or product noticed. In this roundtable, Emmy-nominated former TV news producer Marina Stamos demystifies what's newsworthy, what's not, and how to position yourself for free press.

Marina Stamos, CEO, Marina Stamos Business Coaching @marinastamos

Owning Your Presentation

Are you ready for your next planned—or unplanned—presentation? Whether it is a 15-minute client update or a one-hour formal presentation, your next presentation is an opportunity to influence, generate interest, and persuade your audience. Join this roundtable to learn more about simplifying your content, clarifying your message, and making your presentation memorable for a variety of audiences. Each participant will receive a 1-year license to the StandOut Virtual Presentation Lab to reinforce these new skills.

Dana Band, CEO, Dana Band Group @danaband (LinkedIn)

Project Management for Small Businesses

As a small business owner, do you find yourself so busy working in the business that you do not have time to work on the business? It's time to get project management processes in place. Information technology expert Falecia Stuckey has trained clients in quality and project management for more than twenty-five years. She shares project management techniques that small businesses can use to realize complex projects from planning to deliverables.

Falecia Stuckey, president and CEO, VSM, LLC @faleciastuckey

Purposeful Networking for Entrepreneurs

As an entrepreneur or small business owner, you know networking is key, but your efforts need to be strategic to make the best use of your time and resources. This roundtable will assist you with selecting the right events and opportunities to maximize your networking ROI. We will also discuss how to align yourself with potential partners, gain more visibility and build community through sponsorship, and best utilize the advice of mentors as you grow your business.

Jennifer Robinson, Esq., founder & CEO, Purposeful Networking @areyounetworked

Retirement Planning for the Self-Employed

As a small business owner, how have you planned to meet your short term and long term personal goals? Have you even thought about retirement? This session will go beyond discussing IRAs and 401(k)s to tackle important planning questions such as: how do you value your business; what options do you have for a transfer of your business (i.e. - sale, intra-family transfer, employee transfer); and how do you transition from a business owner to retirement? By answering these questions and implementing a solid financial plan, you can ease into retirement as a self-employed individual worry-free.

Jennifer A. Messa, SVP, wealth strategist market manager PDSJ, PNC Bank @pncbank

Writing and Publishing Your Book

You have an idea for a book that will make an impact and change lives, including yours. What's the next step? Ally Nathaniel is a #1 best-selling author and a publisher who assists women to create change through writing their stories. In this roundtable, she shares her strategies for crafting your signature story into a book and getting it published.

Ally Nathaniel, best-selling author & publisher @allynathaniel

WINE TASTING NETWORKING RECEPTION

LOCATED IN HALL C/D • 4:00 PM – 5:00 PM

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FINE WINE & GOOD SPIRITS

*Visit the Fine Wine & Good Spirits booth (449)
throughout the day to sign up and get your wristband!*

End your day with a glass of wine provided by Fine Wine & Good Spirits, and spark conversation with fellow attendees! 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®.

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