

Final  
Program

THE CONFERENCE BOARD



The 2009

# Women's Leadership Conference

April 21-22, 2009 New York City

Winning Strategies  
for Success



Pre-Conference Workshop:

April 20, 2009

New York Marriott Downtown  
New York, NY

[www.conference-board.org/women2](http://www.conference-board.org/women2)

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The 2009 Women's Leadership Conference  
April 21-22, 2009, New York, NY

Pre-Conference Workshop

April 20, 2009

Building Your Leadership Model in Times of Transition

## Pre-Conference Workshop

**Monday, April 20, 2009**

Registration: 12:30-1 pm

### Building Your Leadership Model in Times of Transition

Workshop: 1-5 pm

The business landscape is ALWAYS changing. However, leaders in times of turbulence are tested in ways not always expected, and different skills may be emphasized. In this interactive workshop, attendees will examine how leadership models are changing, the importance of resilient and inspirational leadership, how to determine, apply and enhance currently held leadership strengths, and how these skill sets are applied when leading in challenging times. Using a case-study, some key concepts will be examined, including:

- Creating Balance, Focus and Stability
- Building and Sustaining Meaningful Strategic Relationships; and
- Demonstrating Political Savvy



Rebecca Shambaugh  
President and Chief Executive Officer  
**SHAMBAUGH**



Carolyn Bostick  
Vice President, Talent Management  
and Human Resources Operations  
**Intelsat**

**Tuesday, April 21, 2009**

Registration and Continental Breakfast: 8-9 am

Welcoming Remarks: 8:45-9 am



Mary V. L. Wright  
Conference Program Director  
**The Conference Board**

**It's All About Winning**

**A 9-9:45 am**

The global economy is a tough environment. It is competitive, rapidly changing, and unpredictable. To be successful long-term, executives must constantly learn about themselves, their world and their business. They must be flexible, build and maintain networks and remain relevant to the businesses in which they want to operate. Learn about the skills women bring to this operating paradigm and recommendations for staying in demand.



Maureen Miskovic  
Executive Vice President & Chief Risk  
Officer  
**State Street Corporation**

**Where is the Talent?**

**B 9:45-11 am**

When evaluating the talent pipeline, the number of women in the workforce, as well as those projected to be entering, needs to be taken into account. Demographics alone suggest that for companies to be successful, women need to be more than an integral part of the workforce. Hear from corporate leaders how the numbers have affected their operations.



Moderator  
Bart van Ark  
Vice President & Chief Economist  
**The Conference Board**

Media Sponsors:





## Women's Leadership Conference



Sandy Brisentine  
Senior Vice President  
Talent and Performance Management  
**Convergys Corporation**



Dianne Fleming  
Vice President, Systems  
**State Farm Insurance Companies**



Juanita T. James  
Chief Marketing & Communications Officer  
**Pitney Bowes Inc**

Choose C1, C2 or C3: 11:15 am–12:30 pm

### Alliances For Success—Working With Men

#### C1 11:15 am–12:30 pm

In today's work force, men continue to hold a disproportionate number of the leadership positions in corporate America. Change won't occur without men participating. Hear examples of how companies have encouraged men to team with women and engage them in importance of having women succeed and what impact this has had on their organization. Learn how they have created champions at all levels of the organization, how they measure and reward success and define the business rationale for why men need to take this role.



Angelina Howard  
Vice President, Office of the President  
Executive Adviser to the President  
**Nuclear Energy Institute**



Barbara Adachi  
Principal, **Deloitte Consulting LLP**  
National Managing Principal, Initiative for  
the Retention & Advancement of Women  
**Deloitte LLP**

### Alliances for Success—Working with Coaches and Mentors

#### C2 11:15 am–12:30 pm

Coaching and Mentoring are two programs consistently found to help women advance within organizations. Learn from these partners how you can be sure you are receiving the kind of support you need, how can you provide this kind of support to your colleagues, and how these programs are organized successfully.



Joanne Moretti  
Senior Vice President  
Industry Analyst Relations  
**CA**



Michelle Accardi  
Vice President  
Marketing Communications  
**CA**



Noel Williams  
Senior Vice President and  
Chief Information Officer  
**HCA**



Debra M. Fish  
Director  
**tGCP**

### Intrapreneuers—Key to Company and Professional Growth

#### C3 11:15 am–12:30 pm

This panel will explore characteristics of successful intrapreneurs and people who are able to demonstrate successful entrepreneurial skills while still operating in a corporate environment. They will also show how corporations can use these skills in more effective ways, how you can identify your own intrapreneurial skills and why these skills are particularly important in today's challenging economic environment.



Jan Shubert  
Director  
Center for Women's Leadership  
**Babson College**

Register online  
[www.conference-board.org/women2](http://www.conference-board.org/women2)

Or by phone 212.339.0345



# Women's Leadership Conference



Susan Foley  
Founder, Corporate Entrepreneurs and  
Executive Director  
Research Centers  
**Babson Executive Education**

## Luncheon: Balancing Acts—Work, Life and Finding Ourselves

**D 12:30–1:45 pm**

Would you be surprised to learn that our current workstyles—from multitasking to addictive emailing—are undermining the skills we need to thrive as women leaders in a digital age? Wouldn't it be great to tame information overload, boost engagement, and nurture creativity in a climate of distraction and sound bites? Our speaker will reveal how we can thrive, not just survive, both at home and work in a high-tech, global economy, and she will share what progressive companies and leaders are doing to create times, spaces and even technologies that nurture deep thought, focus and relations.



Maggie Jackson  
Author, *Distracted—The Erosion of Attention*  
and the *Coming Dark Age*  
Columnist, *Balancing Acts*  
**The Boston Globe**

Choose Concurrent Workshops E1, E2 or E3: 2–3:30 pm

Working with facilitators, participants will have a chance to work on a particular topic that is a challenge in their organization as well as receive coaching on a particular skill set important to their personal development.

## Revitalizing/Rebuilding Your Women's Network/Affinity Group

**E1 2–3:30 pm**

Women's networks often need new models to continue to be successful. With new entrants to the workforce, global influences, changing business demands, and new networking technologies, women's network templates and organizing principles need to be updated or completely changed. Bring your issues and work with the panel of experts and your colleagues to brainstorm ideas to improve or build your network.



Jan Civian  
Senior Consultant  
**WFD Consulting**



Debbie Phillips  
Vice President  
**WFD Consulting**



Nancy M. Mellard  
Executive Vice President and  
General Counsel  
Employee Services Division  
**CBIZ, Inc.**

## Unwritten Rules—What You Don't Know Can Hurt You and Your Organization

**E2 2–3:30 pm**

Advancing in an organization is as much about learning and playing by the rules as it is about talent and results. Some rules are explicitly stated in organizational handbooks, performance reviews or by senior leadership. But other rules are left implicit for employees to decipher on their own. Those without the tools to access or comprehend this maze of “unwritten rules” remain left out, no matter how competent they are. Through a guided discussion, learn about the role that unwritten rules play in your career as well as learning strategies to understand them in an organization. Guidelines and examples on how to discuss unwritten rules with their supervisors, colleagues, and within their teams will also be covered.



Laura Sabattini, Ph.D.  
Director, Research  
**Catalyst**

## Defining the Generations—What Do They Mean to Your Business?

**E3 2–3:30 pm**

Almost everyone agrees that having four different generations in the workplace impacts organizations. But, is the “generational divide” the result of differences in age, or does it stem from having worked through a different set of experiences and defining moments in the workplace? Or is it related to different stages of life? Are there real differences in what engages these different groups of employees which result in them behaving in different ways? Using the speaker panel and The Conference Board research, discuss how having four generations in the workplace impacts organizational culture and how to leverage this diversity in the most productive ways.



Stephanie Creary  
Research Associate  
**The Conference Board**



Celia Harper- Guerra  
Senior Director of Global Partner Talent  
Acquisition and Strategies  
**Cisco**

Erin Flynn  
Senior Vice President, Employee Success  
**Salesforce.com**

**Creating Future Innovation Executives–The Crisis  
in Math and Science Education in America’s Girls**

F 4–5 pm

The innovation economy is fueled in part by those trained in science and mathematics (STEM). Corporations need these highly trained employees to remain globally competitive. Unfortunately, more than half our student population–girls–are not choosing STEM careers, putting themselves out of contention for interesting careers and depriving the economy of the best employees. Hear about the challenge in keeping girls interested in STEM education and the valuable role that corporations can and are playing to help close the gender gap in education and career paths when working in partnership with leaders in academia and civil society.



Pam Darwin  
Vice President, Americas  
**ExxonMobil Exploration Co.**



Dr. Tina Straley  
Executive Director  
**Mathematical Association of America**



Betty Shanahan  
Executive Director & Chief Executive Officer  
**Society of Women Engineers**

Networking Reception: 5–6:30 pm

Hosted by:



Dinner Conversations: 7 pm

Join fellow conference attendees and speakers for an evening of great dining and discussion. Take this opportunity to continue conversations sparked by the day’s sessions or explore other pressing issues facing women leaders today. The list of dinner topics will be available at the conference. (Please note that dinner is at participant’s expense.)

**Wednesday, April 22, 2009**

Roundtable Continental Breakfast: 7:45–8:45 am

During breakfast you are invited to join a roundtable discussion on Women’s Networks. There will be tables moderated by leaders of Women’s Networks/Affinity groups to discuss topics of interest including:

- Communication Strategies
- Engaging Senior Leader Support
- Program Planning
- Membership Recruitment
- Leadership Structures/Succession Planning

**Maximizing Opportunities for Change**

G 8:45–10 am

Companies go through change with some regularity. Some of these changes are imposed to operate differently, but unless we all understand how to be sure change is implemented for the long-term, all the effort will be for naught. Hear from this panel of senior women how they have taken advantage of changing circumstances to be change agents for initiatives that have helped women be a more integral part of their organization.



Moderator  
Janet Hanson  
Founder  
**85 Broads**



Kathleen Carey  
Senior Vice President  
**GE Real Estate**



Jacqueline M. Welch  
Senior Vice President, Human Resources  
**Turner Broadcasting System, Inc.**



Sonya Gong-Jent  
Vice President, Operations  
Multicultural Business Development Group  
**State Farm Insurance**



# Women's Leadership Conference

Choose H1, H2 or H3: 10:30–11:45 am

## Alliances that Work—Global Partners

**H1 10:30–11:45 am**

As companies operate in more and more countries, either through establishing branch operations, establishing working partnerships with other companies, or through acquisitions, opportunities for women to work in a number of different countries, increases. What are the challenges for companies as they post women around the world? What are the challenges for these women as they forge new relationships both as a manager and as an employee?



Christine Crandall  
Executive Vice President of  
Global Marketing and  
Chief Marketing Officer  
**Egenera**



Paula Shannon  
Chief Sales Officer, Senior Vice President  
and General Manager  
**Lionbridge**

## Alliances that Work—Multi-Cultural Bridges

**H2 10:30–11:45 am**

In recent history, a variety of programs have been instituted to help organizations advance women and more recently much of this work has focused on examining organizational strategies to advance women of color. Many of these programs have met with significant success.

This session will explore an additional strategy—getting women of different ethnic/social/race backgrounds to work together for mutual benefit. Hear how these companies and women have built multi-cultural bridges for company and personal success.



Toni Riccardi  
Chief Diversity Officer  
**The Conference Board**



Rosalyn Taylor O'Neale  
Vice President and Chief Diversity and  
Inclusion Officer  
**Campbell Soup Company**



Deepali Bagati, Ph.D.  
Director, Research  
**Catalyst**

## Engagement/Retention Strategies

**H3 10:30–11:45 am**

Companies are always looking to maintain or improve conditions for their best people. Recognizing the significant investment that is made in employees, in recent history, organizations have added work-life benefits, pay policies, additional services as ways to keep employees motivated to stay. But given the current economic conditions, how are companies keeping their best people and how can they continue to seem interested in creating additional employment value? Hear some strategies for keeping employees engaged and motivated.



Cali Yost  
Chief Executive Officer  
**Work+Life Fit, Inc**



Lynette Chappell-Williams  
Director of the Office of Workforce Diversity,  
Equity & Life Quality  
**Cornell University's**

## Brave New World

**I 11:45 am–12:30 pm**

The changes we have seen in the global economy require us to rethink, reorder, reprioritize how we view ourselves, our work, our businesses, and our country. As we do this analysis, we can think about how to revolutionize the systems and structures used to manage and enhance our livelihood—both personally and for the greater business arena and civil society. Hear a very compelling argument for why this rebuilding time is a real opportunity to use women's skills and value sets to develop these new sets of realities.

Closing Remarks: 12:30 pm



One small step in the right direction:

Consider this, by making the decision to go paperless with all of our conferences and seminars, in one year The Conference Board will save almost 2 million sheets of paper, preserving hundreds of trees annually.

It's a start...

# To Register

**Online** www.conference-board.org/women2

**Fax** 212 836 9740

**Phone** 212 339 0345 8:30 am to 6 pm ET Mon-Fri

**Mail** The Conference Board  
PO Box 4026, Church Street Station  
New York, NY 10261-4026

## 1 Select Concurrent Sessions and Pricing

The 2009 Women's Leadership Conference  
April 21-22, 2009  
New York Marriott Downtown  
New York, NY (B19009-2)

Pre-Conference Workshop  
April 20, 2009  
New York, NY (B78009-2)

Choose your preferred concurrent sessions

### Tuesday, April 21, 2009

C1 or  C2 or  C3 choose one  
 E1 or  E2 or  E3 choose one

### Wednesday, April 22, 2009

H1 or  H2 or  H3 choose one

Registration fees payable in advance in US dollars.

#### Pre-Conference Workshop

Conference Board Associates . . . . . \$495  
 Non-Associates. . . . . \$595

#### Conference

Conference Board Associates. . . . . \$2,195  
 Non-Associates. . . . . \$2,495

## 2 Payment

Check payable to The Conference Board for \$ \_\_\_\_\_ .

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Signature \_\_\_\_\_ Date \_\_\_\_\_

## 3

Agenda Code

Please provide agenda code from mail panel.

## 4 Please print or attach a business card; for additional registrants, duplicate this form.

Name \_\_\_\_\_ Title \_\_\_\_\_

Department \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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### Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

### Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$200 off each person's registration.

### Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off dates and mention the Women's Leadership Conference.

New York Marriott Downtown  
85 West Street  
New York, NY 10006  
Tel 212 385 4900

Hotel Reservations Cut-off Date:  
Monday, March 30, 2009

### Unconditional Guarantee

For over 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

# The 2009 Women's Leadership Conference

April 21-22, 2009 New York City

- The Economic Case for Winning With Women
- Creating Networks for Success
- Global Initiative—How Women Work Around the World
- World As Leaders for Change

The Conference Board  
845 Third Avenue, New York, NY 10022-6600

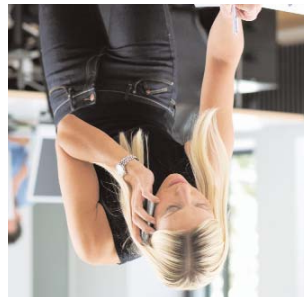
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[www.conference-board.org/women2](http://www.conference-board.org/women2)

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