Empower yourself with practical guidance to thrive

Featured Keynote Speaker:
Mika Brzezinski
Morning Joe Co-Host and Best Selling Author

11th Annual
Women’s Leadership Conference
Moving to the Next Level
June 10-11 2015
The Westin New York at Times Square
New York, NY

Supporting Sponsor:
FedEx Ground

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www.conferenceboard.org/women
Agenda

Day 1: Wednesday, June 10th, 2015

Registration and Continental Breakfast 7:45 – 8:45 am
Welcome and Introductions 8:45 – 9:00 am
Dr. Pat Stocker, Program Director

General Session A 9:00 – 9:45 am
Keynote: Men's Roles in Promoting Women's Leadership: We're All in This Together
We often talk about what women's empowerment means for women – more opportunities and flexibility in the workplace, financial independence, and improved quality of life. But what does women's empowerment mean for men? Why is it important for men – from the board room to the front lines – to support, promote and celebrate women's leadership? In this session, we will learn how women's empowerment means more choices for both women and men – choices which can have intensely positive ramifications for our social and economic fabric worldwide.

Henry J. Maier, President and CEO, FedEx Ground

Networking Refreshment Break 9:45 – 10:00 am

General Session B 10:00 – 10:45 am
Grow Your Value: Living and Working to Your Full Potential
Mika Brzezinski, Morning Joe co-host and New York Times best-selling author of Knowing Your Value and the recently released Grow Your Value, has built a career on inspiring women to assess and then obtain their true value in the workplace. In her books and in her conferences, Mika gives women the tools necessary to advocate for themselves and their financial futures. But that is only the first step; once you know your value, you need to grow it–both professionally and personally. Drawing on deeply revealing conversations with powerful and dynamic women, input from researchers and relationship experts, and her own wealth of experience, Mika helps women pinpoint their individual definition of success. She advises her readers to define the “professional value” that encompasses their worth in the workplace, and the “inner value” made up of their core beliefs and goals. Women can stop feeling overwhelmed, overscheduled, frantic, and forever guilty—but only if they choose their objectives confidently and unapologetically, and focus their efforts accordingly. Mika encourages women to stop seeking the unobtainable “work-life balance,” and instead pursue a life of honesty and authenticity, where career and home life combine rather than collide.

Mika Brzezincki, Morning Joe co-host and New York Times best-selling author of Knowing Your Value and the recently released Grow Your Value

Concurrent Breakout Session C1 10:45 am – Noon
Moving from Mentorship to Sponsorship
Women have benefited from having men and women as mentors. Unfortunately, it is important to consider the importance of moving from mentorship to sponsorship, so that upwardly mobile women are supported at senior level meetings and other venues where their opportunities may be discussed.

Moderator
Eileen Simon, Chief Franchise Integrity Officer, MasterCard Worldwide

Panelist
Dr. Tacy Byham, Senior Vice President, Leadership Solutions, DDI

Concurrent Breakout Session C2 10:45 am – Noon
Women of Color in Leadership Advancement
Women of African American, Hispanic, Asian, and other ethnic backgrounds may face obstacles in their career advancement and in the preconceived notions about their abilities and ambition. In this session, we explore special issues that affect women of color in leadership advancement.

Moderator:
Sophie Muirhead, Senior Vice President, General Counsel and Corporate Secretary, The Conference Board

Panelists:
JoAnn Chavez, Vice President and Chief Tax Officer, DTE Energy Company
Sharon Lewis, EMBA, Robert H. Smith School of Business, University of Maryland

General Session D Noon – 12:30 pm
Case Study: All Voices On Deck – The Key to Inclusive and High Performance Organizations
In this timely and thought-provoking session, Rebecca Shambaugh will share her compelling business case for “All Voices on Deck,” the new mantra for successful organizations in the 21st century. Rebecca will provide a roadmap based on her work with companies, leaders, and their teams on how they can create and leverage diversity at every level of their organization for greater levels of engagement, growth, and profitability.

Rebecca Shambaugh, Author, Make Room for Her

Networking Lunch 12:30 – 1:30 pm

www.conferenceboard.org/women
Managing Your Personal Brand: What Women Need to Know

Women often find it difficult to promote themselves and to take credit for their successes. As they seek advancement in their organizations, they may not be positioned to be seen as high achievers. Each of us is a brand. Just like companies, women leaders need to develop and nurture their brands. Using real-life case studies and a three-step process, Karen McSteen facilitates this branding workshop where participants learn to apply brand development principles – just like companies do – to define their own personal brand.

Karen McSteen, Corporate and Personal Branding Professional

Developing a Comprehensive Approach to Women’s Strategy

As organizations develop strategies and structures to encourage the advancement of women, they face the challenge of developing comprehensive approaches to the support of women in the workplace. In this session, we look at how to develop structures and policies that support women’s strategies in the workplace. This session is aimed at organizations which already have active programs in place to support the advancement of women.

Moderator
Leslie Mays, Vice President, Global Inclusion, Avon Products

Panelist
Dr. Lisa Shipley, Vice President, Pharmacokinetics, Pharmacodynamics & Drug Metabolism, Merck

Networking Refreshment Break 3:00 – 3:15 pm

How Can We Best Structure our Organizations to Support Women?

Many organizations are newer to the advocacy of women in the workplace. This session is designed to help organizations with early steps in establishing a framework for supporting women, relying on lessons learned from other businesses.

Moderator
Sheryl J. Robinson, Worldwide Director, Regulatory Affairs, BD

Panelists
LaTonya Pouncey, Corporate Manager and Lead, Diversity & Inclusion, L-3 Communications Corporation
Susan Farris, Director, Corporate Communications, Shaw Industries
Sarita Soldz, Director of Marketing, Ashland

LGBT Women In the Workplace

There is a tremendous lack of attention paid to the experiences of LGBT women in the workplace. This session explores the unique barriers faced by LGBT women and the dearth of resources available to help. Attendees will discuss solutions designed to fully engage and support this employee community and brainstorm innovative initiatives that could lead to profound change.

Panelists
Michael J. Chamberlain, Vice President, Marketing, Catalyst
Audrey Gallien, Senior Associate, Events, Catalyst
Alixandra Pollack, Director, Research, Catalyst

Networking Refreshment Break 4:30 – 4:45 pm

Every Other One: More Women on Corporate Boards

Women make up half of the population and the majority of college graduates – a huge economic resource. Yet women occupy only 17 percent of Fortune 500 corporate board seats today. This disparity is inconsistent with corporations’ desire to utilize all sources of expertise and insight for deliberations, as one means for a company to compete in the global marketplace. In this session, a researcher from the Committee on Economic Development (CED) and a CEO explore this important issue and make recommendations for increasing the percentage of women on corporate boards. CED, which recently merged with The Conference Board, advocates expanding the source of women board members and expanding the criteria for directors. If prominent corporations adopt a target of recruiting women in one of every two board seat openings due to normal retirements, and existing female seats are retained, we anticipate that women would occupy 30 percent of board seats by 2018.

Presented by
The Committee on Economic Development of The Conference Board
Madeleine Condit, Project Director, Every Other One Campaign, Committee for Economic Development
Janice Ellig, Co-CEO, Chadick Ellig

Networking Reception 5:45 – 6:45 pm

www.conferenceboard.org/women
Registration and Continental Breakfast  7:30 – 8:30 am

General Session H  8:30 – 9:30 am

**Unconscious Bias: The Hidden Barrier**

This session explores the unconscious bias faced by women in business. Indeed, a number of senior executives – both men and women – see themselves as advocates for women in the corporation but are unaware of the unconscious stereotypes and biases which affect their judgments.

*Howard J. Ross,* Chief Learning Officer and Founder, *Cook Ross*

General Session I  9:30 – 10:15 am

**Special Issues for Women in Government**

Are the challenges for women advancing within organizations different for women in government organizations? This session explores the advantages, disadvantages, and special issues facing women in government and the military. This session will be highly interactive. The session is also appropriate for private sector professionals.

*Moderator: Karen M. Elinski,* Senior Vice President, General Counsel and Head of Government Relations, *TIAA-CREF*

*Panelists*

- Rear Admiral Mary M. Jackson, Commander, *Navy Region Southeast*
- Sonya Holt, Deputy Director, Director’s Advisory Group, *U.S. Government*

Networking Refreshment Break  10:15 – 10:30 am

General Session J  10:30 – 11:15 am

**Global Issues as Part of Corporate Emphasis on Women**

As companies are increasingly global, the challenges for fully integrating women into that global environment are dramatically increased. This session explores the implications of a corporate emphasis on women as part of the global strategy of a business.

*Moderator: Dawn McGinley,* Global Leader and Strategist for 3M’s Women’s Leadership Forum, *3M*

*Panelists:*

- Lori Le Pla, Global Talent Assessment Manager, *General Motors*
- Elinor Steele-Zegelbone, Vice President, Global Communications, *Tupperware Brands*

General Session K  11:15 am – Noon

**Resilience as a Leadership Essential**

It’s hard to think of anyone who has had to act with resilience more than Nancy Goodman Brinker. Most well known as the founder of Susan G. Komen for the Cure, an organization named after her sister who died from breast cancer in 1980, she also served as the US Ambassador to Hungary and as Chief of Protocol of the United States in the George W. Bush Administration. She has increasingly become involved in international women’s issues, and spoke at the African First Ladies Summit, along with First Lady Michelle Obama and former First Lady Laura Bush, discussing such issues as health care, education, and economic welfare. She also served as the World Health Organization’s Goodwill Ambassador for Cancer Control. She recently was named as one of the 10 honorees to be enshrined in the National Women’s Hall of Fame for 2015. Dealing with crises in her personal and professional life has given Nancy Brinker hard-won lessons in bouncing back from adversity. From the challenges of running a large nonprofit organization to mastering the art of dealing with people from vastly different cultures, she understands the importance of resilience as a leadership essential.

*Ambassador Nancy Brinker*

Closing General Session K  Noon – 12:45 pm

**Where Do We Go From Here?**
REGISTRATION INFORMATION

Online  www.conferenceboard.org/women
Email   customer.service@conferenceboard.org
Phone  212.339.0345
       8:30 AM – 5:30 PM ET, Monday – Friday

Conference Pricing:

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Fees do not include hotel accommodations.

Location and Hotel Accommodations
The Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel: (212) 201-2700

Hotel Reservation Cut-off Date: May 21st

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 $300 off each person’s registration. One discount per registration. Multiple discounts may not be combined.
Women are working — but is it working out?

Featured Keynote Speaker:
Arianna Huffington
Editor-in-Chief
The Huffington Post

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