Program Descriptions

Session One Presentations
– 10:00 a.m. to 11:00 a.m.

Women Worldwide: Changing Roles and Influences
Moderated by Iris Harvey, Vice President for University Relations
In this session a panel of dynamic women leaders will explore the needs, means, and methods of advocacy for women along the spectrum from the personal effort of self-advocacy to the organized and institutional work for women collectively.

Panel Members: Barbara Cheng, CEO of Executive Core
Daisy L. Alford-Smith, Retired CEO of the Girl Scouts of North East Ohio
Celeste Glasgow Ribbins, Vice President of Community Initiatives, Planned Parenthood of Northeast Ohio
Barbara Sykes

Building Legacy Leadership
Alycia Taylor
The best leaders, Legacy Leaders, go beyond general leadership: they foster genuine collaboration; are powerful advocates, and promote a culture of personal responsibility and accountability. This workshop is designed to introduce the concept of Legacy Leadership; covering the competencies for responding to just about every opportunity and challenge today's leaders face. The model embraces both vision and accountability for results, as well as methods for creating an environment for team success, strong and dependable relationships, and for maximizing and leveraging diversity.

Next Generation Leadership: Where Text, Talk and Tweet Converge
Leslie Ungar
We are working in a multi-generational workplace. This is the first time in history that four very different generations are in the workplace at the same time. Flashpoints occur most often between the generations. The good news is that deep down all the generations want the same things. They want to work hard, make a difference and advance in your organization. The bad news is they have their own ideas how to do it.

The Savvy Business Woman's Guide to the Web
Angela Bergmann and Ellen Kurr
Eight Seconds. In today's information saturated world, that's all the time you have to get my attention and convince me to stay engaged. Can I find you online and once I do is your web presence eye-catching, professional, and search engine friendly? Join us to learn why all those acronyms – SEO, SEM, SMO, SMM, PPC, etc. should mean something to you. Take control of your website and your online image.

Program Descriptions

Session Two Presentations

– 11:15 a.m. to 12:15 p.m.

Women as Mothers and Leaders: Giving Yourself Permission to Do Both Panel Discussion
Moderated by Dr. Angela Neal-Barnett, PhD., Professor, Psychology and CEO Soothe Your Nerves, Inc.

Tracy Carter, MHSA – Director Government Affairs and Health Policy- Summa Foundation
Anne Hill, B.S.- Vice-President, Owner Leisure Time Stow, Ohio
Beth Wildman, Ph.D.- Professor Kent State Psychology
Maria Zaragoza, Ph.D. – Chair, Kent State Psychology

A recent article in the *Atlantic* posed the question: Can women have it all? The author emphasizes that as leaders there are so many things we ***need*** to do, but as mothers there are so many things we ***want*** to do. This panel of mothers explores the issue of wants versus needs. Tips for making the choice between the two are shared.

Take it Back: The Personal Power You Give Away Each Day
Dr. Kay Potetz
In recent years studies have emerged that illuminate the original Emotional Intelligence (E.I.) findings. We now have a deeper understanding of our personal world, specifically "what happens when we interact?" We are indeed wired to connect with others. This recent discovery reveals that our relationships have a subtle, yet powerful, lifelong impact on us. How we connect with others has unimagined significance, and the Value of a Smile assumes a radical new importance. If you're interested in having more positive and productive days, this program is for you.

Increase Your Success as a Leader with Powerful Presence
Maia Beatty
Research indicates that the greatest predictor of a leader's success is her Powerful Presence. Fully 93 percent of what inspires others to follow her is *who she is being* as she leads. What makes a leader's presence powerful? Join Maia Beatty, *The Powerful Presence Trainer and Coach*, and discover three specific strategies of leaders who inspire exceptional performance in their organizations. You will be able to put these three powerful strategies into practice right away.

Women Mentoring Women: Something New in Leadership Learning
Amy Shannon and Sonya Weiland
Leadership traits are not something that people are born with; becoming a leader is a process that requires learning, growing, and establishing a specific skill set. Mentoring is an ideal opportunity for any woman to develop and improve leadership skills that will propel her career. Mentoring revolves around maximizing potential, empowering people, and positioning individuals to achieve even greater success. Develop the necessary skills to be an effective mentor while improving your leadership traits. Discover the concepts of a good mentoring relationship and the skills to be an effective mentor and protégé.

Program Descriptions

Session Three Presentations

– 2:15 p.m. to 3:15 p.m.

Discovering Your Best Self: Intentionally Creating Work/Life Imbalance
Kristy Frieden
Based on the book Find Your Strongest Life: What the Happiest and Most Successful Women do Differently by Marcus Buckingham, this session will provide you with the knowledge and tools to create work life imbalance. By identifying our strong moments and purposely looking for ways to create more of them. We can tip the scales in our favor and create the full rich lives we desire. After attending this session you will be able to review each domain of your life to reveal your strengths, understand the power of these strengths and know the steps to creating your best self.

Reclaim Your Time and Reconnect with Yourself
Dana Samardzich
It seems that in these times, we are all living and working at a pace that, in the long run, is unsustainable and damaging to our health and our relationships. In this presentation, we will explore the importance of your well-being and how it directly affects your ability to work and live at an optimum level. We will also talk about tools that you can use to make organizing yourself easier and tips for energy recovery.

Women and Online Marketing: 25 Creative Tips for Using the Internet to Grow Your Business
Jenni Ramminger, Amanda Jerele, Stephanie Pflaum
Learn how to capitalize on the power of the Internet to grow your business. This session offers creative tips and actionable recommendations for gaining visibility, market share & revenue online. It also includes tips for managing personal or company reputations online. You will walk away from this presentation with a tangible online marketing plan that outlines key tactics to focus on, based on your company's goals.

The Enlightened Woman's Guide to Language of a Leader
Barbara Blake
Women often use words and language styles that sap power from their ideas, their position as a leader and from their personal sense of self-worth. By using the Language of a Leader, women can "steal back the spotlight" and model how a leader should sound; confident, clear and present. In this workshop we will change language habits that will have an immediate impact on each woman's leadership presence.

Presenter Bios

Daisy Alford-Smith, Ph.D. is the former Chief Executive Officer of the Girl Scouts of North East Ohio, Previous to leading GSNEO, she served as the Chief Operating Officer with the Commission on Graduates of Foreign Nursing Schools and the International Commission on Health Care Professions in Philadelphia, PA.

Alford-Smith has been very involved with issues surrounding minority health care, social reform and community empowerment. While serving as the Director of the Summit County Department of Jobs and Family Services, she was lauded for her distinguished accomplishments in the reorganization and implementation of welfare reform and human services agenda and forum. As Assistant Professor and Director of the Center for Urban & Minority Health at Case Western Reserve University, she taught health policy, initiated urban and minority health programs, and conducted minority health research.

Maia Beatty is *The Powerful Presence Trainer and Coach*. She is the principal of Discover Your Powerful Presence, a division of Maia Beatty & Associates, Inc., a training and coaching firm in Akron, Ohio.
Her mission is to help people identify, access and claim their Powerful Presence.
Maia is a/an

- Master Trainer: training adults since 1982 and creating over 30 original programs; training trainers since 1999, across the US and internationally.
- International keynote speaker: since 1987, using her warm and inspiring style to connect her audiences with their own Powerful Presence and authentic self.
- Speaking coach: with her original program, *PowerSpeak*, she has had a 100% success rate in increasing the speaking confidence and skill in her clients since 1999.
- Co-active coach: helping her clients transform their circumstances and develop a more Powerful Presence since 2004.
- Published Author: Her fifth book, *Dance into Your Power,* was released in October 2012.

Maia has a B.A. in Psychology, from Texas A&M, Corpus Christi. She is an NLP Practitioner and a veteran of the U.S. Navy.
Maia is the winner of the 2011 Connector's Choice Award for "Best Speaker/Facilitator" in Northeast Ohio.

Barbara Blake melds her experience as a manager, leader and consultant to guide clients to self-awareness, transformation and solutions that achieve their professional and personal goals.

Barbara has experienced and understands the demands placed upon today's executives - technical competence is not enough, leadership competence, even excellence, is needed to succeed. She works one-on-one with clients to build leadership competence through intensive coaching sessions. As one client stated, "Barbara is the shortcut to getting where you need to be."

Clients appreciate her insights, her personal interest in their welfare and the quick sustainable results they experience. She recognizes the importance early successes have in the overall outcome of a coaching experience.

Barbara's clients have included leaders from Fortune 500 companies, startups and middle market clients across the country as well as federal entities and higher education institutions. She has also given workshops on leadership and taught in executive MBA programs.

Presenter Bios

Barbara is a certified executive coach and has an MBA from the University of Chicago and AB International Studies from Miami University. She is a member of the Northeast Ohio Human Resources Planning Society and the Cleveland Coach Federation.

Angela Bergmann, Web Specialist, AtNetPlus, Inc.: Angela has 13 years of experience in website design and development – 10 of which she has specialized in WordPress. Angela creates user friendly websites that are aesthetically pleasing, easy to navigate, and optimized for search engine indexing. She also has expertise in Social Media, Search Engine Optimization, and Pay-Per-Click. Angela has presented on web related topics throughout her career.

Kristy Frieden, MS, is President and founder of Positive Performance Solutions LLC, a Cleveland, Ohio based training and development company specializing in motivating, training and coaching professionals in the areas of Emotional Intelligence, Leadership, Change Management and Customer Service. Frieden has over 17 years of management in experience in operations and human resources. She has extensive facilitator training with GE Healthcare Solutions and is a facilitator for Kent State's Center for Corporate and Professional Development. She lives with her husband and two beautiful daughters in Chardon, OH.

Celeste Glasgow Ribbins integrates advocacy in her career as the statewide director of media, marketing and communication for Planned Parenthood of Greater Ohio. A Cleveland native, Ribbins has worked for government officials and offices and has helped others speak out for what matters most to them through message development, media relations, and speech writing. She is married and the mother of an outspoken 7-year-old daughter.

Iris E. Harvey serves as vice president of University Relations and oversees the offices of Government Relations, University Communications and Marketing and WKSU-FM.
Before coming to Kent State, Harvey had overseen Wright State's advertising, enrollment marketing, brand and integrated communications, Web media, publications, visual identity, media/public relations and speechwriting.

Harvey served as worldwide director of faculty recruitment for the University of Maryland University College. From 1993 to 2004, she was founder and chief executive of Market Strategies and Solutions Inc., which served a clientele of large multinational organizations and emerging enterprises and was based in Tokyo and Washington, D.C.

She also served nine years with Citigroup Global Consumer Bank Group in Chicago, culminating in her role as vice president-senior director of marketing for Citibank's National Marketing Division.
Harvey earned her bachelor's degree in marketing and Master of Business Administration in international marketing from the University of Southern California, as well as an education specialist degree from George Washington University.

Amanda Jerele is a Holistic Senior Account Executive at Fathom. She has been with Fathom for over two years and is one of the leaders of Fathom's Healthcare vertical. She loves that she has the chance to continually grow her career in many directions and that she gets to have fun with her creative, energetic coworkers every day.

Presenter Bios

Ellen Kurr, Business Process/Communications Manager, AtNetPlus, Inc.: In 2008, Ellen joined AtNetPlus, northeast Ohio's leading IT services provider for small and mid-sized businesses. Ellen directs all messaging and branding initiatives for the company, which includes social media, website design and content, press relations, and internal communications. She created and now oversees content development for "Talk it over Tuesday,' the popular monthly discussion series hosted by AtNetPlus. In 2012, Ellen was honored by Sales & Marketing International (SMEI) with the prestigious Distinguished Sales and Marketing Award (DSMA).

Dr. Angela Neal-Barnett is a Professor in the Department of Psychology at Kent State University and CEO of Soothe Your Nerves, Inc. She is a recipient of the Kenneth and Mamie Clark Award for Outstanding Contribution to the Professional Development of Minority Graduate Students. She is author of *Soothe Your Nerves: The Black Woman's Guide to Understanding and Overcoming Anxiety, Panic, and Fear.*

Stephanie Pflaum is a Senior Online PR Strategist at Fathom. She manages a team of online PR specialists who create and implement offsite marketing strategies for clients across a variety of industries. She is responsible for establishing and sharing best practices related to link building, social marketing and reputation management.

Dr. Kay Potetz is a management consultant and has been conducting seminars since the early 1980s. Her qualifications include 25 years of management and administrative experience, a Master's Degree in Business Administration and a Ph.D. Dr. Potetz began her career in hospital work as a Radiological Technologist and moved on to Nuclear Medicine Technology. She is registered with the American Colleges of Radiological and Nuclear Medicine Technologies.
After many years in health care, Dr. Potetz moved from the hospital environment to teaching. Her last position was that of Vice President of a Cleveland Hospital. She introduced her company, Dr. Kay Potetz & Associates in the mid-80s. She is also an Executive Coach and holds a certificate in *Developing Leadership through Emotional Intelligence* from CASE Western Reserve University in Cleveland, Ohio and is a graduate of the Hay Group *Emotional and Social Competency Inventory (ESCI)* Accreditation Program. In addition, she is a certified Myers Briggs Type Indicator (MBTI) instructor. In addition to coaching and conducting seminars, Dr. Potetz is an adjunct faculty member at Baldwin Wallace University in Berea, Ohio and serves as a consultant for Kent State University's Center for Corporate and Professional Development. She published her book, *"Take It Back: The Personal Power You Give Away Each Day."* in June 2012

Jenni Ramminger in a Holistic Senior Account Executive at Fathom, specializing in the legal, technology and ecommerce industries. She is a member of Fathom's Ecommerce team, the Live Chat Implementation expert and leader of Fathom's internal marketing team.

Dana Samardzich is a life coach who works with professional women to help them take back their time so they can develop fulfilling lives for themselves. Dana was a professional salesperson with over ten years' experience in the steel, construction, and funeral service industries. Although successful, she noticed that the effects of constant stress were taking its toll-she was tired and angry all the time and she knew that her long-term health would start to suffer if something didn't give. After doing a great deal of

soul-searching, she realized that no one was going to take care of her well-being except herself. In 2009, she became a certified professional coach through the International Coach Academy. Dana says, "I am passionate about inspiring women to see that they matter. I want women to find what is fulfilling to them because when a person is fulfilled, they just affect the world differently." Dana is married with a son. When she isn't coaching or spending time with her family, she indulges in her much-loved hobbies of knitting and singing in the VNA Hospice Choir and the Northwest Indiana Symphony Chorus.

Amy B. Shannon and Sonya L. Weiland, PHR have been delivering interactive and energetic programs to HR and business leaders throughout the years, but most recently through their collaborative HR and Training Team; Your Partner In HR. Amy B. Shannon has specialized in Organizational Development, Human Resources and Training for over 20 years. For the past twelve years, Amy has been an Organizational Development consultant working with clients in manufacturing, service, financial and healthcare industries. Most recently, Amy served as Executive Director II/Vice President of Corporate College where she built robust leadership training curriculum to serve clients throughout the Northeast Ohio area. Amy has built several competency-based corporate universities that were recognized on a national level as well as noted numerous times in trade magazines. Amy has worked in roles ranging from an Executive Coach, Facilitator, Speaker to Program Director of a city-wide leadership program for 50 women from various organizations. She is also a certified Mediator by Community Mediation Services of Central Ohio in the area of *Personal Conflict Resolution and Mediation.*

Barbara Singer Cheng is the founder, president, and CEO of Executive Core and leads a group of 100 global professionals whose mission is to more quickly innovate professional development globally. In the last 15 years, Barbara has worked with thousands of high-potential leaders around the globe at critical turning points in their careers. Barbara has dedicated her career to developing leaders who remain focused on the business priorities, anticipate the future, and remove obstacles.

Barbara Sykes is President and Chief Executive Officer of Ohio United Way — the state association for United Ways in Ohio.

Ohio United Way serves its membership by: supporting their public policy interests; developing and presenting educational opportunities for United Way and affiliated agency boards, personnel, and volunteers; and by providing proactive advocacy regarding statewide initiatives designed to improve Ohio communities.

Barbara has dedicated her life to fighting for the rights of all Ohioans. She is a strong advocate for working families and for the rights of women and others who are often overlooked and underserved.

Barbara is a former 3-term State Representative, former Deputy Auditor in Summit County, Past President of the Ohio Legislative Black Caucus, and is the first African-American woman to have served on Akron's City Council

Barbara has been recognized for her community service through such awards as: the 2002 Legislator of the Year (presented by the Ohio Association of Children Hospitals); the 2004 Legislator of the Year (presented by the Second Harvest for Hunger); the 2005 Legislator of the Year (presented by Voices for Children of Greater Cleveland); and the 2006 C. William Keck, M.D., M.P.H. Community Medicine Award (presented by Akron Community Health Resources, Inc.).

Barbara earned both her undergraduate degree in social work and her master's degree in public administration from the University of Akron. She and her husband, Vernon Sykes, have two daughters, Stancy and Emilia; and two grandchildren, Hugh, and Hope.

Alycia Taylor, MPA, owner, is a consultant, educator and mentor incorporating more than 15 years of expertise in program management, staff development, school climate and social emotional learning. She has developed workshops on youth and employee effectiveness for Ashland University and several nonprofit organizations. She has trained hundreds of individuals and collaborates with the federal government on funding recommendations.

Leslie Ungar is a communication expert, she ignites clients and audiences to believe in the singular conviction that they are their own best solution. She creates a personalized strategy to electrify the journey to performance potential through developing new communication patterns and implementing methods that make things happen and help executives, business owners, leaders, and sales teams prosper.

Sonya L. Weiland, PHR has focused her career on building positive team environments and is a recognized strategic partner in HR to many organizations. Sonya has partnered with Senior Executives to develop talent management and HR solutions with a clear link to business results. Her expertise includes the design and implementation of training, career coaching and performance management. Sonya also serves as an adjunct coach and consultant at Right Management, leads local career seminars and is an avid volunteer.

Sonya is a Professional in Human Resources (PHR) through the Human Resource Certification Institute and an active member of The Society for Human Resource Management and Cleveland Coach Federation. Sonya founded YourPartnerInHR.com and has contributed to articles in The Cleveland Plain Dealer and various HR Publications.