



THE MASSACHUSETTS CONFERENCE FOR WOMEN

General Information

Please review this list of notes and information designed to help make your day more enjoyable.

Keynote Seating. At the luncheon keynote, please find the table number that corresponds to the one listed on your badge. **There is no assigned seating at the morning keynote.**

A **nursing mother's room** can be found in MR 158.

Lost and found for the day will be located at Registration.

Your conference admission includes a continental breakfast and plated lunch. Additional food for purchase will be available at the concessions stand in the Exhibit Hall.

An ATM can be found on level one. Turn left at the top of the escalators.

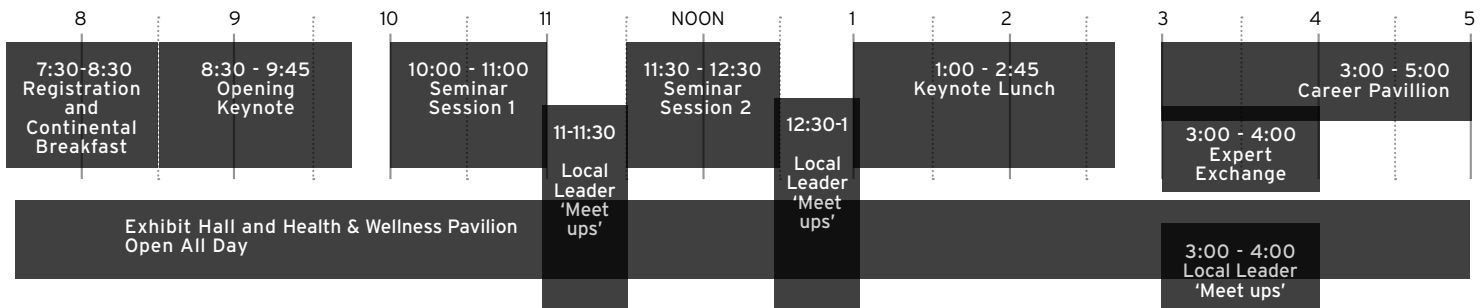
For the convenience of our attendees, many of the men's restrooms have been converted to women's restrooms.

Please be respectful of speakers and other attendees and **silence your cell phones and PDAs** while in all keynote and breakout sessions.

Coat check is available in the foyer outside Hall B for \$3 per item.

Conference Schedule

There is open seating for the morning keynote. At the Keynote Luncheon, there will be reserved seating. Your table number can be found on your badge.



| TIME | EVENT | LOCATION |
|---------------|--|----------|
| 7:30 – 8:30 | Registration and Continental Breakfast | Hall A |
| | Exhibits Open | Hall A |
| 8:30 – 9:45 | OPENING KEYNOTE SESSION | Hall B |
| | Marian Heard , MA Conference for Women Board member and president & CEO, Oxen Hill Partners | |
| | Gretchen Rubin , bestselling author, <i>The Happiness Project</i> | |
| | Marion Jones , former Olympic athlete | |
| | Renee Connolly , vice president, US Communications, EMD Serono, Inc. | |
| | Jackie Glenn , chief diversity officer, EMC Corporation | |
| | Martha Beck , life coach & O, The Oprah Magazine columnist | |
| 9:45 – 10:15 | Author Signings | Hall A |
| 10:00 – 11:00 | Seminar Session I | |
| 11:00 – 1:00 | Local Leader “Meet Ups” | Hall A |
| 11:00 – 11:30 | Author Signings | Hall A |
| 11:10 – 12:55 | Health & Wellness Pavilion and Speaker | Hall A |
| 11:30 – 12:30 | Seminar Session II | |
| 12:30 – 1:00 | Author Signings | Hall A |
| 1:00 - 2:45 | KEYNOTE LUNCH | Hall B |
| | Grace Kelly , 19 year old award-winning musician | |
| | Welcome Remarks by Gloria Larson , MA Conference for Women board president and president of Bentley University | |
| | Diane Patrick , First Lady of Massachusetts | |
| | Carol Fulp , MA Conference for Women board member and senior vice president, brand communications and corporate social responsibility, John Hancock Financial | |
| | Angela Menino , First Lady of Boston | |
| | Alison Quirk , MA Conference for Women board member and executive vice president global human resources, State Street Corporation | |
| | Betsy Myers , author and public servant | |
| | Karen Kaplan , MA Conference for Women board member and president, Hill Holiday | |
| | Heather Campion , MA Conference for Women board member and administrative office, Northeast Bancorp, and its direct online bank, ABLE Banking | |
| | Be the Change Award Presentation | |
| | Anne Finucane , MA Conference for Women board member and global strategy & marketing officer, Bank of America | |
| | Fireside Chat with Mika Brzezinski and Joe Scarborough | |
| | Closing Remarks by Micho Spring , MA Conference for Women board member and president | |
| 2:45 – 3:15 | Author Signings | Hall A |
| 2:45 – 5:00 | Health & Wellness Pavilion and Speakers | Hall A |
| 3:00 – 5:00 | Career Pavilion | Hall A |
| | - Local Leader “Meet Ups” | |
| | - Social Media Mentoring | |
| | - Resume Reviews | |
| | - Mentor Match | |
| 3:00 – 4:00 | Expert Exchange Sessions | |
| 5:00 | Conference Closes | |

Career Pavilion 3:00 - 5:00 pm

You'll have the chance to meet face-to-face with local and national career experts, coaches and professionals to address your most pressing questions and challenges, and you'll learn how to best position yourself on the job and in leadership roles.

DON'T MISS OUT ON THESE CAREER PAVILION OFFERINGS:

Local Leader "Meet Ups"

Get up close and personal with an exciting mix of corporate, community and civic local leaders to ask questions about your career, social responsibility, community outreach and much more. Please refer to pages 22-23 for a detailed schedule and list of Local Leaders participating.

Mentor Match

The Mentor Match program is designed to give Conference attendees an opportunity for one-on-one "speed mentoring" sessions with local professionals, experts and life coaches. Sign-ups will take place from 7:30 - 8:30 AM in the Career Pavilion area of the exhibit hall. While we encourage attendees to sign-up for a time slot in the morning, we will try to accommodate as many additional "walk-ups" as possible. This year's Mentors* include:

Rita B. Allen, President, Rita B. Allen Associates, Executive Coach and Leadership Development Consultant, ACPI - New England
Paige Arnof-Fenn, Founder and CEO, Mavens & Moguls
Melissa Brodeur, CPRW, COO, Relaunch Career Associates
Deborah Burkholder, CEO, Appia - Every Career Tells a Story. Tell it., ACPI - New England
Randi Bussin CCMC, CPBS, G3 Coach, MBA, Founder, Aspire! Fulfilling Career Ambitions, ACPI - New England
Johanna Hising DiFabio, Associate Director, MIT Executive MBA
Erin Dullea, CPCC, ACC, Personal and Career Coach
Marilyn Edelson, MCC, President, Business and Leadership Coach, OnTrack Coaching & Consulting
Marion Freiberg, M.Ed., CHIC, Breakthrough Coaching, ACPI - New England
Monique Fuchs, PhD, Executive and Career Coach, www.MoniqueFuchs.com
Carly Goldsmith, Career and Life Coach, Carly Goldsmith Coaching
Suzanne Gray, Coach, The Entrepreneur's Source, ACPI - New England
Denise Ebacher King, MA, MCC, Catalyst Associates, ACPI - New England
Brenda Kirouac, HR Manager, The Forum Corporation
Helen F. Kosinski, PCC, MBA, Better Than Ever Coaching
Amy Lampert, Founder and CEO, WomensWorth
Gail Liebhaber, M.Ed., Your Career Direction, ACPI - New England
Elaine S. MacLellan, ACC, President, Performance Development Inc., ACPI - New England
Katherine Maloney, Career Consultant and HR Talent Management, Blue Cross Blue Shield of MA, ACPI - New England
Sarah Mann, HR Director, ADP, ACPI - New England
Bonnie Marcus, M.Ed., Certified Executive Coach, Speaker and Founder, Women's Success Coaching, GPS Your Career
Kate McDonough, President of Waterfield Business Center, LLC and Founding Partner of The Business Coalition
Jane McHale - Career Services, Premier Career and Executive Coach, Talent Management Consultant, ACPI - New England
Gail McMeekin, LICSW, President and Founder, Creative Success, LLC, ACPI - New England
Barbara A. Miller, Director of Training, Outreach and Marketing, Operational Services Division - Commonwealth of Massachusetts
Fred Nothnagel, Executive Director, WIND Networking for Underemployed Professionals, ACPI - New England
Paula Parnagian, President, World View Services, ACPI - New England
Margie Pascetta, The Entrepreneur's Source, ACPI - New England
Divinah Payne, COO, The MAAT Group/Tentalents NYC
Michele Rapp, New Momentum Coaching and Suffolk University Career Services
Doris F. Roach, J.D., Executive Coach and Management Consultant, Courage2be Enterprises
Dawn Rossetti, CPRW, Co-Founder, Relaunch Career Associates
Carole Sacino, Principal, Turning Point Institute, ACPI - New England
Kerri Salls, CEO, Breakthrough Enterprise - Strategic Planning/Exit Strategy
Lisa Sasso, MBA, CPCC, President and Executive Coach, Medical Development Partners, LLC
Joanna Scaparotti, Director, Teacher and Coach, The Healing Center in Beverly
Irene Sinteff, Principle Associate, Irene Sinteff HR & Career Services, ACPI - New England
Marcy Tannenbaum-Fox, Career Development Consultant and Physician Development Coach, Tannenbaum-Fox Consulting, ACPI - New England
Ha Tran, Author, Certified Master Mind Executive Coach, Life and Business Coach and Inspirational Speaker, Hope Empowered
Linda Waters, President and Founder, Back to Business LLC Career Advisors
Iris Phoebe Weaver, Spiritual Herbalist, Shamanic Practitioner and Educator, Soul Gardens
Marcia E. Weiss, Owner and Principal, Changes Career Services, ACPI - New England

Local Leader “Meet Up”

Located within the Career Pavilion in the Exhibit Hall

Enhanced this year... Take advantage of this once in a lifetime opportunity to get one-on-one advice from some of the state's leading women by asking a question about your career and community. To meet our Local Leaders, stop by the stage area in the Career Pavilion. You do not need to sign up in advance - first-come-first serve and we have plenty of time to get your questions answered!

What makes these women so remarkable and why is this a don't miss opportunity? Review the local leader “meet up” schedule and read for yourself:

11:00 AM – 11:30 AM



SONIA CHANG-DÍAZ is a force to be reckoned with as the first Latina elected to the Massachusetts State Senate and ranked as one of the 50 Most Powerful Women in Boston in 2011. Now is your chance to meet this mover and shaker - in her first two years in office she addressed more than 8000 issues from her constituents, sponsored more than a dozen different bills and won her top legislative priority with the landmark CORI reform.



As the vice president of US Communications at EMD Serono, **RENEE CONNOLLY** is responsible for all external and internal communications. Meet a true pioneer in public relations and community affairs and learn how her leadership resulted in the company receiving numerous awards including the *Boston Business Journal's* Best Places to Work and the *Boston Business Journal's* corporate philanthropy award.



Chair of the Joint Committee on Community Development and Small Business, **REPRESENTATIVE LINDA DORCENA FORRY** has dedicated her professional life to a career in public service in state and local government and has championed improvements to the state's education system, economic growth, job creation and business development efforts.



MARY BETH HAWKINS is responsible for a team of over 300 retail employees and all of AT&T's retail locations in Western MA, RI and CT. Talk twitter and other social media hot topics with a leading executive from the Conferences Communications Partner.



At six weeks old, **DOTTIE LESSARD-BROWNSBERGER** was diagnosed with cystic fibrosis and given minimal chances for life past age two. Now 44 years old, she is a survivor of a double lung transplant and a kidney transplant – and has become a celebrated athlete, author and entrepreneur. Meet this inspirational woman and you will see why she was named one of *Runner's World Magazine's* “Heroes of Running” and one of Magic 106.7's “Exceptional Woman.”



Creator and co-host of Magic 106.7's Exceptional Women, **CANDY O'TERRY** is an award winning multi-media broadcaster and an exceptional woman in her own right. As a leader in media and in driving philanthropic causes Candy can inspire you and offer practical advice for finding your passion and turning it into reality.

12:30 PM – 1:00 PM



As the associate general counsel at EMD Serono, **LEIGH-ANN DURANT** is a leader in the industry and in the Boston area. Named as one of *Boston's Business Journal's* "40 under 40" and "Top 50 Women Lawyers in Massachusetts" Leigh Ann can share the secrets of her leadership journey and can illustrate the power and importance of female mentorship relationships.



As president of Hill Holliday, **KAREN KAPLAN** is a driving force behind their growth to more than \$1 billion in annual billings. As a recipient of numerous awards including the highly coveted "Women to Watch" from Advertising Age, now is your chance to tap into this true powerhouse and gain practical advice around advertising, networking and leadership.



GLORIA CORDES LARSON, JD, prominent lawyer, public policy expert and president of Bentley University is committed to the advancement of women and is a pioneer in the Boston community. Meet one of the Top 50 Most Powerful Women in Boston and the board president of MA Conference for Women to learn how you can empower yourself and make a difference in your profession and community.



Three-time Emmy-award winning anchor and senior correspondent **CAROLE SIMPSON** was the first African American woman anchor of a major evening news broadcast. Having dedicated her life to improving opportunities for women and minorities meet the "Newslady" and talk about the media, social responsibility and becoming an author.



JANE SWIFT earned her place in history as the first woman to serve as Governor of Massachusetts and as the first governor in the United States to give birth while in office. After a decade of public service, and now as the CEO of Middlebury Interactive Languages, see why *Glamour* magazine declared her "One of 11 Women Who Could Change the Country" and why she was named one of the Top 50 Most Influential Women in Boston 2011.

3:00 PM – 4:00 PM



JOSEFINA BONILLA is not only the managing director of Color Media Group, LLC and publisher of *Color Magazine*, but she has co-written five screenplays and was selected as a finalist at the Sundance screenwriter's competition.



As the senior VP of brand communications and corporate social responsibility at John Hancock Financial, **CAROL FULP** presides over an \$11 million corporate-giving program. The Obama administration appointed her to represent the U.S. at the UN and Boston named her as one the Top 50 Most Influential Women in 2011 – and Carol will show you how to empower communities and change lives.



She graduated from high school years ahead of schedule and is now at 19 years old a senior at Berklee College of Music. **GRACE KELLY** is not only a saxophonist, vocalist, composer, lyricist and arranger – she is a rising star and a true example of what can be accomplished with focus, determination and hard work.



As the head of Boston's Federal Reserve Bank for 13 years, chair of the MGH Board of Trustees and managing director of Arlington Advisory Partners, **CATHY MINEHAN** can offer a wealth of industry expertise and leadership lessons.



As the president of New England Weber Shandwick, **MICHO SPRING** heads the Global Corporate Practice and is a leading expert on communications and branding in the corporate, non-profit and government sectors. Tap into her expertise and see why she was named multiple times as one of the Top 50 Most Powerful Women in Boston.

Session I 10:00 – 11:00am

CAREER ADVANCEMENT 201 Ballroom E

The Inspirational Leader: Harnessing the Power of Courage, Authenticity, and Vulnerability

From developing talent and connecting with consumers, to building brands and fostering innovative cultures, inspiration is critical. Inspirational leadership is not about job titles and roles – it’s a style of leadership available to anyone who is willing to practice courage in the midst of fear, to choose authenticity over self-protection, and to foster calm in times of high reactivity. This interactive and engaging workshop will explore:

- The three primary components of inspirational leadership;
- The behaviors, emotions, and thoughts that sabotage inspiration; and
- Actionable strategies for practicing inspirational leadership.

Speaker: **Brené Brown**, Ph.D., LMSW, research professor, University of Houston

Host: **Joanne Bockmiller**, vice president, Human Resources & Security Integrated Defense Systems, Raytheon Company

PERSONAL DEVELOPMENT Ballroom W

Practical Tips and Strategies for Saving Big Everyday

“Good Morning America” Consumer Correspondent Elisabeth Leamy believes in saving BIG – not small. BIG is defined as any savings strategy capable of netting at least a thousand dollars. The key to saving BIG is to know where you spend BIG. The top five things Americans spend money on are houses, cars, credit, groceries and healthcare. This workshop will show you easy, implementable ways to save thousands of dollars in these five areas.

Speaker: **Elizabeth Leamy**, bestselling author and consumer correspondent, Good Morning America

Host: **Heather Campion**, MA Conference for Women board member and administrative office, Northeast Bancorp, and its direct online bank, ABLÉ Banking

PERSONAL DEVELOPMENT MR 157

Health & Wellness: Creating Conscious Weight Wellness

25 million people in the United States have diabetes. 55 million people are walking around in a pre-diabetic state and probably don’t even realize it. Obesity and genetics are the two top drivers causing these staggering figures. We have little control over genetics, but we do have the ability to gain control over the obesity epidemic facing our country. With projections that in the year 2040, more than 50 million people will have diabetes, we need to act now. The diet industry has a 99 percent failure rate with an even higher rate of recidivism and relapse. Diet pills and quick fix overly aggressive body makeovers are not the answer. This interactive session will help you obtain conscious weight wellness, while maintaining compassion, grace and self-love so that your health journey is not a burden but rather a positive way of life. Self-esteem expert Jess Weiner and Dr. James Beckerman create a dynamic duo that explores the psychological and scientific aspects to foster steady weight loss. Together we will learn how moderate exercise, nutrition and self-awareness can give you a fullness you’ve never known. We will also explore strategies for healthy eating and the link between diabetes and cancer.

Speakers: **Dr. James Beckerman**, cardiologist, Providence Heart and Vascular Institute and author, *The Flex Diet*

Jess Weiner, self-esteem expert, Dove’s global ambassador for self-esteem, columnist and author

Special Guest Speaker: **Chrissy Wellington**, nutritionist, Canyon Ranch

Host: **Kirsten Wyzanski**, global director of Communications and Programs, Boston Scientific

Branded By: Boston Scientific

SOCIAL MEDIA MR 153

The Zen of Social Media Marketing

Yes - you are on Facebook, LinkedIn, and maybe even Twitter. But, now what? It has never been as easy, as efficient, or as quick as it is now to reach people and get known. How can you take your social media game to the next level? This intermediate workshop goes beyond the basics and offers something for everyone - whether you are a professional looking to use social media to build your brand and network, or an entrepreneur looking to market and land new business. Shama Kabani, dubbed an “online marketing shaman and a master millennial of the universe” by FastCompany.com shows you how—and how to not get overwhelmed in the process. Focused on easy-to-implement, “Zen-minded” methods and techniques, you will learn:

- How to drive traffic to your sites to generate qualified leads and expand your networks
- How to use social media to brand yourself online and proactively manage your reputation
- How to find and create strategic joint venture (JV) relationships using social media
- Where social media marketing fits in the bigger marketing picture and how to measure your efforts
- The #1 reason people fail at social media marketing... and how to avoid that mistake

Speaker: **Shama Kabani**, president, The Zen Marketing Group and named one of the 10 Most Influential and Powerful Women in Social Media

Host: **Mary Beth Hawkins**, president, New England chapter, Women of AT&T

Branded by: AT&T

Session I 10:00 – 11:00am

REINVENTION MR 253

Second Acts: Real-World Stories of Reinvention

Regardless of age or circumstance, we all have the power to create a second act and reinvent ourselves – especially as we gain experience and learn from those experiences. This session will bring real stories of real women who created their second acts personally or professionally. Attendees will learn through their experiences how to overcome obstacles and find their passion to seize that new opportunity regardless of age or circumstance.

Moderator: **Gina Otto**, award-winning author, producer, social entrepreneur and children's advocate

Panelists: **Kimberly Kissam**, co-founder, Isabel Harvey

Leigh Hurst, founder, Feel Your Boobies

Barbara Lynch, James Beard award-winning chef and CEO, Barbara Lynch Gruppo

Bobbie Weiner, film industry makeup artist, business entrepreneur and author

Host: **Karen A. Kirkwood**, vice president, Corporate Communications, Thermo Fisher Scientific

SMALL BIZ/ENTREPRENEURSHIP MR 160

SPARK & HUSTLE: PART 1 How to Put “Spark” into Your Pitch

Selling your story – whether to investors, business partners, customers, employees or the media – is critical for small business owners and entrepreneurs. The first part of this two session workshop brings you face-to-face with renowned small business experts to teach you how to develop your best pitch. Using interactive exercises, attendees will learn how to:

- Create a concise message
- Capture and engage your audience
- Build and exude confidence in yourself and your concept
- Deliver with clarity to wow your listeners

Speakers: **Tory Johnson**, founder and CEO, Women for Hire and workplace contributor, *Good Morning America*

Lena West, CEO & founder, xynoMedia Technology and creator, The Technology Diet

Host: Representative **Linda Dorcena Forry**, chairman, Joint Committee on Community Development and Small Businesses

YOUNG WOMEN'S PROGRAM MR 257AB

The following session is designed specifically for junior and senior high school girls participating in our Young Women's Program.

Part 1: 10:00am 10:30am

Rebuilding Trust One Step at a Time

Marion Jones is one of the world's most celebrated athletes. A former champion track and field star, she voluntarily returned five Olympic medals after admitting to using performance-enhancing drugs. After her very public fall from grace, Jones committed to starting over one step at a time and has dedicated her life to rebuilding the trust of her family, friends and fans. In 2009, after a 13-year absence, Jones refocused on her professional comeback and returned to her first love – basketball – in the WNBA, where she was officially introduced as a member of the 2010 Tulsa Shock team. In this intimate session, Jones will share her very personal story of her public fall from grace and address the lessons she learned around character and trust along her path to recovery.

Speaker: **Marion Jones**, former Olympic athlete and retired WNBA Player

Part 2: 10:30 am 11:15am

Be the First: The Fun Way to Live Fearlessly!

Being the first means breaking a barrier to do something that no other person has done before you -- within your family, school, community, or even US history! It seems the most memorable moments in life are firsts, too. Your first job, first day of high school, first speech, even your first big conference. These experiences can be downright scary but are also exhilarating! Will you be the first to get accepted into an Ivy League school on full scholarship? The first to start her own business? Get published in a magazine? Win every game of the season? Meet the president? BE the president?! Dream big! But more importantly, MAKE IT HAPPEN! It doesn't matter if you don't know any celebrities or don't have a million dollars. Using the power of the Internet and tools like Facebook, YouTube, and Twitter, you can create your own connections, develop your own expertise, and choose your own adventures. Chances are you won't just achieve your dream - You'll discover new dreams you never even knew you had! In this workshop, get ready to create your game plan, have fun, and make new friends!

Speaker: **Tammy Tibbetts**, founder and president, She's the First

Host: **Linda Driscoll**, Founder & CEO, Dream Big!

Session II 11:30 – 12:30pm

CAREER ADVANCEMENT 201 Ballroom W

Take the Lead: Motivate, Inspire, and Bring out the Best in Yourself and Everyone Around You

Why is it that some people challenge us and motivate us to rise to our best abilities, while others seem to drain our energy and spirit? What is that particular quality people have that causes others around them to fully engage and feel connected? What is that magical quality that brings out the best in people, and is it a secret held by a precious few or something available to us all? With a front row seat in some of our nation's most prestigious governmental, academic, and business institutions, accomplished expert Betsy Myers will explore ground-breaking research to answer these questions. She will also share her first-hand experiences having witnessed both leadership success and leadership failure in places large and small, public and private and show you how to motivate, inspire and take the lead.

Speaker: **Betsy Myers**, author, public servant, advocate and founding director, Center for Women & Business, Bentley University

Host: **Wendy Capland**, founder and CEO, Vision Quest Consulting

CAREER ADVANCEMENT 201 MR 153

How to Impact Change: Real-World Advice for How You Can Influence and Make a Difference

Women can impact tremendous change. This panel will explore a diversity of areas in which women can impact change including politics, education, media, business and community. We will offer first hand perspectives of women who are impacting change and illustrate why it is critical to get involved and how you can make a difference and influence the world around you.

Panelists: **Maria M. Ebrahimji**, journalist, executive editorial producer, CNN and co-editor, I Speak for Myself

Carol Fulp, senior vice president of brand communications and corporate social responsibility at John Hancock Financial and representative, General Assembly, United Nations

Kyla Lapierre, senior vice president, State Street Corporation

Jane Swift, first woman to serve as Governor of Massachusetts, former State Senator and CEO, Middlebury Interactive Languages

Moderator: **Moirra Forbes**, vice president and publisher, ForbesWoman and host, "Success with Moirra Forbes"

Host: **Carole Simpson**, former news anchor and author, The Newslady

CAREER ADVANCEMENT 101 MR 156

Get Lucky! How Preparation Can Change the Course of Your Career

There's an expression when it comes to the world of work: "luck is when opportunity meets preparation." In today's economy, as "opportunity" continues to dwindle, the hands-down most critical thing you can do to change the course of your career is to up your "preparation" game. If you want to get lucky, you need to make connections, build recommendations, follow industry trends and get the down-low on the companies you're interested in (and competing with). This interactive workshop will provide practical strategies around preparation. We will also explore how LinkedIn, the most effective multi-tasking tool can help you propel your career to the next level. There is a world of luck out there that's ready for you... so what are you waiting for?

Speaker: **Nicole Williams**, connection director, LinkedIn, bestselling author, Girl on Top: Your Guide to Turning Dating Rules into Career Success and founder, WORKS

Host: **Yifan Zhang**, co-founder and president of development, Gym-Pact

PERSONAL DEVELOPMENT MR 253

Psych Yourself Rich: Get the Mindset and Discipline You Need to Build Your Financial Life

It's no secret that money is emotional. Our feelings, biases, fears and insecurities (and over-securities) often trigger our financial decisions. We obsess over finding the right answers to questions like: How much should I spend on a house? Do I put more money into stocks? Why am I constantly in a cycle of debt? How do I budget for uncertain times? Why do I make impulsive purchases (like buying a \$500 pair of boots on a \$600 a week salary)? Why would I ever have financed this house with 0% down and an adjustable rate mortgage? This session will put a stop to financial second-guessing by giving you the mindset, discipline, and spirit for building a strong financial foundation and making the best decisions to meet you and your family's goals. You will leave this workshop with the insight, advice and motivation to understand your money issues, establish goals, make smarter decisions and live a more secure life.

Speaker: **Farnoosh Torabi**, personal finance expert, author and TV personality

Host and Special Guest Speaker: **Kyla LaPierre**, consumer market executive, Bank of America

SOCIAL MEDIA MR 157

The New Era of Networking: Innovative Ways to Engage and Mobilize

Social networking has changed the way we as individuals and corporations engage, mobilize and network with clients, customers and each other. This panel will explore the latest social networking tools and provide tactical tips for how you can be successful in the new era of networking by engaging and mobilizing people and initiatives. Whether you are leading a nonprofit, embarking on a new career, or growing a corporation this session offers something for everyone.

Panelists: **Juliette Mayers**, executive director, Multicultural Marketing, Blue Cross Blue Shield of Massachusetts, author and community advocate

Babette Pepaj, founder, Bakespace

Tammy Tibbets, founder and president, She's the First

Moderator: **Samantha Ettus**, personal branding expert, bestselling author and TV personality

Host: **Flora Sah**, senior vice president, State Street Corporation

Branded by: State Street Corporation

Session II 11:30 – 12:30pm

REINVENTION Ballroom E

How to Become Unstoppable

In today's world, the only thing that stands between you and your dreams is YOU. Mel Robbins, a syndicated radio host, author and star of an upcoming relationship show on A&E will help you push past your self-imposed limits to get what you truly desire. This interactive workshop will explore the psychological and social factors that repeatedly hold you back, and more important, teach you a unique strategy for getting you where you want to be: you must learn to outsmart your own brain. You will leave with the knowledge and tools you need to push past your own issues and insecurities. Drawing on the latest neuroscientific research, callers from her syndicated radio show, and the ideas she tested in her own life (and on her unsuspecting family), Mel will show you what works and what doesn't so you can become unstoppable.

Speaker: **Mel Robbins**, author, relationship expert, syndicated radio host, star of A&E's "Monster In Laws"

Host: **Diana Scott**, SVP Human Resources, John Hancock Financial

Branded by: John Hancock Financial

SMALL BIZ/ENTREPRENEURSHIP MR 160

Part 2: Spark & Hustle

The Spark Tank: Pitch to the Pros

You just learned how to put "Spark" into your Pitch – now is your chance to use all that you learned in session one and put your Pitch into action! Will you swim or will you sink? This session provides a unique hands on learning experience. Ten attendees will be selected at random and have the opportunity pitch their product or service to a panel of successful entrepreneurs and small business experts. Judges will provide feedback based on your confidence, ability to deliver a concise and convincing message and capacity to capture and engage the audience. Even if you are not one of the ten to Pitch, you will learn the critical do's and don'ts as your peers jump into the tank.

Guest Judges: **Sara Campbell**, designer and entrepreneur, Sara Campbell Designs

Johanna Myers McChesney, co-founder, Isis Parenting, Inc.

Lida Orzeck, co-founder, Hanky Panky

Lena West, CEO & founder, xynoMedia Technology and creator, The Technology Diet

Moderator: **Tory Johnson**, founder and CEO, Women for Hire and workplace contributor, "Good Morning America"

Host: **Heather Connor**, senior director, US Communications, EMD Serono

YOUNG WOMEN'S PROGRAM MR 257AB

The following session is designed specifically for junior and senior high school girls participating in our Young Women's Program.

Part 1: 11:30 am - 12:00 pm

Finding Your Passion

While growing up in South Boston, Barbara got her first kitchen job cooking at a local rectory at age 13. It was in high school, however, that an influential home economics teacher and a job working with Chef Mario Bonello at Boston's esteemed St. Botolph Club piqued her interest in one day becoming a professional chef. After a lot of work and determination, James Beard Award-winner Barbara Lynch is now regarded as one of Boston's, and the country's, leading chefs and restaurateurs. This session will explore how Barbara found her passion and overcame tremendous personal challenges and obstacles to follow her dreams and achieve success.

Speaker: **Barbara Lynch**, James Beard award-winning chef and CEO, Barbara Lynch Gruppo

Part 2: 12:00 pm – 12:45 pm

Operation Beautiful: Transforming the Way You See Yourself One Post-It Note at a Time

Caitlin Boyle discovered purpose through battling negative self-talk. Tired of hearing her own inner voice telling her she wasn't good enough, blogger Caitlin scribbled "You are beautiful!" on a post-it, stuck it on the mirror of a public bathroom, took a picture and posted the photo on her blog. A movement, "Operation Beautiful," was born. The mission: post anonymous messages in public places to encourage others. Thousands of notes have been posted all over the world, in many different languages by people of all ages. The "Operation Beautiful" book launched last August; Caitlin has been featured on "The Today Show," on the OWN Network, and in magazines such as *Glamour*, *Fitness*, and *Self*. She was also chosen by Yahoo! as one of the "Top 10 Inspiring Stories of 2010." This interactive workshop will explore ways to increase your self-confidence, understand negative message in our media and learn methods to overcome that negativity.

Speaker: **Caitlin Boyle**, founder, Operation Beautiful

Host: **Dr. Lisa Bender**, MITRE

Expert Exchange Sessions 3:00 – 4:00 pm

New this year, expert exchange sessions provide attendees with the opportunity to gather with peers in a smaller setting to learn from experts. These sessions are discussions focused on career or personal development topics will share best practices and lessons learned. In addition to valuable knowledge sharing, they provide a great peer networking opportunity.

Expert exchange sessions are designed to be intimate; therefore capacity will not exceed 150 participants. Seating is first-come, first-served, and doors will close once we reach capacity.

EXPERT EXCHANGE 1MR 151

Taking Your Personal Network to the Next Level

Join State Street's Pamela Paton, SVP, Corporate Development and Global Relationship Management and chair of the Global Professional Women's Network, and Julie Haskell, VP, Global Inclusion — along with several leaders of the company's Women's Networks — to discuss ways to take your personal network to the next level. Building a well-rounded professional network can actually be easier than it seems. Come to this session to learn from others, share best practices and potentially make a few new connections of your own.

Speakers: **Julie Haskell**, vice president, Global Inclusion, State Street

Pamela Paton, senior vice president, Corporate Development and Global Relationship Management, and chair, Professional Women's Network, State Street

EXPERT EXCHANGE 2 Ballroom W

Achieving Balance in a 24/7 World

Thanks to Apple, smart phones and laptops we live in a world where we are connected at all times. As great as it is to be connected, the wonderful technological advancements of recent decades have also paved the way to a pace of life that is amped up beyond what some us can manage. Whether you are single, married or caring for others — balance is an issue and is necessary for personal and professional success. This discussion will explore strategies to help you focus on quality of life instead of quantity. You will learn strategies for time and task management and learn how to put focus back into the things that truly matter most to you so that you can feel successful in all aspects of life.

Speaker: **Stacy Schaeffer**, director, business operations for global alliances, EMC

EXPERT EXCHANGE 3 MR 153 A

Cultivating Female Leaders

What does it mean to be a female leader of change and innovation in the corporate world? How can senior and executive managers make strategic, tactical and creative decisions to improve our workplace and community? Lisa DeSisto of The Boston Globe and Boston.com, and a panel of well-known and respected community leaders, including Barbara Goose, Executive Director of Digitas Boston, and Stephanie Sonnabend, CEO and President of Sonesta Collection, will discuss these important and thought-provoking questions with their audience. Audience members will collaborate with Lisa and the panelists to identify opportunities to foster, support and develop female leadership.

Speaker: **Lisa DeSisto**, Chief Advertising Officer, Boston Globe

EXPERT EXCHANGE 4MR 156

Leading Through Change

Denise Kaigler knows what it means to lead change. She arrived at Boston Scientific new to the medical field, at a time of challenge for the company, and is currently leading a wholesale transformation of its corporate communication structure and strategy. In this session, Kaigler will draw on lessons from her time at Boston Scientific and her previous experience at Nintendo and Reebok to explore the challenges involved in leadership at times of transformation. She will describe the unique blend of toughness and transparency that enabled her — and can enable other women — to succeed in “Leading through Change.”

Speaker: **Denise Kaigler**, senior vice president, Corporate Communications, Boston Scientific

EXPERT EXCHANGE 5MR 157

Staying Healthy on the Go

As a busy executive in a global company, Lynn Taylor, Vice President, Government Affairs at EMD Serono, will share her health & wellness tips and strategies. Lynn incorporates a healthy lifestyle into her work and travel schedule and will share her strategies & philosophies on healthy eating, finding time to exercise, stress management, and suggestions on how to encourage your employer to adopt healthy living benefits.

Speaker: **Lynn Taylor**, vice president, Government Affairs, EMD Serono

Expert Exchange Sessions 3:00 – 4:00 pm

EXPERT EXCHANGE 6MR 160

Your Authenticity and Company Norms: Where is the Line When Conflict Occurs?

At any stage of your career it's essential to stay true to yourself. However, certain business climates and external pressures may tip your scale to compromise. Where do you draw the line? In this candid session, discover how to develop into the type of leader you want to become and create a leadership style of your own.

Speaker: **Beth Carlson**, vice president, learning, Raytheon

EXPERT EXCHANGE 7MR 253

Financial Considerations for Families of Children with Special Needs

Having children with special needs (whether behavioral, psychological or physical) can present tremendous financial challenges. This important session will help you step beyond your emotions to create a financial planning strategy and ultimately preserve your child's quality of life based on your unique needs. Attendees will learn how to conduct an analysis of your current situation including your child's short-and-long-term financial and health care needs. You will also learn what government assistance is available (including Supplemental Social Security Income, disability benefits and Special Needs Trust to name a few) and explore how and where to integrate this into your overall plan.

Speaker: **Mary Mullin**, financial and investment planning expert, Merrill Lynch

EXPERT EXCHANGE 8 Ballroom E

MamaNation: The Professional Mom's Tool Kit

Working moms are more talented than circus jugglers, managing a tug of war between kids, family and their careers. From the boardroom to the bedroom, this session will offer ten change-your-life tactics to take with you for a happier, more efficient and successful life.

Speaker: **Samantha Ettus**, personal branding expert, bestselling author and TV personality

EXPERT EXCHANGE 9 MR 257AB

Strategies for Successful Transitions and Second Acts

The three authors of "The Miracle Chase: Three Women, Three Miracles and a Ten Year Journey of Discovery and Friendship" will explore how to make your ideal real and how to turn your dreams into destiny. Sharing the skills they used in imagining, collaborating, researching, writing, publishing and marketing their book, these remarkable women will help you identify, articulate and imagine your "Second Act" — be it a book, a business or substantive life change. By identifying and reframing the barriers that you believe stand in your way, you will be able to take the next step towards becoming fearless; recognizing that the whole universe is a network of connections waiting to help you accomplish your dreams.

Speakers: **Joan Luise Hill, Katie Mahon and Meb Phillips**, co-authors, "The Miracle Chase"

EXPERT EXCHANGE 10 MR 258

The Inside Scoop on How to Get Published

Attend this session to learn the basics of publishing and see how rejection doesn't mean the end of your dream if you're willing to work hard. Led by award-winning author Maria Murnane, who went from self-published to traditionally published through creativity and sheer perseverance, Maria will explore the pros and cons of each publishing route and how to weigh them against your goals as an author. Maria will offer practical marketing strategies to attract the attention of both readers and traditional publishers.

Speaker: **Maria Murnane**, author, "Perfect on Paper" and "It's a Waverly Life"

EXPERT EXCHANGE 11 MR 153 B

Spirit Junkie: How to Bridge Spirituality into Everyday Life

Led by bestselling author and speaker Gabrielle Bernstein, we will explore how to release fears, change your perceptions, and create a life you're psyched to wake up for. We will offer practical applications for age old spiritual principles and meditation. This discussion will demystify spirituality and inspire you to shift your perspective to create positive change.

Speaker: **Gabrielle Bernstein**, best-selling author and life coach