# Conference Schedule

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 8:30am</td>
<td>Registration, Health &amp; Wellness Exhibition</td>
<td>North Lobby</td>
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<tr>
<td>7:30 - 8:30am</td>
<td>Health &amp; Wellness Pavilion</td>
<td>Hall A</td>
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<tr>
<td>8:30 - 9:45am</td>
<td>Opening Keynote Session</td>
<td>Hall A</td>
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<tr>
<td>9:45 - 10:15am</td>
<td>Author Signings</td>
<td>Hall A</td>
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<tr>
<td>10:00 - 11:00am</td>
<td>Seminar Session 1</td>
<td>Hall A</td>
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<tr>
<td>11:00 - 11:30am</td>
<td>Networking Break</td>
<td>Hall A</td>
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<tr>
<td>11:30 - 12:30pm</td>
<td>Seminar Session 2</td>
<td>Hall A</td>
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<tr>
<td>12:30 - 1:00pm</td>
<td>Networking Break</td>
<td>Hall A</td>
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<tr>
<td>12:30 - 1:00pm</td>
<td>Author Signings</td>
<td>Hall A</td>
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<tr>
<td>1:00 - 2:45pm</td>
<td>Keynote Lunch</td>
<td>Hall B</td>
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<tr>
<td>2:40 - 3:10pm</td>
<td>Author Signings</td>
<td>Hall A</td>
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<tr>
<td>2:45 - 4:15pm</td>
<td>Power Stage Session &amp; Speaker</td>
<td>Hall A</td>
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<tr>
<td>2:45 - 5:00pm</td>
<td>Suffolk Construction Career Pavilion (Coaches Corner &amp; Resume Reviews)</td>
<td>Hall A</td>
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<tr>
<td>3:00 - 4:00pm</td>
<td>Local Leader “Meet-Ups”</td>
<td>Hall A</td>
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<tr>
<td>3:00 - 4:00pm</td>
<td>Expert Exchange Sessions</td>
<td>Hall A</td>
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<tr>
<td>4:00 - 5:00pm</td>
<td>Encore Workshops</td>
<td>Hall A</td>
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<tr>
<td>5:00 pm</td>
<td>Conference Closes</td>
<td>Hall A</td>
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</tbody>
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**J.C. Monahan**, co-anchor, award-winning nightly news magazine *Chronicle*, WCVB-TV

**Marian Heard**, president and CEO, Oxen Hill Partner and MA Conference for Women board member

**Ann Pardo**, director, life management, Canyon Ranch

**Hannah Grove**, executive vice president and chief marketing officer, State Street Corporation


**Renée Connolly**, head of communications, EMD Millipore and MA Conference for Women board member

**Erin Champlin**, vice president, global business services, EMC Corporation

**Linda Cliatt-Wayman**, principal, Strawberry Mansion High School, Philadelphia

**Jill Larsen**, vice president, strategic talent acquisition and global inclusion, Cisco

**Doris Kearns Goodwin**, Pulitzer prize-winning author and world-renowned historian


**Karen Holmes Ward**, director, public affairs and community services and host and executive producer, *CityLine*, WCVB-TV

**Gloria Larson**, president, Bentley University and MA Conference for Women board member

**Ann Pardo**, director, life management, Canyon Ranch

**Ellen Clegg**, executive director of communications, *Boston Globe*

**Blake Mycoskie**, founder and chief shoe giver, TOMS Shoes and mastermind, One for One global movement

**Kimberly Steimle Vaughan**, chief marketing officer and chief people officer, Suffolk Construction Company, Inc.

**Wendy Carruthers**, senior vice president, human resources, Boston Scientific Corporation

**Be the Change Award Presentation**

**Alison Quirk**, EVP, chief of human resources and corporate citizenship, State Street Corporation and MA Conference for Women board member

**Kerry Washington**, award-winning actress, women’s rights advocate and member, V-Counsel advising Eve Ensler’s V-Day movement
AUTHOR SIGNINGS AND MEET & GREETS
BOOK SIGNINGS WILL TAKE PLACE IN EXHIBIT HALL A

There is an area next to the bookstore where signings will take place.

9:45 AM – 10:15 AM
Susan Cain
Linda Cliatt-Wayman (Meet & Greet only)
Doris Kearns Goodwin

11:00 AM – 11:30 AM
Janine Driver
Karen Finerman
Erica Ariel Fox
Laura Munson
Victoria Pynchon
Amy Richards

12:30 PM – 1:00 PM
Emily Bennington
Cathie Black
Samantha Ettus
Sylvia Ann Hewlett
Tory Johnson
Julia Kirby
Oz Garcia
Liz O’Donnell
Amy Richards
Abigail Trafford
Randi Zuckerberg

2:40 PM – 3:10 PM
Blake Mycoskie

4:00 PM – 4:30 PM
Joanne Chang
Janine Driver
Samantha Ettus
Erica Ariel Fox
Tory Johnson
Laura Munson

4:40 PM – 5:00 PM
Liz O’Donnell
COMMUNITY CONNECTION PAVILION
LOCATED IN THE EXHIBIT HALL

Please take a moment to visit our Community Corner Pavilion, an interactive space presented by State Street Corporation and the MA Conference for Women, located in the exhibit hall. Here, the Conference community will have an opportunity to demonstrate “The Power of Us” by supporting the needs of the communities in which we live.

JOIN OUR 10,000 ATTENDEES TO MAKE A DIFFERENCE AND...

BUILD
Spend a few minutes and volunteer your time today! Building Impact will be hosting a series of hands-on activities to support local nonprofits whose work benefits those less fortunate, especially those organizations with an emphasis on improving the lives of local women and children. Just ten minutes of your time will help us to:

• Assemble a toiletry kit of donated items to be given to homeless women and children. Kits will be distributed to: Rosie's Place, the Women's Lunch Place, and the Elizabeth Stone House.

• Write a letter to a member of our Armed Forces, who is currently in harm’s way. Letters will be distributed through Any Soldier and the Soldiers’ Angels Ladies of Liberty.

• Help create a fleece blanket to be given to low-income families and children during this winter season. Blankets will be donated to various service agencies across the state including: Project Hope, the St. Mary's Center, and Riverside Community Care, among others.

VOLUNTEER
Sign up for a variety of volunteer projects being held from December 2013 to February 2014. There will be more than 250 individual volunteer slots from which to choose at a variety of local nonprofits throughout Massachusetts. Volunteers will be able to help you sign up right away for your opportunity to help make a difference in your community!

CONNECT
For those looking to build their leadership, communication and mentoring skills, be sure to stop by the Connect Space and meet with four impactful organizations who would like to partner with you (Strong Women, Strong Girls, Big Sister Association, Year Up and Crittenton Women’s Union). These organizations provide a continuum of support — from young girls to mature women reentering the workforce.

INTERACT
When individuals come together around shared interests and aspirations, communities form. “The Power of Us” mural is a creative collaboration. Describe what “The Power of Us” means to you and see how the Artist for Humanity team translates your ideas into a creative art piece.

THANK YOU FOR VOLUNTEERING TO MAKE YOUR COMMUNITY A BETTER PLACE, AND THANK YOU FOR BEING A PART OF OURS!
POWER STAGE AND CONNECTION LOUNGE
LOCATED IN THE EXHIBIT HALL

Featuring a diverse mix of speakers and topics related to career and personal development, you don’t want to miss the exciting line up on the Power Stage. Power sessions last 15-20 minutes and offer practical tips and takeaways that are easy to implement in your everyday life. From health, wellness, parenting, small business and entrepreneurship – prepare to be inspired!

POWER STAGE SCHEDULE:

12:35 PM – 12:50 PM
Creating your Personal and Professional Strategies
In this power session, Mary Beth Moynihan will discuss how you can apply business strategy principles to your career choices and development plans to achieve your professional ambitions! Join this session and be ready to create your personal strategy to help you succeed.
Speaker: Mary Beth Moynihan, senior vice president, enterprise strategy and marketing, Boston Scientific @BOSTONSCI

2:40 PM – 2:55 PM
Taking the Entrepreneurial Leap
Knowing if you are really ready to take the leap and start your own business takes more than just a great idea. Attend this power session and learn what it takes to make the next step. From financing to drive and commitment, award-winning chef, author and restaurant proprietor Joanne Chang will share invaluable advice for starting up and succeeding in the entrepreneurial world!
Speaker: Joanne Chang, chef, author and owner, Flour Bakery and Café @JBCHANG

3:00 PM – 3:15 PM
Paradox of Choice: The Evolution of Fertility
In 2013, having a child has evolved from a given—it was expected 60 years ago that all women wanted and would have children and raise a family—to a decision. Does the decision to build a profession and hold off on having children create this paradox—you can have one but not the other? The number of women facing infertility has increased over the last decade as career choices have delayed childbirth until later in life. This session will share how EMD Serono is leveraging their historical experience in infertility, and creating new programs that are aimed to build new choices for women.
Speaker: Cindy Bell, senior director, U.S. new product planning, neurology and immunology, EMD Serono Inc. @EMDSERONO

3:20 PM – 3:40 PM
Five Steps to Making a Shift
#1 New York Times bestselling author Tory Johnson will discuss the five steps to making a major life shift, whether it’s weight loss, relationships or career. Attend this power session and prepare yourself to be inspired and motivated to make your shift happen. Together we will also explore nutrition, wellness and psychological strategies for weight loss and healthy living.
Speaker: Tory Johnson, New York Times best-selling author, The Shift and workplace contributor, “Good Morning America” @TORIJOHNSON
3:40 PM – 4:00 PM

Slicing Your Pie: The Working Mom’s Guide to a More Delicious Life

As the leading lifestyle and parenting coach for working women, Samantha Ettus has helped celebrities, CEOs, entrepreneurs and professional athletes to replace the old image of “balance” and “having it all” with the simple and achievable goal of managing the life you have - in slices. Sam’s power session will prepare you to re-prioritize and rearrange your lifestyle towards happiness and success.

Speaker: Samantha Ettus, best-selling author, Forbes contributor and nationally syndicated radio host @SAMANTHAETTUS

4:00 PM – 4:15 PM

Parenting Teens

Life with Teens is the only national lifestyle magazine about the joys and challenges of parenting teens. Their winter issue features Angie Miller (3rd runner up on this season’s American Idol) and how her mother and family inspired her to Dream Big! Join mother Tana Miller and explore the joys and hardships of parenting teens as well as tips for how you can teach your kids to Dream Big!

Speaker: Tana Miller, contributor, Life with Teens and mother, teen star and American Idol Angie Miller @TANAMILLER

JOIN US AT 4:15 PM FOR A CHANCE TO WIN AMAZING PRIZES AT OUR RAFFLE!

Share highlights from the day and connect with #masswomen
LOCAL LEADER “MEET-UPS”

LOCATED IN THE POWER LOUNGE

Take advantage of this once-in-a-lifetime opportunity to get one-on-one advice from some of Boston’s leading women by asking a question about your career, community and personal development. To meet our Local Leaders, just stop by! You do not need to sign up in advance; they’re first-come, first-served, and we have plenty of time to get your questions answered!

WHAT MAKES THESE WOMEN SO REMARKABLE? WHY IS THIS A DON’T-MISS OPPORTUNITY? REVIEW THE LOCAL LEADER “MEET-UP” SCHEDULE AND READ FOR YOURSELF:

12:30 PM – 1:00 PM

There is a reason why City Year’s Maureen Alphonse-Charles has been honored by the Boston Junior Chamber of Commerce as one of the ten most outstanding young leaders in Boston and twice nominated as a top recruitment expert by Boston Women’s Business Journal. With over two decades of experience focused on talent acquisition, recruitment and on-boarding, she can help you improve your leadership and teach you the qualities and attributes that create the best leaders of today. @CITYYEAR

The Boston Globe/Boston.com’s social media marketing manager Elizabeth Carr-Comeau is not only a digital marketing guru but is the first baby born through in-vitro fertilization in the United States. She is a frequent speaker about fertility and in-vitro fertilization and blogs about her health and wellness expertise and personal fitness journey. There is no shortage of questions for you to ask this remarkable leader! @THEBOSTONGLOBE

Jo McChesney is an entrepreneur with over 18 years of experience in consumer products and services across the wellness and parenting industries. With two start-ups under her belt including Isis Parenting and Tashmoo Enterprises, tap into her expertise to help you with your start-up, fundraising and entrepreneurial endeavors. @ISIS_PARENTING

As the president and CEO of Dimock Center, Dr. Mychea Minter-Jordan transformed the health center facility into a medical home, having spearheaded a $4.9 million dollar grant. From practicing medicine to the instruction of medicine to running an organization, the range of experience can help you navigate your own transformations. @THEDIMOCKCENTER

From her current role as executive director of Room to Grow to past roles at United South End Settlements and the Home for Little Wanderers, Robyn Carter has dedicated her career to improving the lives of children and families across the greater Boston area. Meet Robyn and learn how you can get involved and make a difference in your community! @ROOMTOGROWORG

Nicki Maher is the vice president and the woman behind Alex and Ani’s powerful Charity by Design division, which has exceeded $4 million in donations to partners. Meet this passionate business leader and learn how philanthropy can be integrated into your daily life, allowing you to impact positive social change within your community and work. @NICKIMAHERN @ALEXANDANI @CHARITYBYDESIGN

An honors graduate of Harvard College with a degree in Applied Mathematics and Economics, Joanne Chang left a career as a management consultant to enter the world of professional cooking. She has flourished in the kitchen and as a rising entrepreneur having opened Flour and Myers + Chang. In South End. Whether you want to talk about cooking, starting a business or running (she competed in every Boston Marathon from 1991 – 2006) don’t miss your chance to meet this award-winning star! @JCHANG

1:30 PM – 3:30 PM

As a commissioner with the Massachusetts Commission on Indian Affairs and the executive director for the North American Indian Center in Boston, Joanne Dunn is committed to social justice for all Native American Indians, encouraging empowerment, pride and promoting greater self-sufficiency.

The Boston Harbor is instrumental to Boston, and Vivien Li is instrumental as the president of The Boston Harbor Association which promotes a clean, alive and accessible Boston Harbor. See how she and TBHA built a swimmable harbor and promoted an environmentally sustainable working port, and learn what you can do to be more environmentally conscious and help protect our Boston! @VLI_THBHA

Dr. Esther Pearson is a mathematician, technologist and educator dedicated to encouraging urban students to pursue science, engineering and technology careers. Meet Dr. Pearson and see for yourself why her creation - the STEPS program (Science, Technology, Engineering, and Pre-Engineering Program Studies) - was acknowledged as a national model by the National Association of Minority Engineering Program Administrators (NAMEPA).

Meet Beverly Morgan Welch, the director of the Museum of African American History, and learn about the powerful history of New England’s 18th and 19th century black abolitionists and entrepreneurial communities. Beyond the work she is doing at the Museum, come armed with questions about the arts, New England history, education and the non-profit sector! @MAHMHMUSEUM

3:30 PM – 4:00 PM

Catherine D’Amato has been a tireless advocate for the hungry for over 32 years. In her current role as president and CEO of the Greater Boston Food Bank she runs New England’s largest hunger relief organization, which she has transformed into a nearly $60 million charitable business that distributes more than 37 million pounds of food and grocery products annually. Named to Boston’s 2012 “Most Powerful 100,” this seasoned leader can share tips for how you can affect change and shatter the glass ceiling at the same time. @GRBSPOSFOODBANK

The Obama administration appointed Carol Fulp to represent the U.S. at the U.N., and Boston named her as one of the Top 50 Most Influential Women in 2011. Using her first hand experiences at the president & CEO of The Partnership, Inc. and former SVP of brand communications and corporate social responsibility at John Hancock Financial, she will show you how to empower communities and change lives. @CAROL_FULP

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. Recently featured in the Wall Street Journal, Cordes Larson is the board president of the MA Conference for Women. Now is your chance to meet her and to learn how you can empower yourself and make a difference in your profession and community. @BENTLEYU

Meet your personal local leader who represents the U.S. at the United Nations and the president of the National Association of Minority Engineering Program Administrators! @NAMEPA

MACONFERENCEFORWOMEN.ORG

Share highlights from the day and connect with #masswomen
The Massachusetts Conference for Women is committed to your health and wellbeing. Open all day from 7:30 am – 5:00 pm, the Pavilion will feature:

• Health and wellness experts
• Comfortable and peaceful relaxation in our luxurious lounge
• Strategies to achieve optimal health and prevention
• Informative health screenings

DON’T MISS THE EXCITING HEALTH SESSIONS SCHEDULED ON THE POWER STAGE IN HALL A:
(located in the exhibit hall near the Health & Wellness Pavilion)

3:00 PM – 3:15 PM
Paradox of Choice: The Evolution of Fertility
In 2013, having a child has evolved from a given—it was expected 60 years ago that all women wanted and would have children and raise a family—to a decision. Does the decision to build a profession and hold off on having children create this paradox—you can have one but not the other? The number of women facing infertility has increased over the last decade as career choices have delayed childbirth until later in life. This session will share how EMD Serono is leveraging their historical experience in infertility, and creating new programs that are aimed to build new choices for women.
Speaker: Cindy Bell, senior director, US new product planning, neurology and immunology, EMD Serono Inc. @EMDSERONO

3:20 PM – 3:40 PM
Five Steps to Making a Shift
#1 New York Times bestselling author Tory Johnson will discuss the five steps to making a major life shift, whether it’s weight loss, relationships or career. Attend this power session and prepare yourself to be inspired and motivated to make your shift happen. Together we will also explore nutrition, wellness and psychological strategies for weight loss and healthy living.
Speaker: Tory Johnson, New York Times best-selling author, The Shift and workplace contributor, “Good Morning America” @TORYJOHNSON

JOIN US AT 4:15 PM ON THE POWER STAGE FOR A CHANCE TO WIN AMAZING PRIZES AT OUR RAFFLE!
The Massachusetts Conference for Women is thrilled to offer the newly enhanced 2013 Career Pavilion, presented by Suffolk Construction. It features local and national career experts, coaches and professionals to address your most pressing questions and challenges. The Suffolk Construction Career Pavilion provides you with intimate and unique opportunities to best position yourself on the job, enhance your career skills and network with peers. Don’t miss out on these offerings:

**EMPLOYMENT OPPORTUNITIES**
Boston Scientific’s Talent Acquisition team will be available to speak with you about the employment opportunities at Boston Scientific and what it is like to work at a leading medical device company. Their Women’s Network Employee Resource Group will be on hand to tell you more about their group and how women are engaged in professional development, leadership, and community involvement within the organization.

**COACHES CORNER**
3:00 – 5:00pm
The newly minted Coaches Corner program is designed to give Conference attendees an opportunity for one-on-one “speed coaching” sessions with an accredited coach from International Coach Federation (ICF) New England. This is a great private opportunity to take what you learned at the Conference and turn it into action!

Sign up between 7:30 – 8:30 am in the Coaches Corner area. Or come anytime between 2:45 – 5:00 pm to join our standby line.

Coaches listed are those confirmed as of print date and are subject to change.

- Sibel Babacan, Dr.Bee Organizing Solutions
- Marie Bankuti, Tether Free Vision Inc.
- Jonathan Bates, PaperRoom Institute
- Ted Behr, Expressway to Success
- Heidi Bellamente, SRA International
- Michael Bloom, Bloom Coaching and Performance LLC
- Lisa Borchetta, Firebird Life Coaching
- Karen Carmody, Chrysalis Coaching & Consulting
- Janice Cohen, Courageous Leadership Coaching
- Maria Cummins, Cummins Coaching and Training
- Star Dargin, star leadership
- Meredith DiMola, Life’s Work Career Coaching
- Grace Durfee, Balance with Grace
- Denise Ebacher, King “Catalyst Associates”
- Marilyn Edelson, OnTrack Coaching & Consulting
- Amy Falk, Syndala Life Coaching
- Michel Fitos, Michel Fitos Coaching
- Lori Fortuna
- Jacqueline Franklin, Coach2Growth
- Margaret French, Living Whole Coaching
- Susan M Gallant, SM Gallant
- Nance Goldstein, Working Wisely Group
- Gwynne Guzzeau, Envision Growth
- Heather Holmes, Floyd Compass Coaching and Consulting
- Martha Hopewell, Seven Centers Leadership Consulting
- Maureen Letendre, In Demand Coaching
- Elaine MacLellan, Performance Development Inc
- Stephanie Marisca, Empowerment Coaching
- Laurie McAnaugh, Access Your Power Life Coaching
- Liz McGrory, Coach LizzyMc
- Debra McLaughlin, The Renegade Leader Coaching and Consulting Group
- Sue McLeod, S E McLeod Services, LLC
- Wynne W Miller, The Miller Group
- Tracy Mindess, Tracy Mindess Coaching
- Andrea Novakowski, Coach Andrea
- Karen O’Donnell, Autonomy
- Wayne Peacock, Responsible Stewardship
- Marie Peeler, Peeler Associates
- Rachel Peterson, Be Seen Coaching
- Bonnie Petrovich, Bonnie Petrovich Consulting
- Trish Pratt, Trish Pratt and Assoc.
- Dawn Quesnel, Career Life Balance
- Kim Ravida, Kim Ravida Coaching
- Alan Seale, Center for Transformational Presence
- Janet Stokes, Center for Redesigning Life
- Sunada Takagi, Mindful Purpose Coaching
- Marcy Tannebaum- Fox Tannebaum- Fox Consulting and Coaching
- Sharon Teitelbaum, dba Sharon Teitelbaum, Life and Career Coach
- Lori Tuominen, Carpe Diem Now
- Aimee Vorsaner, Trump Coaching Group

Additional coaches on hand to help answer questions:
- Karen Burke, President Internatl’l Coach Fed of New England 2013
- Anne Jolles, Chairperson Partnership Mass Conf of Women and ICFNE
RESUME REVIEW
3:00 – 5:00 pm
HR and career service experts from Bentley University will be providing free resume critiques. Don’t miss this opportunity to have a seasoned pro give your resume a “check up” and help you market yourself better in the ever-changing job market!

Sign up between 7:30 – 8:30 am in the Resume Review area. Or come anytime between 2:45 – 5:00 pm to join our standby line.

Resume reviewers listed are those confirmed as of print date and are subject to change.

| Susan Adams, PhD | Cristina Donatelli | Len Morrison |
| Denise Amari | Janet Ehl | Mary Novack |
| Lucy Amello | Trish Garland | Judy Parisella |
| Kathleen Barry | Alyssa Hammond | Angela Pitter |
| Audra Boni | Sharon Hill | Maureen Ricciuti |
| Susan Brennan | Barbara Hyle | Marilyn Santiesteban |
| Dorothy Commons | Tracy Kammerer | Melissa Sawyer |
| Wendy D’Ambrose | Kelly Lehane | Lisa M. Toby |
| Olena Danilchenko | Barbara Lipps | Elisa Vincent |
| Beth Davies | Catherine Maiorana | Sue Watson |
| Ann Dexter | Angela Middleton | |

SOCIAL MEDIA ROUNDTABLES
3:00 - 3:30 pm, 3:35 - 4:05 pm, 4:10 - 4:40 pm
Back by popular demand, the Social Media Roundtables are led by an expert facilitator around a very focused and specific topic within the social media world. They offer an informal and intimate setting to share best practices. Roundtables are discussion-based and will not feature a formal presentation, which ensures each discussion is truly personalized and allows attendees to ask questions relevant to their needs. Roundtables are limited to 10 people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. However, we will offer each roundtable a total of three times to allow attendees the opportunity to participate in multiple discussions on different topics and ensure that participants have another opportunity to join should a table fill up fast. Please refer to the next pages for a detailed schedule of roundtable topics, descriptions and speakers.

Share highlights from the day and connect with masswomen
Understanding that Conference attendees come to the “table” with a very diverse set of social media skills, needs and interests, we are thrilled to offer Social Media Roundtables.

Led by an expert facilitator, roundtables offer an informal and intimate setting to share best practices around a very focused and specific topic within the social media world. Roundtables are discussion based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to their needs.

Roundtables are limited to 10 people per topic and are first-come-first-served. We encourage you to come early to guarantee your spot. However, we will offer each roundtable a total of three times to allow attendees the opportunity to participate in multiple discussions on different topics and ensure that participants have another opportunity to join should a table fill up fast.

Roundtables will take place at the following times in the exhibit hall:
3:00 pm – 3:30 pm; 3:35 pm – 4:05 pm; and 4:10 pm – 4:40 pm

**Roundtable 1: Social Media at Mid-Life: A Crash Course to Learn the Basics**
*Speaker: Judy Freedman*, blogger and communications consultant, aboomerslifeafter50.com and founder, JudiBomergirl Communications LLC  @JUDIBOOMERGIRL

Do you freeze up when someone mentions Facebook, Twitter, LinkedIn, Pinterest or Instagram? Do you ever think “I want to write a blog” but you’re just not sure how to get started? Do wish you knew more about all of those mobile “apps”? Here’s your chance to become more socially savvy. We will explore how you can be more comfortable joining the conversation in the digital age. You will learn about the basics, and leave with some simple – and fun – tools and tactics to help you better navigate and communicate in the online world.

**Roundtable 2: How to Influence with Twitter**
*Speaker: Lena West*, CEO and chief social media strategist, Influence Expansion and Forbes “30 Women Entrepreneurs To Follow on Twitter” @LENAWEST

Led by social media guru Lena West, this discussion will explore why and how Twitter is relevant for everyone and every business. We will share cool Twitter “hacks” to make it easier and more rewarding to use Twitter. Best practices will be shared for increasing and influencing your followers to align with your objectives and goals.

**Roundtable 3: The Power of Pinning: Using Pinterest to Build Your Professional Brand**
*Speaker: Cindy Meltzer*, founder and principal, The Social Craft @CINDYMELTZ

Pinterest has evolved from a fun personal escape to a smart marketing tool, particularly among women. In this session you’ll learn how to set up your boards and start pinning strategically for your professional brand. We’ll discuss the difference between personal and business accounts and how to start building a following. You’ll also learn tips for making your own website Pinterest-friendly.

**Roundtable 4: Networking with LinkedIn**
*Speaker: Karen Yankovich*, CEO, Dimare Group @KARENYANKOVICH

How do you whip your LinkedIn profile into shape, making it stand out from the rest? Attend this roundtable and learn how to create a compelling headline, use the right keywords, and navigate endorsements and recommendations, among many other strategies for success.
SOCIAL MEDIA ROUNDTABLES
LOCATED IN THE CAREER PAVILION IN THE EXHIBIT HALL

Roundtable 5: How to Have your Personal and Professional Online Presence Co-Exist
Speaker: Liz O’Donnell, managing director, Double Forte, author, Mogul, Mom & Maid: The Balancing Act of the Modern Woman and founder, Hello Ladies @HELLO_LADIES
An effective social media strategy requires you to share your personality and authentic voice. But for many women, coached to separate their personal identities from their professional identities, this can be a scary proposition. Learn how to blend your personal with your professional online presences in a way that is comfortable for you. After years of writing her blog anonymously for fear of jeopardizing her career, Liz O’Donnell embraced her authentic voice. Attend this roundtable and learn how she not only found her voice but landed a book deal and her dream job at the same time!

Roundtable 6: How to Create an InstaAwesome Instagram Strategy for your Business
Speaker: Sue B. Zimmerman, founder, Insta-Results, serial entrepreneur and #1 ebook author, Instagram Basics for your Business @SUERZIMMERMAN
Sue B. aka the Instagram Gal will teach you all about Instagram and how to leverage it for your business. In this roundtable she will share top business strategies and lessons learned around common mistakes being made. You will learn how to get the most reach to attract more followers, gain new clients and make more money.

Roundtable 7: Social Media and Branding: It’s About More Than Selling Yourself
Speaker: Elizabeth Carr, social media marketing manager, The Boston Globe/Boston.com @EJCOMEAU @BOSTONGLOBE
The idea here is to look at some successful branding socially and break down why it works -- here’s a hint: Even brands aren’t one-trick ponies. In this roundtable, we will talk about the give and get philosophy; the fluid nature of social media and why timing is so key to branding that works online; and how to find the right people to believe in your brand as much as you do.

Roundtable 8: Blogging Basics
Speaker: Jessica Severson, blogger, “Don’t Mind the Mess” @JESSICAESQUIRE
Blogging gives you a platform to present your voice to the world – attend this roundtable and learn how to find your voice! Using first hand experiences from her blogging career, Jessica will teach you the basic tools you need to get started and share insights for building traffic and attracting readers. Together you will explore tips for overcoming writers block and learn how a blog can help build your business, charity and enhance a community.

Roundtable 9: How to Organize Your Social Media Efforts
Speaker: Lisa Kalner Williams, founder, Sierra Tierra @SIERRATIERRA
So many corporations and small business owners know that they have to “do social media” in order to be relevant -- but few businesses know how to “do social media well.” A lot of it comes down to knowing what you want to get out of your social marketing and how to organize your marketing accordingly. This roundtable will not only help you organize your efforts, but will explore the tools and techniques available to make social marketing easier.

Roundtable 10: Effective Mobile Strategy and Marketing
Speaker: Dana Lynch, founder Amplify! and marketing strategist @DANALYNCHAMP
Are you Missing 85% of Your Audience? Learn how to go with your clients everywhere and never miss a client again! In this roundtable Dana will be share: How the change in technology has flipped marketing on its head – and how this impacts how you reach your customers; The KEY 3 PRONG STRATEGY to stay #TopOfMind with an audience ready to buy your goods and services; and what to implement NOW to make sure you're not missing the 85% of your clients who are looking for you in the one place you probably don’t have a presence.
SESSION I  10:00 AM – 11:00 AM

CAREER ADVANCEMENT 301 .................................................................................................................. MR 153

Pioneering Pay Equity: Strategies to Bridge the Gap, Own Your Value and Negotiate Your Worth

When women are empowered to lead and given the tools and support to do so, they make choices that change history. Why is it then that women are not compensated to reflect our power? Why is it that even in today's age, U.S. women make 77 cents for every dollar a man takes home, on average? In this interactive session, leaders of Mayor Menino's Women’s Workforce Council and negotiation experts will share how Boston is leading the charge to help women achieve pay equity. Attendees will hear from senior executives from leading area companies who are taking concrete and public steps to address these issues and also share tools to help you become a powerful and confident asker. By sharing today's most successful negotiation strategies, you will learn how to monetize your strengths and potential and own your value – not only in your paycheck, but by the position you hold.

Panelists: Dennis Colling, vice president, human resources, Partners HealthCare @PARTNERSNWDS  
Victoria Pynchon, co-founder, She Negotiates and best-selling author, The Grownups’ ABCs of Conflict and Success as a Mediator for Dummies @VICKIEPYNCHON  
Alison Quirk, EVP, chief of human resources and corporate citizenship, State Street Corporation and member, Mayor Menino’s Women’s Workforce Council @STATESTREET  

Moderator: Victoria Budson, executive director, Women and Public Policy Program, Harvard Kennedy School, chairwoman, Massachusetts Commission on the Status of Women and member, Mayor Menino’s Women’s Workforce Council  
Host: Carol Fulp, president and CEO, The Partnership, Inc. @CAROL_FULP  

Branded by: State Street Corporation

CAREER ADVANCEMENT 201 ............................................................................................................. Ballroom W

Achieving EPIC Career Breakthroughs: A Conversation with Cathie Black

The view is different at the top – and a lot of talented women still miss it! But Cathie Black didn’t. Black, who began her career selling ads for Mr. Magazine under Gloria Steinem, rose to become both president and publisher of USA Today and president and chairman of Hearst magazines, where she was responsible for more than 300 publications around the world including Cosmo, Elle, and O, The Oprah Magazine. (She’s the one who convinced Oprah to create a magazine in the first place!). Creating a personal brand and developing an executive presence were key to Black’s success and rise through the ranks. Sharing insider secrets from her personal journey, this session will provide you with practical tools for breakthrough career success. Attendees will learn:

- How to cultivate remarkable executive presence
- Strategies to create a personal brand that aligns with your short-and long-term career goals
- Tools for networking within a large organization, including how to become visible without being annoying
- Advice to help you effectively lead change - both within yourself and your organization

Speaker: Cathie Black, former president & chairman, Hearst Magazines, best-selling author & Forbes “50 Most Powerful Women in Business”  @CATHIEPBLACK  
Moderator: Emily Bennington, author, Who Says It’s a Man’s World: The Girl’s Guide to Corporate Domination @EMILYBENNINGTON  
Host: Marcy Reed, president, MA jurisdiction, National Grid @NATIONALGRIDUS  

Branded by: National Grid

CAREER ADVANCEMENT 201 ............................................................................................................. MR 258

Innovation Uncensored: Inspiration to Ignite your Project, Career and Workplace

Creativity can’t be forced, and everyone hits a wall at times – even seasoned leaders and entrepreneurs. Is your CEO breathing down your neck? Is your top client hovering and waiting for that next big idea? Are your teammates and employees uninspired? While innovation can be elusive at times, there are practical and easy ways to cultivate an innovative and creative workplace that drives bottom line results. This session will explore how you can create a constant exchange of ideas and implement techniques to ignite your project, company and career. Attendees will have the opportunity to learn from a panel of the nation’s leading innovators to learn how they generated ideas and ultimately executed.

Panelists: Renata Mutis Black, humanitarian, chairwoman, Seven Bar Foundation and vice chair, YPO @RENATA_M_BLACK  
Antonia Dunbar, co-founder, Thinx @ANTONIALADUNBAR @SHETHINX  
Jill Larsen, vice president, strategic talent acquisition and global inclusion, Cisco @CISCO  
Vina Leite, senior director, human resources, EMC Corporation @EMCCORP  

Moderator: Sylvia Ann Hewlett, economist, HBR blogger and CEO, Center for Talent Innovation Center @SAHEWLETT  
Host: Brenda Becker, senior vice president, global government affairs, Boston Scientific @BOSTONSCI  

Branded By: Boston Scientific
Winning from Within: Breakthrough Negotiations for Leading, Living and Lasting Change

Internationally renowned negotiation and conflict resolution pioneer Erica Ariel Fox offers a forward-thinking approach to mastering the art of negotiations by mastering the “negotiation within.” Recognizing that some of the most important negotiations start from within ourselves rather than with others, Fox shares how to master your “inner negotiators” to get more of what you want and improve your relationships. Using insights from Western psychology and Eastern philosophy to resolve the gap between what people know they should say and what they actually do, Fox will provide a map for understanding your inner world and offer a method for sorting yourself out. Whether you are working with a difficult client, trying to get more from your team or developing your highest leadership potential and value this workshop will prepare you to lead, live and create lasting change. Together we will:

• Learn what it means to “negotiate with yourself”
• Recognize key inner negotiators
• Leverage different inner negotiations for distinct results
• Use the “Beyond Yes” method to negotiate effectively with yourself in order to deal successfully with other people

Speaker: Erica Ariel Fox, J.D., lecturer, Harvard Law School, founding partner, Mobius Executive Leadership and author @ERICAARIELFOX
Host: Nuria Canete, president, Women’s Network, Raytheon @RAYTHEON
Branded by: Raytheon

How to Use Body Language to Influence Human Behavior and Enhance Your Presence

Effective application of rapport building and people reading skills are essential to succeed in today’s world. Leaders with presence have the ability to influence others through interpersonal relationships, are open to meeting new people, can establish rapport and find a way to connect with others. Award-winning “human lie detector” and communications expert Janine Driver will help you better understand the impact of your non-verbal and verbal communications on others. Through use of her cutting-edge new body language strategies you will learn how to read others’ hidden emotions and build better relationships to ultimately enhance your presence, improve your business impact and expand your networks both in the workplace and in life.

Speaker: Janine Driver, lie detector expert and New York Times best-selling author, You Can’t Lie to Me @JANINEDRIVER
Host: Jessica Crimmins, vice president, corporate communications and event management, Santander US @SANTANDERBANKUS
Branded by: Santander US

How to Make a Budget, Stick to It and Live Large!

How financially savvy are you? This interactive workshop will offer personal budget philosophies for achieving financial security. You will learn how to incorporate these strategies into a budget that works for you, allows you to keep your spending on track and still enjoy life each day!

Speaker: Karen Finerman, contributor, Fast Money, co-founder and president, Metropolitan Capital Advisors, Inc. and author @KARENFINERMAN
Host: Blythe D. Berents, vice president, financial solutions advisor, Bank of America @BOFA_COMMUNITY
Branded by: Bank of America

Driving Social Good and Change through the Power of the Workplace

Through access to networks, employees and customers, the workplace – regardless of size, sector or purpose – has the unique power to act as force multipliers to impact social change and make a difference. This session will explore the various ways that employees and entrepreneurs can use a work or corporate infrastructure to give back, volunteer and make an impact locally, domestically or globally. This session will use experiences from real-life change agents to offer inspiration and advice for how you can engage and make a difference within your workplace. Attendees will explore:

• How to find out if your company has employee networks dedicated around these initiatives
• How to start an initiative if your organization doesn’t already have something
• How to work with your company to ensure that corporate and social responsibility is part of their mission
• How to integrate philanthropy and social responsibility into the mission and financials of your small business

Panelists: Nicki Maher, vice president, Charity by Design, Alex and Ani @CHARITYBYDESIGN @ALEXANDANI
Eileen Howard Boone, senior vice president, community relations and philanthropy, CVS Landmark @EILEENBOONECSR
Denise Kaigler, senior vice president, corporate affairs and communications, Boston Scientific @DKAIGLER
Deborah Buresh Jackson, founder and CEO, PlumAlley.co and rated Forbes “Women Changing the World” @DBDJ1007
Moderator: Shivani Siroya, founder and CEO, InVenture @INVENTURE
Host: Mike Scannell, senior vice president, head of talent acquisition and global inclusion, State Street Corporation @STATESTREET
**REINVENTION** ................................................................. Ballroom E

**Season of Unlikely Happiness: Getting What You Want by Getting Out of Your Own Way**

*New York Times* best-selling author Laura Munson is an expert in perseverance and dealing with rejection (both personally and professionally). What happens when we hear “I don’t love you anymore,” “You didn’t get that job,” “Your mother has cancer?” In this session, Laura Munson talks from personal experience about the power of the present moment and awareness of self to surrender the past and reinvent the future into the reality of what is. Attendees will:

- Learn how to claim your life
- Identify where you are stuck
- Get out of victim-stanced thinking and into practical creative thinking
- Reinvent your life to get what you want
- Define a statement of intention that can be referred to for daily affirmation, focus and guidance

*Speaker: Laura Munson,* *New York Times* best-selling author, *This is Not the Story You Think It Is: A Season of Unlikely Happiness* @LAURAMUNSON

*Host: Bridget Hindle,* senior vice president and director, corporate learning, knowledge and development, Santander @SANTANDERBANKUS

**YOUNG WOMEN’S PROGRAM** .................................................. MR 156

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

**MAKing a Life Plan That Best Reflects You!**

As you embark on life beyond high school, it’s only natural to ask yourself “What do I want to be when I grow up?” Perhaps you would be happier and more successful in life by asking yourself “Who do I want to become when I grow up?” Rather than follow a path of what you think is expected, this session will help you create a life plan that reflects your unique strengths, skills and passions. Using MAKERS, the largest platform for contemporary women’s stories, attendees will walk away armed with the inspiration and practical advice to make your best life plan and create a life that best reflects you!

*Speaker: Amy Richards,* writer, activist and producer, Makers @HEYMSAMELIA

*Host: Ruth Bramson,* CEO, Girl Scouts of Eastern Massachusetts @GSEM,CEO

**SESSION II  11:30 AM – 12:30 PM**

**CAREER ADVANCEMENT 301** .................................................. MR 253

**Debate: Management vs. Leadership**

The difference between management and leadership has been a subject of debate for decades. While they require distinct skills and attributes, they are also closely linked and must go hand-in-hand to drive success and impact at all levels within the organization. Do you administrate or innovate? Do you maintain or develop? Do you think short-term or long-term? Do you direct or inspire? Do you do things right or do the right thing? Using real-life experiences of respected and proven executives, we will explore the various traits and skills required to manage and lead. Attendees will reflect on their own styles and identify strengths and gaps. Together we will learn how to marry the two roles to become truly effective and successful.

*Panelists:* Mary Cullinane, chief content officer and EVP, corporate affairs, Houghton Mifflin Harcourt @HMHCO

Betsy Nabel, M.D., president, Brigham and Women’s Hospital @BRIGHAMWOMENS

Kristi Mitchem, senior managing director and head of the Americas institutional client group, State Street Global Advisors @STATESTREET

Lynn D. Tinney, director, strategy and planning, Americas services sales, Cisco @CISCO

*Moderator: Julia Kirby,* editor at large, *Harvard Business Review* and co-author, *Standing on the Sun* @JULIARKIRBY

*Host: Myecha Minter-Jordan,* president and CEO, Dimock Center @THEDIMOCKCENTER

**CAREER ADVANCEMENT 201** .................................................. Ballroom W

**Achieving EPIC Career Breakthroughs: A Conversation with Cathie Black**

The view is different at the top – and a lot of talented women still miss it! But Cathie Black didn’t. Black, who began her career selling ads for *Ms. Magazine* under Gloria Steinem, rose to become both president and publisher of *USA Today* and president and chairman of Hearst Magazines, where she was responsible for more than 300 publications around the world including *Cosmo, Elle,* and *O, The Oprah Magazine.* (She’s the one who convinced Oprah to create a magazine in the first place!). Creating a personal brand and developing an executive presence were key to Black’s success and rise through the ranks. Sharing insider secrets from her personal journey, this session will provide you with practical tools for breakthrough career success. Attendees will learn:

- How to cultivate remarkable executive presence
- Strategies to create a personal brand that aligns with your short-and-long term career goals
- Tools for networking within a large organization, including how to become visible without being annoying
- Advice to help you effectively lead change - both within yourself and your organization

*Speaker: Cathie Black,* former president & chairman, Hearst Magazines, best-selling author & *Forbes* “50 Most Powerful Women in Business” @CATHIEPBLACK

*Moderator: Emily Bennington,* author, *Who Says It’s a Man’s World: The Girls’ Guide to Corporate Domination* @EMILYBENNINGTON

*Host: Jane Bowman,* vice president, marketing and sales development, Boston Globe Media @BOWMANJANE

Branded by: Boston Globe
CAREER ADVANCEMENT 201 .................................................................................................................. Ballroom E
The Power of Sponsorship: How to Fast-Track Your Career Today!
Who's pulling for you? Who's got your back? Who's putting your hat in the ring? Odds are this person is not a mentor but a sponsor. Mentors can build your self-esteem and provide a sounding board—but they’re not your ticket to the top. If you're interested in fast-tracking your career, what you need is a sponsor—a senior-level champion who believes in your potential and is willing to advocate for that next raise or promotion. During this workshop, economist and thought leader Sylvia Ann Hewlett, author of ten critically acclaimed books, including the groundbreaking Off-Ramps and On-Ramps, will show you why sponsors are your proven link to success. Mixing solid data with vivid real-life narratives, Hewlett will reveal the “two-way street” that makes sponsorship such a strong and mutually beneficial alliance.

Speaker: Sylvia Ann Hewlett, economist, HBR blogger and CEO, Center for Talent Innovation Center @SAHEWLETT
Host: Lara Jones, head, U.S. diversity and inclusion, Sanofi US @SANOFIRUS
Branded by: Sanofi US

CAREER ADVANCEMENT 201 .................................................................................................................. MR 153
The Facebook Era: Tapping Social Networks to Invent and Enhance Your Brand
Experts from some of the world’s top companies will share their strategies for branding success. How do you communicate your brand’s value in an ever-changing market? Which tools are right for you and which ones should you avoid? How can you use social media to propel your brand? Whether you are launching a new business or branding products and services for a Fortune 500 company, this session will help you build a compelling brand and attract more business.

Panelists: Adrienne Lavidor-Berman, social media editor, Boston.com and The Boston Globe @BOSTONGLOBE @ADRIENNELB
Nancy Richardson, vice president, digital and brand strategy, Lululemon @ASIANDRAGONLADY
Stephanie Schierholz, social media manager, Raytheon @RAYTHEON
Randi Zuckerberg, CEO and founder, Zuckerberg Media, former marketing director, Facebook and author, Dot Complicated @RANDIZUCKERBERG @DOTCOMPLICATED
Moderator: Lena West, CEO and chief social media strategist, Influence Expansion and Forbes “30 Women Entrepreneurs to follow on Twitter” @LENAWEST
Host: Allene M. Diaz, senior vice president, managed markets, EMD Serono, Inc. @EMDSERONO
Branded By: EMD Serono Inc.

CAREER ADVANCEMENT 201 .................................................................................................................. MR 258
Your Next and Best Career Move: How to MAKE a Working Identity and Life Plan that Reflects You!
In our quest for excellence, shattering the glass ceiling and following a traditional executive career trajectory, women are often sidetracked from a path that may be better suited for their individual strengths or unique passions. Women should and can rise beyond their potential, but not at the expense of their specific skills, talents and expertise. Whether you are looking for a career change, re-entering the workforce after time away, or trying to find the right path for you, this session will help you create and execute your life plan and create the working identity that best reflects you. Using MAKERS, the largest platform for contemporary women's stories, attendees will walk away armed with the inspiration and practical advice to make your next and best career move!

Speaker: Amy Richards, writer, activist and producer, MAKERS @HEVMSAMELIA
Host: Kelly Lane, director of human resources, North East region, Cisco Systems, Inc. @CISCO
Branded By: Cisco

PERSONAL DEVELOPMENT ....................................................................................................................... MR 104
Forever Young: Tips for Aging Gracefully and Living Well
We are a pioneer generation—the first to chart new paths after midlife but before traditional “old age.” Compared to our grandparents, we are biologically “younger”—on average by about ten years or more. How do you make the most of these bonus decades and process the changes we feel both physically and emotionally as we age? From nutrition and cosmetics to social support and spiritual bonds, this session will explore ways to build a strong body, a vital mind and a big “heart” for loving relationships and meaningful pursuits. Attendees will learn how to embrace aging and longevity and love yourself inside and out!

Panelists: Oz Garcia PhD, leading authority on healthy aging, nutritionist and author, Redesigning 50 @OZGARCIA
Melissa Malamut, HUB health editor, Boston Magazine @MELISSAMALAMUT @HUBHEALTH
Ann Pardo, director, life management, Canyon Ranch @CANYONRANCH
Moderator: Abigail Trafford, author and journalist @WASHINGTONPOST
Host: Jackie Glenn, chief diversity officer, EMC Corporation @EMCCORP
Branded by: EMC Corporation
PERSONAL DEVELOPMENT ................................................................................................................................................................................MR 205

Work/Life Integration: How to Have it All...At the Right Time

Decades ago, before the invention of laptops and smart phones, boundaries were clear and work stayed at the office after 5pm. Thanks to the blessing (or curse) of technology, separation of work and play seems to be non-existent. While workplace productivity has increased as a result, balance continues to be out of whack as women especially, struggle to juggle the mayhem and pressures of life and career. Rather than find strategies to balance work and life as separate silos, this session will explore strategies for integrating work and life. Understanding that the demands for each ebb high and low at varying times, attendees will not only learn ways to effectively manage tasks and time, but will learn how to put the focus back into things that matter most at the right times so that you can feel successful personally and professionally — and with less guilt!

Panelists: Lisa Costantino, chief financial officer, EMD Serono, Inc. @EMDSERENO
Mally Roncal, founder and president, Mally Beauty @MALLYBEAUTY
Laura Slatkin, founder and CEO, Nest Fragrances @NESTFRAGRANCES @LAURASLATKIN
Kimberly Steimle Vaughan, chief marketing officer and chief people officer, Suffolk Construction @SUFFOLKBUILDS
Moderator: Samantha Etts, best-selling author, Forbes contributor and nationally syndicated radio host @SAMANTHAETTUS
Host: Heather Campion, accomplished executive, co-founder, ableBanking and board member, MA Conference for Women @ABLEBANKING

REINVENTION .................................................................................................................................................................................. MR 210

The Shift: The Moment and Method for Reinvention

Best-selling author, “Good Morning America” contributor and entrepreneur Tory Johnson is no stranger to major life changes— after shifting from employee to entrepreneur after a painful firing. With a lifetime of struggling with her weight, Tory felt ashamed of how she looked but could never find the will to change. When a network executive warned her that if she didn’t lose weight her television career could be in jeopardy, Tory experienced something profound: A Shift. She knew she didn’t just want to change, she needed to change. Now, after a second major shift – losing more than sixty pounds in a year – Tory is on a mission to help others change their thinking and achieve a better life. This session isn’t about weight loss – it is designed for anyone struggling to make a big life change, be-it profession or personal. Together, Tory and a panel of women will share their personal stories of shifting, and offer valuable lessons and inspiration for taking charge and changing your mindset once and for all. Attendees will:

• Identify “their defining moment” for reinvention
• Create a plan to make the shift
• Understand and make a list of things to sacrifice along the road to shift
• Learn strategies for self-discipline
• Create a healthier and happier life

Speaker: Tory Johnson, New York Times best-selling author, The Shift and workplace contributor, “Good Morning America” @TORYJOHNSON
Host: Laura Vail Wooster, vice president and head of marketing and communications, John Hancock
Branded by: John Hancock

YOUNG WOMEN’S PROGRAM .......................................................................................................................................................... MR 156

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

Girl Rising: Strategies to Help You Change Your Life

The 2013 movie, Girl Rising, took us by storm and opened our eyes to the plight of girls around the world. In this session, producer Holly Gordon will share poignant moments from the film and lead a discussion about how access to an education can change lives.

Speaker: Holly Gordon, executive director, 10x10 and producer, Girl Rising @HOLLYGORDON
Host: Cheryl Vines, vice president, national replication, The Family Center Inc.
ENCORE SESSION 3:00 – 4:00PM

PERSONAL DEVELOPMENT

How to Use Body Language to Influence Human Behavior and Enhance Your Presence

Effective application of rapport-building and people-reading skills are essential to succeed in today’s world. Leaders with presence have the ability to influence others through interpersonal relationships, are open to meeting new people, can establish rapport and find a way to connect with others. Award-winning “human lie detector” and communications expert Janine Driver will help you better understand the impact of your non-verbal and verbal communications on others. Through use of her cutting-edge new body language strategies, you will learn how to read others’ hidden emotions and build better relationships to ultimately enhance your presence, improve your business impact and expand your networks both in the workplace and in life.

Speaker: Janine Driver, lie detector expert and New York Times best-selling author, You Can’t Lie to Me @JANINEDRIVER
Host: Kristen Standish, president and CEO, Standish Consulting and associate publisher, Boston magazine @CEOSTANDISH

CAREER ADVANCEMENT 101

Winning from Within: Breakthrough Negotiations for Leading, Living and Lasting Change

Internationally renowned negotiation and conflict resolution pioneer Erica Ariel Fox offers a forward-thinking approach to mastering the art of negotiations by mastering the “negotiation within.” Recognizing that some of the most important negotiations start from within ourselves rather than with others, Fox shares how to master your “inner negotiators” to get more of what you want and improve your relationships. Using insights from Western psychology and Eastern philosophy to resolve the gap between what people know they should say and what they actually do, Fox will provide a map for understanding your inner world and offer a method for sorting yourself out. Whether you are working with a difficult client, trying to get more from your team or developing your highest leadership potential and value this workshop will prepare you to lead, live and create lasting change. Together we will:

• Learn what it means to “negotiate with yourself”
• Recognize key inner negotiators
• Leverage different inner negotiations for distinct results
• Use the “Beyond Yes” method to negotiate effectively with yourself in order to deal successfully with other people

Speaker: Erica Ariel Fox, J.D., lecturer, Harvard Law School, founding partner, Mobius Executive Leadership and author @ERICAARIELFOX
Host: Maureen Alphonse-Charles, senior director, executive acquisition, City Year @CITYYEAR

REINVENTION

Season of Unlikely Happiness: Getting What You Want by Getting Out of Your Own Way

NY Times best-selling author Laura Munson is an expert in perseverance and dealing with rejection (both personally and professionally). What happens when we hear “I don’t love you anymore,” “You didn’t get that job,” “Your mother has cancer?” In this session, Laura Munson talks from personal experience about the power of the present moment and awareness of self to surrender the past and reinvent the future into the reality of what is. Attendees will:

• Learn how to claim your life;
• Identify where you are stuck;
• Get out of victim-stanced thinking and into practical creative thinking;
• Reinvent your life to get what you want; and
• Define a statement of intention that can be referred to for daily affirmation, focus and guidance.

Speaker: Laura Munson, New York Times best-selling author, This is Not the Story You Think it Is: A Season of Unlikely Happiness @LAURAMUNSON
Host: Jo McChesney, founder and former CEO, Isis Parenting
In partnership with our sponsors, the Massachusetts Conference for Women is proud to continue its Young Women’s Program, which provides high school junior and senior girls with the opportunity to attend the Conference and participate in a seminar track designed especially for them. The participation of nearly 600 high school students in this year’s Conference is made possible thanks to the generosity of our sponsors. This unique program enables our next generation of leaders the opportunity to hear from dynamic speakers, exchange ideas and begin to chart their own paths. In our 9-year history, more than 6,000 young women have attended the Massachusetts Conference for Women as a result of these scholarships. Please take a moment to acknowledge the young women in attendance as you travel the halls of the convention center today. You may be sharing your experience with future teachers, doctors, authors, CEOs or even a president!

YOUNG WOMEN’S PROGRAM – MR 156

SESSION I 10:00 AM – 11:00 AM
MAKING a Life Plan That Best Reflects You!
As you embark on life beyond high school, it’s only natural to ask yourself “What do I want to be when I grow up”. Perhaps you would be happier and more successful in life by asking yourself “Who do I want to become when I grow up”? Rather than follow a path of what you think is expected, this session will help you can create a life plan that reflects your unique strengths, skills and passions. Using MAKERS, the largest platform for contemporary women’s stories, attendees will walk away armed with the inspiration and practical advice to make your best life plan and create a life that best reflects you!

Speaker: Amy Richards, writer, activist and producer, Makers @HEYMSAMELIA
Host: Ruth Bramson, CEO, Girl Scouts of Eastern Massachusetts @GSEM_CEO

SESSION II 11:30 AM – 12:30 PM
Girl Rising: Strategies to Help You Change Your Life
The 2013 movie, Girl Rising, took us by storm and opened our eyes to the plight of girls around the world. In this session, Girl Rising producer Holly Gordon will share poignant moments from the film and lead a discussion about how access to an education can change lives.

Speaker: Holly Gordon, executive director, 10x10 and producer, Girl Rising @HOLLYGORDON
Host: Cheryl Vines, vice president, national replication, The Family Center Inc.

PARTICIPATING SCHOOLS AND ORGANIZATIONS:

Andover Youth Services
Anti-Defamation League New England
Ashland High School
Barnstable High School
Beaver Country Day School
Big Sister Association of Greater Boston
Blackstone Millville Regional High School
Boston Day and Evening Academy
Boston International
Boston Latin Academy
Boston PUC
Boston Trinity Academy
Bristol Plymouth Regional Technical School
Bunker Hill Community College
Cape Cod Regional Technical High School
Catholic Schools Foundation Inner-City Scholarship Fund
Center for Women & Enterprise
City of Boston
City Year Boston
Dighton Rehoboth Regional High School
Duxbury High School
East Bridgewater Girl Scouts
Elizabeth Seton Academy
Family Services of the Merrimack Valley
FITKids Mentoring Program
GEAR UP/VOC
Girl Scouts of Eastern Massachusetts
Girls Incorporated of Lynn
Jeremiah E. Burke Extension School (A PIC School)
KeySteps
Latino Connections @ Lowell High School
Lexington Christian Academy
LIFT
Lowell High School/Daveva
Lynn English High School
Lynnfield High School Women’s Club
Medfield High School Students
Melfosse High School
Middleboro High School
Minuteman High School
Mystic Valley Area Branch NAACP
Newton North High School
Notre Dame Academy
Oakmont Regional High School
Old Colony Regional Vocational Technical High School
Pingree School
Plymouth South High School
Quincy High School
Snowden International
Southeaster Regional School District
Sparhawk High School
Spina Bifida Association of Greater New England
Sprouts of Hope, Roots & Shoots Group
Stand & Deliver
The Citizen Leadership Program at Brandeis University
The Victor School
The Woodward School
Tri-Town Council
Triton High School
Tutoring Plus of Cambridge
Upward Bound
Watertown Public School
Willbraham & Monson Academy
WINN Residential
Woburn Memorial High School
Young Women’s Leadership Club

MACONFERENCEFORWOMEN.ORG
EXPERT EXCHANGE SESSIONS

3:00 – 4:00 PM

Expert Exchange Sessions provide attendees with the opportunity to gather with peers in a smaller setting and learn from experts who will lead a discussion on specific issues that matters to them most. Topics will focus on career or personal development and will provide a great vehicle to share best practices and lessons learned. In addition to valuable knowledge sharing, these sessions 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-serve and doors will close once we reach capacity.

WHAT FOLLOWS ARE THE CURRENT LIST OF CONFIRMED SESSIONS AND SPEAKERS:

Overcoming Obstacles in the Workplace – MR 153
What do you do when you think you can’t? This session will offer tips and techniques for overcoming what’s often the biggest factor in holding you back … you! Hear from one executive about how she has broken down obstacles and pushed through her own barriers to get to the top. This talk will give you practical advice for helping you do the same.  
Speaker: Hannah Grove, executive vice president and chief marketing officer, State Street Corporation  
@STATESTREET

Women on the Move: Navigating a Career Transition – MR 104
Career paths aren’t always a ladder — transitions are common and can be difficult personal and professional decisions. Changing roles, taking on additional responsibility, or switching tracks entirely can be managed more effectively with a strong support network and a plan in place make change work to your advantage. In an interactive discussion, EMD Serono’s Monica Singh, who successfully jumped from dental school to law school and has networked her way to a position she enjoys, will share her strategies for managing a transition in your professional life.  
Speaker: Monica Singh, counsel, EMD Serono  
@EMDSERONO

Engineering Innovation and Change Leadership – MR 205
Driving and leading engineering innovation in the information technology industry can be both challenging and rewarding. Change is being embraced at breakneck speeds as social media and big data heavily influence computer technology and the daily world within which we interact. Anne has been with EMC for over seventeen years and has been at the heart of this transformation in this industry. Explore the challenges and lessons learned over the years on driving innovation and change in the fast paced world of information technology.  
Speaker: Anne McClure, distinguished engineer and head global Oracle solutions team, EMC Corporation  
@EMCCORP

Success Codes for Professional and Personal Leadership – MR 253
What strategies will help propel you toward professional successes and personal satisfactions? Leaders from Cisco will share what rules they’ve personally lived by to guide them through the rough waters of the technology market and sustained success. Learn what changes you can make to your daily work life to master the demands of large organizations and deliver impact to the business. You will be sure to walk away with a few thoughts you can immediately bring back to your work day and accelerate your own success.  
Moderator: Lynn D. Tinney, director, strategy and planning, Americas services sales, Cisco  
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Speakers: Lynn Fraser, director of strategy, planning and business operations, grow platform services, Cisco; Kelly Lane, director of human resources, North East region, Cisco; Jill Larsen, vice president, strategic talent acquisition and global inclusion, Cisco; Bryan Piller, director, commercial east service, Cisco  

Leveraging Your Connections to Create Meaningful Change – MR 156
Join Laura Slatkin as she shares her insight and leads a discussion on how to meld the worlds of business and philanthropy to create meaningful change. As founder, CEO, wife and mother of two children (one of whom has autism), Laura understands that being successful requires the right amount of balance. Hear Laura tell the story of her son’s diagnosis, navigating the autism world and deciding to turn her family’s heartbreak into triumph by creating innovative services for individuals with autism and all while running a booming luxury lifestyle fragrance company.  
Speaker: Laura Slatkin, founder and CEO, Nest Fragrances  
@NESTFRAGRANCES @LAURASLATKIN