

Opening Night
AT THE



THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

DEC 9 2015

5-9PM

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WELCOME TO THE INAUGURAL OPENING NIGHT OF THE MASSACHUSETTS CONFERENCE FOR WOMEN!

We have created this evening for all of you in response to the overwhelming demand to take part in the Conference experience. This year we sold out over 10,000 tickets to the Conference in only nine hours — a clear signal that women –and men – are eager for what we have to offer!

Over the past decade the Conference has developed a community of dedicated, active, change-makers who come together each December to motivate, inspire and learn from each other. With our first Opening Night at the Conference we want to open this wonderful experience to even more attendees, to create access for younger women and for those who may just be curious about what makes this such a can't-miss event for thousands.

As you make your way around the exhibit hall this evening, you will get a taste of the Conference in a more intimate atmosphere – from our wonderful speakers and authors to the amazing women-owned businesses that we support.

We invite you to take in all that we offer this evening with warmest wishes from us,

Heather P. Campion
Heather P. Campion
Chief Executive Officer
John F. Kennedy Presidential Library Foundation

Reene Connolly
Reene Connolly
Head of Communications
MilliporeSigma Corporation

Anne Finucane
Anne Finucane
Vice Chair
Bank of America

Carol Fulp
Carol Fulp
President and CEO
The Partnership, Inc.

Marian L. Heard
Marian L. Heard
President & CEO
Oxen Hill Partners

Kelli Kirwin
Kelli Kirwin
Senior Manager for Americas Global
Customer Success
Cisco

Gloria Cordes Larson, Esq.
Gloria Cordes Larson, Esq.
President
Bentley University

Cathy E. Minehan
Cathy E. Minehan
Dean, School of Management
Simmons College

Alison A. Quirk
Alison A. Quirk
Executive Vice President, Chief Human
Resources and Citizenship Officer
State Street Corporation

Micho F. Spring
Micho F. Spring
Chair, Global Corporate Practice
President, Weber Shandwick, New England

Kimberly Steimle Vaughan
Kimberly Steimle Vaughan
Chief Marketing Officer and Chief People Officer
Suffolk Construction

Lynn Tinney
Lynn Tinney
Vice President Channels, Americas
Riverbed Technology

Pamela A. Wickham
Pamela A. Wickham
Vice President, Corporate Affairs
& Communications
Raytheon Company

OPENING NIGHT PROGRAM AGENDA



KELLY DEMPSEY



TORY JOHNSON



MARQUESHA BABERS



BERT JACOBS

OPENING NIGHT PROGRAM AGENDA

MAIN STAGE LINE UP: STAGE I

Featuring seating for hundreds and plenty of standing room, don't miss this diverse line up – you will walk away both inspired and armed with practical ideas to make positive changes in life.

6:00 p.m. **INNOVATION AND CREATIVITY AT WORK**

Kelly Dempsey, Boston native, fashion designer and Project Runway season 14 top 3 finalist

You don't have to be a performer or artist to bring creativity and design to the workplace. There is room for everyone to create masterpieces at your desk and within your teams....even engineers, finance execs or lawyers. Learn from Project Runway finalist Kelly Dempsey about how you can apply the attributes of design to your profession – regardless of how traditional it may be. Using her personal experiences, she will illustrate how design is merely a process that allows one to think about situations and solve problems differently and creatively.

6:30 p.m. – 7:15 p.m. **TOP TIPS FOR PERFECTING YOUR PITCH**

Tory Johnson, contributor, *Good Morning America* & #1 NYT best-selling author, *The Shift* & featuring Emcee **Bridget O'Brien**, vice president, marketing, Vistaprint

Every Thursday on ABC's *Good Morning America*, Tory Johnson leads the popular "Deals & Steals" segment in which she features five brands with great products at an exclusive discount for one day only. Viewers are introduced to phenomenal stuff at unbeatable savings. Businesses benefit from high visibility nationally, significant one-day sales, extensive new customer acquisition and increased product awareness. Now is your chance to get up close and personal with Tory herself and learn her top tips for making your pitch, key essentials for advancing your career, how to launch and grow a small business and more!! Following her session from 7:15 p.m. until 8:00 p.m. Tory will also be appearing on the Vistaprint stage where attendees will be pitching their products "live"!

7:30 p.m. **THE POWER OF WORDS**

Marquesha Babers, member, award-winning

Get Lit Players, ambassador, *Girl Rising*, poet & youth mentor

and also featuring moderator: **Lindsay Tia Reilly**, designer, entrepreneur and CEO, Lindsay Tia

Being homeless for seven years of her childhood, Marquesha Babers used poetry as a way to express herself amidst a difficult reality and ultimately become an advocate for others against poverty. She has a focus, drive and determination unlike most of her young age. Join Marquesha for a poetry reading and see first-hand the power of words. Following her reading will be a dynamic conversation about her journey that will explore resiliency, overcoming adversity and giving back using the Arts as a vehicle to make a difference.

7:45 p.m. **THE POWER OF OPTIMISM**

Bert Jacobs, co-founder and chief executive optimist, Life is Good @lifeisgood

& featuring host **Jackie Glenn**, vice president & global chief diversity officer, EMC Corporation

The Life is Good founders and brothers Bert and John Jacobs, celebrate the power of optimism every day. It is the driving force behind their beloved, socially conscious clothing and lifestyle brand, now worth more than \$100 million. Join Bert who will share their unique ride—from their scrappy upbringing outside Boston to the unlikely runaway success of their business. Using his real-world experience, coupled with humor, he will illuminate the ten key "superpowers" accessible for a life of optimism and offer advice for embracing and growing the good in your life at work and at home! Bert will be available before and after his session in the Education Pavilion where he will be signing books.

AUTHOR & SPEAKER INTERVIEW SERIES

5:30 – 8:30PM

EDUCATION PAVILION: STAGE II



Offering an intimate coffee house feel, join us for an enlightening series of interviews with best-selling and national experts who can help you propel your life to the next level.

FEATURING EMCEE AND MODERATOR: **Karen Anderson**, award-winning journalist & reporter, WCVB NewsCenter 5.

MEET THE UBER COOL LINE-UP THAT AWAITS

5:30 p.m.

Isis Anchalee

creator, #looklikeanengineer movement

6:00 p.m.

Dr. Julie Holland

psychopharmacologist and author, *Moody Bitches: The Truth About the Drugs You're Taking, The Sleep You're Missing, The Sex You're Not Having, and What's Really Making You Feel Crazy*

6:30 p.m.

Anne Barry Jolles

life coach, author & speaker @thegracetrail
Grace Trail

7:00 p.m.

Kelly McGonigal, PhD

health psychologist and best-selling author, *The Upside of Stress*

7:30 p.m.

Carson Tate

nationally renowned expert on workplace productivity and author, *Working Simply*

8:00 p.m.

Erin Schrode

green girl, ecopreneur and co-founder, Turning Green

8:15 p.m.

Juliette Mayers

president and CEO of Inspiration Zone LLC & author @jcmayers
The Guide to Strategic Networking — Dream, Plan, Create Achieve

LINKEDIN PROFILE MAKEOVER WORKSHOPS

CONTINUOUSLY 5:30-8:30PM
CISCO NETWORKING LOUNGE

MAKING LINKEDIN WORK FOR YOU!

Amanda Fakhreddine, former reporter & social media marketing innovator, Top Knot Branding @afakhreddine

Do you have a LinkedIn profile simply because you feel you ought to? Or have you been meaning to set one up but don't know where to start? Chances are, even more advanced users of LinkedIn are not maximizing the platform to its fullest. With careful curation, LinkedIn be one of the most powerful tools in your personal branding arsenal, enabling new opportunities, driving new business and partnerships, and enabling you to position yourself as a thought leader in your respective field. In these Profile Makeover sessions, LinkedIn novices and vets alike will learn a treasure trove of tips and tricks to get your LinkedIn to do the work for you. Hear how to increase your profile strength, strategically grow your network, boost your SEO value, and much more. Discover how investing less than an hour per week can pay big dividends in achieving your personal and professional aspirations. Bring your devices and get a real-time LinkedIn profile makeover!

INTERACTIVE FITNESS DEMO

6:30 & 7:30 PM

HEALTH & WELLNESS PAVILION

STAYING FIT AT WORK

Artemis Scantalides, ambassador, ReebokONE

Sitting behind a desk for 10 hours a day? Preparing for yet another week on the road for business travel? Fitness and nutrition can be a challenge for professionals who have limited time and who are juggling lots of balls in the air. Put the balls down for a few minutes and join Artemis Scantalides, Ambassador for ReebokONE as she presents simple strategies to help you to stay on track with your fitness and nutrition routine despite your professional commitments. She will also get the crowd moving with a 10-minute revitalizing movement flow that will reset your mind and body and give you a new, simple routine to use during your workweek.

Also featuring short video vignettes

from the award-winning PBS documentary: **MAKERS** throughout the evening.

Walk away feeling empowered and inspired having watched the extraordinary impact trailblazing women of all walks of life have made in America over the past 50 years.

EXPO HALL OFFERINGS & HIGHLIGHTS

Now in its 11th year, this event is the state's premiere networking and educational experience for women and the largest women's conference in the country. Exhibitors at the conference offer a wide range of products and services meaningful to women. Over 250 exhibitors are featured this year and the hall is filled with a great mix of learning and networking opportunities. Here are a few highlights of what to expect:

BENTLEY UNIVERSITY CAREER PAVILION Learn how best to present yourself in the workplace by visiting the Macy's booth for advice for achieving the most appropriate looks for the office! First impressions do last so – don't miss these valuable tips to help you create a strong presence and brand yourself for long-term career success. Have you ever wanted to get advice from a Career Coach? Don't miss out on a chance to meet one-on-one with a coach from the International Coach Federation (ICF) Boston chapter.

THE BRAVERY BASH located in the State Street Community Connection Pavilion in Booth 447, features the Conference "I am Brave" Wall, which is an interactive chalkboard exhibit for attendees to write and draw all the ways they have experienced bravery. Spearheading the "Bash" is Lindsay Tia Reilly, the CEO of Lindsay Tia, which is a unique handbag line with a purpose – including the Bravery Bag where a portion of the proceeds is donated to the USO. Reilly's merchandise is influenced by the experiences that have inspired her, made her brave and have sparked a desire to empower others. Now her dream is to fashionably pay it forward by motivating others to inspire, encourage bravery and empower each other. Meet Lindsay and share your unique Bravery Story. Using the collective voices of the 10,000+ Massachusetts Conference for Women attendees, your stories will be used to create a collection to inspire others and illustrate The Power of Us!

CISCO NETWORKING LOUNGE is the perfect spot to connect and chat with friends, colleagues and new contacts, or to simply recharge a bit. In addition to being home of the LinkedIn Profile Makeover workshops, the lounge offers the chance for you to charge your mobile devices at one of the many charging stations available.

STATE STREET COMMUNITY CONNECTION PAVILION offers a chance to get involved and make a difference in the lives of others. Visit the pavilion to learn more about volunteer and career opportunities with nonprofit organizations working to make our communities stronger. Don't miss the following features:

- "Before I Die" Wall inspired by 2015 Keynote Speaker Candy Chang, an urban designer who helped revitalize New Orleans using her art after Hurricane Katrina.
- Drop off your donated items for the Cradles to Crayons Hat & Mitten Drive, or purchase new ones onsite to donate.
- Learn about the Boston WINs non-profit partnerships with Bottom Line, College Advising Corps, Boston Private Industry Council, uAspire and Year Up.

BOSTON SCIENTIFIC HEALTH & WELLNESS PAVILION is a space dedicated to your health and well-being and focused specifically around the issues that matter most to women. The Pavilion features a mix of cutting-edge exhibitors sharing the latest information around health and wellness options available to you; a comfortable and peaceful relaxation lounge; demos and screenings by Hologic, Boston Scientific, and many more! Make sure to attend the Interactive Fitness Demo at 6:30 p.m. & 7:30 p.m. brought to us by Reebok.

SANTANDER SMALL BUSINESS MARKETPLACE features a unique shopping experience by hosting women entrepreneurs offering a great assortment of products and services. Don't miss this chance to finish (or start) your holiday shopping by visiting dozens of local women-owned businesses who have set up boutiques right in the hall. The Massachusetts Conference for Women is dedicated to women supporting women and we hope you will visit the Marketplace and join our effort.

VISTAPRINT PITCH YOUR PRODUCT SESSION from 7:15 p.m. – 8:00 p.m. located in Booth 817 provides an amazing opportunity to pitch your product to Tory Johnson, of *Good Morning America*'s "Deals and Steals", and receive LIVE feedback on stage! Be sure to visit the Vistaprint booth during this time to watch and learn from others.

WCBV- TV CHANNEL 5 LIVE BROADCAST. Watch as anchors of WCBV TV produce their nightly show live from the floor of the exhibit hall, featuring conference speakers and guests. Booth 364.

AUTHOR SIGNINGS & SPEAKER MEET & GREET

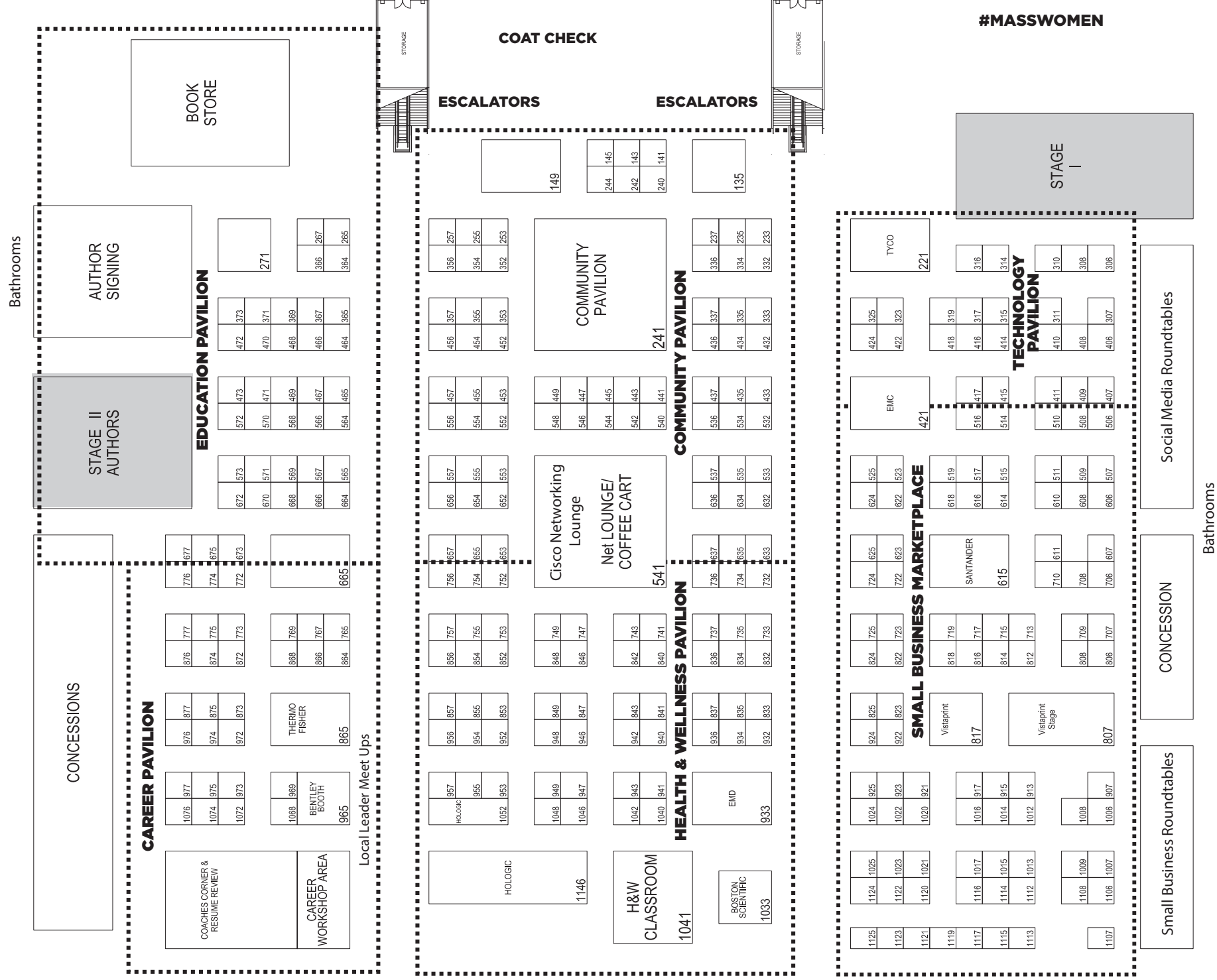
AS designates Author Signing
SMG designates Speaker Meet & Greet

5:45 p.m.	Isis Anchalee , creator, #looklikeanengineer movement (SMG)
6:15 p.m.	Dr. Julie Holland , psychopharmacologist and author, <i>Moody Bitches: The Truth About the Drugs You're Taking</i> , <i>The Sleep You're Missing</i> , <i>The Sex You're Not Having</i> , and <i>What's Really Making You Feel Crazy</i> (AS)
6:30 p.m.	Anne Barry Jolles , life coach and author, <i>Grace Trail</i> (AS)
7:15 p.m.	Kelly McGonigal, PhD , health psychologist and best-selling author, <i>The Upside of Stress</i> (AS)
7:45 p.m.	Carson Tate , nationally renowned expert on workplace productivity and author, <i>Working Simply</i> (AS)
8:00 p.m.	Bert Jacobs , co-founder, Life Is Good (AS)
8:15 p.m.	Erin Schrode , green girl, ecopreneur and co-founder, Turning Green (SMG)
8:30 p.m.	Juliette Mayers , president and CEO, Inspiration Zone LLC and author, <i>The Guide to Strategic Networking – Dream, Plan, Create Achieve</i> (AS)

BOOKSTORE BROUGHT TO YOU BY



EXHIBITOR MAP



EXHIBITORS BY AREA

CAREER PAVILION

Akamai	765
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Kathy Kamei Designs	820
Leavitt & Co.	610
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Mary Kay	1016
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Stella & Dot, Carrie McGraw	922
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Stina Sayre Design	823
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XFINITY	416



ISIS ANCHALEE is an incredibly passionate autodidact and platform engineer at OneLogin, an enterprise identity management company. As founder of the #iLookLikeAnEngineer movement she believes that cognitive ability is not limited by external appearances. When she is not writing code or advocating egalitarianism, you can expect her to be traveling the world, studying yoga or taking hip hop dance classes. With an insatiable appetite for growth, she consciously strives to live every moment with intention. @isisanchalee



KAREN ANDERSON is an award winning journalist and member of WCVB's 5 Investigates, the station's enterprising and in-depth investigative unit. In addition, Anderson covers politics and breaking news stories for NewsCenter 5. She joined WCVB in March 2014. Anderson has worked as a general assignment, political and investigative reporter for nearly 20 years, having most recently spent 10 years at WBZ-TV in Boston. As part of 5 Investigates, she regularly breaks stories involving crime, fraud and corruption. Anderson interviewed every major presidential candidate from 2000 to 2012, and covered high profile stories ranging from the Boston Marathon Bombing, Whitey Bulger's arrest, the New England Compounding Center investigation and the State Drug Lab scandal. Prior to WBZ, Anderson worked as a general assignment reporter for seven years at WMUR-TV in Manchester, NH. While in NH, she served on the board of directors of CASA, which trains volunteers to advocate for abused and neglected children. She began her career as a reporter at KTXS-TV in Abilene, Texas. Anderson is a graduate of Brown University, with a B.S. in history. @karenreports



MARQUESHA BABERS has served as an ambassador for the film "Girl Rising," for which she spoke at ONE.org's Aya Summit in Washington. She has performed for global icons like HRH Princess Reema Al Saud of Saudi Arabia and met entertainment and philanthropy inspirations like Freida Pinto, Robin Wright and countless others. She is a member of the award-winning Get Lit Players, a poetry troupe that has recently performed at the Hollywood Bowl, the Kennedy Center in D.C. and the Library of Congress. Additionally, Babers now blogs for One.org and performs and mentors at schools and political events all over the City of Los Angeles under the guidance of Get Lit, Turnaround Arts and Mayor Eric Garcetti. She recently opened the Women in the World Summit at Lincoln Center, alongside Hillary Clinton and Angelina Jolie, with the poem "That Girl." @ladi3lyrix



KELLY DEMPSEY is a self-taught fashion designer and contestant on season 14 of "Project Runway." She is the founder and creative force behind Rack Addik, a newly launched clothing line focusing on fashion forward street-wear. Dempsey embraces fashion as a creative outlet. As a child, her mother ran a craft store out of their home in Monson, M.A. She spent countless hours watching her mother create anything from wind-chimes made of forks to custom hand sewn purses. Dempsey felt a desire to create at a young age. Her first solo design attempt was an aluminum foil dress she proudly wore to elementary school. Dempsey's true-to-self vision is distinguished through her consistently eclectic design motifs. A product of a creative space, her visceral instinct for fashion is quickly making a name for herself throughout the fashion world. @_kellydempsey_

SPEAKER BIOGRAPHIES



AMANDA FAKHREDDINE is a former reporter turned social media marketing innovator Top Knot Branding. She has successfully developed social media programs at Spare Change News, Harpoon Brewery, Akamai Technologies and Nextgengolf. Her creative campaigns and marketing strategies have earned awards including Top 25 Socially Engaged Companies (LinkedIn and Altimeter) and Top 100 Companies Using Social Media For Corporate Communication (Investis). When she's not live-tweeting events, or planning social campaigns, you can find her training for a marathon or upcycling furniture for her side project, A & B Upcycle. She earned a B.S. in journalism from Boston University. @afakhreddine



JACKIE GLENN is a seasoned executive in strategic planning, human resources, talent development and diversity and inclusion. She is currently vice president and global chief diversity officer for EMC Corporation. In this position, she leads the diversity and inclusion strategy for the company's global operations, ensuring not only an innovative and inclusive workplace for EMC's more than 60,000 employees, but also a bottom-line value for the company. Glenn joined EMC in 2000 as director of HR operations for the sales division. In that capacity, she provided strategic and tactical HR support to EMC sales groups, comprising more than 2,000 employees at both domestic and international sites. Her leadership as the global chief diversity officer at EMC includes the development of several groundbreaking efforts, including design and implementation of an innovative and mandatory D&I curriculum, institutionalization of the company's transgender reassignment program and the launch and execution of its high potential women's program. Glenn has been named to the *Black Enterprise* Top 50 Executives in Diversity list, honored with the EMC President's award, The Girls Scouts of Eastern Massachusetts Leading Women award and the Network Journal 25 Most Influential Women award, to name a few. @emccorp



JULIE HOLLAND, M.D. is a fellow of the New York Academy of Medicine and was an assistant clinical professor of psychiatry at the New York University School of Medicine from 1995 to 2012. She is a graduate of University of Pennsylvania, Temple University School of Medicine and completed her psychiatric residency at Mount Sinai Hospital. She is the editor of two non-profit books which help to fund clinical research: "Ecstasy: The Complete Guide, A Comprehensive Look at the Risks and Benefits of MDMA" and "The Pot Book: A Complete Guide to Cannabis." She is also the author of "Weekends at Bellevue: Nine Years on the Night Shift at the Psych ER." Her most recent book is titled "Moody Bitches: The Truth About The Drugs You're Taking, the Sleep You're Missing, the Sex You're Not Having, and What's Really Making You Crazy." Dr. Holland runs a private practice in Manhattan and is the medical monitor for two clinical research studies on treating Post Traumatic Stress Disorder, one using MDMA-assisted psychotherapy, and the other using various strains of cannabis. @bellevuedoc



BERT JACOBS is co-founder and chief executive optimist of The Life is Good Company, which spreads the power of optimism through inspiring art, a passionate community and groundbreaking nonprofit work. Jacobs and his brother John launched their business with \$78 in their pockets, selling T-shirts in the streets of Boston. Today, Life is Good is a \$100 million positive lifestyle brand sold by over 4,000 retailers across the U.S. and Canada. Jacobs worked as a ski instructor and pizza delivery guy in Vail, Colo., before teaming with his brother John to design and sell T-shirts in college dorms up and down the East Coast. After five years traveling in their van together, the brothers officially launched Life is Good. Jacobs focuses his energy on guiding the Life is Good brand vision, and developing strategic partnerships and collaborations with organizations that extend the Life is Good brand to new product categories and customers. He enjoys live music, travel and surfing. His shoes do not always match. To inspire others to choose optimism and grow the good in their lives, Jacobs and John wrote "Life is Good: The Book: How to Live With Purpose and Enjoy the Ride," published by National Geographic in September 2015. Jacobs has been awarded honorary doctorates from several universities for entrepreneurship, business innovation and philanthropy. He and Life is Good have been featured on "CNNMoney," CNBC's "Business Nation," ABC News' "Nightline," NBC's "The Today Show," and in *The New York Times*, *The Wall Street Journal*, *Inc. Magazine* and *Men's Health* magazine, among others. Jacobs and his brother John are the youngest of six siblings from Needham, Mass. They credit their mother as the first powerful optimist in their lives, and the inspiration for Life is Good. @lifeisgood



TORY JOHNSON is a weekly contributor to ABC's "Good Morning America," where she leads the popular "Deals & Steals" segment and frequently shares workplace advice. She's passionate about helping all women make great things happen personally and professionally. This fall marks the debut of her book, "SHIFT FOR GOOD: Simple Changes for Lasting Joy Inside and Out," which is the much-anticipated follow-up to her No. 1 *New York Times* best seller, "THE SHIFT: How I Finally Lost Weight & Discovered a Happier Life," which candidly chronicles her journey of losing more than 60 pounds in a year after fearing she'd lose her job. She is on a mission to help other women change their minds for a better life. @toryjohnson



ANNE BARRY JOLLES is a life coach, author and speaker. She thrives on working with courageous people wishing to transform the way they live and work and are willing to do what it takes to get there. From life experiences and research, Jolles created a resiliency model called Grace Trail and has shared it with thousands as it evolved for over a decade. The trail has many forms, including actual trails in Plymouth, MA, virtual trails, workshops, webinars and retreats. Jolles recently wrote "Grace Trail- Find Your Footing and Move Toward The Life You Were Meant To Live." Previous titles include, "Find Your Footing: 5 Steps To Pick Yourself Up, Dust Yourself Off and Move Toward The Life You Were Meant to Have" and "Rise and Shine Anytime, Simple Questions To Wake Up Your Life." Jolles was named Life Coach of the Year 2013 by the International Coach Federation of New England. She has been the chairperson for the Partnership between the Massachusetts Conference for Women and ICFNE since 2012. She was awarded the ICFNE Director's award for Distinguished Achievement in 2013, and sits on the ICFNE board of director's. Jolles earned a B.S. in occupational therapy from Boston University, and an M.B.A. from Simmons College Graduate School of Management. @thegracetrail

SPEAKER BIOGRAPHIES



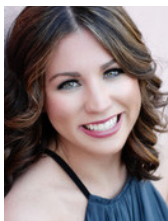
JULIETTE MAYERS is an entrepreneur, speaker and networking expert. She is the author of "The Guide to Strategic Networking" and "A Black Woman's Guide to Networking." Myers is founder and CEO of Inspiration Zone LLC (IZL), a firm specializing in multicultural consulting, brand management and thought leadership. Mayers serves on the boards of Eastern Bank, the U.S. Small Business Federal advisory board, The Boston Club and the statewide Mass Workforce Investment board. The recipient of numerous awards, including Women Worth Watching 2015, she speaks regularly on women's leadership, strategic networking, diversity and business strategy. As principal of IZL, she serves as a strategic advisor to corporations helping to identify opportunities for increasing revenue and driving engagement. Prior to IZL, Mayers was a marketing executive at Blue Cross Blue Shield of MA where she led multicultural marketing and spearheaded the company's strategy and employer programs to address racial and ethnic disparities in healthcare. Her previous leadership roles included strategy, diversity, marketing and business planning at GE Capital, the Ad Club Foundation and Bank of Boston (now Bank of America). Mayers earned a B.S. in marketing from Northeastern University and is an M.B.A. graduate of Simmons School of Management. @jcmayers



KELLY MCGONIGAL, PhD is a health psychologist and lecturer at Stanford University, in the Graduate School of Business and the Stanford School of Continuing Studies. She is a leading expert on the mind-body relationship, and her specialty is applying new scientific findings to personal health and happiness. Dr. McGonigal is the author of several books, including the international bestseller "The Willpower Instinct," "The Neuroscience of Change" and her latest book "The Upside of Stress." Through the Stanford Center for Compassion and Altruism, she co-authored the Stanford Compassion Cultivation Training program and studies how social connection can promote health, happiness, and resilience. She has consulted for a wide range of organizations and industries ranging from healthcare and higher education to technology and finance, helping to bring evidence-based strategies for well-being into the workplace. @kellymcgonigal



BRIDGET O'BRIEN is vice president of marketing with Vistaprint, where she is responsible for the strategic, creative, and operational aspects of brand strategy and activation of go-to-market campaigns. She oversees an internal agency of 120 professionals responsible for the company's brand management, advertising campaigns, social media, content marketing and public relations. Prior to joining Vistaprint in 2010, O'Brien was a senior vice president of marketing at Fidelity Investments. While there she led the company's private equity marketing and was responsible for orchestrating strategic marketing initiatives for that area of the business. With over 20 years of experience in marketing and communications, O'Brien has held a variety of global management positions with Canaccord Genuity, PTC, Waters Corporation and Lehman Millet. She has also served on the advisory boards of two social media startups. O'Brien earned a B.S. in advertising from the University of Texas, Austin. @vistaprint



LINDSAY TIA REILLY is CEO of Lindsay Tia, a unique handbag line with a purpose. For 24 year-old entreprenette Reilly, her creations are more than just bags- they represent experiences. Reilly's merchandise is influenced by the experiences that have inspired her, made her brave and have sparked a desire to empower others. Now her dream is to fashionably pay it forward by motivating others to inspire, encourage bravery and empower each other. Reilly graduated Lasell College in 2013 with a degree in fashion merchandising, and in 2014 was named as a Stars 40 Under 40 award recipient. @lindsaytia



ARTEMIS SCANTALIDES is a Massachusetts Native who proves that a woman's potential really is limitless! Her impressive resume has attracted Canton-based Reebok to enlist her as one of their ReebokONE fitness ambassadors to inspire others to live a fuller life through fitness. She is a former ballet dancer turned Kung Fu black belt and most recently the ninth woman in the world to complete the Iron Maiden challenge. Scantalides loves for kettlebells and strength training drove her to open her own studio, Iron Body Studios, in Needham, Massachusetts. She is also a national presenter for such well known entities as "Perform Better." She is also the creator of her own strength training workshop series, I Am Not Afraid to Lift, and is the co-founder of The Female Fitness Formula. If that's not enough, she is also the author of the blog, Iron Body by Artemis, which is about fitness, nutrition and women's strength training. Through all this she seeks to empower, encourage and inspire women through strength. @irnbdybyartemis



ERIN SCHRODE is a green girl and ecopreneur. As the "face of the new green generation," the co-founder of Turning Green promotes global sustainability, youth leadership, environmental education and conscious lifestyle choices. Since 2005, her youth-driven non-profit has developed environmental education and social action platforms to inspire, educate, and mobilize millions of students and the public worldwide. Schrode speaks internationally and consults with corporations, organizations and governments on millennials, sustainability and social good - including Apple, the U.S. State Department, Whole Foods Market, The Coca-Cola Company, Nestlé, Unilever, Chipotle, the United Nations, EPA and more - to drive positive impact, conscious consumption, and purpose in business. This "sustainability prodigy" has been featured in and tapped as an expert for *The New York Times*, *Vanity Fair*, ABC, CNN, *San Francisco Chronicle*, *New York Post*, *Seventeen* magazine, *Teen Vogue*, NBC, BBC, FOX, Nat Geo, E! and various multimedia outlets. While working in disaster response in Haiti, she founded The Schoolbag, a youth education project to provide materials for students in need, as well as initiate active citizenry and environmental stewardship. Schrode recently graduated from NYU as a DEANS scholar, after terms abroad in the Middle East, West Africa, South America and Europe. @erinschrode



CARSON TATE is a productivity consultant and the founder of Working Simply, Inc. She is the author of "Work Simply: Embracing the Power of Your Personal Productivity Style" (Penguin Random House, January 2015) and is a dynamic teacher and coach known for personal transformation and simple, powerful actionable content. Tate serves as a consultant to executives at Fortune 500 companies including AbbVie, Deloitte, FedEx and Wells Fargo. She is a nationally renowned expert on workplace productivity, whose views have been included in top-tier business media including *Bloomberg Businessweek*, *Business Insider*, *CBS Money Watch*, *Fast Company*, *Forbes*, *Harvard Business Review* blog, *The New York Times*, *USA Today*, *Working Mother* and more. Prior to starting Working Simply, she worked in human resources and sales functions with Fortune 200 firms. Tate earned a B.A. in psychology from Washington and Lee University, a Masters in organization development, and a Coaching Certificate from the McColl School of Business at Queens University. @thecarsonate



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