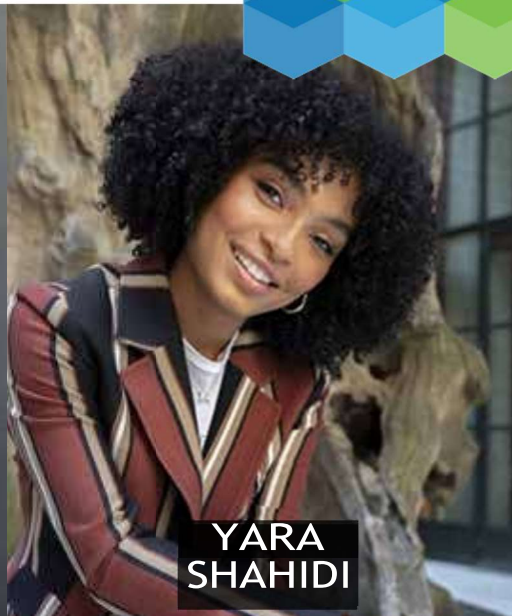




PRESENTING SPONSOR



DEC. 12, 2019  
BOSTON CONVENTION  
AND EXHIBITION CENTER



MACONFERENCEFORWOMEN.ORG

# GENERAL INFORMATION



THE MASSACHUSETTS  
CONFERENCE  
FOR WOMEN

**NOTE: THIS VERSION OF THE PROGRAM INCLUDES EDITS THAT ARE NOT INCLUDED IN THE PRINTED VERSION ONSITE.**

Please review this list of notes and information designed to help make your day more enjoyable. Please be respectful of speakers and other attendees and **silence your cell phones while in all keynote and breakout sessions.**

## SEATING:

---

**OPENING KEYNOTE** - Please note there is no assigned seating at the morning keynote session.

**LUNCHEON KEYNOTE** - Please find the table number that corresponds to the one listed on your badge. Consult the inside back cover of this program to find the location of your table. Assigned seating is strongly enforced.

**BREAKOUT SEATING**- All breakout sessions are open seating and available on a first come, first served basis. (*Don't forget – the audio of all breakout sessions will be available post-conference on our website or on the app MassWomen.*)

We will be **SIMULCASTING** several breakout sessions into nearby rooms to accommodate crowd overflow.

## WHERE IS...

---

**ATMs** are located in the North Lobby on Level 1 next to the FedEx Office; Southeast Level 0 outside of Hall C; and Northeast Level 1 next to the food court.

**COAT CHECKS** are located on Level 1 in the North Lobby.

**CONCESSIONS** are available in the following locations:

**Outtakes** - North Lobby (7AM-5PM)

**Outtakes 2** - North Lobby (7AM-3PM)

**Tapas Carts** - Exhibit Hall (11AM-5PM)

**E-Tuk Coffee Cart** - Exhibit Hall (7AM-5PM)

**LOST & FOUND** for the day will be located at the Registration & Help Desk in the North Lobby.

To locate items post conference, please contact [info@conferenceforwomen.org](mailto:info@conferenceforwomen.org)

**NURSING MOTHERS ROOMS** are located in meeting room 106 and meeting room 158.

**MEN'S RESTROOMS** can be found on level 0, in the Exhibit Hall, and General Session; on level 1 in the North Lobby & on west side of the building; and on level 3 near ballrooms.

## MISC/GOOD TO KNOW:

---

Search **MassWomen** in your app store to download this year's **APP!**

New this year - all **SPEAKER BIOS** can be accessed via the app MassWomen.

All breakout session **PRESENTATIONS** can also be found on the app MassWomen.

Join us for a **WINE TASTING NETWORKING RECEPTION** in the exhibit hall, from 4:00 - 5:00 PM..

**Stay hydrated!** Thanks to Boston Scientific, Blue Cross Blue Shield of Massachusetts, Hologic, Pfizer, and State Street for the **WATER BOTTLES** in your attendee bag. Filling stations can be found in the exhibit hall.

# TABLE OF CONTENTS

GENERAL INFORMATION .....	2
PRESENTING SPONSOR WELCOME LETTER .....	4
CONFERENCE BOARD WELCOME .....	5
CONFERENCE SCHEDULE AT-A-GLANCE .....	7
CONVENTION CENTER MAPS .....	8 - 11
OPENING KEYNOTE & SPECIAL GUEST SPEAKERS: .....	12 - 13
LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS:.....	14 - 15
2019 CONFERENCE SPONSORS .....	16 - 17
SESSION I BREAKOUT SESSIONS .....	18 - 20
SESSION II BREAKOUT SESSIONS .....	21 - 23
SESSION III BREAKOUT SESSIONS .....	24 - 25
EXHIBITORS: BY AREA .....	26 - 27
EXHIBIT HALL MAP .....	28
EXHIBITORS ALPHABETICAL .....	29 - 33
CAREER PAVILION .....	34 - 35
COMMUNITY CONNECTION PAVILION .....	37
BOOK STORE & AUTHOR SIGNINGS .....	38
EDUCATION PAVILION .....	39
HEALTH & WELLNESS PAVILION .....	40 - 41
SOCIAL HUB.....	42
TECHNOLOGY PAVILION.....	43
WOMEN-OWNED BUSINESS MARKETPLACE .....	44 - 45
CONFERENCE FOR WOMEN TEAM.....	47
CONFERENCE FOR WOMEN STREET TEAM .....	47
CONFERENCE BOARD MEMBERS .....	48 - 51
KEYNOTE LUNCHEON SEATING .....	INSIDE BACK COVER



## THANKS TO OUR SNACK BREAK SPONSORS

Johnson & Johnson

RAPID7

wayfair

JUNIPER  
NETWORKS

SANOFI  
Empowering Life



# THE MASSACHUSETTS CONFERENCE FOR WOMEN

## SAVE THE DATE FOR NEXT YEAR'S CONFERENCE DECEMBER 10, 2020

MARK YOUR CALENDARS AND SIGN UP FOR THE NEWSLETTER FOR UPDATES!



@MACONFERENCEFORWOMEN

@MASSWOMEN



@MASSWOMEN

#MASSWOMEN

## DOWNLOAD THE APP

THANK YOU TO CISCO FOR THEIR GENEROUS PARTNERSHIP TO MAKE OUR APP POSSIBLE. DOWNLOAD THE MASSWOMEN APP TO ACCESS FULL AGENDA, MAPS, SPEAKER BIOS, & NETWORKING OPPORTUNITIES! SEARCH "MASSWOMEN" IN YOUR APP STORE TO DOWNLOAD.



NOTE: ADDING A SESSION TO YOUR SCHEDULE ON THE APP DOES NOT GUARANTEE SEATING. ARRIVE EARLY TO ENSURE A SEAT AT ALL BREAKOUT SESSIONS.





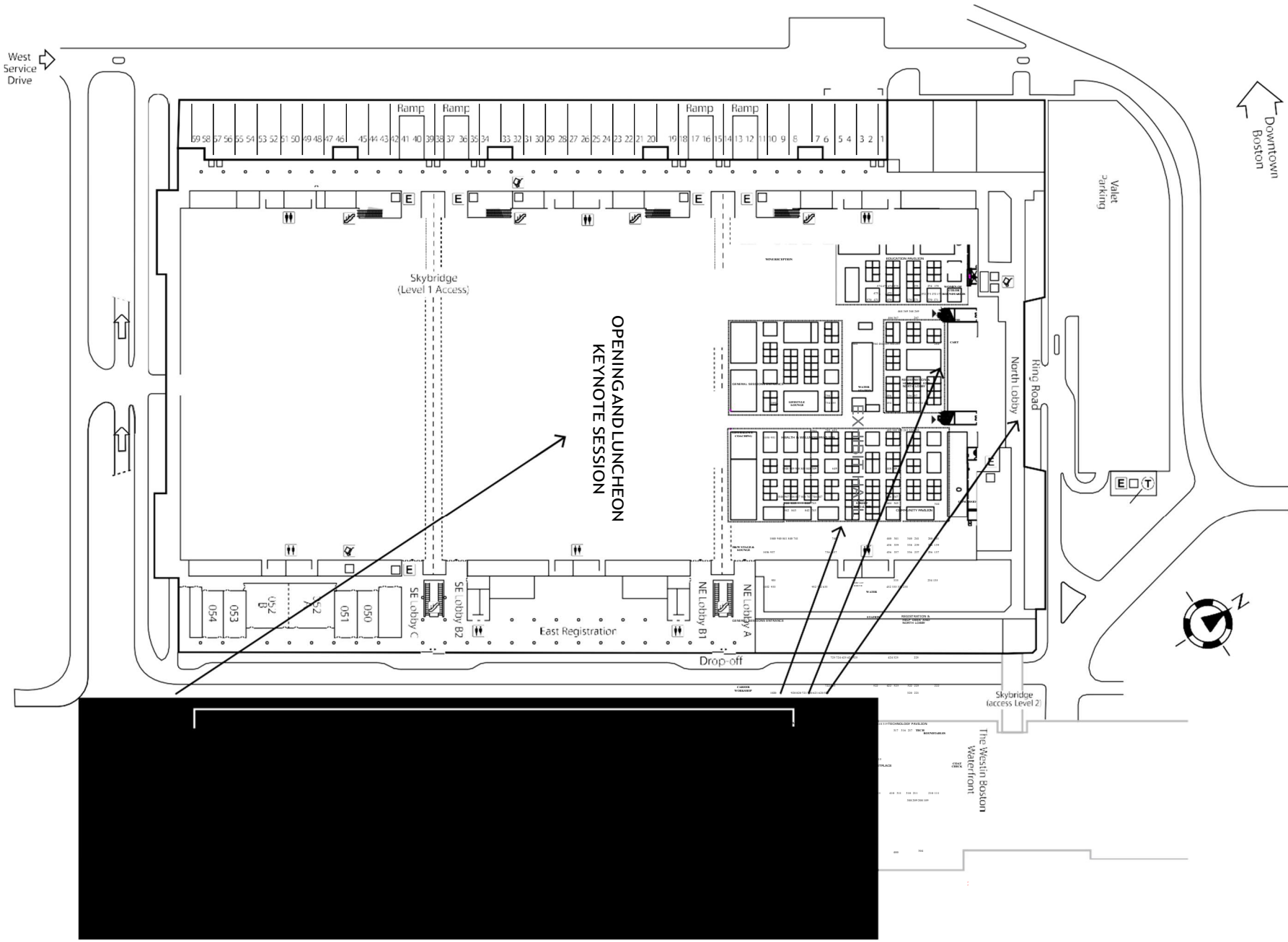
# CONFERENCE SCHEDULE AT-A-GLANCE

8	9	10	11	NOON	1	2	3	4	5
6:30 - 5:00 Registration & Help Desk	8:15 - 9:30 Opening Keynote	10:00 - 11:00 Session I Breakouts	11:30 - 12:30 Session II Breakouts	12:50 - 2:30 Keynote Lunch	3:00 - 4:00 Session III Breakouts				
<b>EXHIBIT HALL OPEN ALL DAY FROM 7:00 AM - 5:00 PM</b> <ul style="list-style-type: none"> <li>• Bookstore, sponsored by Liberty Mutual ..... see page 38 for offerings</li> <li>• Career Pavilion, sponsored by MFS ..... see pages 34-35 for offerings Coaches Corner, Resume Review, &amp; Learning Bursts</li> <li>• Community Connection, sponsored by Merck KGaA, Darmstadt Germany ..... see page 37 for offerings</li> <li>• Education Pavilion ..... see pages 38-39 for offerings Author Signings, sponsored by Liberty Mutual Women of Color Roundtables</li> <li>• Health &amp; Wellness Pavilion, sponsored by Boston Scientific ..... see page 40 for offerings Target Lifestyle Lounge Classroom Sessions Life Balance &amp; Integration Coaching, sponsored by MFS</li> <li>• Social Hub, sponsored by State Street ..... see page 42 for offerings LinkedIn &amp; Facebook Live Workshops</li> <li>• Technology Pavilion ..... see page 43 for offerings Technology Roundtables</li> <li>• Women-Owned Business Marketplace, sponsored by Wells Fargo ..... see pages 44-45 for offerings Small Business Roundtables</li> </ul>									4:00 - 5:00 Wine Tasting Networking Reception
									3:00 - 4:40 Small Business, Tech, & Women of Color Roundtables

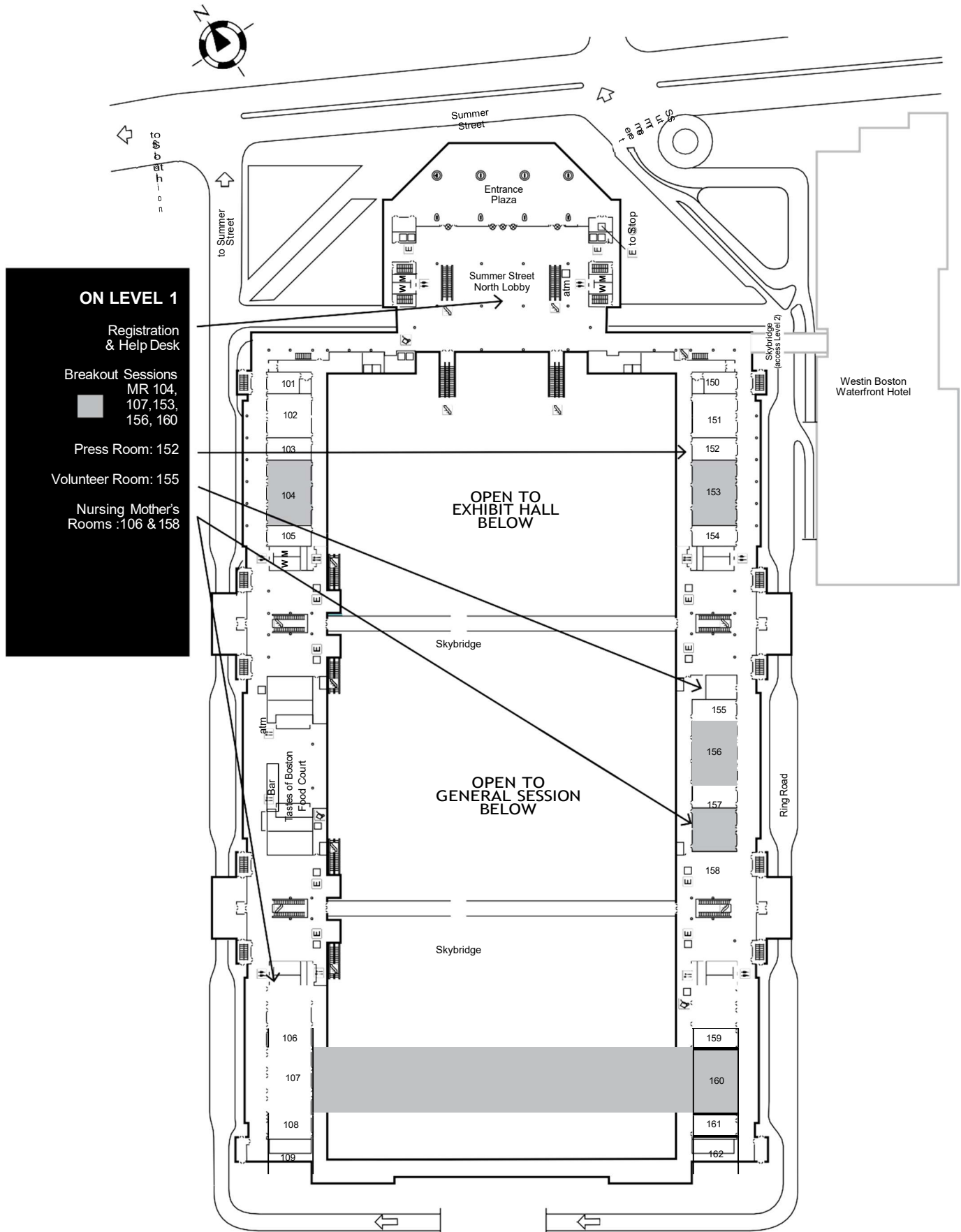
At the Luncheon Keynote Session there is assigned seating. Your table number can be found on your badge.  
A map of the assigned luncheon tables can be found on the inside back cover of this program.

TIME	EVENT	LOCATION
6:30 AM - 5:00 PM	Registration & Help Desk .....	North Lobby
8:15 - 9:30 AM	Opening Keynote Session..... <b>Antoinette Antonio</b> , anchor, WCVB Channel 5 @antoinettea <b>Marian Heard</b> , president & CEO, Oxen Hill Partners, and @MassWomen founding board member <b>Lieutenant Governor Karyn Polito</b> , Commonwealth of Massachusetts @massltgov <b>Target Storytellers</b> presentation by <b>Laysha Ward</b> , EVP & chief external engagement officer, Target @target <b>Simon Sinek</b> , leadership expert and one of the most top-viewed TED speaker @simonsinek <b>Amanda Southworth</b> , IOS developer, designer and mental health and human rights activist @amndasuthwrth <b>Susan Lisa</b> , vice president, investor relations, Boston Scientific @bostonsci <b>Yara Shahidi</b> , actress, activist and breakout star from Freeforms' <i>Grownish</i> @yarashahidi <i>in Conversation with Celeste Headlee</i> , award-winning journalist and author @celesteheadlee	General Session
9:45 AM	Author Signings .....	Exhibit Hall, Bookstore page 38
10:00 - 11:00 AM	Session I Breakouts .....	pages 18-20 for session listing
11:00 AM	Author Signings .....	Exhibit Hall, Bookstore page 38
11:30 AM - 12:30 PM	Session II Breakouts .....	pages 21-23 for session listing
12:30 PM	Author Signings .....	Exhibit Hall, Bookstore page 38
12:50 - 2:30 PM	Luncheon Keynote Session..... <b>Karen Holmes Ward</b> , director, public affairs & community services, WCVB Channel 5 @karenholmesward <b>Gloria Cordes Larson</b> , former president, Bentley University, and @MassWomen board president <b>Mayor Marty Walsh</b> @marty_walsh <b>Kathy Horgan</b> , EVP & chief human resources and citizenship officer, State Street Corporation and @MassWomen board member <b>Malala Yousafzai</b> , Nobel Laureate & co-founder, Malala Fund @malala @malalafund <b>Alicia Menendez</b> , award-winning journalist & co-host, PBS's <i>Amanpour and Company</i> @aliciamenendez <b>Tara Westover</b> , American historian & best-selling author, <i>Educated: A Memoir</i> @tarawestover <b>Renee Connolly</b> , global head, communications & corporate responsibility, MilliporeSigma and @MassWomen board member <b>Megan Rapinoe</b> , U.S. Women's National Soccer Team Star & gender equity advocate @mpinoe <i>in Conversation with Kara Swisher</i> , co-founder and editor-at-large, Recode @karaswisher	General Session
3:00 - 4:00 PM	Session III Breakouts .....	pages 24-25 for session listing
3:00 - 4:40 PM	Technology, Small Business & Women of Color Roundtables .....	Exhibit Hall (pages 34-43 for session listings)
4:00 PM	Author Signings .....	Exhibit Hall, Bookstore page 38
4:00 - 5:00 PM	Wine Tasting Networking Reception.....	Exhibit Hall
4:40 PM	Author Signings .....	Exhibit Hall, Bookstore page 38
5:00 PM	Conference Closes	

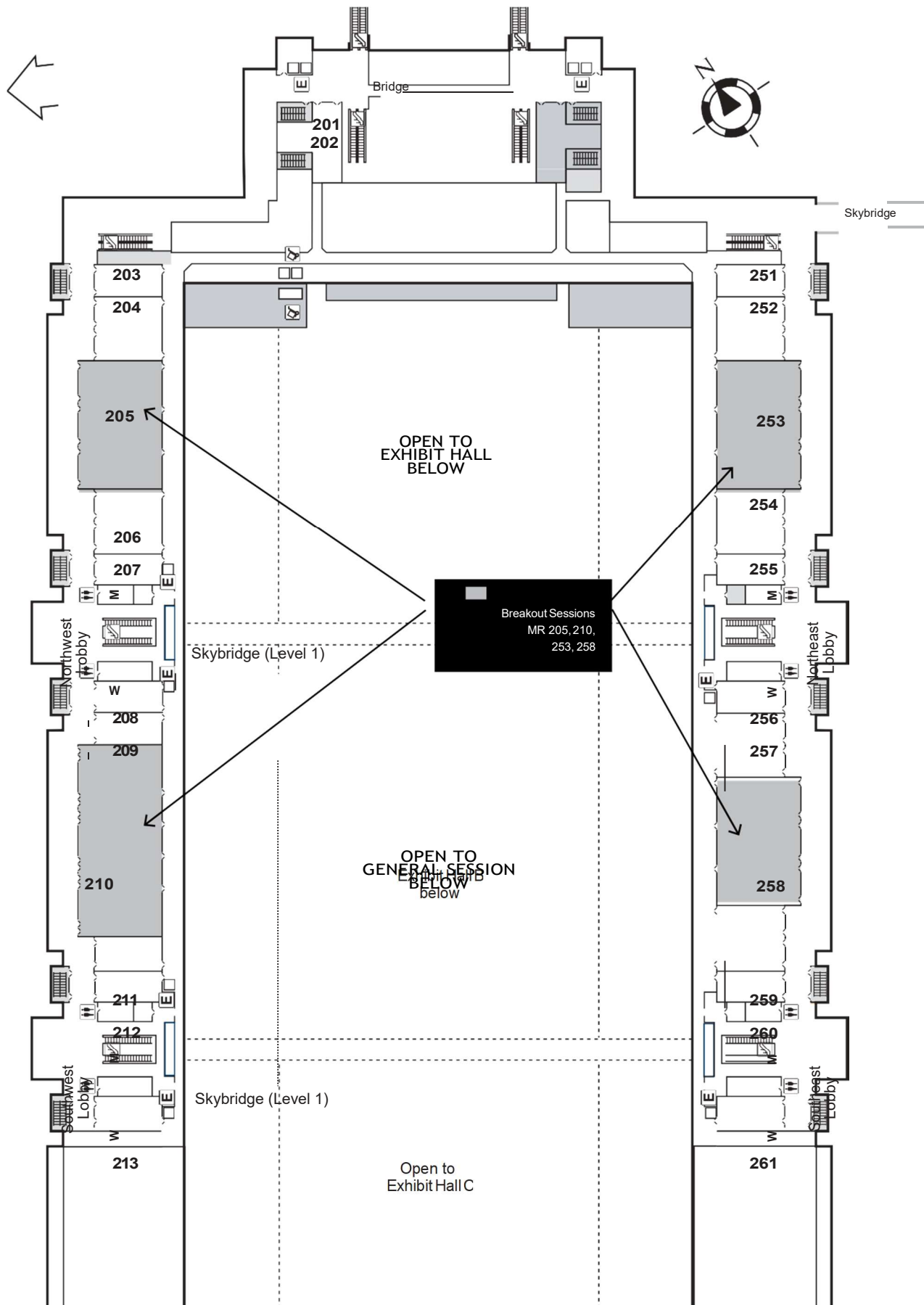
# CONVENTION CENTER MAP LEVEL 0



# CONVENTION CENTER MAP LEVEL 1

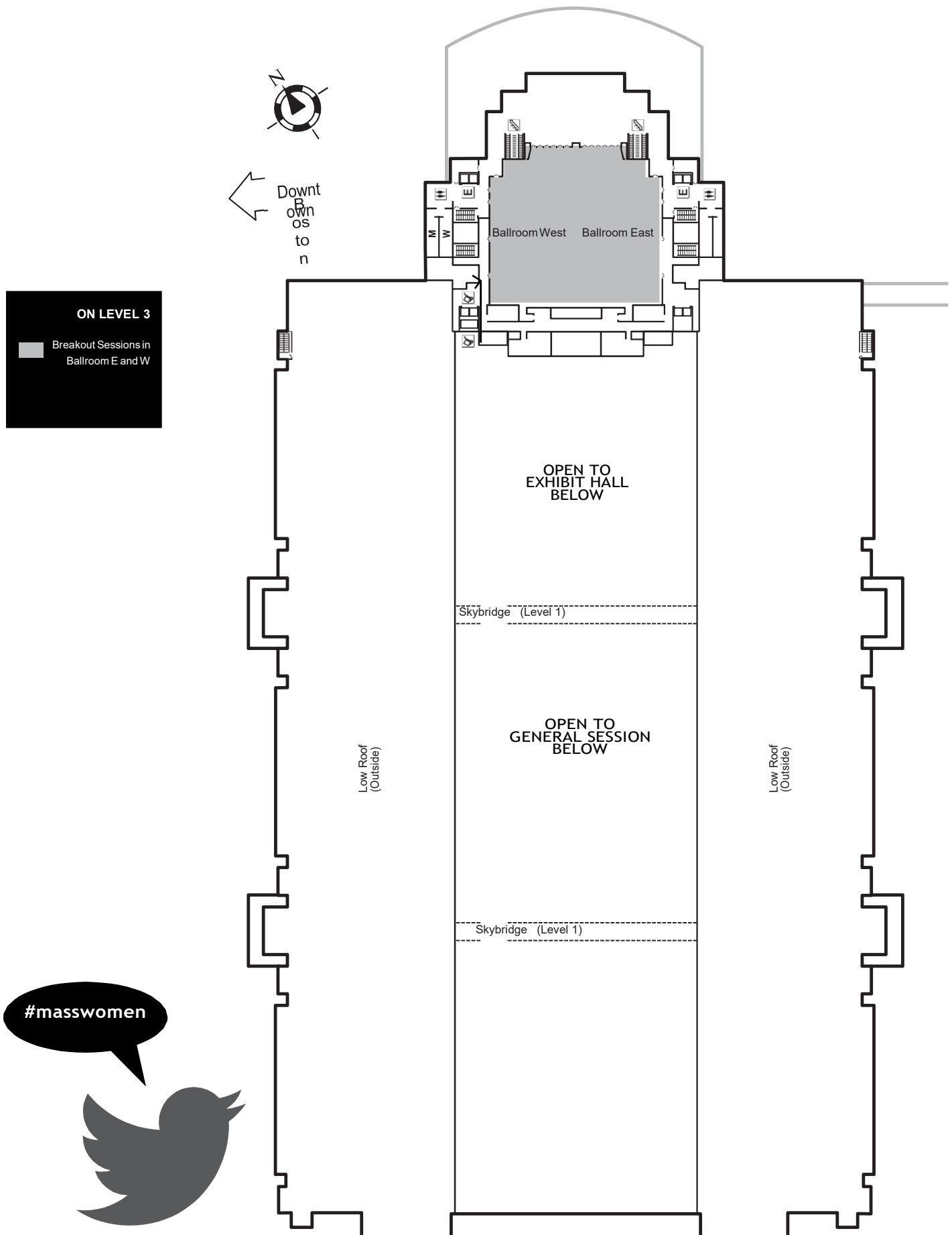


# CONVENTION CENTER MAP LEVEL 2





# CONVENTION CENTER MAP LEVEL 3



# SESSION I BREAKOUT SESSIONS

10:00 A.M. – 11:00 A.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## CAREER ADVANCEMENT ..... Ballroom West

### Make Your Meetings Matter (W)

Everyone attends them, most people hate them, and few are done well. In fact, studies show that poorly run meetings are a multi-billion-dollar problem in U.S. organizations. It's time to stop throwing away time and money and learn how to manage meetings that matter. The ability to lead effective meetings from wherever you sit is an indispensable skill in every industry and function. In this high energy, interactive session you will learn essential tools and techniques you can immediately put into practice to help you manage meetings that get results and are positive, engaging and efficient. Your next meeting participants will thank you!

**Speaker:** Mary Abbajay, president, Careerstone Group, LLC & best-selling author, *Managing Up* @maryabbajay

**Emcee:** Ally DeVoe, principal financial analyst, urology and pelvic health finance, Boston Scientific Corporation @bostonsci

## PERSONAL DEVELOPMENT ..... Ballroom East

### A Conversation on How to Skimm Your Life (FC)

Navigating life isn't easy, but theSkimm founders, Danielle Weisberg and Carly Zakin, make it a lot more fun. This fireside chat will deliver theSkimm's trademark mix of real talk, humor, and inspirational messaging to take all of the daunting, cumbersome and frankly unsexy parts of being an adult, and break them down in the same way they break down a complicated news story every morning in our inbox. They'll also take you on a journey through their experiences with entrepreneurship and reveal how they're evolving the brand to meet the demands of the future. Join this session to learn how to navigate the noteworthy moments in your lives, not just your days. Attendees will leave armed with advice, information and even a few hacks to help you make the most informed life and career decisions.

**Moderator:** Linda Henry, managing director, Boston Globe Media Partners @linda\_pizzuti

**Speakers:** Danielle Weisberg & Carly Zakin, co-founders & co-CEOs, theSkimm @theskimm

**Emcee:** Jane Carpenter, global head, communications, Wayfair @wayfair

## PERSONAL DEVELOPMENT ..... Meeting Room 258 (simulcast in 257)

### Unplugged: Reclaiming Balance in a Connected World (POE)

Living in a world where we are connected 24/7 certainly offers pros but definitely doesn't help the life-long life balance conundrum we face. What if we unplug and shift from 24/7 to 24/6? Would withdrawal cripple us or would it allow us to reclaim balance in a life of go-go? Tiffany Shlain will open the session to explore how turning off screens one day a week can work wonders for your brain, body, and soul—and why this regular practice of looking up gives you a better chance of seeing the big picture. Following her presentation, a panel of women will share their successes and lessons learned around the role of technology in helping or inhibiting balance and sanity. Attendees will walk away with a mix of easy hacks and scientifically-grounded doable strategies for implementing a 24/6 week while living in a 24/7 world.

**Thought Leader:** Tiffany Shlain, Emmy-nominated filmmaker, founder, The Webby Awards & author, *24/6 Unplugged* @tiffanyshlain

#### Panelists:

**Stephanie Humphrey**, technology and lifestyle expert & creator, #60secondtechbreak @techlifesteph

**Kelley Kage**, senior director, technology, Liberty Mutual @libertymutual

**Mary Laura Philpott**, author, *I Miss You When I Blink* & co-host, *A Word on Words* @marylauraph

**Emcee:** Katy Latimer, VP, research & development, Ocean Spray @oceansprayinc

## LEADERSHIP ..... Meeting Room 253 (simulcast in 252)

### Resilience Reset: Break Barriers and Thrive (POE)

Success in today's complex workplace requires the ability to navigate change, rise above adversity, and triumph – all of which require resilience and positivity. Leadership guru Anne Grady opens this session with a brief presentation on this all-important growth mindset. A panel of experts will then take the stage and offer personal experiences, invaluable nuggets and tools that will empower you to embrace rather than avoid challenge, face adversity head-on and inspire greatness in yourself and others. Attend this session for a resilience reset and discover how to break through barriers to survive and thrive, especially in difficult times.

**Thought Leader:** Anne Grady, resilience expert & best-selling author @annegradygroup

#### Panelists:

**Bea Arthur**, LMHC, EdM, MA, therapist and founder & CEO, The Difference @beaarthurlmhc

**Mary Mack**, senior executive vice president, consumer banking, Wells Fargo & Company @wellsfargo

**Jaqi Wright**, co-founder, Furlough Cheesecake @thefurloughcheesecake

**Emcee:** Marlo Tapley, senior director, strategic programs and sales operations, Oracle @oracle

**FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH MASSWOMEN**

# SESSION I BREAKOUT SESSIONS

10:00 A.M. – 11:00 A.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## PERSONAL DEVELOPMENT ..... Meeting Room 210 (simulcast in 206)

### Fab Finance: Creating Your Best Financial Life (W)

87 percent of Americans lack financial confidence when it comes to managing their money, and approximately 73 percent live paycheck to paycheck. Concerns over money transcend all differences; and despite working hard to get ahead, most families are one check away from a financial crisis. This interactive finance workshop will offer tools to help you create a new narrative and new habits that support financial success. Attendees will leave with:

- A better understanding of your money story and how your experiences shape your relationship with money;
- Ways to counteract the tactics marketing companies use to encourage consumers to spend beyond their means;
- The ability to create new habits that allow you to save more and increase your financial health; and
- Ways to create a budget that aligns with your life goals.

**Speaker:** Tonya Rapley, nationally recognized millennial money expert & creator, *My Fab Finance* @myfabfinance

**Emcee:** Blythe D. Berents, financial solutions advisor, consumer banking & investments, Bank of America @bankofamerica

## CAREER ADVANCEMENT ..... Meeting Room 205 (simulcast in 204)

### Handling Conflict at Work (POE)

Every day, we navigate a workplace full of competing interests, clashing personalities, limited time and resources, and fragile egos. We work differently. We rub each other the wrong way. We jockey for position. Attend this session and learn how you can deal with conflict at work in a way that is both professional and productive—improving both your work and your relationships. HBR's leading expert on conflict, Amy Gallo, will present the latest research and then lead a conversation with a panel of professionals to explore strategies to manage emotions, engage in difficult conversations, achieve resolution and much more!

**Thought Leader:** Amy Gallo, author, *HBR Guide to Dealing with Conflict*, co-host, *Women at Work* podcast & contributing editor, *Harvard Business Review* @amyegallo

#### Panelists:

Rachel Cossar, expert on nonverbal communication, professional ballerina & founder, Choreography for Business @rachelonpointe

Jeffrey Whitford, head, corporate responsibility & branding life science, corporate responsibility & communications, Merck KGaA, Darmstadt, Germany @merckgroup

Gabi Zijderveld, chief marketing officer & head of product strategy, Affectiva @gabizij

**Emcee:** Kate Creagh, managing principal, human resources, Commonwealth Financial Network @commonwealthfn

## PERSONAL DEVELOPMENT ..... Meeting Room 160 (simulcast in 159)

### Thinking in Bets: Lessons in Unemotional Risk-Taking and Decision-Making (W)

Do you know when to cut your losses? In poker and throughout our lives, we are more successful when we maximize the time spent in favorable situations and minimize time in unfavorable ones. But many of us are too quick to quit when we are winning, or refuse to walk away from a losing game. Former World Series of Poker champion turned business consultant Annie Duke lives with uncertainty, and has found that the key to long-term success is to think in bets. In this workshop, she examines how the interaction of many cognitive biases can cause us to miss good opportunities and continue on when the odds are against us. She shares strategies to avoid these decision-making pitfalls and learn to take a longer term view. By shifting perspective and embracing uncertainty, you will start accurately assessing what you know and what you don't, improving your decision-making abilities in your career and at home.

**Speaker:** Annie Duke, decision strategist, former professional poker player & author, *Thinking in Bets* @annieduke

**Emcee:** Alice Lin, director II, advanced analytics, North America specialty claims and GRS claims strategy, planning & analytics, Liberty Mutual @libertymutual

## LEADERSHIP ..... Meeting Room 156 (simulcast in 157)

### Communication: Speak Up. Stand Out. (W)

Effective communication is more than just words and phrases. It's a projection of your competence and even your potential as a leader. Great communicators can voice their vision confidently, move plans and projects forward, and present their ideas across all levels of an organization. Join this workshop for actionable steps to develop your own communication style. Learn to go from invisible to visible, communicate both up and down the ladder, and speak with clarity and confidence so that your ideas are heard, your value is clear, and your opinions are remembered.

**Speaker:** Charmaine McClarie, career maker, C-suite advisor, & keynote speaker @mcclariegroupp

**Emcee:** Kate Cingolani, head, global communications, integrated supply chain operations, MilliporeSigma @milliporesigma

# SESSION I BREAKOUT SESSIONS

10:00 A.M. – 11:00 A.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## TRANSITIONS..... Meeting Room 153 (simulcast to 154)

### Embracing Middle Age (POE)

As a new wave of women step into their mid-centuries, it's time to reimagine and embrace female midlife - not hide from or fear it! It is a unique time to take risks, seek new purpose, find a new mentor or become one, and a great time to chart a course for the encore stage of life. Together we will explore everything from career reinvention to the benefits of working across generations, from the emotional aspects associated with aging to the physical changes that occur, including menopause and much, much more! Attendees will leave armed with the tools to adapt and embrace all that this new life stage has to offer.

**Thought Leader:** Marci Alboher, vice president, Encore.org, author & journalist @heymarci

#### Panelists:

Stephanie Browne, VP, talent acquisition, chief diversity and inclusion officer, Blue Cross Blue Shield of Massachusetts @bcbsma

Karen Rinaldi, publisher, Harper Wave & novelist @suckatsomething

Darcey Steinke, author, *Flash Count Diary* @darceysteinke

**Emcee:** Susan A. Miele, PhD, chief human resources officer, Foundation Medicine @foundationatcg

## CAREER ADVANCEMENT ..... Meeting Room 107

### Unstereotype: *Tools to Un-Bias the Office* (POE)

The unconscious assumptions we all harbor about people who differ from us get in the way of good intentions; they can bias our assessments of employees, candidates and clients, and ultimately influence decisions to hire, fire and promote. Diversity expert Dr. Tiffany Jana will open the session with a brief presentation that challenges your assumptions, takes you outside of your comfort zone and addresses the systemic and institutional biases to which we are all vulnerable. Sharing their personal experiences and advice, a panel of experts will discuss systemic bias, how it's perpetuated, and how you, as an individual, can disrupt its mechanisms to "unstereotype" and un-bias your office.

**Thought Leader:** Dr. Tiffany Jana, DM, founder, TMI Consulting & author, *Overcoming Bias* and *Erasing Institutional Bias* @tmi\_consulting @twiffanyjana

#### Panelists:

Roxann Cooke, consumer bank and wealth management regional director, Chase @chase

Wade Davis, former NFL Player and educator on gender, race, & orientation equality @wade\_davis28

Virgie Tovar, author, activist and one of the nation's leading experts and lecturers on fat discrimination and body image @virgietovar

**Emcee:** Rushmie Nofsinger, VP, corporate affairs, AMAG Pharmaceuticals @amagpharma

## EMERGING PROFESSIONALS..... Meeting Room 104 (simulcast in 102)

### Intrapreneurship: *Pioneer Passion, Innovation and Vision* (POE)

Do you ever daydream about becoming an entrepreneur although you don't want to leave the company you're working for? The good news is that you don't have to start your own business to have an entrepreneurial career! You can be an intrapreneur and act like an entrepreneur within your organization. Starting with a brief presentation and followed by an interactive panel discussion featuring some of today's most successful entrepreneurs and corporate visionaries, you will learn how to take the fiery passion and creativity of entrepreneurs - and unleash them in your current position.

**Thought Leader:** Alechia Reese, creative brand strategist & chief brand architect, 360 Gateway Brands and author, *The Relationship Game* @alechiareese

#### Panelists:

Renata Black, microfinance guru & co-founder, EBY @joineby (IG)

Sarah LaFleur, founder & CEO, MM.LaFleur @mmlafleur

Courtney Lawrie, director, brand marketing channels, Wayfair @wayfair

**Emcee:** Amy Philbrook, head, diversity & inclusion, Fidelity Investments @fidelity

### BREAKOUT SESSION KEY

**W = Workshop** - Comprehensive sessions by a solo presenter which offer practical hands-on advice.

**POE = Panel of Experts** - Led by a thought leader who will provide an opening presentation for 8 to 10 minutes, followed by a discussion with experts who will share their best practices and lessons learned.

**LP = Life Perspective** - These sessions provide a mix of advice and inspiration by sharing real life stories to offer a perspective on managing life experiences.

**FC = Fireside Chat** - Intimate discussions with a moderator and speakers in an interview format.

**LEADERSHIP:** Designed for a seasoned or aspiring leader looking to climb the ladder and break barriers.

**CAREER ADVANCEMENT:** Designed for the mid/senior-level professional with significant experience looking for advice about professional skills and job advancement.

**EMERGING PROFESSIONALS:** Designed for early career professional women entering or re-entering the workforce.

**TRANSITIONS:** Offering expertise for maneuvering career and life transitions.

**PERSONAL DEVELOPMENT:** Offering advice to help you enhance your life, grow, and create more positive personal experiences outside the workplace.

**PERSONAL FINANCE:** Offering advice to help you manage your finances and plan for retirement.

# SESSION II BREAKOUT SESSIONS

11:30 A.M. – 12:30 P.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## PERSONAL DEVELOPMENT ..... Ballroom West

### Hyperfocus: Productivity in a World of Distraction (W)

The research is clear: the state of our attention determines the state of our lives. Yet our attention has never been as overwhelmed or in demand as it is today. We've never been so busy while accomplishing so little, and we've grown increasingly uncomfortable with a lack of stimulation and distraction. This engaging workshop is a practical guide to managing your attention—the most powerful resource you have to get stuff done, become more creative, and live a meaningful life. Attendees will walk away with actionable tips to:

- Work with fewer distractions;
- Take advantage of the dot-connecting powers of your brain in order to work more creatively;
- Increase your focus by working fewer hours;
- Work with intention and discover your most important tasks; and
- Strategically unfocus to take better mind-wandering breaks.

**Speaker:** Chris Bailey, productivity expert & author, *Hyperfocus: How to Be Productive in a World of Distraction* @chris\_bailey

**Emcee:** Barb Vlacich, VP, global sales operations & chief of staff, Kronos @kronosinc

## LEADERSHIP ..... Ballroom East

### The Likability Trap: Women, Leadership and the Double Bind (POE)

Data suggests that the more women succeed in the workplace, the less “likable” others tend to find them. Yet being considered likeable drives trust, influence and credibility—three important qualities to embody at work. This session will challenge this outdated image of women in leadership in two ways. First, our thought leader will offer a brief presentation that will examine the subjective nature of likeability and how our innate need for it can hinder our progress and power. We will then dive into an interactive panel discussion with leaders in the trenches, who share their personal experiences and offer actionable solutions for how to break free from cultural patterns holding us back and minimize pressure we place on ourselves to be likeable. Attendees will leave less focused on being likeable, more focused on owning their worth and value and empowered to celebrate, not mute, their unique talents and styles.

**Thought Leader:** Alicia Menendez, award-winning journalist & co-host, PBS's *Amanpour and Company* @aliciamenendez  
**Panelists:**

Yvonne Garcia, SVP & chief of staff to the CEO, State Street Corporation @statestreet

Minda Harts, founder, The Memo, LLC, seat creator & author, *The Memo* @mindaharts

Erica Keswin, workplace strategist & founder, Spaghetti Project @erica\_keswin

**Emcee:** Lisa Hellmann, VP, human resources & global internal communications, Hologic Inc. @hologic

## CAREER ADVANCEMENT ..... Meeting Room 258 (simulcast in 257)

### Networking: Become a Self-Promotion Pioneer (POE)

Networking is no longer just about schmoozing at an occasional event after work. It happens in person and online, and it's a 24/7 job. And while not always comfortable (especially for women and introverts), self-promotion is a critical aspect of networking in 2019. Communications strategist Karen Wickre opens this session with her insights and step-by-step advice, followed by a conversation with expert panelists to discuss ways to nail that first impression and present yourself in a way that brands you the way you want before someone else brands you. Attendees will leave inspired and prepared to become a self-promotion pioneer whether you're sitting behind a screen or in the flesh.

**Thought Leader:** Karen Wickre, former editorial director, Twitter, connector & communications expert @kvox

**Panelists:**

Susan Rietano Davey, co-founder, Prepare to Launch, LLC @preparetolaunchu

Kate Reed, VP, performance marketing, IBM Security @ibmsecurity

Yai Vargas, founder and CEO, The Latinista, networking and LinkedIn Ninja & author @layai

**Emcee:** Elizabeth Traynor, communications lead, global employee communications, Converse @ektraynor

## LEADERSHIP ..... Meeting Room 253 (simulcast in 252)

### Influence: How to Change Minds and Win at Work and in Life (POE)

The ability to sway opinions, encourage buy-in or convince individuals to completely change their stance on a subject is a powerful skill to harness at work and in life. And changing hearts is an important part of changing minds. In fact, research shows that appealing to human emotion can help you make your case and build your authority as a leader. Expert Mary Abbajay will set the stage for an exploration of influence by sharing a brief presentation followed by a conversation with an engaging panel to explore frameworks for developing influence, as well as success stories and pitfalls to avoid. Walk away with simple tactics you can use every day to change minds and win at work!

**Thought Leader:** Mary Abbajay, president, Careerstone Group, LLC & best-selling author, *Managing Up* @maryabbajay

**Panelists:**

Lee Hartley Carter, president, maslansky + partners, leading communications strategist & author, *Persuasion* @lh\_carter

Shannon Resetch, U.S. head, rare diseases and blood disorders, Sanofi @sanofi

Roxanna Sarmiento, partner & COO, #WeAllGrow Latina Network & digital strategist @weallgrowlatina

**Emcee:** Jennifer Perry, managing director, industry executive, technology and disruptive commerce, JP Morgan Chase @jpmorgan



# SESSION II BREAKOUT SESSIONS

11:30 A.M. – 12:30 P.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## EMERGING PROFESSIONALS..... Meeting Room 160 (simulcast in 159)

### Feedback (and Other Dirty Words): Why We Fear It, How to Fix It (W)

For many of us, “feedback” is a dirty word that brings up feelings of resentment and self-doubt. However, understanding how others experience us provides valuable opportunities to learn and grow. This session will help you learn how to take the sting out of feedback and reclaim it as a motivating, empowering experience. We will explore how to minimize the negative physical and emotional responses that can erode trust and shut down communication. Engaging in hands-on exercises and using real-world examples, attendees will learn how to give and receive effective, focused and fair feedback – and put these ideas into action right away!

**Speaker:** M. Tamra Chandler, people maven, founder & CEO, PeopleFirm, LLC @mtchandler

**Emcee:** Christina Scully, interim head, global manufacturing & supply chain quality, Bristol-Myers Squibb @bmsnews

## PERSONAL DEVELOPMENT ..... Meeting Room 210 (simulcast in 206)

### Brave, Not Perfect (LP)

In this inspiring session, Reshma Saujani shows us how to end our love affair with perfection and rewire ourselves for bravery. Drawing on hundreds of interviews with women and girls globally changing the world one brave act at a time, and her own personal journey, Saujani shares an array of powerful insights and practices to make bravery a lifelong habit and enable you to be the author of your biggest, boldest, and most joyful life.

**Speaker:** Reshma Saujani, *New York Times* best-selling author and founder & CEO, Girls Who Code @reshmasaujani

**Emcee:** Laysa Ward, EVP & chief external engagement officer, Target @target

## CAREER ADVANCEMENT ..... Meeting Room 205 (simulcast in 204)

### Ask for It: Success for Women Begins With Negotiation Savvy (W)

Whether it's a higher salary, much-deserved promotion, or more help at home, women find it hard to ask for what they want and refrain from negotiating even when they know that negotiation is necessary to get what they deserve. They pay for this reluctance in every aspect of their lives—in lost income, slower career progress, barred access to leadership roles at work, and health risks at home. Led by Sara Laschever, co-author of the groundbreaking *Women Don't Ask*, this session will guide you through the process of becoming a more confident, savvy, and successful negotiator. Walk away feeling inspired and empowered to ask for what you want in ways that feel comfortable and work best for women.

**Speaker:** Sara Laschever, leading authority on women and work and co-author, *Women Don't Ask and Ask for It!* @sklasch

**Emcee:** Alex Ibanez, director, discovery site operations, Merck Research Labs, Merck & Co. @merck

## CAREER ADVANCEMENT ..... Meeting Room 156 (simulcast in 157)

### Outspoken: Amplify Your Voice (POE)

It's undeniable: Women's voices often aren't heard—at work, at home, in every facet of their lives. The fault lies not with women, but in a culture that seeks to silence women's voices. Communications expert Veronica Rueckert will kick off the session with insights, then join a conversation with expert panelists who will offer advice and skills to help you harness and understand your own voice and learn how to use it with confidence.

**Thought Leader:** Veronica Rueckert, communications expert & author, *Outspoken* @rueckerttalks

**Panelists:**

Dena Blizzard, comedian & founder, Ladies OUT LOUD @onefunnymother

Rosaleen Burke, SVP, global quality and regulatory, Boston Scientific @bostonsci

Gabrielle Simpson Gambrell, VP, head of marketing & communications, Barnard College @\_giftogab\_

**Emcee:** Amy Armstrong, SVP, global head, talent development & employee relations, State Street Corporation @statestreet

**FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH MASSWOMEN**

# SESSION II BREAKOUT SESSIONS

11:30 A.M. – 12:30 P.M.

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

## TRANSITIONS..... Meeting Room 153 (simulcast to 154)

### Get Unstuck and Transition with Excitement (POE)

The anxiety, second-guessing and often unsolicited opinions we face during times of transition are abundant and can result in a lot of self-doubt. They can also make you feel stuck and prevent you from making the small decisions that will help you get where you want to go. Social worker and psychotherapist Amy Morin will briefly share the psychological factors that contribute to our mindset when facing transition and lead a dynamic panel conversation that will explore how to think about your choices, trust your instincts and decide whether to stay the course or pivot in a new direction.

**Thought Leader:** Amy Morin, licensed clinical social worker, psychotherapist, & psychology lecturer, Northeastern University @amymorinlscw  
**Panelists:**

Jackie Glenn, CEO & founder, Glenn Diversity and HR Solutions and author, *Lift As I Climb* @jackieglenn\_

Maxie McCoy, creator, maxiemccoy.com & author, *You're Not Lost* @maxiemccoy

Trish Torizzo, senior vice president, chief information officer, Hologic Inc. @hologic

**Emcee:** Nicole Fitzpatrick, VP & deputy general counsel, Akamai Technologies @akamai

## PERSONAL DEVELOPMENT ..... Meeting Room 107

### Babecamp Bootcamp: Lose Hate Not Weight (LP)

Virgie Tovar put her life on hold for a VERY. LONG. TIME. She was always on a diet. She engaged in starving behavior, obsessive exercising, and no matter what she did she never felt good enough, pretty enough or thin enough. If this sounds familiar, this is the session for YOU, because everyone deserves to have a harmonious relationship with their body. Acclaimed body image expert Virgie Tovar will share her personal journey to help you finally break up with diet culture, adopt a healthy lifestyle and embrace a positive body image wherever you are on your journey! Learn how to replace a weight consumed mentality and re-center yourself with self-care and self-love, which are the touchstones of our native relationship to our body.

**Speaker:** Virgie Tovar, author, activist and one of the nation's leading experts and lecturers on fat discrimination and body image @virgietovar

**Emcee:** Jane Bowman, VP marketing & strategic partnerships, Boston Globe Media @bowmanjane

## LEADERSHIP ..... Meeting Room 104 (simulcast in 102)

### ENCORE | Resilience Reset: Break Barriers and Thrive (POE)

Success in today's complex workplace requires the ability to navigate change, rise above adversity, and triumph – all of which require resilience and positivity. Kristen Balboni will open this session with a brief presentation on resiliency. A panel of experts will then take the stage and offer personal experiences, invaluable nuggets and tools that will empower you to embrace rather than avoid challenge, face adversity head-on and inspire greatness in yourself and others. Attend this session for a resilience reset and discover how to break through barriers to survive and thrive, especially in difficult times.

**Thought Leader:** Kristen Balboni, studio host and sideline reporter, Stadium @kristenbalboni

**Panelists:**

Nikki Howard, co-founder, Furlough Cheesecake @furloughcheesecake

Alechia Reese, creative brand strategist & chief brand architect, 360 Gateway Brands and author, *The Relationship Game* @alechiareese

Carla Wright-Jukes, senior manager, customer experience, Cisco Systems @cisco

**Emcee:** Linnete Velez-McKnight, senior global product marketing leader, security products, Johnson Controls @johnsoncontrols

Your panel session thought leader is more than a moderator. They are an expert on this topic and will be providing content to you in the beginning of the session and as the session conversation unfolds.

# SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

**LEADERSHIP ..... Ballroom West**

## **ENCORE | Communication: Speak Up. Stand Out. (W)**

Effective communication is more than just words and phrases. It's a projection of your competence and even your potential as a leader. Great communicators can voice their vision confidently, move plans and projects forward, and present their ideas across all levels of an organization. Join this workshop for actionable steps to develop your own communication style. Learn to go from invisible to visible, communicate both up and down the ladder, and speak with clarity and confidence so that your ideas are heard, your value is clear, and your opinions are remembered.

**Speaker:** Charmaine McClarie, career maker, C-suite advisor, & keynote speaker @mcclariegroup

**Emcee:** Eileen Elliott, Ph.D., site lead, site affairs & external partnership, Pfizer @pfizer

**PERSONAL DEVELOPMENT ..... Ballroom East**

## **— MOVIE VIEWING AND PRESENTATION —**

### **50/50: Rethinking the Past, Present & Future of Women and Power (FC)**

50/50 gives the 10,000-year history of gender and power, from setbacks and uprisings to the bigger context of where we are today. Using her signature cinematic-thought-essay style, Emmy-nominated filmmaker and founder of The Webby Awards, Tiffany Shlain, takes us on an electric ride to explore where we really are on the greater arc of history of women and power. The session will kick off by viewing this powerful 20-minute film. We will then discuss what it's going to take to get to a #5050 world – not just in politics and board rooms, but truly shifting the gender balance to be better for everyone.

**Speaker:** Tiffany Shlain, Emmy-nominated filmmaker, founder, The Webby Awards & author, *24/6 Unplugged* @tiffanyslain

#### **Panelists:**

**Tracy Atkinson**, EVP & acting chief administrative officer, State Street Corporation @statestreet

**Jessica Donohue**, EVP, client experience, State Street Corporation @statestreet

**CAREER ADVANCEMENT ..... Meeting Room 258 (simulcast in 257)**

## **ENCORE | Outspoken: Amplify Your Voice (POE)**

It's undeniable: women's voices often aren't heard—at work, at home, in every facet of their lives. The fault lies not with women, but in a culture that seeks to silence women's voices. Communication expert Veronica Rueckert will kick off the session with insights, then join a conversation with expert panelists who will offer advice and skills to help you harness and understand your own voice and learn how to use it with confidence.

**Thought Leader:** Veronica Rueckert, communications expert & author, *Outspoken* @rueckerttalks

#### **Panelists:**

**Bernice Cramer**, director, marketing, professional systems, Bose @bose

**Michelle P. King**, researcher, gender equality expert & head, The Global Innovation Coalition for Change at UN Women @michellepking

**Aria Mia Loberti**, first legally blind United Nations Youth Delegate & advocate for women and the disabled @amloberti

**Emcee:** Jodie Wertheim, global communications leader, DePuy Synthes, Johnson & Johnson @depuysynthes

**PERSONAL DEVELOPMENT ..... Meeting Room 253 (simulcast in 252)**

## **Viral Parenting: Raising Responsible Kids in an Online World (W)**

Raising responsible, safe, and communicative kids in a digital world is challenging yet possible. Although children and teens may fight you, they are quietly begging for boundaries and for parents to set guidelines to help them navigate a complex and pressure-filled online landscape. This session will offer practical tools to keep your kids safe in their online lives and will show you how to create stronger family relationships. Attendees will learn about privacy, bullying, respectfulness, and family time, as well as the importance of trust and open communication. These strategies are timeless, whether applied to texting, snapping, Facebooking, liking, or whatever social media platforms await us in the future. Learn how to integrate family contracts, guided conversations, device checks, and other strategies for teaching children about personal responsibility and safety.

#### **Speakers:**

**Mindy McKnight**, YouTube's favorite mom, author, *VIRAL PARENTING* & founder, M-Star Media Inc. @cutegirlhair

**Shaun McKnight**, founder, M-Star Media Inc.

**Emcee:** Marissa Poole, general manager, Canada, Sanofi @sanofi

**EMERGING PROFESSIONALS ..... Meeting Room 210 (simulcast in 206)**

## **ENCORE | Feedback (and Other Dirty Words): Why We Fear It, How to Fix It (W)**

For many of us, "feedback" is a dirty word that brings up feelings of resentment and self-doubt. However, understanding how others experience us provides valuable opportunities to learn and grow. This session will help you learn how to take the sting out of feedback and reclaim it as a motivating, empowering experience. We will explore how to minimize the negative physical and emotional responses that can erode trust and shut down communication. Engaging in hands-on exercises and using real-world examples, attendees will learn how to give and receive effective, focused and fair feedback – and put these ideas into action right away!

**Speaker:** M. Tamra Chandler, people maven, founder & CEO, PeopleFirm, LLC @mtchandler

**Emcee:** Lauren Zajac, chief legal officer, Workhuman @workhuman

# SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

PLEASE SEE BREAKOUT SESSION KEY AT THE BOTTOM OF PAGE 20.

**LEADERSHIP** ..... Meeting Room 205 (simulcast in 204)

## **ENCORE | Influence: How to Change Minds and Win at Work (POE)**

The ability to sway opinions, encourage buy-in, or convince individuals to completely change their stance on a subject is a powerful skill to harness at work and in life, and changing hearts is an important part of changing minds. In fact, research shows that appealing to human emotion can help you make your case and build your authority as a leader. Jodi Glickman will set the stage for an exploration of influence by sharing a brief presentation, followed by a conversation with an engaging panel to explore frameworks for developing influence as well as success stories and pitfalls to avoid. Walk away with simple tactics you can use every day to change minds and win at work!

**Thought Leader:** Jodi Glickman, CEO & founder, Great on the Job and blogger, Harvard Business Review @greatonthejob

### **Panelists:**

Raschelle Burton, chief communications officer, Santander US @santanderbankus

Karoline Lariviere, SVP, human resources, Fresenius Medical Care @fresenius

**Shannon Watts is unable to attend the conference, and will not be presenting.**

**Emcee:** Lisa Brady, director, supply chain sustainability & circular economy, Cisco Systems, Inc. @cisco

**PERSONAL DEVELOPMENT** ..... Meeting Room 160 (simulcast in 159)

## **Harness Resilience to Catapult Yourself Forward (LP)**

Women today face more stresses and strains, both professionally and personally, than ever before. But what if you could embrace life's challenges in ways that enabled you to catapult yourself forward? Join resilience expert Anne Grady as she presents with a comedic spin her story of being forced to build resilience and how her life was transformed as a result. She will share the important tools to enable you to cultivate your ability to adapt, continually learn and establish a healthy relationship with key stressors. Attendees will learn how to:

- Identify triggers and self-defeating habits to proactively manage them;
- Utilize brain-based strategies to improve emotional regulation and attention;
- Identify personal and professional high pay-off activities and priorities; and
- Take advantage of risk, change, and adversity to get back up faster and stronger

**Speaker:** Anne Grady, resilience expert & best-selling author @annegradygroup

**Emcee:** Colleen Richards Powell, senior director, corporate citizenship & diversity, MFS @followmfs

**TRANSITIONS** ..... Meeting Room 156 (simulcast in 157)

## **You're Not Lost: Create the Career YOU Want (W)**

Making some career decisions can be enough to bring any adult to her knees. The anxiety, second-guessing and unsolicited opinions we face are often abundant and result in self-doubt. They can also prevent you from making the small decisions that will help you get where you want to go. Career strategist Maxie McCoy will offer insights and advice for how to think about your choices, trust your instincts and decide whether to stay the course or pivot in a new direction.

**Speaker:** Maxie McCoy, creator, maxiemccoy.com & author, *You're Not Lost* @maxiemccoy

**Emcee:** Adda Grace Power, senior director, SOX & internal audit, TripAdvisor Media Group @tripadvisor

**CAREER ADVANCEMENT** ..... Meeting Room 153 (simulcast to 154)

## **ENCORE | Unstereotype: Tools to Un-Bias the Office (POE)**

The unconscious assumptions we all harbor about people who differ from us get in the way of good intentions; they can bias our assessments of employees, candidates and clients and ultimately influence decisions to hire, fire and promote. Leadership expert Deborah Pine will open the session with a brief presentation that challenges your assumptions, takes you outside of your comfort zone and addresses the systemic and institutional biases to which we are all vulnerable. Sharing their personal experiences and advice, a panel of experts will discuss systemic bias, how it's perpetuated, and how you as an individual can disrupt its mechanisms to "unstereotype" and un-bias your office.

**Thought Leader:** Deborah Pine, ED, Center for Women and Business, Bentley University and Bentley Executive Education @bentleycwb

### **Panelists:**

Archana Gilravi, VP, partnerships, Sheryl Sandberg and Dave Goldberg Foundation & podcast host, *Unstoppable Women* @unstppblwmn

Emma Lees, head oncology research, Bristol-Myers Squibb @bmsnews

Hillary Weingast, associate general counsel & head, global inclusion and diversity, Juniper Networks, Inc @junipernetworks

**Emcee:** Jeannette Mills, SVP, safety, health, environmental & assurance, National Grid @nationalgridus

**FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH MASSWOMEN**

# EXHIBITORS: BY AREA

## CAREER

AMAG Pharmaceuticals .....	917
BAE Systems .....	811
Bristol-Myers Squibb.....	1016
Commonwealth Financial Network.....	915
Dayla Arabella Inc. ....	810
Executive Career Success.....	809
Hologic, Inc. ....	1014
Innovation Women.....	1008
International Coach Federation - New England .....	1010
Merck & Company Inc .....	815
MFS Investment Management .....	820
National Grid .....	814
reacHIRE .....	808
Santander .....	916
SheFactor .....	908
TenWomenStrong.....	910
Thermo Fisher .....	920
TripAdvisor .....	914
US Coast Guard .....	806
Wayfair.....	1020
Workhuman .....	911

## COMMUNITY

Afri-root Collective .....	255
Barbara Lee Family Foundation.....	352
Big Sister Association of Greater Boston.....	345
BINA Farm Center.....	335
Budget Buddies.....	356
Cambridge Women's Center .....	234
Catalyst Collections .....	239
Catie's Closet - Donated by Juniper.....	452
ChappyWrap .....	337
Choose To Be Nice .....	444
Converse Inc. ....	440
Cradles to Crayons - Donated by MFS.....	233
ele & phant LLC .....	341
Fashion For Empowerment .....	252
Federation for Children with Special Needs .....	347
Girls Inc. of Lynn and Boston - Donated by Merck KGaA .....	344
Girls Inc. of Worcester Donated by Fidelity Investments .....	333
Girlstart - Donated by Merck KGaA .....	344
Greater Boston Food Bank.....	237
Invest in Girls, a program of the Council for Economic Education.....	253
J.Jill.....	353
JCC Greater Boston (Jewish Community Center) .....	257
Lion's Heart .....	339
Massachusetts Biotechnology Education Foundation - Donated by Merck KGaA.....	344
Meant to Bee .....	338
Merck KGaA Darmstadt, Germany .....	344
Pearls With Purpose Foundation.....	340
Preservation Society of Newport County .....	241
Project Have Hope.....	336
Project Place - WOW! .....	240
Rent the Runway .....	446
ScholarMatch .....	432
School on Wheels of Massachusetts .....	454
The Junior League of Boston, Inc. ....	238
The Philanthropy Connection .....	438
United Airlines .....	456

WCVB Channel 5.....	332
Wend Africa .....	236
Women's Foundation of Boston .....	153
Women's Lunch Place .....	349
Women's Suffrage Celebration Coalition of MA .....	354

## EDUCATION

Aruba Tourism Authority .....	365
Bank of America.....	265
Bay Path University .....	274
Bentley University .....	464
Boston University Metropolitan College .....	474
Boston University Questrom School of Business .....	574
Casner & Edwards, LLP .....	471
Center for Women in Politics and Public Policy .....	171
Duke University Fuqua School of Business.....	273
Edelman Financial Engines .....	269
Framingham State University .....	267
Harvard Business School Executive Education .....	264
JP Morgan Chase .....	364
JVS Boston - Donated by JPMorgan Chase .....	368
Lesley University.....	472
Liberty Mutual Insurance.....	564
Macys.....	664
MIT Sloan Executive Education .....	468
MIT Sloan School of Management .....	470
Nichols College.....	370
Northeastern University .....	173
Regis College .....	275
Salem State University .....	272
SCORE Boston .....	466
Simmons University.....	473
Smith College Executive Education.....	475
Suffolk University.....	367
TeenLife.com .....	270
UMassOnline .....	369
University of Massachusetts Boston.....	375
Wellesley College Executive Ed .....	372
Woods College at Boston College.....	271

## HEALTH & WELLNESS

Acelleron .....	842
Advocating 4 Your Health .....	841
American Heart Association, Go Red For Women.....	635
American Lung Association .....	633
Amy Goober Health Coach .....	1048
Apele Performance Undies.....	736
Association of Migraine Disorders .....	749
Athleta .....	944
Beautycounter - #betterbeauty .....	741
Biogen .....	653
blistabloc .....	935
Blue Cross Blue Shield of Massachusetts .....	1054
Body Logic .....	847
Boston IVF .....	948
Boston Scientific .....	1040
Cultural Care Au Pair.....	840
Drops by DEW-doTERRA Essential Oils .....	843
Fresenius Kidney Care .....	655
Gisele Naturals.....	745
Hologic, Inc .....	932



# EXHIBITORS: BY AREA

Johnson & Johnson .....	633
KIND Snacks .....	940
LPGA Amateur Golf Association Boston Chapter .....	754
Mass. PPD Fund .....	848
Massachusetts Health Connector for Business .....	844
MiddlesexMD .....	949
National Ovarian Cancer Coalition .....	951
Naturally Me .....	946
New Balance Athletics, Inc. ....	1032
Ocean Spray Cranberries .....	647
Reebok .....	746
Sand Tiger Health, Inc. ....	942
Scrub It LLC .....	1050
Seaworthy Naturals .....	756
Shriners Hospitals for Children - Boston .....	637
Spartan Race .....	732
Spina Bifida Association of Greater New England .....	752
Synergy Private Health .....	1046
Target .....	753
The Organic Project .....	846
The Phoenix .....	845
TunedMinds .....	747
Whole Foods Market .....	740
Xandara .....	743

## TECHNOLOGY

Bose .....	222
Exclusive Concepts Inc. ....	221
Hyundai Motor America .....	304
MIT Lincoln Laboratory .....	322
Pegasystems .....	225
Rapid7 .....	320
She+ Geeks Out .....	217
Society of Women Engineers .....	223

## WOMEN-OWNED BUSINESS

11 Honoré .....	504
Akosua's Closet an African Boutique .....	503
ALLY Shoes .....	711
American Moving and Installation .....	607
AprilMarin & Co. Inc .....	725
Beeline, LLC .....	710
Blue Monarch LLC .....	311
Careste .....	722
Castaways Vintage .....	505
Cavedoni Balsamic Vinegar / Putney House Trading, Inc. ....	409
Charged Glassworks - Boston Handmade .....	701
Charleston Shoe Co. ....	616
ChocolatesU, LLC .....	510
Color Street .....	604
Couture Planet .....	307
Design of Mine .....	419
Divadend Footwear .....	525
Doggsport Designs .....	317
Drawn to Ecology- Boston Handmade .....	701
EBY .....	314
eKnits4U - Boston Handmade .....	701
Enna Chocolate .....	407
Erin Nelson Jewelry .....	614
Flutter Eyewear .....	933
Forever Boards New England, LLC .....	508
Fusiondolls .....	155

GlitzKids .....	515
Half-n-the-Bag .....	623
Hawaiian Moon .....	706
Hippy Pilgrim .....	507
House Of Dietrich .....	315
I Heart Arm Warmers .....	517
Iamtra .....	611
Jack and Mary Designs .....	509
kathy kamei designs .....	325
Kindred Lifestyle Boutique .....	410
Little Brown Box .....	621
M.M. LaFleur .....	714
Mainly Local .....	501
Mama Sita's Miracle Butter Cream .....	418
Mary Kay Cosmetics .....	500
ML LIFESTYLE .....	600
Morrison Mae-Boston Handmade .....	701
Murphy, Hesse, Toomey & Lehan, LLP .....	707
MVPwear .....	502
Natrallee .....	403
Nora Gardner LLC .....	709
Organic Bath Co. ....	323
ParTEA .....	406
Pepperlane .....	620
Periodically Inspired .....	316
Radiant and Ready .....	408
Red + Wolf - Boston Handmade .....	701
Rodan + Fields .....	715
Rose & Dove Specialty Gift Shop .....	518
Scarborough & Tweed .....	424
Scarf King .....	514
Scarves Unlimited .....	720
Scatterbrain Handmade- Boston Handmade .....	701
SeneGence International .....	708
Sharon Schindler Photography .....	724
She Knew She Could/One Tough B .....	400
Shepherd's Run Jewelry- Boston Handmade .....	701
SKM Collection .....	415
Sofia Fima .....	606
Stash Jewelry .....	305
Stella & Dot by Carrie McGraw .....	624
Storied Adventures Travel .....	411
Sweetgum Home .....	610
Taleo - Boston Handmade .....	701
Tamara Designs of Boston .....	717
Taza Chocolate .....	625
The Atticco .....	401
The Cue / Bravery Brand .....	521
The Outrage .....	414
The Pink Poppy .....	721
Tiny Tags .....	422
Treeline & Tide - Boston Handmade .....	701
Untamed Hearts .....	506
Valerie E Luke - Boston Handmade .....	701
waffles & honey LLC .....	405
Wells Fargo .....	522
Wozz! Kitchen Creations .....	511
ZAAZEY .....	319





# CAREER PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

SPONSORED BY



MFS and the Massachusetts Conference for Women are thrilled to offer this year's Career Pavilion. Join us for 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!

## LEARNING BURSTS

12:30 - 1:00 PM

### BEST PRACTICES FOR RISING WOMEN LEADERS IN STEM

Presented by MIT Lincoln Laboratory

As women in STEM, we are accustomed to working harder to make our contributions known, making sure we are always presenting our best efforts. One of the most difficult transitions we face when we become managers is that the work we are representing is no longer our own. This drives a great deal of anxiety about the performance of our teams, all while we continue to try to distinguish ourselves amongst our leadership peers. These forces create a cycle that often engenders the same toxic environments we sought to correct. In this learning burst, Dr. Bonita Burke discusses the core discipline of self-reflection, why this trait is particularly crucial for female managers in STEM, and provides tips for creating a working environment where we can all thrive.

**BONITA BURKE, PhD**, assistant leader, counter-weapons of mass destruction group, MIT Lincoln Laboratory @mitll

3:00 - 4:00 PM

### THE RELATIONSHIP GAME: CULTIVATING AUTHENTIC RELATIONSHIPS TO CLIMB THE LADDER

Led by international speaker and chief brand strategist Alechia Reese, the Relationship Game focuses on the practical tips, tools, and resources required to build relationships that lead to career growth and acceleration. Every opportunity begins with connection. This session empowers leaders at all levels with the confidence to build relationships, the mindset to grow them, and the creative strategy to leverage personal value for professional growth.

**ALECHIA REESE**, creative brand strategist & chief brand architect, 360 Gateway Brands and author, *Eating Elephants* @alechiareese

THIS 20 MIN.  
LEARNING  
BURST WILL  
BE REPEATED  
3X

## COACHES CORNER

7:30 AM - 5:00 PM \*

The Coaches Corner is the place where Conference attendees receive one-on-one "laser coaching" with a professional certified coach from the International Coach Federation (ICF) New England Charter Chapter. This is a valuable opportunity to take what you learn at the Conference and translate it into action to take your career to the next level. ICF credentialed coaches will support your goals to advance your career and help you plan your next step by exploring topics relevant to your situation, which may include:

- Clarifying your professional goals
- Prioritizing and balancing your life
- Navigating career transitions
- Negotiating a raise
- Asking for that promotion
- Launching a new career or job search
- Seeking and attaining board positions
- And much more!

It's helpful to have a topic in mind to discuss with your coach, but if you're feeling overwhelmed or not sure where to start, your coach can help with clarity.

# CAREER PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

## Participating Coaches

Dorothy Aubut, Mountain Willow Strategic Solutions, LLC  
 Sibel Babacan, Sibel Babacan Coaching and Mentoring  
 Kathy, Ball-Tonic, The 262 Group, Inc.  
 Amy Berenson, Compass Coaching / Navigate Ahead  
 Karen Bishop  
 Barti Bourgault, Beyond the Edge, LLC  
 Lynn Boyd, LBoyd Coaching  
 Andrea Brand, ARB Coaching  
 Alex Carleton, Acumentri Leadership  
 Karen Carmody, Chrysalis Coaching  
 Christine Chasse, Management Research Group  
 Elaine Davis, Elaine Totten Davis Coaching  
 Jeanine Delay  
 Susan DeMarco  
 Joan Devine  
 Denise Ebacher King  
 Laurie Fitzpatrick, Gestalt International Study Center  
 Debra Godfrey, New Logic Strategies, LLC  
 Christina Granahan, Granahan Coaching and Consulting  
 Penny Harris, Renewable Philanthropy LLC  
 Catherine Hayes, Catherine Hayes Coaching & Consulting, LLC  
 Debroah Hodges-Pabon, Radiance, LLC  
 Allison Iantosca, Boston Executive Coaches  
 Margaret Jablonski, Jablonski Consulting Group  
 Etta Jacobs, Power in the Middle  
 Caren Kenney, Human Performance Institute  
 Sarah Kipp, Kipp Communications, Inc.  
 Lisa Kleitz, Inner Assets Leadership Development  
 Trishia Lichauco, LichauCoach  
 Gina Lincoln, Gina Lincoln Coaching & Consulting  
 Deborah Linett, Sentient Leadership, LLC  
 Tracey Lukes, The Hollister Institute  
 Mary MacIntosh, MacIntosh Advisory Services  
 Elaine Maclellan, Performance Development Inc.  
 Sarah Mann, Spark HR Solutions  
 Tony Martignetti, Inspired Purpose Coach  
 Beth Masterman, Masterman Executive Coaching Inc.  
 Jan McCafferty, Tandem Solutions  
 Melissa Merres, Merres Coaching  
 Wynne Miller, The Miller Group  
 Jamie Morin, Synchrony Point Coaching & Consulting  
 Karen O'Donnell, Generating Autonomy, LLC  
 Mary O'Sullivan, Encore Executive Coaching  
 Martha Parker, Turning Points Coaching  
 Elizabeth Phillips  
 Jayme Purinton, Blue Sky OD Consulting  
 Marianne Reiff, Marianne Reiff  
 Merryn Rutledge, ReVisions LLC  
 Lisa Sasso, Medical Development Partners, LLC  
 Sarah Scala, Sarah Scala Consulting  
 Melissa Scheid Frantz, Melissa Scheid Frantz, LLC  
 Kristina Scrutchedfield, McCrea Coaching  
 Diane Shannon, Shannon Coaching for Life  
 Karen Stacey, Kreative Learning Solutions  
 Cindy Stack, Cindy Stack Coaching and Leadership Services  
 Vicki Staebler, Tardino Leadership & Organizational Effectiveness  
 Leslie Strachan, Leslie Strachan Coaching and Consulting  
 Dawn Sully Pile, Dawn Sully Pile, MA, CPCC  
 Colleen Taintor, Colleen Taintor Coaching and Consulting  
 Lauren Teller, Positive Change for Life  
 Elisa van Dam, Elisa van Dam Executive Coach  
 Anne Weiskopf, Make Your Now WOW!  
 Amanda Wright, Coaching Through Life's Transitions  
 Patrice Young, INYOUDEV, Inc.

## RESUMÉ REVIEW

7:30 AM - 5:00 PM \*

HR and career service experts will be providing free resumé critiques. Don't miss this opportunity to have a seasoned pro give your resumé a checkup and help you market yourself better in the ever-changing job market!

## Participating Resumé Reviewers

Laura Adrien, Northeastern University  
 Christina Breiter, Wellesley College  
 Susan Brennan, MIT Sloan School of Management  
 Brenda Campbell, Endicott College  
 Danielle Canas, MIT Sloan School of Management  
 Heather Carpenter-Oliveira, Northeastern University  
 Kate Chroust, Endicott College  
 Diane Ciarletta, Northeastern University  
 Melissa DeGrandis, Northeastern University  
 Amy DiGiovine, Harvard University  
 Helen Eaton, Endicott College  
 Heather Fink, Boston University, College of Communications  
 Jessica Fisher, Northeastern University  
 Kellie Fuller, Emerson College  
 Lauren Gray, Suffolk University  
 Robin Kahan, Tufts University  
 Becky King, Wellesley College  
 Carrie Klaphake, Northeastern University  
 Drew Lalosh, Bentley University  
 Lada Lau, University of Massachusetts Lowell  
 Amanda Maddox, Mimecast  
 Dale McLennan, Endicott College  
 Amber Meyers, Northeastern University  
 Alison Nogueira, Northeastern University  
 Julie Papp, MIT Sloan School of Management  
 Christelle Paul, Suffolk University  
 Elyse Pipitone, Blooming Careers  
 Christie Reynolds, MIT Sloan School of Management  
 Cindy Richard, Endicott College  
 Malakia Silcott, Tufts Career Center  
 Amanda Teixeira, University of Massachusetts Lowell  
 Katie Thatcher, ThriveAdmission  
 Leslie Warner, Tufts University  
 Lisa White, Boston College  
 Mofei Xu, Northeastern University

*\*Coaches & reviewers will not be available during the opening and lunch keynote sessions.*

*NOTE: Coaches & reviewers listed are those confirmed as of print date and are subject to change.*



ALL-NEW PODCAST FROM  
THE CONFERENCES FOR WOMEN

# WOMEN AMPLIFIED

HOSTED BY CELESTE HEADLEE,  
AWARD-WINNING JOURNALIST/AUTHOR



SUBSCRIBE &  
LISTEN EVERYWHERE  
YOU GET YOUR  
PODCASTS

# COMMUNITY CONNECTION PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

SPONSORED BY

**Merck KGaA**  
Darmstadt, Germany

Visit the **CURIOSITY CUBE** which offers hands-on science experiments!  
Also stop by to support these organizations: Girls, Inc. of Lynn and Boston;  
Girlstart and Massachusetts Biotechnology Education Foundation.

Help **Cradles to Crayons** collect 2,500 new hats, gloves, and coats for local children in need. Winter is coming, and the Massachusetts Conference for Women is teaming up with Cradles to Crayons to collect 2,500 winter essentials to distribute to children in poverty and homelessness before the cold weather begins! Help prepare Massachusetts' most vulnerable kids by bringing new hats, gloves, or winter coats to the Cradles to Crayons booth #233 on conference day.

**Cradles  
to Crayons**



If you didn't bring your items to donate today but would like to help, please stop by the booth and purchase hats and gloves from Old Navy to donate, or ask how to connect after the conference!

## WINE TASTING NETWORKING RECEPTION

LOCATED IN THE EXHIBIT HALL • 4:00 PM – 5:00 PM

Enjoy a glass of wine & spark conversation  
with fellow attendees - the perfect way  
to recap your day!

FIND SERVING  
LOCATIONS  
THROUGHOUT  
THE EXHIBIT  
HALL.



# EDUCATION PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

## BOOK STORE & AUTHOR SIGNINGS

SPONSORED BY



**9:45 AM**

Celeste Headlee  
Simon Sinek

**2:45 PM**

**Alicia Menendez - NEW TIME**  
Tara Westover

**11:00 AM - 11:30 AM**

Marci Alboher  
Annie Duke  
Amy Gallo  
Anne Grady  
Dr. Tiffany Jana  
Mary Laura Philpott  
Karen Rinaldi  
Darcey Steinke  
Tiffany Shlain

**4:00 PM - 4:30 PM**

M. Tamra Chandler  
Jodi Glickman  
Maxie McCoy  
Mindy McKnight  
Veronica Rueckert  
Tiffany Shlain  
**Shannon Watts will  
NOT be signing**

**12:30 PM - 1:00 PM**

Mary Abbajay  
Chris Bailey  
Lee Carter  
M. Tamra Chandler  
Jackie Glenn  
Minda Harts  
Erica Keswin  
Sara Laschever  
Maxie McCoy  
Amy Morin  
Alechia Reese  
Veronica Rueckert  
Reshma Saujani  
Virgie Tovar  
Karen Wickre

**4:40 PM - 5:00 PM**

Minda Harts  
Michelle Wax

BOOKSTORE BROUGHT  
TO YOU BY:





## WOMEN OF COLOR IN THE WORKPLACE ROUNDTABLES

Led by an expert facilitator, roundtables offer an informal and intimate setting to share best practices around a focused and specific topics that women of color face in the workplace. Roundtables are discussion based and will not feature a formal presentation. We encourage attendees to come with questions. Each roundtable will be offered a total of three times to allow attendees the opportunity to participate in multiple discussions on different topics.

Roundtables will take place at the following times:

**3:00 PM - 3:30 PM**

**3:35 PM - 4:05 PM**

**4:10 PM - 4:40 PM**

### **Emotional Wellness Matters for Women of Color**

Charmain F. Jackman, PhD, Massachusetts licensed psychologist and founder of InnoPsych, Inc., an online therapist of color directory, is on a mission to change the face of therapy! With the belief that knowledge is power, Dr. Jackman is committed to educating women of color about the importance of attending to their emotional health in order to interrupt generational trauma and to create inroads for healing. In this interactive roundtable, Dr. Jackman will share strategies for identifying when it is time to connect to a therapist; discuss tips for talking to friends and family about their mental health; and explore ways to navigate the complex mental health system to find the “right” therapist for you.

**Charmain Jackman**, founder and president, innopsych @docjackman

### **Owning Your Immigrant Status as a Woman of Color**

This roundtable will explore the intersectionality of women of color and being an immigrant. Attendees will learn tips and tools for navigating your career from entry level to the next dimension. Explore how to use your cultural differences (accents, food, customs and work ethics) as a brand differentiator.

**Jackie Glenn**, CEO & founder, Glenn Diversity and HR Solutions and author, *Lift As I Climb* @jackieglenn\_

### **Race, Hair and Working Women**

Are you judged for embracing styles that reflect your natural hair texture and your ethnic/racial heritage - even before you speak? Is your hair keeping you from moving up the corporate ladder? Issues related to “black” hair hit the mainstream media this year when two teens attending a Malden charter school were kicked off their sports team and banned from the prom because they wore their hair in braids. This interactive roundtable will explore unnatural responses to natural hair and offer best practices to help women of color address the emotional and physical challenges they face as it relates to hair in the workplace.

**Shellee Mendes**, founder, owner and stylist, Salon Monet, Boston @shelleemendes

### **The Memo: What Women of Color Need to Know to Get a Seat at the Table**

Minda Harts brings her entrepreneurial experience as CEO of The Memo to explore the “ugly truths” that keep women of color from getting the proverbial seat at the table in corporate America: micro-aggressions, systemic racism, white privilege, etc. Covering network-building, office politics, money and negotiation, this talk will help you learn how to address these issues head on. Attendees will walk away with a roadmap to help women of color and their allies make real change to the system.

**Minda Harts**, founder, The Memo, LLC, seat creator & author, *The Memo* @mindaharts

### **Women of Color: A Candid Conversation on Career Choice**

It's no secret the Future is Female: we currently control 52% of household income, and stand to inherit more than \$28 trillion by 2040. Women, particularly women of color, are graduating college with more degrees than our male counterparts, and we are deeply engaged in changing the face of entrepreneurship, with 9.5 million women-owned firms in the U.S., 3 million by women of color alone. There are tremendous opportunities for women of color to be entrepreneurial and focus your career in the financial services industry. Attend this interactive discussion to explore exciting career opportunities at Wells Fargo Advisors. Learn how business leaders are working together to change the face of the financial services industry and how you can be part of a workforce of advisors to advance wealth development, legacy building and estate planning specifically for women and women of color.

**Angela Ruffin-Stacker**, SVP, diverse FA recruiting strategy, Wells Fargo Advisors @wellsfargo

# Health & Wellness PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

SPONSORED BY



Commit to your health and well-being! Take time to explore The Massachusetts Conference for Women's Health & Wellness Pavilion that offers expert speakers, healthy snacks, product demonstrations, health screenings, and strategies to achieve optimal health and prevention.



## TARGET LIFESTYLE LOUNGE

*Join Target in celebrating women – today and every day.*

- 🎯 Rejuvenate yourself & your devices
- 🎯 Kick your feet up and take a break
- 🎯 Free samples!

## CLASSROOM SESSIONS

*Featuring an amazing roster of speakers and classes*

### 7:45 - 8:05 AM Maternal Health

Maternal mortality is a growing discussion across the country as we prepare for another election year. It is proven that skilled care before, during and after childbirth can save the lives of women and newborn babies, yet these services come at a cost. Tonya Rapley will discuss the difference between financial insecurity and poverty, how this notable difference affects women's health outcomes, and financial tools that are viable solutions to address this important topic.

**TONYA RAPLEY**, nationally recognized millennial money expert & creator, My Fab Finance @myfabfinance

### 11:05 - 11:25 AM Get Better at Stress

Meditation, massage, movement and more are all wonderful ways to recharge or refresh, but what if you could actually get better at stress? How we think about things, and especially how we think about "stress," play a role in our body's stress response and our overall health. The new science of stress has identified ways that we can shift our mindset for more positive outcomes. Going from threat to challenge, leaning in to prevent burnout, finding meaning in work or caregiving, and using adversity to grow are just some of the ways you can get better at stress. Join Charles Inniss, DPT, onsite wellness coach at Blue Cross and Blue Shield of Massachusetts, for a discussion about this important topic.

**CHARLES INNISS**, DPT, Blue Cross Blue Shield of Massachusetts @bcbsma

### 12:40 - 1:00 PM Look Good, Feel Good

When you look good, you feel good, which not only helps you feel more self-assured but most importantly, more confident. Join Dr. Dianne Quibell and Flo Goshgarian of MD TLC to explore various aesthetic and wellness options to help put you on the path to a more youthful and fresh appearance. From laser technologies to top-of-the-line skin care treatments and injectables, you deserve to treat yourself with a little "TLC"!

**FLO GOSHGARIAN**, president & owner, MD TLC @mdtlc\_ma

**DIANNE QUIBELL**, MD, internist, world-renowned cosmetic laser surgeon & aesthetic physician @mdtlc\_ma



### **2:45 - 3:05 PM Caregiving: A Public Health Priority**

This session will discuss the unique impacts of caregiving as identified by Embracing Carers, a global movement to address the often-overlooked needs of caregivers. We will take a deeper look at the state of care globally, in the US, and in Massachusetts, and will offer tips for those in this difficult role.

**SCOTT WILLIAMS**, VP, head, global patient advocacy & strategic partnerships, EMD Serono @emdserono

### **3:10 - 3:30 PM Fighting Back: One Woman's Journey with Heart Disease**

Heart disease is the number one killer of women. Listen to WomenHeart CEO Celina Gorre engage in conversation with a woman who has survived and is now thriving with heart disease. Hear her story of resilience and courage and learn how you can take control of your heart health.

**CELINA GORRE**, CEO, WomenHeart @womenheartorg

**MYRA ROBIN**, WomenHeart Champion @womenheartorg

### **3:35 - 3:55 PM Benefits of Core Conditioning and High Intensity Interval Training**

Whether you have ten minutes or two hours, there is a fundamental value in engaging the core muscles and participating in High Intensity Interval Training (HIIT). Attendees will learn definitions, benefit evidence and real-life examples that will make it easy for them to incorporate HIIT at home and/or at the workplace. Walk away feeling empowered to achieve your fitness goals in a realistic and time-efficient manner, anywhere and anytime!

**GINAMARIE FOGLIA**, senior director, medical intelligence & patient perspective, Sanofi @sanofi

### **4:00 - 4:20 PM Energy for Performance**

Human energy is an organization's most critical resource. Participants will learn tips and pearls on how to maximize their energy to increase performance and productivity in business and personal life. You will gain exposure to the four dimensions of energy and understand how all are critical for performance and engagement. Attendees will also understand the barriers that prevent full engagement.

**DIANA BACCI-WALSH**, head, WW education solutions, DePuy Synthes Spine @depuysynthes

### **4:20 - 4:45 PM "Just Ask"...Promoting Open Conversations about Sexual Health**

Sexual health can be considered a vital sign for overall health. Yet healthcare professionals and female patients often avoid important clinical conversations about sexual health, either due to a sense of discomfort or because women often do not think of their sexual health concerns as medical conditions. This lack of awareness can sometimes result in fewer women speaking up about their concerns with their healthcare providers. Attend this session to gain a better understanding of common sexual health concerns and how to get comfortable "just asking" your healthcare provider about your sexual health.

**AMAMA SADIQ, MD, MPH**, executive director, medical affairs, AMAG Pharmaceuticals @amagpharma

## **LIFE BALANCE & INTEGRATION COACHING** Brought to you by

*\*Sessions are 30 minutes and are first-come, first-served — advance sign-up is NOT required!*



### **7:30 AM - 5:00 PM**

The Conference is pleased to offer an additional coaching opportunity to attendees who are looking for support other than career assistance. Join us in the Health & Wellness Pavilion where you can receive one-on-one "laser coaching" with a professional certified coach from the International Coach Federation of New England (ICFNE). This is a valuable opportunity to take what you learn at the Conference and translate it into action and impact. ICF credentialed coaches will support your goals and help you plan your next step by exploring relevant topics, which may include:

- Clarifying your personal and/or professional goals;
- Prioritizing and balancing the many aspects your life;
- Navigating life transitions;
- Identifying ways to get involved in causes about which you are passionate; and, much more!

# SOCIAL HUB

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

SPONSORED BY



Visit the Social Hub, brought to you by State Street, to enjoy a comfortable seat, charging stations, and plenty of opportunities for organic networking. Also check out the interactive photo and video experiences at this space, including the Mirror Booth, where attendees can take a photo or video, and receive it directly to their phones



## Facebook Live 1:1 Training

Join television personality **KIM BARNES** and learn the tricks and tools of how to create your own Facebook Live broadcasts. Barnes uses all of her skills as the owner of Barnes Team Media, where they help businesses be seen, heard, and empowered to share their message through media and video to grow their business.

## Build It, Be It: How to Use LinkedIn to Create a Powerful Personal Brand

11:00 AM - 11:45 AM

12:30 PM - 12:50 PM

4:00 PM - 4:45 PM



First impressions have always been critical, and in 2019 your first impression is likely to be a digital one. The key difference? You have far more control over the perception you create online versus the snap judgement made when you meet someone in real life. In this workshop, social media expert **Amanda Healy** shares the what, why, where, and how of building a powerful personal brand online. Focusing on LinkedIn, she provides the steps that you can take right now, as well as longer-term areas of focus, to create a strong and memorable digital impression. LinkedIn novices and experts alike will walk away with a clear roadmap of how to build and evolve their LinkedIn presence to achieve their professional goals.

**AMANDA HEALY**, national social media speaker & head of IoT brand marketing at Cisco @amanda\_healy

## NEW! Women Amplified Podcast Booth

We'll be recording episodes throughout the day.

- 10:00 AM ..... Laysha Ward & Reshma Saujani  
**Brave, not Perfect: Lessons about Bravery, Leadership and Success**
- 11:00 AM ..... Tonya Rapley & Celeste Headlee  
**Mind Right, Money Right: Creating Your Best Financial Life**
- 12:00 PM ..... Michelle King & Celeste Headlee  
**The Fix: Overcome the Invisible Barriers That Are Holding Women Back at Work**



# TECHNOLOGY PAVILION

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

## TECHNOLOGY ROUNDTABLES

Tech roundtables aim to address conference attendees' diverse needs and interests related to technology and innovation. Led by an expert facilitator, each roundtable offers an informal and intimate setting to share best practices around a focused and specific topic. 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 growing their unique skillsets. We encourage attendees to come with questions.

Roundtables are limited to ten people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. We will offer each roundtable a total of three times so attendees can participate in multiple discussions on different topics, and to ensure that participants have other opportunities to join should their first-choice table fill up fast. Roundtables will take place at the following times:

**3:00 PM - 3:30 PM**

**3:35 PM - 4:05 PM**

**4:10 PM - 4:40 PM**

### **Creative Magic & Marketing Strategies for LinkedIn**

Most of us know LinkedIn as an employment service, but what if you knew how to maximize it to be so much more? LinkedIn can be used to manage your professional identity and engage with your network, but did you know it can also be used to establish your brand, sell a service, or meet your next employer or client? Yai Vargas, founder & CEO of The Latinista and known as The LinkedIn Ninja, can help you translate your creative, dynamic or strategic personality into actual business results. Come learn how she has built a powerful network and the one strategy she recommends to secure success on this platform.

**YAI VARGAS**, founder and CEO, The Latinista, networking and LinkedIn Ninja & author @layai

### **How to Become a Digital Influencer**

From bloggers to celebrities, entrepreneurs, and corporate professionals, influencers are everywhere. Roxanna Sarmiento is a digital strategist and a partner of #WeAllGrow Latina Network, the first and largest community of Latina digital influencers. She will share her personal experiences and help participants learn best practices and pitfalls to avoid as you embark on the path to becoming a digital influencer. Together we will explore establishing credibility, attracting a following, projecting authenticity, finding your niche and so much more!

**ROXANNA SARMIENTO**, partner & COO, #WeAllGrow Latina Network & digital strategist @weallgrowlatina

### **Impact-Driven Digital Communications**

This roundtable is designed for professionals to understand the power of technology in connecting on a more emotive, purpose-driven level with people, communities, colleagues, and customers. Sharing best practices for impact-driven communications that leverage technology, Chris Ferzli will give meaningful advice - drawn from her time with Michelle Obama's team and her industry experience - on how best to connect with others authentically and strategically.

**CHRIS FERZLI**, director, global corporate affairs, Ocean Spray @oceanspray

### **Leading Remote Teams**

In our digital world, managing a distributed and remote workforce is a new reality for many leaders. Leading remote workers requires effective systems of accountability, ownership, transparency and emotional intelligence. Anna Jablonka will share her best practices and help you learn strategies for leading a goal-focused and results-oriented remote team.

**ANNA JABLONKA**, director, engineering excellence, Varian semiconductor equipment, silicon product group, Applied Materials @applied4tech

### **Mitigating the Teen Tech Addiction**

Kids ages 8-18 are spending an average of 7.5 hours a day in front of screens, while parents are spending an average of 9 hours a day! The latest studies show that we're on our devices far too much, and it's a top concern among families and schools throughout the country. Come explore and discuss what tools we can use to ALL be more mindful about using technology in our homes and businesses.

**KATIE GREER**, CEO, KL Greer Consulting & internet safety expert @katielgreer

### **Til Death Do You Tweet**

This discussion is designed for professionals and parents to help you understand the potential negative consequences of online behavior, especially on social media. Sharing best practices and lessons learned, tech and lifestyle expert Stephanie Humphrey will give helpful advice and actionable tips on how people can maintain a positive reputation in cyberspace.

**STEPHANIE HUMPHREY**, technology and lifestyle expert & creator, #60secondtechbreak @techlifesteph

# WOMEN-OWNED BUSINESS MARKETPLACE

LOCATED IN THE EXHIBIT HALL • OPEN ALL DAY

SPONSORED BY



We work hard each year to bring you a wonderful group of local and national businesses, **all owned by women**. Join the Conference in our commitment to supporting these women - today and throughout the year! See pages 26-33 for a full listing of exhibitors in this area.

## SMALL BUSINESS ROUNDTABLES

Led by expert facilitators, roundtables offer an informal and intimate setting to share best practices around a focused and specific topic within the small business and entrepreneurial spaces. 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 ten 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 give 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:

**3:00 PM - 3:30 PM**

**3:35 PM - 4:05 PM**

**4:10 PM - 4:40 PM**

### Accessing Capital to Start and Grow your Business

Women-owned businesses are a critical and growing component of our economy, but accessing capital is still one of the most significant challenges for them to start and grow their businesses. Sharing best practices and lessons learned from their personal entrepreneurial journeys, Seth Goodall and Teresa Maynard offer tips to help you prepare to access capital and discuss the different options existing today in the marketplace.

**SETH GOODALL**, executive director, corporate social responsibility, Santander Bank, N.A. @santanderbankus

**TERESA MAYNARD**, owner, Sweet Teez Bakery @sweetteezbakery

### Are You Ready to Lean Out?

If you are longing to demonstrate your career achievements in something other than a quarterly report, if you want ownership in addition to accountability, if your current job no longer sparks joy, then maybe it's time to Lean Out. Join us for a frank conversation with Anne Traer, who left a 20+ year career in technology to become a florist, flower farmer, and small business owner. We'll talk about how to make the decision to lean out, how to prepare for a career shift, and how to start down a new and independent career path.

**ANNE TRAER**, founder, Garden & Roads

### **How to Bootstrap a Business**

Think you need thousands of dollars to start a business? Think again. At this intimate roundtable, you'll walk away with a newfound confidence and excitement for growing your company on just a few hundred dollars. We'll discuss the top money-wasting mistakes entrepreneurs make when starting out, how to market and obtain PR for free, and share strategies on how to drive sales on little to no budget.

**MICHELLE WAX**, 3-time entrepreneur, author and film-maker @the.wax.life (IG)

### **Legal Do's + Don'ts for Entrepreneurs**

Running a business is all fun and games until you run into legal trouble. Whether you've got a side hustle or a fully formed business, you'll leave this roundtable knowing how to make the right legal decisions to protect you and your business without blowing your budget.

**BIANCA JORDAN**, founder, Brazen Legal @brazenlawyer

### **Preventing Sexual Harassment in Small Businesses**

The #MeToo movement brought increased awareness to workplace sexual harassment, yet it left many business leaders with unanswered questions. On top of that, research shows that many widely used corporate sexual harassment programs are ineffective. This roundtable will give women leaders the opportunity to share strategies for creating and maintaining a safe and equitable workplace. Led by a nationally recognized leader in preventing sexual abuse in organizations, this session will focus on practical strategies, organizational culture, and best practices for giving employees the skills to intervene in potentially unsafe situations.

**MEG STONE**, executive director, IMPACT @megstoneimpact

### **Running a Mission-Driven Social Impact Business**

In this roundtable, attendees will discuss the ins and outs of building and scaling a mission-driven social impact business. We will explore what it really means to be a mission-driven company, why social impact can help your business and how to implement a social impact component in an authentic way. Using her personal experiences, Meg Wheeler, co-founder of One For Women, will offer tips to help you stay true to your mission in a pivot; how to know when a social impact component is the right choice (especially when investors are telling you to abandon it); and how to choose the right organizations that align with your business.

**MEG WHEELER**, co-founder & CEO, One for Women @megkwheeler

### **Top Tips to Know Before Raising Capital**

Companies need the right kind of capital to grow, just as children need the right kind of food to grow. In this discussion, we will demystify the process of raising capital and share tools to help you match the right capital with the right business needs. We will also explore best practices and lessons learned from the experiences of investors and entrepreneurs with whom The Impact Seat has worked.

**BARBARA CLARKE**, principal, The Impact Seat @beclarke



