

15<sup>TH</sup> ANNUAL

★ THE ★

# TEXAS

CONFERENCE FOR

# WOMEN

HOSTED BY FIRST LADY ANITA PERRY



**SHERYL WUDUNN**



**SHIZA SHAHID**



**DIANA NYAD**



**DEBBIE STERLING**



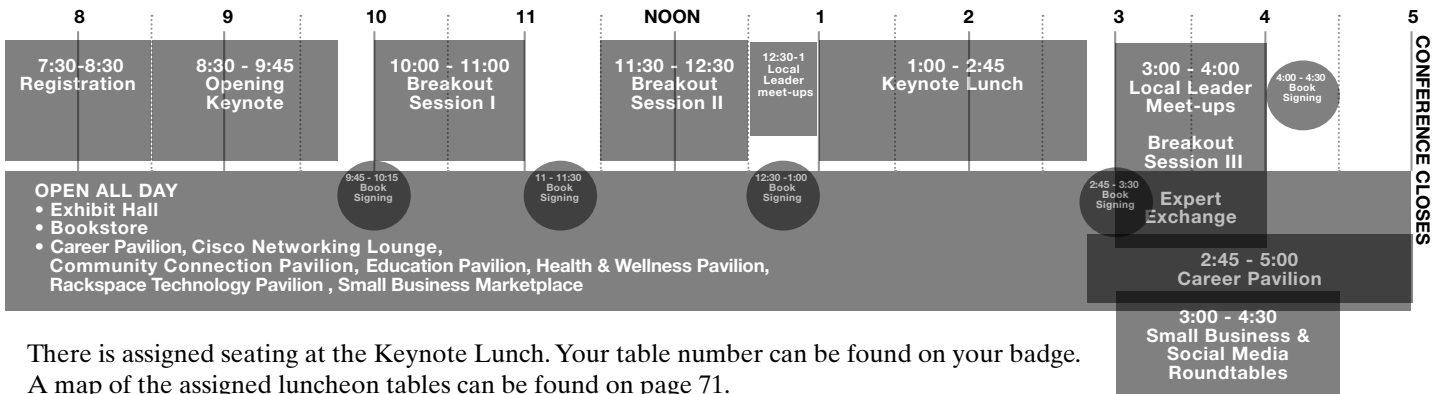
**TAMARA MELLON**



**SOLEDAD O'BRIEN**

**AUSTIN  
NOV 13  
★ 2014 ★**

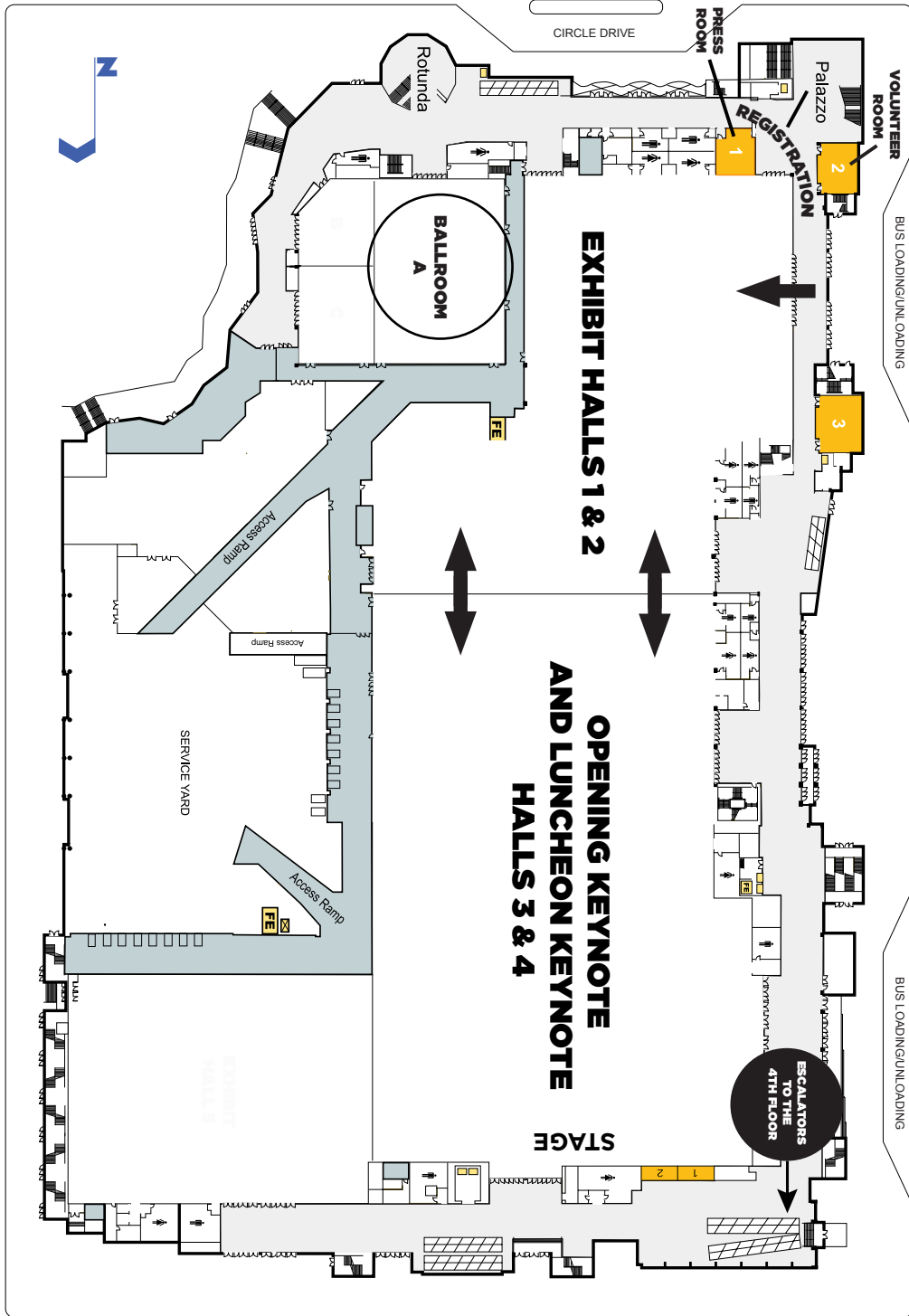
# CONFERENCE SCHEDULE AT A GLANCE



There is assigned seating at the Keynote Lunch. Your table number can be found on your badge. A map of the assigned luncheon tables can be found on page 71.

TIME	EVENT	LOCATION
7:30 A.M.–8:30 A.M.	Registration .....	PALAZZO
	Exhibits Open.....	HALLS 1 & 2
7:30 A.M.–8:30 A.M.	Exhibits .....	HALLS 1 & 2
	Bookstore.....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
	Career Pavilion.....	SEE PAGES 36-37 FOR SESSION LISTING
	Cisco Networking Lounge.....	SEE PAGE 38 FOR SESSION LISTING
	Community Connection Pavilion.....	SEE PAGE 40 FOR SESSION LISTING
	Health & Wellness Pavilion & Classroom Speakers.....	SEE PAGE 44 FOR SESSION LISTING
	Rackspace Technology Pavilion.....	SEE PAGES 48-49 FOR SESSION LISTING
	Small Business Marketplace.....	SEE PAGES 46-47 FOR SESSION LISTING
8:30 A.M.–9:45 A.M.	Opening Keynote Session.....	HALLS 3 & 4
	Emcee <b>Sally Hernandez</b> , anchor, KXAN	
	<b>Mary Stich</b> , VP and associate general counsel, Rackspace	
	<b>Debbie Sterling</b> , founder and CEO, GoldieBlox	
	<b>Jennifer Wuamett</b> , SVP, general counsel and secretary, Freescale	
	<b>Shiza Shahid</b> , co-founder, Malala Fund	
	<b>Gayle Morris</b> , VP, Americas services, Cisco	
	<b>Sheryl WuDunn</b> , Pulitzer prize-winner and best-selling co-author, <i>Half the Sky</i>	
	Live performance by <b>The Mrs.</b> , all-female band	
9:45 A.M. – 10:15 A.M.	Author Signings .....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
10:00 A.M.–11:00 A.M.	Breakout Session I.....	SEE PAGES 14-15 FOR SESSION LISTING
11:00 A.M.–11:30 A.M.	Author Signings .....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
	Cisco Networking Break	
11:30 A.M.–12:30 P.M.	Breakout Session II.....	SEE PAGES 16-17 FOR SESSION LISTING
12:30 P.M.–1:00 P.M.	Cisco Networking Break	
	Author Signings.....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
	Health & Wellness Classroom Speakers.....	HALLS 1 & 2, HEALTH & WELLNESS PAVILION. SEE PAGE 44 FOR SESSION LISTING
	Local Leader Meet-Ups.....	HALLS 1&2, COMMUNITY CONNECTION PAVILION, SEE PAGES 42-43 FOR SPEAKER LISTING
1:00 P.M.–2:45 P.M.	Keynote Lunch Session.....	HALLS 3 & 4
	Emcee <b>Shannon Wolfson</b> , anchor, KXAN	
	<b>Johnita Jones</b> , board president, TX Conference for Women and pipeline risk and integrity manager, ExxonMobil Pipeline Co.	
	<b>First Lady Anita Perry</b>	
	<b>Soledad O'Brien</b> , award-winning journalist, news anchor and producer	
	<b>Tamara Mellon</b> , founder, Tamara Mellon brand and Jimmy Choo, and author, <i>In My Shoes</i>	
	<b>Karen Quintos</b> , SVP and CMO, Dell	
	<b>Diana Nyad</b> , endurance swimmer, journalist and author	
2:40 P.M.–4:30 P.M.	Health & Wellness Classroom Speakers.....	HALLS 1 & 2, HEALTH & WELLNESS PAVILION. SEE PAGE 44 FOR SESSION LISTING
	Breakout Session III: Expert Exchanges, Encore Workshops.....	SEE PAGES 16-17 FOR SESSION LISTING
2:45 P.M.–3:15 P.M.	Author Signings.....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
2:45 P.M.–5:00 P.M.	Career Pavilion: Coaches Corner, Resume Reviews.....	HALLS 1 & 2. SEE PAGES 36-37 FOR SESSION LISTING
3:00 P.M.–4:40 P.M.	Rackspace Technology Pavilion: Social Media Roundtables.....	HALLS 1 & 2. SEE PAGES 48-49 FOR SESSION LISTING
	Small Business Marketplace: Small Business Roundtables.....	HALLS 1 & 2. SEE PAGE 46 FOR SESSION LISTING
	Local Leader Meet-Ups.....	HALLS 1&2, COMMUNITY CONNECTION PAVILION, SEE PAGES 42-43 FOR SPEAKER LISTING
4:00 P.M.–5:00 P.M.	Author Signings.....	HALLS 1 & 2, BOOKSTORE. SEE PAGE 35 FOR SIGNING SCHEDULE
5:00 P.M.	Conference Closes	

# CONVENTION CENTER MAP: 1<sup>ST</sup> FLOOR



Willie Nelson Blvd.

3rd St.

ONE WAY>>> Trinity Street ONE WAY>>>

<<<< ONE WAY Fourth Street <<<< ONE WAY  
Fourth Street / Metro Rail Station

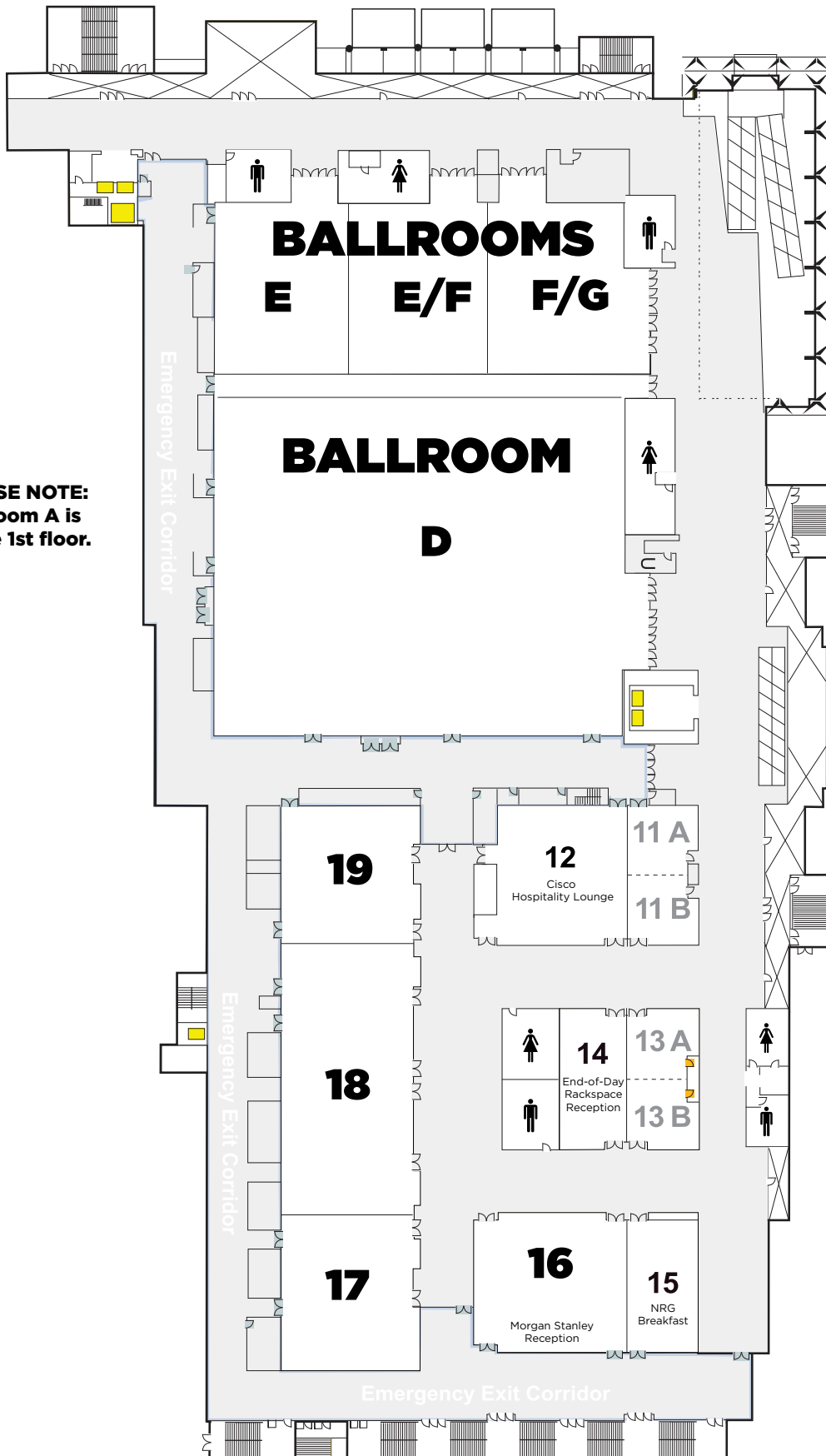
Nueces St.



# CONVENTION CENTER MAP: 4<sup>TH</sup> FLOOR



**PLEASE NOTE:**  
Ballroom A is  
on the 1st floor.



# MORNING KEYNOTE & SPECIAL GUEST SPEAKERS

8:30 A.M.–9:45 A.M. – HALLS 3 & 4



**Sally Hernandez** anchors the Emmy award-winning morning show on KXAN. A proud Texan, Hernandez has called Austin home for more than a decade, working her way up the ladder from news intern to morning anchor for “KXAN News Today.” She has been recognized by *The Texas Associated Press* for her anchoring and reporting. She wakes up every morning at 2:30 a.m. to anchor the news and “Wake Up Austin!” You can watch Hernandez Monday through Friday from 4:30 a.m. to 7:00 a.m. on “KXAN News Today.” @sallyhernandez

**Debbie Sterling** is the founder and CEO of GoldieBlox, an award-winning toy company on a mission to “disrupt the pink aisle” with interactive construction toys and stories for girls. Sterling is an engineer, spokesperson and one of the leaders of the movement toward getting girls interested in engineering and technology. Sterling was named *TIME*’s “Person of the Moment” and one of *Business Insider*’s “30 Women Who Are Changing the World.” GoldieBlox was named one of the “World’s Most Innovative Companies” by *Fast Company*, “Educational Toy of the Year” by the Toy Industry Association and became the first-ever small business to win a free commercial during the Super Bowl. Sterling has made it her life’s mission to tackle the gender gap in science, technology, engineering and math. She earned her degree in engineering at Stanford University in 2005. @goldieblox  
11:30 a.m.–12:30 p.m. *Inside High-Tech Culture* – MR 17

**Shiza Shahid** is the CEO and co-founder of the Malala Fund, the organization representing the young Pakistani activist who was shot by the Taliban for her campaign for girls’ education. Shahid is an entrepreneur and social activist of Pakistani origin. Previously a business analyst at McKinsey & Company in the Middle East, she is now leading the Malala Fund in its work to empower girls through education. The Malala Fund strives to help girls recognize their potential and to be agents of positive change in their communities. Shahid was named one of *TIME* magazine’s “30 Under 30 World Changers” and to *Forbes*’ “30 Under 30” list of social entrepreneurs. Shahid is a graduate of Stanford University. @Shiza  
11:30 a.m.–12:30 p.m. *How to Become the Social Entrepreneur of Your Life* – MR 19

**Sheryl WuDunn** was the first Asian-American reporter to win a Pulitzer Prize, and is a business executive, lecturer and best-selling author. With her husband Nicholas Kristof she co-authored four books: *A Path Appears*, *Half the Sky*, *Thunder From the East* and *China Wakes*. They were awarded the Pulitzer in 1990 for their coverage of China, and the Dayton Literary Peace Prize in 2009. WuDunn worked at *The New York Times* as a business editor and foreign correspondent in Tokyo and Beijing, and now works in banking. @wudunn  
9:45 a.m.–10:15 a.m. *Book Signing* – Halls 1 & 2, Bookstore

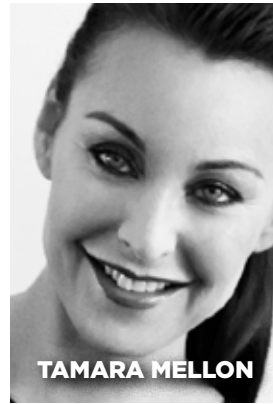
**The Mrs.** is an all-female rock band from Austin, Texas comprised of drummer, Andra Liemandt, lead vocalists and guitarists, Mandy Prater and Jennifer Zavaleta, vocals and keyboardist Larissa Ness, and bassist Jenny Mason. Their debut EP, which will release this fall, is very different from what is currently playing on rock and pop radio. Amid tales of teenage heartbreak and wild nights clubbing, the band wasn’t hearing music they could relate to on the stations they loved, so they decided to sing it themselves. Their music is about their lives – juggling careers, marriage, motherhood and friendships, while still trying to maintain their own identity. They don’t have a lot of time for self-reflection, so fostering a connection is a real need they decided to address with their songs. @themrsband



(ALL KEYNOTE SPEAKERS LISTED IN ORDER OF APPEARANCE)

# LUNCH KEYNOTE & SPECIAL GUEST SPEAKERS

1:00 P.M.-2:45 P.M. - HALLS 3 & 4



**Shannon Wolfson** is an award-winning journalist whose passion is telling stories that positively impact and enrich people's lives. Wolfson began her career at KXAN in 2006 as a general assignments reporter. In 2009, she helped launch KXAN "News at 9" on the CW as the anchor of that newscast. She is also a member of the KXAN Investigative Team and the Investigative Reporters and Editors (IRE) organization. Her journalism career started at KXII-TV in Sherman, Texas, where she was an anchor and a reporter. Her reporting has been recognized with several awards from the Texas Associated Press Broadcasters and was selected by her peers for LIN Television's highest honor, the Circle of Excellence award for outstanding leadership and professionalism. Wolfson has also twice been selected by the readers of *Austin 360* as the "Best Reporter in Austin." Wolfson graduated from The University of Texas at Austin with a B.J. and a specialty in broadcast news, and is a very proud third-generation Longhorn. She is also a graduate of the Austin Police Department's Citizens Police Academy. @shannonwolfson

**First Lady Anita Thigpen Perry** is the longest serving Texas First Lady. She has worked tirelessly to promote initiatives benefiting Texans across the state. She and the Governor founded the Texas Conference for Women in 2000. Drawing on her years of extensive experience as a nurse, Perry has advocated for healthcare issues such as childhood immunizations, breast cancer awareness, domestic violence awareness and sexual assault awareness. She is the only woman on the 16-member Baylor Scott & White Health board of trustees which oversees the largest not-for-profit integrated health care system in Texas and one of the largest systems in the United States. Perry's work in promoting tourism and economic development helps Texas continue to be one of the top three destinations in the country. Visitors to Texas spent \$65 billion in 2012, directly supporting 568,000 jobs across the state.

In June 2008, devastating arson threatened the Governor's Mansion which has served as the official residence of Texas governors and their families since 1856. Recognizing the significant structural and architectural damage to the historic home, Perry founded the Texas Governor's Mansion Restoration Fund. She went on to spearhead the private funding effort of the restoration's public and private partnership. During the summer of 2012 the restoration was completed, beginning a new chapter in the mansion's history. Perry earned a B.S. in nursing from West Texas State University, now West Texas A&M University, and an M.S. in nursing from the University of Texas Health Science Center in San Antonio.

**Soledad O'Brien** is an award-winning journalist, documentarian, news anchor and producer. O'Brien was the originator of "Black in America" and "Latino in America." In June 2013 she launched Starfish Media Group, a multiplatform media production and distribution company dedicated to uncovering and producing em-

powering stories that take a challenging look at the often-divisive issues of race, class, wealth, poverty and opportunity, through personal stories. Starfish Media Group continues to produce "Black in America" and "Latino in America" and other programming for CNN. Also, in June 2013 O'Brien joined HBO's "Real Sports With Bryant Gumbel" as a correspondent, and joined the Harvard University Graduate School of Education as a visiting fellow for the 2013-2014 school year. In 2010, she wrote a critically acclaimed memoir, *The Next Big Story: My Journey Through the Land of Possibilities*, which chronicles her biggest reporting moments and how her upbringing and background have influenced these experiences. O'Brien came to CNN from NBC News, where she anchored the network's "Weekend Today." Soledad O'Brien is a graduate of Harvard University and currently lives with her husband and four children in Manhattan. @soledadobrien

**Tamara Mellon** is the founder of Tamara Mellon brand and former chief executive officer and chief creative officer of Jimmy Choo. Mellon cultivated her skills early, working as accessories editor at British *Vogue* before founding Jimmy Choo. Mellon's strong sense of business and product led her to the roles responsible for the company's creative vision and strategic direction, as she nurtured the brand through a period of explosive international growth. During her time at the helm, Jimmy Choo grew from a single London boutique to one of the most prominent and innovative luxury brands in the world, with over 145 stores across the globe. Jimmy Choo was awarded the 2008 ACE Designer Brand of the Year award, the 2008 British Designer Brand of the Year award from the British Fashion Council, the 2008 *Footwear News* Brand of the Year award and the 2009 Nordstrom Partners in Excellence award. In 2011, Labelux purchased the brand for approximately \$800 million. @tamaramellon

2:45 p.m.-3:15 p.m. Book Signing - Halls 1 & 2, Bookstore

**Diana Nyad** successfully fulfilled her lifelong dream of completing the 110-mile swim from Cuba to Florida on September 2, 2013. This feat marked her fifth and final attempt, and took place when Nyad was 64 years old. Upon completing her grueling 53-hour journey, a breathless Nyad told the world, "I have three messages. One is we should never, ever give up. Two is you are never too old to chase your dreams. And three is it looks like a solitary sport, but it takes a team." Nyad has never been one to quit. In July of 2010, at the age of 60, she began her "Xtreme Dream" quest of swimming from Cuba to Florida, a task she had failed to finish 30 years previously. When asked her motivation, she replied, "Because I'd like to prove to the other 60-year-olds that it is never too late to start your dreams." Nyad was unsuccessful in her quest in 2010 and tried two more times in 2011 and 2012 before completing last year's historic swim.

2:45 p.m.-3:15 p.m. Book Signing - Halls 1 & 2, Bookstore

## LEADERSHIP.....BALLROOM A

**Leadership in a Multigenerational Workplace: How to Leverage Your Employees for Maximum Impact (POE)**

For the first time in history, four generations are sharing the workplace — and sometimes it feels like they are living in four different worlds. Being able to successfully lead the traditional traditionalists, the still-booming boomers, the extra-independent Gen-X-ers and the tech-or-die Gen-Ys is complicated, but it is critical to the success of your team and your organization. This interactive discussion will bring together a diverse mix of leaders and professionals to share best practices and lessons learned around leading a multigenerational workplace. Research and real-life experiences will offer attendees practical advice to:

- Lead more effectively and increase productivity;
- Improve communication and cross-generational relationships for yourself and your team;
- Provide more effective mentoring to better develop the next generation of leaders; and
- Leverage your team's strengths to develop a succession plan

**THOUGHT LEADER:** **Ritu Sharma**, co-founder and president, Women Thrive Worldwide, and author, *Teach a Woman to Fish* @rituthrive

**PANEL OF EXPERTS:**

**Jane Hyun**, leadership strategist and author, *Flex: The New Playbook for Managing Across Differences* @janehyun

**Mandy Ginsberg**, CEO, *The Princeton Review* and Tutor.com @tutordotcom

**Gayle Morris**, VP, Americas services, Cisco @cisco

**HOST:** **Johnita Jones**, pipeline risk and integrity manager, Exxon Mobil @exxonmobil

## CAREER ADVANCEMENT.....BALLROOM F/G

**It's All About a Brand New Brand YOU! Tips to Market and Promote Yourself (POE)**

Perception is reality more often than not — whether we like it or not. The most successful authors, entertainers, entrepreneurs and corporations have marketing and PR strategies to help them shine and to create the perception they want others to see. You can and should do the same. How do others perceive you? Are you happy with how others perceive you? Now is your chance to create a brand new brand for YOU! Having written marketing and publicity plans for more than 150 *New York Times* best-selling authors, award-winning branding expert Cindy Ratzlaff and a panel of real-life professionals will share invaluable strategies to help you create your very own publicity plan. Show your manager, your customers or your clients just how talented and invaluable you are. Attend this session and learn how to promote yourself and create a powerful message so that you stand out, get ahead and build the career you want!

**THOUGHT LEADER:** **Cindy Ratzlaff**, brand evangelist, social media strategist, author and *Forbes* “Top 30 Women Entrepreneurs to Follow on Twitter” @brandyou

**PANEL OF EXPERTS:**

**Sara Canaday**, author, *You — According to Them: Uncovering the Blind Spots That Impact Your Reputation and Your Career* @saracanaday

**Amy Heirman**, managing director, talent management, United Airlines @united

**Carla Piñeyro Sublett**, executive director of marketing, Latin America, Dell @dell @pineyro

**Michele Ruiz**, president and CEO, Ruiz Strategies @micheleruiz01

**HOST:** **Vandana Singh**, executive director, global customer experience and programs, Dell @dell

**BRANDED:** Dell



## EMERGING PROFESSIONALS.....MR 18

**The Doodle Revolution: Unlock the Power to Think Differently (W)**

The act of generating something new, useful and even disruptive is a fundamental capacity in all of us. Organizations today are experiencing creative tension — having to balance information overload with increasing pressure to do more, faster, with less. Innovation and thinking differently don't need to be intimidating, foreign, misunderstood or overly complex. This session will explore how you can use visual and game thinking to unlock your power to think differently, innovate, and ultimately be empowered to make quicker and smarter decisions in the workplace. This interactive workshop will teach you how to:

- Understand what innovation is and what ingredients are necessary for it to emerge;
- Integrate visual literacy and visual thinking into the process of innovation;
- Apply simple, user-friendly techniques and games to break habitual thinking patterns; and
- Better articulate ideas to the right people clearly, rapidly and memorably

**SPEAKER:** **Sunni Brown**, creator, The Doodle Revolution, and named *Fast Company*'s “100 Most Creative People in Business” and “10 Most Creative People on Twitter” @sunnibrown

**HOST:** **Lori Knowlton**, chief people officer, HomeAway @homeaway

**BRANDED:** HomeAway



## TRANSITIONS.....MR 19

**Transitions and Risk Taking: Lessons Learned While Becoming Brave (POE)**

Are you looking to start a second career, but nervous about what to do? Have you been in finance for a decade and scared to change industries, but desperately need a change? Do you want to retire, but fear the uncertainty of the extra hours in a day? Are you scared to leave the stability of corporate America to fulfill your inner entrepreneur? Have you taken years off to care for your family and worry about re-entering and managing the demands of a fast-paced workplace? Are you scared of heights, but desperately want to rock climb? Taking risks and stepping outside of your comfort zone can be stressful, challenging and downright scary! Fear isn't an end point, though; it's a point of entry to a life of incomparable joy. Join Patty Chang Anker, author of *Some Nerve*, together with a panel of real-world women, as they share their experiences and lessons learned while becoming brave. Attendees will leave with practical advice for overcoming their fears, taking risks, and successfully taking the plunge and making a transition personally or professionally.

*see speakers at the top of the next page*

# BREAKOUT SESSION I

10:00 A.M.–11:00 A.M.

**THOUGHT LEADER:** **Patty Chang Anker**, author, *Some Nerve* @pattychanganker

**PANEL OF EXPERTS:**

**Debbie Jones**, founder, French Laundry, North Carolina

**Cathy Kangas**, founder, PRAI @cathy\_kangas

**Leticia Watts**, Americas' region LSC finance manager, lubricants, Shell @shell

**Stacy Zoern**, founder, Kenguru @kenguru

**HOST:** **Cindy Goldsberry**, managing partner, ZFactor Group, and author, *ZFactor Sales Acceleration* @zfactorgroup

## HEALTH & WELLNESS ..... MR 17

### Minimizing Stress, Anxiety and Depression for Maximum Happiness (POE)

Stress, depression and anxiety may not sound as scary as other life-threatening diseases, but they can be as detrimental and dangerous to your health. The effects take a toll on one's mental and physical well-being — not to mention impact our ability to succeed personally and professionally. In a world that is fast-paced, constantly changing and always connected (overly connected), it is unrealistic to eliminate them altogether. This session will help you identify symptoms of stress, depression and anxiety. Featuring health, wellness and workplace experts, we will explore ways to minimize stress and better manage your energy, thoughts and time in a more positive way. Together we will learn how psychology, mindfulness, sleep, nutrition and exercise all contribute to creating a happier and more successful life.

**THOUGHT LEADER:** **Cynthia Ackrill, M.D.**, president, WellSpark, stress management @cackrill

**PANEL OF EXPERTS:**

**Katherine Anderson**, national director, naturopathic medicine, Cancer Treatment Centers of America @cancercenter

**Dr. Lawana Gladney**, author, *If You're In the Driver's Seat, Why Are You Lost?* @drgladney

Austin American-Statesman

**Pam LeBlanc**, *City Fit* columnist, *Austin American-Statesman* @statesman @FitCityLeblanc

**BRANDED:** Austin American-Statesman

## PERSONAL DEVELOPMENT ..... BALLROOM E

### Quieting Your Inner Critic So You Can Play Big (LP)

What sabotages most women from realizing their true potential? Fear mixed with self-doubt. Don't let doubt or a lack of confidence stand in your way of making a change or diving into a new journey. With so many external factors out of your control, it is important to control the things you can. Emotions play an integral role in your ability to transition. This session will teach you how to manage your inner critic to access and convey greater confidence. Attendees will walk away with:

- Simple tools to use immediately to reduce the negative impact of self-doubt;
- Strategies to quiet your "inner critic"; and
- Ways to become comfortable taking bold action in the workplace and in the world — and to become ready to make your next big move!

**SPEAKER:** **Tara Sophia Mohr**, author, founder and creator, *Playing Big* @tarasophia

**HOST:** **Michelle Breyer**, president and co-founder, Texture Media, Inc. @NaturallyCurly

## PERSONAL DEVELOPMENT ..... BALLROOM D

### Goals With Soul: The Most Effective Approach to Life Planning and Creating Success on Your Terms (LP)

Your bucket list. Quarterly objectives. Strategic plans. Big dreams. Goals. Lots of goals and plans to achieve those goals — no matter what. Does this sound like you? What we don't realize is that oftentimes we are not chasing the goal itself, we are actually chasing the *feeling* that we hope to get when we achieve that goal. We are living in an upside-down world with the procedures of the achievement upside down — and as a result we are burning out! We go after what we want to have, get or accomplish, and we hope that we'll be fulfilled when we get there. It's backward. And it's burning us out. This session will help you get clear on how you actually want to feel in your life and then provide you with tools to create some "Goals With Soul." Guru Danielle LaPorte will offer insight and advice to turn the concept of ambition inside out and will help you:

- Learn why easing up on your expectations actually liberates you to reach your goals;
- Identify your "core desired feelings" in every life domain: livelihood & lifestyle, body & wellness, creativity & learning, relationships & society, and essence & spirituality; and
- Create practical "Goals With Soul" to generate your core desired feelings.

**SPEAKER:** **Danielle LaPorte**, creator, *The Desire Map* and *The Fire Starter Sessions* @daniellelaporte

**HOST:** **Heather White**, morning host, 98.1 KVET @kvetfm @HeatherBelly

## YOUNG WOMEN'S PROGRAM ..... MR 16

### Turning Your Dream Into Reality (POE)

How do you take your great idea and turn it into reality? The real-life experiences of these panelists will help attendees learn how to launch your idea, the technology needed, the unavoidable mistakes, how to get help when you need it and how to establish a line of credit to finance it.

**THOUGHT LEADER:** **Jessica Bacal**, author, *Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong* @jessicabacal

**PANEL OF EXPERTS:**

**Kimberly Bryant**, founder, Black Girls Code @6gems @blackgirlscode

**Megan Grassell**, founder, YellowBerry @yellowberrybras

**Alison Brushaber**, chief product officer, Hail Merry @hailmerrysnacks

**HOST:** **Cynthia Rubio**, president and CEO, Radiant RFID @radiantrfid

**BRANDED:** Hail Merry





## LEADERSHIP ..... BALLROOM A

**Bridging the Cross-Gender Communication Gap to Improve Your Leadership and Advance Your Position (W)**

Survey results of over 100,000 in-depth interviews of men and women executives in over 60 Fortune 500 companies reveal the staggering number of false assumptions and opinions men and women have of each other, and in many ways, believe in themselves. No wonder we face such a tremendous communication gap in the workplace. What causes these misunderstandings, miscommunications, mistrust, resentment and frustrations at work? Relationship and communications guru John Gray will share insight to answer these questions and identify the eight blind spots that compel men and women to think and act as they do. Learn practical advice so you can remove the blind spots that prevent men and women from working and succeeding together. We will explore ways to bridge the communication gap to improve your problem solving, decision making, conflict resolution, stress management and overall leadership effectiveness. Unlock this and advance your leadership position!

**SPEAKER:** **John Gray**, best-selling author, *Men Are From Mars, Women Are From Venus* and *Work With Me: The 8 Blind Spots Between Men and Women in Business* @marsvenus

**HOST:** **Sheila Scarborough**, co-founder, Tourism Currents @SheilaS

## CAREER ADVANCEMENT ..... MR 17

**Inside High-Tech Culture: How to Belong Without Giving Up Your Values (POE)**

Technology and innovation play pivotal roles in our economy, yet men continue to dominate this profession. Why does the tech industry fail to attract and retain women? And for the women who do find a place in this world, what are the barriers they face when trying to fit in? In this inspirational session, industry leaders will answer these questions and share their strategies for success around how they maintain their values in a workplace where they may not see eye-to-eye with their colleagues.

**THOUGHT LEADER:** **Kathy Brabson**, regional VP, Central Texas, Time Warner Cable @twc

**PANEL OF EXPERTS:**

**Kimberly Bryant**, founder, Black Girls Code @6gems @blackgirlscode

**Debbie Sterling**, founder, GoldieBlox @DebbieBlox

**Renee Mitchell**, VP, global distribution sales, Freescale @freescale

**HOST:** **Karen Rapp**, CIO, Freescale @freescale

**BRANDED:** Freescale



## EMERGING PROFESSIONALS ..... MR 18

**Secrets for Winning at Work: The Handbook for Emerging Professionals and Career Success (W)**

It's not easy to enter the workforce today. For the first time in history, four generations are sharing the workplace — and sometimes it feels like they are living in four different worlds. How can young professionals navigate through the traditional traditionalists, the still-booming boomers, the extra-independent Gen-X-ers and your own generation, the tech-or-die Gen-Ys? Millennial expert Jessica Bacal — and seasoned veteran Kate White will use real-world examples to teach you how to navigate the workforce in a language that is friendly, current and actionable. Designed for millennial generation professionals, this session will help you create a personal action plan for career success.

We will explore:

- Potential points of conflict at work and how to handle them;
- Strategies to master the art of cross-generational communication;
- Building a positive relationship with your manager;
- How to accept constructive feedback; and
- Ways to obtain and create the career opportunities you want and need

**CO-SPEAKERS:**

**Jessica Bacal**, author, *Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong* @jessicabacal

**Kate White**, former editor in chief, *Cosmopolitan* magazine, and *New York Times* best-selling author @katemwhite

**HOST:** **Brenda Dennis**, senior director, worldwide sales strategy and transformation, Cisco @cisco

**BRANDED:** Cisco



## TRANSITIONS ..... BALLROOM E

**Quieting Your Inner Critic So You Can Play Big (LP)**

What sabotages most women from realizing their true potential? Fear mixed with self-doubt. Don't let doubt or a lack of confidence stand in your way of making a change or diving into a new journey. With so many external factors out of your control, it is important to control the things you can. Emotions play an integral role in your ability to transition. This session will teach you how to manage your inner critic to access and convey greater confidence. Attendees will walk away with:

- Simple tools to use immediately to reduce the negative impact of self-doubt;
- Strategies to quiet your "inner critic"; and
- Ways to become comfortable taking bold action in the workplace and in the world — and to become ready to make your next big move!

**SPEAKER:** **Tara Sophia Mohr**, founder and creator, *Playing Big* @tarasophia

**HOST:** **Norine Yukon**, former CEO, UnitedHealthcare Community Plan @myuhc

# BREAKOUT SESSION II

11:30 A.M.–12:30 P.M.

## HEALTH & WELLNESS ..... BALLROOM F/G

### **Aging Boldly: Making the Most of Your Time (W)**

What can you expect as you hit midlife? A personal revolution in work, play, love and health! In this session, best-selling author and longevity scholar Abigail Trafford will explore this unprecedented stage in the life cycle, thanks to better health and greater life expectancy. Sharing research and real-life stories, Trafford will provide practical strategies for managing the emotional and physical aspects of getting older — including retirement/career options, relationships, health and wellness, financial planning, and psychological issues, to name a few.

*SPEAKER:* **Abigail Trafford**, author, *My Time*, and journalist

*HOST:* **Virginia Woodruff**, founder, Great Moments in Parenting @gmparenting

*BRANDED:* Cancer Treatment Centers of America



## PERSONAL DEVELOPMENT ..... BALLROOM D

### **Survival Strategies in a “Lean In” World: Real People, Real Stories, Real Solutions (POE)**

In a world that has become increasingly fast-paced, over-connected and with no boundaries, the notion of balance is insane and impossible to achieve. Rather than attempt the impossible, this session will offer a blend of practical advice and inspiration to attain a new equilibrium, redefine your goals and priorities, and try to attain some sanity. Whether you are grappling with motherhood, caring for elderly parents, managing the abyss of a home, or all of the above, this session led by Joan Williams, a leading expert on this issue, will offer you some levity, humor, real stories and great tips from real women for managing the day-to-day chaos of life!

*THOUGHT LEADER:* **Joan Williams**, author, *What Works for Women at Work* @joanwilliams

*PANEL OF EXPERTS:*

**Katrina Alcorn**, author, *Maxed Out: American Moms on the Brink* @kalcorn

**Gail Sheehy**, best-selling author, *Passages* and *Daring: My Passages* @gail\_sheehy

**Kerri Zane**, single mom and lifestyle expert, and author, *It Takes All 5* @kerrizane

*HOST:* **Jane Gasdaska**, general manager, U.S. Product Supply and Distribution, Phillips 66 @phillips66co

## PERSONAL DEVELOPMENT ..... MR 19

### **How to Become the Social Entrepreneur of Your Life: Doing Well By Doing Good (POE)**

Are you passionate about changing the world? Are you looking for ways to channel your innovation and impact change? Are you eager to make a difference in your community and around the globe beyond your day job? This session will offer you practical how-to advice and inspiration to make your mark and have a positive social impact around the issues and causes close to your heart. Whether you are looking to volunteer or get involved, seeking ways to drive social responsibility within your organization, or wanting to start a socially entrepreneurial endeavor, this session is for you. With pioneers from the front lines, this dynamic discussion will illustrate the incredibly powerful aggregate social impact that can happen when we all do our part to make the world a better place. Together we will explore how you can:

- Leverage your professional skills and overall strengths to make a difference in the nonprofit world;
- Positively affect what is in your own backyard by thinking globally and not just locally;
- Invest in girls to become advocates and change-makers in their communities globally; and
- Become smarter shoppers by supporting organizations that give back as a part of their core mission

*THOUGHT LEADER:* **Lila Igram**, founder, ConnectHer @lilaigram

*PANEL OF EXPERTS:*

**Ritu Sharma**, co-founder and president, Women Thrive Worldwide, and author, *Teach a Woman to Fish* @rituthrive

**Shiza Shahid**, co-founder, Malala Fund @shiza @malalafund

*HOST:* **Fayruz Benyousef**, founder and principal, Fayruz Benyousef Consulting @fayruz

## YOUNG WOMEN'S PROGRAM ..... MR 16

### **I AM THAT GIRL: Empowering Your Everyday Life (W)**

Every day, we are bombarded with messages that lead us to question who we are. Meet Alexis Jones, founder of I AM THAT GIRL, which advises young women to be the best version of each of us. In this inspirational and interactive session, attendees will learn how to collaborate instead of compete and contribute as much as they consume, so they can better navigate the world.

*SPEAKER:* **Alexis Jones**, author and founder, I AM THAT GIRL @missalexisjones

*HOST:* **Kelly Ballard**, ED, Bazaarvoice Foundation @kellyinatx @bazaarvoicefdn

# BREAKOUT SESSION III WORKSHOPS & ENCORES

3:00 P.M.-4:00 P.M.

**Bridging the Cross-Gender Communication Gap to Improve Your Leadership and Advance Your Position (W) ..... BALLROOM D**  
Survey results of over 100,000 in-depth interviews of men and women executives in over 60 Fortune 500 companies reveal the staggering number of false assumptions and opinions men and women have of each other, and in many ways, believe in themselves. No wonder we face such a tremendous communication gap in the workplace. What causes these misunderstandings, miscommunications, mistrust, resentment and frustrations at work? Relationship and communications guru John Gray will share insight to answer these questions and identify the eight blind spots that compel men and women to think and act as they do. Learn practical advice so you can remove the blind spots, enabling men and women to work and succeed together. We will explore ways to bridge the communication gap to improve your problem solving, decision making, conflict resolution, stress management and overall leadership effectiveness. Unlock this and advance your leadership position!

*SPEAKER: John Gray*, best-selling author, *Men Are From Mars, Women Are From Venus* and *Work With Me: The 8 Blind Spots Between Men and Women in Business* @marsvenus

*HOST: Kerri Zane*, single mom and lifestyle expert, and author, *It Takes All 5* @kerrizane

**Flex: Strategies for Thriving in a Multicultural and Multigenerational Workplace ..... BALLROOM E**  
“Flexing” is the art of switching between leadership styles to more effectively work with and engage people who are different from you. The workplace is growing increasingly multicultural, female and younger. As today’s leaders, you must be able to navigate this diverse work environment. Yet because cultural differences can be invisible or difficult to spot, we may not pick up on subtle nuances that we encounter daily. Internationally renowned executive coach and leadership strategist Jane Hyun will share practical advice for building trust and connecting with those who are different than us to create innovative solutions at work and achieve greater outcomes in life. Attend this interactive session to:

- Understand the power gap, the dimension you need to master;
- Flex your style by stretching how you work and communicate with others and learn how to leverage differences;
- Bridge the gap with more effective communication and practical feedback tools; and
- Multiply the effect by teaching these skills to others

*SPEAKER: Jane Hyun*, leadership strategist and author, *Flex: The New Playbook for Managing Across Differences* @janehyun

*HOST: Leslie Rhode*, award-winning television journalist @leslie\_rhode

## BREAKOUT SESSION KEY (SESSION FORMAT)

- **W - Workshop:** Interactive sessions that include exercises, role plays and other activities which offer practical advice
- **POE - Panel of Experts:** Led by a thought leader in the space, these sessions will offer a brief “state of the climate” followed by a sharing of best practices and lessons learned from experts in the trenches
- **LP - Life Perspective:** These sessions offer a mix of advice and inspiration by sharing real life stories to offer a perspective on managing life experiences.
- **MR – Meeting Room**

## (SESSION TRACKS)

- **Leadership:** Designed for a seasoned or aspiring leader looking to climb the ladder and shatter the glass ceiling
- **Career Advancement:** Designed for the mid/senior level professional with significant experience looking for advice around professional skills & job advancement
- **Emerging Professionals:** Designed for Millennials and newer professionals entering or re-entering the workforce
- **Transitions:** Offering expertise for maneuvering career and life transitions
- **Health & Wellness:** Offering strategies for managing and improving your physical, mental and emotional well being
- **Personal Development:** Offering advice to help you enhance your life, grow and create more positive personal experiences outside of the workplace.

# EXPERT EXCHANGE SESSIONS

3:00 P.M.–4:00 P.M.

Expert exchange sessions provide attendees with the opportunity to gather with peers in a smaller setting to learn from experts. These sessions are discussions focused on sharing best practices and lessons learned around career or personal development topics. In addition to valuable knowledge sharing, they provide a great peer networking opportunity. Expert exchange sessions are designed to be intimate; therefore, capacity will not exceed 150 participants. Seating is first come, first served, and doors will close once we reach capacity.

## Style in the Workplace ..... BALLROOM F

It is proven that when you look good and put yourself together, you not only feel good but you are more productive and successful. Former *Cosmopolitan* Editor Kate White will provide you with practical tips (that work with any budget) for creating your own personal style in the workplace. She will also explore the true essence of style beyond what you wear and how that can make a tremendous impact on your career.

**SPEAKER:** **Kate White**, former editor in chief, *Cosmopolitan*, and *New York Times* best-selling author @katemwhite

## Claiming Happiness ..... MR 18

If you've been struggling to find the happiness you deserve, then this is the session for you. Kathy Kinney (best known as Mimi on *The Drew Carey Show*) and Cindy Ratzlaff (marketing genius behind the launch of *The South Beach Diet*) have been best friends for more than 30 years, and have helped each other navigate the ups and downs of their lives with humor and grace. In this entertaining and inspiring session, they will offer easy step-by-step actions to blast away at the societal preconceived notions of happiness and share the tried-and-true techniques they call "the seven best gifts a woman can give herself."

**SPEAKERS:**

**Cindy Ratzlaff**, brand evangelist, social media strategist, author & *Forbes* "Top 30 Women Entrepreneurs to Follow on Twitter" @brandyou

**Kathy Kinney**, actress and producer, co-author, *Queen of Your Own Life* @queenofownlife

## From 0 to Tech in 30 Days ..... MR 17

Think you can't make the switch into the technology industry? Think again. In this session, four women will share their experiences using e-learning programs, hands-on training and mentorship to break into the tech industry. This session is geared towards nontechnical people looking to make a job switch, re-enter the workforce or step into the working world for the first time. Session includes key takeaways that you can use immediately to jump-start your tech career progression.

**SPEAKERS:**

**Deborah Carter**, senior manager, cloud academy operations, Rackspace @rackspace

**Kay Jones**, senior manager, infrastructure services, Rackspace @rackspace

**Lisa McLin**, senior director, sales strategy, Rackspace @rackspace

**Kim Tryce**, manager, cloud engineering operations, Rackspace @rackspace



## How to Have a Better Day at Work: Sound Sleep, Reduced Stress, Stronger Immunity ..... MR 19

We've all had those days at work where we feel very unproductive because we haven't slept well, have an excessive amount of stress or are not feeling 100 percent. Katherine Anderson will tell us her tips on how to avoid having those days and head off to work feeling strong and better able to handle the challenges that come our way, which will lead us to increased productivity. No matter the number of balls you need to keep in the air at work and home, this session will help ensure you're always bringing your "A" game.

**SPEAKER:** **Katherine Anderson**, national director, naturopathic medicine, Cancer Treatment Centers of America @cancercenter



## Inclusive Leadership as a Competitive Advantage ..... BALLROOM G

The world of work is changing rapidly, where organizations are global, hyper-connected, less hierarchical, and ideas can come from anywhere. Great leadership is critical to effectively navigate this ever-evolving landscape, and inclusive leadership has the power to drive competitive advantage. Learn how to leverage your diverse perspective along with those in your organization, to role-model inclusive behaviors and enable collaboration, driving greater employee engagement, innovation and ultimately business impact.

**THOUGHT LEADER:** **Heather Lawley**, senior strategist, global inclusion and diversity, Cisco @cisco

**SPEAKERS:**

**Brenda Dennis**, senior director, worldwide sales strategy and transformation, Cisco @cisco

**Hope Galley**, emerging partner account manager, Cisco @cisco

**Gayle Morris**, VP, Americas services, Cisco @cisco

**Steve Yager**, VP, Americas region technical services, Cisco @cisco



## Women and Wealth: Establishing a Game Plan that Aligns with What You Value Most ..... MR 16

You're in charge of many things, including your financial future. Your financial success is woven into a larger story: a unique web of circumstances, responsibilities and goals. In the "Women and Wealth" expert exchange, we'll discuss managing for what you value most. This dialogue will provide you with some actionable insights on why financial planning is so critical for women. Attendees are invited to stay for a brief wine and cheese reception at the end of this thought-provoking session.

**SPEAKERS:** Female subject matter experts from Morgan Stanley

Morgan Stanley

# YOUNG WOMEN'S PROGRAM

10:00 A.M.-11:00 A.M. AND 11:30 A.M.-12:30 P.M.

In partnership with our sponsors, the Texas Conference for Women is proud to feature the Young Women's Program, which provides high school junior and senior girls with the opportunity to attend the conference and participate in a seminar track designed especially for them. The participation of nearly 300 high school students in this year's conference is made possible thanks to the generosity of our sponsors.

This unique program enables our next generation of leaders the opportunity to hear from dynamic speakers, exchange ideas and begin to chart their own paths. In the conference's 15-year history, more than 8,000 young women have attended the Texas Conference for Women as a result of these scholarships. Please take a moment to acknowledge the young women in attendance as you travel the halls of the convention center today. You may be sharing your experience with future teachers, doctors, authors, CEOs or even a president!



10:00 A.M.-11:00 A.M

## Turning Your Dream Into Reality (POE) .....MR 16

How do you take your great idea and turn it into reality? The real-life experiences of these panelists will help attendees learn how to launch your idea, the technology needed, the unavoidable mistakes, how to get help when you need it and how to establish a line of credit to finance it.

*THOUGHT LEADER:* **Jessica Bacal**, author, *Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong* @jessicabacal

*PANEL OF EXPERTS:*

**Kimberly Bryant**, founder, Black Girls Code @6gems @blackgirlscode

**Megan Grassell**, founder, YellowBerry @yellowberrybras @megrassell

**Alison Brushaber**, chief product officer, Hail Merry @hailmerrysnacks

*HOST:* **Cynthia Rubio**, president and CEO, Radiant RFID @radiantrfid

*BRANDED:* Hail Merry



11:30 A.M.-12:30 P.M.

## I AM THAT GIRL: Empowering Your Everyday Life (W) .....MR 16

Every day, we are bombarded with messages that lead us to question who we are. Meet Alexis Jones, founder of I AM THAT GIRL, which advises young women to be the best version of each of us. In this inspirational and interactive session, attendees will learn how to collaborate instead of compete and contribute as much as they consume, so they can better navigate the world.

*SPEAKER:* **Alexis Jones**, author and founder, I AM THAT GIRL @missalexisjones

*HOST:* **Kelly Ballard**, ED, Bazaarvoice Foundation @kellyinatx @bazaarvoicefdn

### PARTICIPATING SCHOOLS AND ORGANIZATIONS

*Note: The below are organizations that confirmed as of print date. We'd also like to thank those that are participating that are not mentioned here.*

AMERICAN YOUTHWORKS  
 BREAKTHROUGH AUSTIN  
 BRYAN COLLEGIATE HIGH SCHOOL  
 CHILDREN'S DEFENSE FUND  
 DRIPPING SPRINGS LADY TIGER ROBOTICS  
 EAST AUSTIN COLLEGE PREP  
 ENRICHING YOUNG WOMEN/ HARMONY SCIENCE ACADEMY  
 GARZA HIGH SCHOOL WOMEN'S STUDIES  
 GIRL SCOUT TROOP 1783

HISPANIC WOMEN'S NETWORK OF TEXAS - FORT WORTH CHAPTER  
 IGLESIA CASA DE MI PADRE  
 ONE DAY ACADEMY/GIRL SCOUTS  
 PRINCESS IN TRAINING INC.  
 STANDING IN FAITH  
 TEXAS STATE UNIVERSITY UPWARD BOUND - DEL VALLE HS, LEHMAN HS AND SEGUIN HS  
 THE LADIES OF DISTINCTION AT LBJ  
 YOUNG WOMEN'S COLLEGE PREPARATORY ACADEMY

# AUTHOR SIGNINGS

EXHIBIT HALLS 1 & 2

Book signings will take place in the Exhibit Halls 1 & 2.  
There is an area next to the bookstore where signings will take place.

9:45 A.M.–10:15 A.M.

Sheryl WuDunn

11:00 A.M.–11:30 A.M.

Patty Chang Anker

Sunni Brown

Sara Canaday

Dr. Lawana Gladney

Cindy Goldsberry

Jane Hyun

Danielle LaPorte

Cindy Ratzlaff

Stacy Zoern

12:30 P.M.–1:00 P.M.

Katrina Alcorn

Jessica Bacal

John Gray

Alexis Jones

Tara Sophia Mohr

Ritu Sharma

Gail Sheehy

Abigail Trafford

Kate White

Joan Williams

Kerri Zane

2:45 P.M.–3:15 P.M.

Tamara Mellon

Diana Nyad (*MEET AND GREET*)

4:00 P.M.–4:30 P.M.

Jane Hyun

Kathy Kinney

Cindy Ratzlaff

Kate White

Dr. Randall Wright

Kerri Zane

4:40 P.M.–5:00 P.M.

Sara Canaday

Cindy Goldsberry

Karen Walrond

Bookstore brought to you by:



# CAREER PAVILION

EXHIBIT HALLS 1 & 2

The Texas Conference for Women Career Pavilion features local and national career experts, coaches and professionals to address your most pressing questions and challenges. The Career Pavilion provides you with intimate and unique opportunities to best position yourself on the job, enhance your career skills and network with peers. Don't miss out on these Career Pavilion offerings:

## COACHES CORNER 3:00 P.M.–5:00 P.M.

The Coaches Corner program is designed to give conference attendees an opportunity for one-on-one “speed coaching” sessions with a coach from International Coach Federation (ICF) Austin or from Texas Women in Business (TWIB). This is a great private opportunity to take what you learned at the conference and turn it into action!

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

COACHES LISTED ARE THOSE CONFIRMED AS OF PRINT DATE AND ARE SUBJECT TO CHANGE.

Denise Antoon.....	Founder, The Antoon Group
Annabelle Arteaga, PhD.....	Organizational Consultant, Millvale
Candy Barone.....	CEO, You Empowered Strong
Pamela Becker.....	Life Coach, Pam Becker Coaching
Dean Bogues.....	President & Executive Business Coach, The Growth Coach of Austin
Marcia Clark.....	Legacy Coach, Living and Lasting Legacy, LLC
Mary Dunn.....	Leadership & Communications Coach & Speaker, Mary K. Dunn
Sheila Fleishman.....	Marriage & Family Coach, Raw Coaching 4 Couples
Maribel Garcia Valls, MPH.....	Executive/Career Coach, The Culture Coach
Elizabeth Golembiewski.....	Dating, Relationship & Life Coach, Ignite Divine Sparks Coaching
Rosemary Hook.....	Career Management Consultant, Hook The Talent
Lindi Horton.....	Health & Wellness Coach, Keep It Simple and Move!
Gail Hurt.....	Career Strategist, Living Authentically
Yvonne Ingalls.....	Executive Coach, Holosophy Leadership Consulting
Heather Jernigan.....	Business Strategist+Marketing Mentor, Heather Jernigan Unlimited
Myrna King.....	Life Coach, A Life Aligned
Anita Lane.....	Coach, Anita Lane Coaching
Nina Mioen.....	Life Coach, International Life Coaching
Kim Pinali.....	Austin Wellness Works
Michelle Poole.....	Career Coach, Blue Skies Coaching
Carolyn Scarborough.....	Writing and Creativity Coach, Backyard Pearls LLC
Nancy Schill.....	President, ExecIntel Solutions
Lauryn Sires.....	Health & Wellness Coach, Lauryn Sires
Chris St.Clair.....	Coach/Consultant, St. Clair Coaching
Darlene Templeton.....	Executive Coach, Templeton & Associates
Valerie Thomson.....	Success Through Self-Care Specialist, Life Come True Coaching
Susan Tolles.....	Christian Life Purpose Coach & Mentor, The Flourishing Life
Megan Tull.....	CEO, Silverlining Concepts, LLC
Beth Wilde.....	Holistic Health Coach, Wilde for Health
Amy Wolfgang.....	Career Coach/Owner, Wolfgang Career Coaching



# CAREER PAVILION

EXHIBIT HALLS 1 & 2

## RESUME REVIEW 3:00 P.M.–5:00 P.M.

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

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

RESUME REVIEWERS LISTED ARE THOSE CONFIRMED AS OF PRINT DATE AND ARE SUBJECT TO CHANGE.

Dr. Ramona Arora.....	Associate Director, MBA Career Management, McCombs School of Business, The University of Texas at Austin
Allison Birk .....	Career Advisor, Texas State University
Eden Bunch .....	Career Advisor, Texas State University
Lynn Chang, Ph.D. ....	Career Counselor, The University of Texas at Austin
Julie Copenhaver .....	Outreach and Communications Coordinator, Baylor University
Alison Devlin .....	Career Counselor, The University of Texas at Austin
Scott Good.....	Director of Career Development, MSTC McCombs School of Business, The University of Texas at Austin
Michelle Hardy .....	Sr. Associate Director, MBA Employer Relations McCombs School of Business, The University of Texas at Austin
Veronica Heiskell.....	Career Counselor, The University of Texas at Austin
Emily Kelly .....	Career Services Coordinator, Texas A&M University-Central Texas
Karen Landolt .....	Career Coach, Engaging Careers
Paul Leverington.....	Director – Career and Graduate Development, Huston-Tillotson University
Lynne Levinson.....	Career Counselor, The University of Texas at Austin
Mechelle Marler.....	Adult Education Career Counselor, Austin Community College
Rita Moreno .....	Program Coordinator, The University of Texas at Austin
Michelle Polkinghorn .....	Sr. Career Consultant, The University of Texas at Austin
Michael Powell.....	Director, Engineering Career Center, The University of Texas at Austin
Summer Salazar .....	Career Advisor   Certified Etiquette Consultant and Trainer, Texas State University
Dawn Shaw.....	Career Consultant, McCombs School of Business, The University of Texas at Austin
Jan H. Soechting .....	Director, Recruitment Services, McCombs School of Business, The University of Texas at Austin
Audra Szanto.....	Assistant to the Executive Director, Baylor University
Steven Stone, M.Ed.....	Doctoral Student, The University of Texas at Austin, Counseling Psychology



# CISCO NETWORKING LOUNGE

EXHIBIT HALLS 1 & 2



Don't miss the Cisco Networking Lounge, located in the center of the Exhibit Hall and open all day from 7:30 am – 5:00 pm. This luxurious lounge is the perfect place to connect and chat with friends, colleagues and new contacts.

Expand your network and meet Cisco representatives in the Networking Lounge. They'll be ready to answer questions about Cisco's products, services and corporate culture.

A HIGHLIGHT OF THE NETWORKING LOUNGE WILL BE  
THE ONSITE LINKEDIN PROFILE MAKEOVER WORKSHOPS.



## Networking with LinkedIn

*SPEAKER:* **Karen Yankovich**, social media strategist and CEO of Uplevel Media, LLC @karenyankovich

How do you whip your LinkedIn profile into shape, making it stand out from the rest? Attend this workshop and learn how to create a compelling headline, use the right keywords and navigate endorsements and recommendations – among many other strategies for success.

LINKEDIN PROFILE WORKSHOPS WILL BE HELD:

8:00 AM – 8:20 AM  
11:00 AM – 11:20 AM  
12:30 PM – 12:50 PM  
3:00 PM – 3:20 PM  
3:30 PM – 3:50 PM  
4:00 PM – 4:20 PM  
4:30 PM – 4:50 PM

YOU CAN ALSO PURCHASE A CUP OF COFFEE FROM THE LOUNGE'S COFFEE CART,  
FOR A QUICK JOLT OF ENERGY TO HIT ALL THAT THE CONFERENCE HAS TO OFFER!

# COMMUNITY CONNECTION PAVILION

EXHIBIT HALLS 1 & 2

## **LOCAL LEADER MEET-UPS** 12:30–1:00 P.M., 3:00–4:00 P.M.

Get up close and personal with an exciting mix of corporate, community and civic/local leaders to ask questions about your career, social responsibility, community outreach and much more. Please refer to pages 42-43 for a detailed schedule and a list of local leaders participating.

## **ONSITE VOLUNTEER ACTIVITIES**

The Texas Conference for Women is excited to partner once again with “I Live Here, I Give Here” on this interactive portion of the Community Connection Pavilion and highlight the work of three local nonprofits whose work benefits women and children throughout Central Texas.



Today we encourage you to check out the nonprofits below, and donate 10 minutes of your time to:

- Assemble a toiletry kit to be given to a family at **St. Louise House**
- Donate sanitary items, diapers, baby formula, backpacks, toothbrushes and toothpaste to be distributed to women and children in need via **Circle of Health International**
- Make a blanket for **Any Baby Can**

### **ST. LOUISE HOUSE**

St. Louise House provides deeply affordable and supportive housing for low-income homeless women and their children with the goal of helping families develop long-term stability. St. Louise House has grown from five apartments in 2001 to two 24-unit apartment complexes and the capacity to serve 46 families.

### **CIRCLE OF HEALTH INTERNATIONAL**

Circle of Health International’s mission is to work with women and their communities in times of crisis and disaster to ensure access to quality maternal and newborn care. Circle of Health International (COHI) is an Austin-based NGO working with women and children in crisis settings and has worked collaboratively in Central Texas since 2013 to support a clinic for survivors of human trafficking.

### **ANY BABY CAN**

Any Baby Can improves the lives of children by strengthening them and their families through education, therapy and family support services. Most services are provided through home visitation programs, and the organization also offers community classes and support groups. Any Baby Can believes that every child deserves a strong family.

## LOCAL LEADER MEET-UPS

LOCATED WITHIN THE COMMUNITY CONNECTION PAVILION, INSIDE HALLS 1 & 2

Take advantage of this once-in-a-lifetime opportunity to get one-on-one advice from some of Texas' leading women by asking a question about your career, community and personal development.

To meet our Local Leaders, just stop by! You do not need to sign up in advance — first come, first served, and we have plenty of time to get your questions answered!

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

12:30 P.M.-1:00 P.M.



**BECKY ARREAGA** is agency president of Mercury Mambo, a Hispanic marketing agency. Arreaga and Mercury Mambo specialize in developing targeted shopper, experiential and digital campaigns designed to drive sales at the point “Where Commerce & Culture Collide!” Don’t miss this chance to meet Arreaga and learn some of her savvy techniques. @beckyarreaga



**MICHELLE BREYER** is a co-founder and president of TextureMedia, Inc., a social media network platform for people with curls, coils and waves. The company’s mission is to empower, inspire and connect millions of consumers, thousands of stylists and hundreds of haircare brands. Breyer spent most of her career as a journalist, but is now a seasoned entrepreneur. She will share insight on creating your own platform. @naturallycurly



**ALISON BRUSHABER** is the chief product officer and one of the founding partners of Hail Merry, a manufacturer of healthy snacks that are gluten-free, vegan and verified non-GMO. Brushaber led the efforts to commercialize the recipes, and today, Hail Merry snacks are offered nationally in over 3,000 natural and specialty food grocers. Come learn how she helped to influence public opinion about natural food and how she took her idea to market. @hailmerrysnacks



**PATTI ROGERS** is founder and CEO of Rallyhood, a platform that makes it easier to bring people together around a purpose, event or common cause. Rallyhood blends the best of both social apps and productivity tools, eliminates communication clutter and eases group coordination struggles that strain our individual lives. With now more than 7,000 communities empowered by Rallyhood, Rogers will share invaluable lessons for successful business acumen. @rallyhood



**JAN RYAN** is a serial entrepreneur and tech executive. She is a partner at Austin’s Capital Factory and Tech Stars accelerators. She founded Women@Austin and is a seed investor for early-stage technologies. As a technology entrepreneur and CEO, Ryan has been passionate about building great businesses for 28 years, so whether you are in start-up mode or looking to expand, Jan can answer your questions about the entrepreneurial process. @janryan



**KAREN WALROND** is a speaker, author and photographer. She is the best-selling author of *Beauty of Different*, a chronicle of imagery, portraiture, essays and observations on the concept that what makes us different makes us beautiful — and may even be the source of our superpowers. Come find out about your own superpowers! @chookooloonks

## LOCAL LEADER MEET-UPS

LOCATED WITHIN THE COMMUNITY CONNECTION PAVILION, INSIDE HALLS 1 & 2

3:00 P.M.–3:30 P.M.



**LESLEY BEASLEY** is the co-founder of Open Arms, a social enterprise that employs refugee women through living-wage employment to make fashionable apparel and accessories. Meet Lesley and learn what you can do to take action and make a difference to help break the cycle of poverty for refugee women in the U.S. @theopenarmsshop



**CYNTHIA RUBIO** is the co-founder of Radiant RFID and has broad experience in the engineering field. She previously worked in engineering at Trilogy and Ford Motor Company, and during her career with Ford was recognized for her work with the prestigious Customer Driven Quality award. Meet Cynthia and learn from her real-life experiences how to succeed in a male-dominated profession. @radiantrfid



**STACY ZOERN** is the founder and president of Kenguru, a game-changer for the wheelchair community. The Kenguru is a vehicle that allows drivers to enter by the push of a button, and to drive while seated in their own wheelchair. Stacy will share how you can start a company around an issue you feel passionate about! @KENGURUCAR

3:30 P.M.–4:00 P.M.



**KELLY BALLARD** is executive director of the Bazaarvoice Foundation, the giving arm of Bazaarvoice. While giving is her job, Ballard has stretched her time to other worthy causes and can advise on how to direct your passions to make a difference. Come learn how you can change the world one person at a time. @BazaarvoiceFdn



**CAROL MCGARAH** is a well-known governmental affairs consultant who has an expertise in education, energy, environmental issues, financial institutions, IT and transportation. Now's your chance to find out how to bring awareness to the issues that matter to you. @cmcgarah



**GAYLE REAUME** is founder and CEO of Moolah U, an experiential learning company that provides real-life, real-money education for young people. An innovative and energetic leader, Reaume is a passionate leader in the movement to educate kids about financial responsibility. Come learn not only how to educate your kids about money, but how you can focus your passion into a successful business! @moolahu

# Health & Wellness PAVILION

DON'T MISS THESE EXCITING HEALTH TOPICS AND SPEAKERS FEATURED IN THE HEALTH & WELLNESS CLASSROOM, LOCATED INSIDE HALLS 1 & 2.

## 8:00 A.M.-8:15 A.M.: **TOP SUPPLEMENTS FOR WOMEN**



**SPEAKER: Katherine Anderson**, national director, naturopathic medicine, Cancer Treatment Centers of America @cancercenter

Katherine Anderson will provide an overview of top supplements for women, including fish oil, vitamin D, calcium, magnesium, black cohosh and probiotics. Each of these supplements has strong indications for women's health in both managing common symptoms and thinking ahead with preventive maintenance.

8:15 A.M. **ASK THE EXPERTS** ... Meet Katherine Anderson in the Health & Wellness Pavilion to continue the dialogue and ask questions about supplements in a more intimate one-on-one setting.

## 12:35 P.M.-12:50 P.M.: **SUPERFOODS FOR FUELING YOUR HEALTHY PLATE**



**SPEAKER: Rebecca Canby**, Austin regional dietitian, H-E-B @heb

What foods will keep you fueled throughout your busy day? Dietician Rebecca Canby will share which foods fuel an active, busy lifestyle and which of these are the nutrient-dense superfoods that take you that much further. Attendees will learn the benefits of these superfoods and how to include more of them in your meal and snack planning.

12:50 P.M. **ASK THE EXPERTS** ... Meet Rebecca Canby in the Health & Wellness Pavilion to continue the dialogue and ask questions about superfoods in a more intimate one-on-one setting.

## 2:45 P.M.-3:20 P.M.: **PATIENT EDUCATION ON FIBROMYALGIA WITH A FOCUS ON A PRESCRIPTION TREATMENT PLAN**



**SPEAKER: Randall J. Wright, M.D.**, diplomat, American Board of Sleep Medicine and diplomat, American Board of Psychiatry and Neurology @pfizer

More women than men suffer from fibromyalgia, which is a condition of chronic widespread muscle pain. Symptoms include aching muscles that are tender to the touch and pain in various parts of the body. As this can make daily activities difficult, Dr. Randall Wright will share his insight as to how best to manage fibromyalgia.

3:20 P.M. **ASK THE EXPERTS** ... Meet Dr. Wright in the Health & Wellness Pavilion to continue the dialogue and ask questions about fibromyalgia in a more intimate one-on-one setting.

## 3:30 P.M.-4:30 P.M. **FITNESS THROUGH DANCE (LOCATED IN BALLROOM A)**



**INSTRUCTOR: Louis van Amstel**, Emmy-nominated *Dancing with the Stars* choreographer and three-time World Dance Champion @louisvanamstel

Join Emmy-nominated "Dancing With the Stars" choreographer and three-time World Dance Champion Louis van Amstel for a fun and energetic fitness class. Louis is the creator of the LaBlast series, a partner-free dance-based workout where attendees will learn to dance, get fit and most importantly, have fun. Come ready to sweat!

HEALTH & WELLNESS PAVILION ANCHOR SPONSORS AND EXHIBITORS:





## SMALL BUSINESS ROUNDTABLES

LOCATED IN THE EXHIBIT HALL (HALLS 1 & 2)  
INSIDE THE SMALL BUSINESS MARKETPLACE

Led by an expert facilitator, roundtables offer an informal and intimate setting to share best practices around a very focused and specific topic within the 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 10 people per topic and are first-come-first-served. We encourage you to come early to guarantee your spot. However, we will offer each roundtable a total of three times to allow attendees the opportunity to participate in multiple discussions on different topics and ensure that participants have another opportunity to join should a table fill up fast.

ROUNDTABLES WILL TAKE PLACE AT THE FOLLOWING TIMES IN THE EXHIBIT HALL:  
3:00 P.M.-3:30 P.M. 3:35 P.M.-4:05 P.M. 4:10 P.M.-4:40 P.M.

### ROUNDTABLE 1: DEVELOPING A STRONG PIPELINE OF CLIENTS AND CUSTOMERS



**SPEAKER:** **Michelle Breyer**, president and co-founder, Texture Media @naturallycurly

You need to differentiate yourself from the competition, and often the only way to do so is to develop a strong relationship with the buyer. Michelle Breyer, founder of Texture Media, will share her insights into how to develop those relationships, make sure the buyer's needs come first, and then maintain that strong connection so that your clients and customers don't hesitate to recommend you and use your services again.

### ROUNDTABLE 2: SMALL BUSINESS MARKETING STRATEGIES



**SPEAKER:** **Becky Arreaga**, president and partner, Mercury Mambo @beckyarreaga

Small business owners are consumed by the business of their businesses, with little time, money or expertise to devote to marketing. Just because you build a better mousetrap doesn't mean the world will beat a path to your door. So how do you get started? Attend this roundtable and learn whether the biggest bang for your buck is social media, guerrilla marketing or something else altogether. You will learn not only which tool to use for your business, but how to know what's working.

### ROUNDTABLE 3: COMMUNICATING YOUR BRAND



**SPEAKER:** **Sara Canaday**, author, *You — According to Them: Uncovering the Blind Spots That Impact Your Reputation and Your Career* @saracanaday

How often do others ask what you do? Do you stumble when answering? Do you wish you knew exactly what to say? You never know who is going to ask and if that person could be your next investor or customer. Attend this roundtable to learn how to craft a compelling, concise and effective message about who you are and what you do — whether it's writing an email or speaking to someone face-to-face. Walk away with practical tips and newfound confidence to communicate with potential clients, colleagues, partners or anyone whom you want to impress. Take your business to the next level!

### ROUNDTABLE 4: MARKETING TO WOMEN



**SPEAKER:** **Jeanne Corrigan**, founder, Mosaic Insight Group @mosaicinsight

We all know how important marketing is to your business's success, but how do you market specifically to women? From customer service to storytelling and contest promotions, a woman is very brand-loyal and can be an enthusiastic brand ambassador to her friends, family and colleagues if given the right tools. Jeanne Corrigan, founder of Mosaic Insight Group, which has a niche in women's marketing, will share her insight and experience into how to make this connection happen so that your customers are eventually doing your marketing for you.

## ROUNDTABLE 5: RAISING CAPITAL



**SPEAKER:** **Jan Ryan**, founder, Women@Austin @womenataustin @janryan

Launching a business offers many challenges, but raising capital can often be the most daunting and intimidating challenge of all. It can make the difference between your idea taking off or never going anywhere. Jan Ryan, a veteran of the tech industry, will share how entrepreneurs can identify different sources of funding to find the one that is most compatible with their business's needs, and then go out and make it happen.

## ROUNDTABLE 6: SOCIAL ENTREPRENEURISM: HOW TO BUILD A BUSINESS THAT GIVES BACK



**SPEAKER:** **Fayruz Benyousef**, founder and principal, Fayruz Benyousef Consulting @fayruz

TOMS Shoes is a pioneer, having been one of the first inspired to create a philanthropic for-profit business that also created and sustained social value — and wasn't reliant solely on donations. Today, eight years later, social entrepreneurship is on the rise, causing lots of Gen-X and Gen-Y entrepreneurs to think about business in a different way — beyond just basic business principles and focused on ways to give back to the greater community. This roundtable will offer practical how-to advice and inspiration for building a business model that makes money and also has a positive social impact and return to society. Attendees will learn: how to select a cause that is relevant and aligns with your passion, how best to serve them, and how to identify partnerships and collaborations that would be critical to developing your business model and achieving success.

## ROUNDTABLE 7: BUSINESS PLAN: A ROADMAP TO SUCCESS



**SPEAKER:** **Alison Brushaber**, chief product officer, Hail Merry @hailmerrysnacks

Businesses don't plan to fail; they just fail to plan. For an aspiring entrepreneur, the business plan helps you determine whether you have a viable business idea. For an existing business, it provides you, your staff and key stakeholders your roadmap for success. This roundtable will help you to define your business, identify your customers, understand your financing needs and decide where and how you will operate. You will learn the basic outline of the contents of a business plan.

## ROUNDTABLE 8: CONVERTING ONLINE VISITORS INTO CUSTOMERS



**SPEAKER:** **Holly Reism Hanna**, founder, The Work at Home Woman @holly\_hanna

Converting potential customers into buying customers is the ticket to online success. Even if you get steady visitors to your website, what steps are needed to make sure a purchase takes place? Holly Reism Hanna has created an online business that was named in 2012 and 2013 by *Forbes* magazine as one of the "Top Websites for Your Career." She will share her strategies for getting your target audience hooked onto your website AND making a purchase.

## ROUNDTABLE 9: TAKING YOUR IDEA FROM CONCEPT TO MARKET



**SPEAKER:** **Laura LeMond**, founder, Mosaic Blankets @lauralemond

How do you turn your concept or idea into a business or brand that is ready to command market share? In this roundtable discussion, learn from a marketing and branding maven who has successfully brought her product to market. Learn what it takes to compete in a discount-obsessed market and create the brand loyalty you need to capture market share fueled with actionable takeaways.

## ROUNDTABLE 10: SAVVY SELLING



**SPEAKER:** **Cindy Goldsberry**, managing partner, ZFactor Group, and author, *ZFactor Sales Acceleration* @zfactorgroup

How do you accelerate the growth of your company's revenue? Cindy Goldsberry spent 30 years developing and implementing strategies for business growth and will share her insights for how to increase your sales without expending additional resources. Attendees will learn how to create a sales game plan that utilizes your current team and resources, but will maximize profits.

# SOCIAL MEDIA ROUNDTABLES

LOCATED IN THE EXHIBIT HALL (HALLS 1 & 2)  
INSIDE THE RACKSPACE TECHNOLOGY PAVILION

Understanding that conference attendees come to the “table” with a very diverse set of social media skills, needs and interests, we are thrilled to offer Social Media Roundtables.

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

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

ROUNDTABLES WILL TAKE PLACE AT THE FOLLOWING TIMES IN THE EXHIBIT HALL:  
3:00 P.M.–3:30 P.M. 3:35 P.M.–4:05 P.M. 4:10 P.M.–4:40 P.M.

## ROUNDTABLE 1: FINDING YOUR SOCIAL MEDIA CHAMPIONS



*SPEAKER:* **Sheila Scarborough**, co-founder, Tourism Currents @sheilas

When used properly, social media can be an effective tool for spreading the word about you or your business. Sheila Scarborough will explain how having an army of social media champions can help your marketing efforts. Attendees will learn how to network to find the potential champions, how to evaluate their skills to learn at what level they will participate and which ones will be most effective in spreading the word, and how to help them help you.

## ROUNDTABLE 2 & 3: WHO GIVES A TWEET?



*TWITTER 101 SPEAKER:* **Christina Linnell**, small business social media consultant @c\_linnell

*TWITTER 201 SPEAKER:* **Sandra Fernandez**, founder, SandraSays.com @sandrasays

This discussion will explore why and how Twitter is relevant for everyone and every business. Whether you are new to Twitter and choose the 101 session, or have some experience but want to take it further and go the 201 route, attendees will learn how to make Twitter more rewarding. Best practices will be shared for increasing and influencing your followers to align with your objectives and goals. Be sure to bring your smartphone so you can practice and tweet live!

## ROUNDTABLE 4: HOW TO USE FACEBOOK TO MARKET YOURSELF AND YOUR BUSINESS



*SPEAKER:* **Jen Smith**, social media consultant @jensmithsocial

Facebook is a great way to connect with friends old and new, but it also can be utilized way beyond sharing posts about your kids and what you had for dinner. Facebook can be used as a powerful resource to market yourself and your business. Attend this interactive discussion to learn how to join groups that fit with your likes and career, participate in conversations, create a group that fits the target audience you want to reach, and learn valuable tips for searching for connections to market your skills and your business.

## ROUNDTABLE 5 & 6: HOW TO MAXIMIZE YOUR LINKEDIN PRESENCE



*SPEAKER:* **Corinne Weisgerber, Ph.D.**, associate professor of communication, St. Edward's University @stedwardsu

*SPEAKER:* **Nazli Yuzak**, senior social media strategist, Dell @dell @nazliyuzak

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

## ROUNDTABLE 7: COMMUNICATING YOUR BRAND THROUGH SOCIAL MEDIA



*SPEAKER:* **Elizabeth Jurewicz**, social media specialist, Rackspace @rackspace

Online marketing content needs to be exactly as short or long as it needs to be to include everything you and your readers need to know, and not one word or minute more or less. It needs to be published where you will gain maximum exposure and interaction with potential customers as often as your audience will tolerate and you can consistently sustain. This session covers the HOW to accomplish all of this. Together we will cover content length and format and also content publishing platforms.



# SOCIAL MEDIA ROUNDTABLES

LOCATED IN THE EXHIBIT HALL (HALLS 1 & 2)  
INSIDE THE RACKSPACE TECHNOLOGY PAVILION

## ROUNDTABLE 8: SOCIAL MEDIA AT MIDLIFE: A CRASH COURSE TO LEARN THE BASICS



*SPEAKER:* **Cathy Benavides**, social media consultant @slavetofashion

Are you new to the social media space and not even sure how and where to get started? Attend this roundtable to learn the basics and embark on your journey to becoming more socially savvy. We will explore how you can be more comfortable joining the conversation in the digital age. You will learn about the basics, and leave with some simple — and fun — tools and tactics to help you better navigate and communicate in the online world. From Twitter to Instagram to Pinterest to Facebook, you will be ready to tackle the social media world!

## ROUNDTABLE 9 & 10: MARKETING YOUR BUSINESS ONLINE



*SPEAKER:* **Emily Bell**, CEO, After Interactive @afterinteract

*SPEAKER:* **Veronica Morales**, founder and CEO, The Social Being @thesocialbeing

Here's the fact: Women who get and leverage online marketing have the highest profits, the best customers and a business that makes money 24/7. At this roundtable, our experts will show you, step-by-step, how to package, position, and sell your products and services using modern tools of online entrepreneurship.

## ROUNDTABLE 11: MARKETING YOUR BLOG



*SPEAKER:* **Amanda Quraishi**, blogger @imtheq

Do you have a passion and want to write about it? This discussion will help you channel that passion and learn the basics of blogging. Amanda Quraishi, award-winning blogger and social media expert, shares practical strategies for taking your blog to the next level so you can not only follow your passions, but can turn them into a career (and maybe even make a paycheck doing it)!

## ROUNDTABLE 12 & 13: USING SOCIAL MEDIA TO ADVOCATE FOR YOUR CAUSE



*SPEAKER:* **Karen Walrond**, speaker, author and photographer @chookooloonks

*SPEAKER:* **Patti Rogers**, founder, Rallyhood @rallyhood

Social media offers tremendous reach with little investment. It can be used to make the world a better place by making others aware of social causes and efforts that are near and dear to your heart. Whether you're a nonprofit or a for-profit organization, this roundtable will show you how you can successfully use social media for awareness of your cause, fund-raising, community growth, engagement and more. We will explore which tools are most effective, how to create a solid campaign and call to action, ways to create impactful messaging and how to attract followers and much more.

## ROUNDTABLE 14: KEEPING IT REAL: REMAINING TRUE TO YOURSELF ONLINE



*SPEAKER:* **Virginia Woodruff**, founder, Great Moments in Parenting @gmparenting

While building your social media presence — personally or as a brand — it's easy to fall in with whatever is current and viral, but later find you've lost sight of your original mission. How do you build popularity in social media outlets without merely following trends? How do you diffuse the hot tempers in an online discussion without compromising your own values? And how do you provide consistently readable content that remains personal, not merely promotional? Attend this session to find out!

## ROUNDTABLE 15: INSTAGRAM: CREATING A POWERFUL STORY



*SPEAKER:* **Carly Uson**, founder, Carly Co. Public Relations @carlycopr

As of 2014, there are more than 200 million monthly active users on Instagram and 75 million people use the app every day. Find out the basics of this image-based social network and learn how you can use it to connect and engage personally and professionally. Whether you are corporate, small business or a nonprofit, you will leave inspired with ideas on how to propel your work forward. Be sure to bring your smartphone and be ready to dive in!

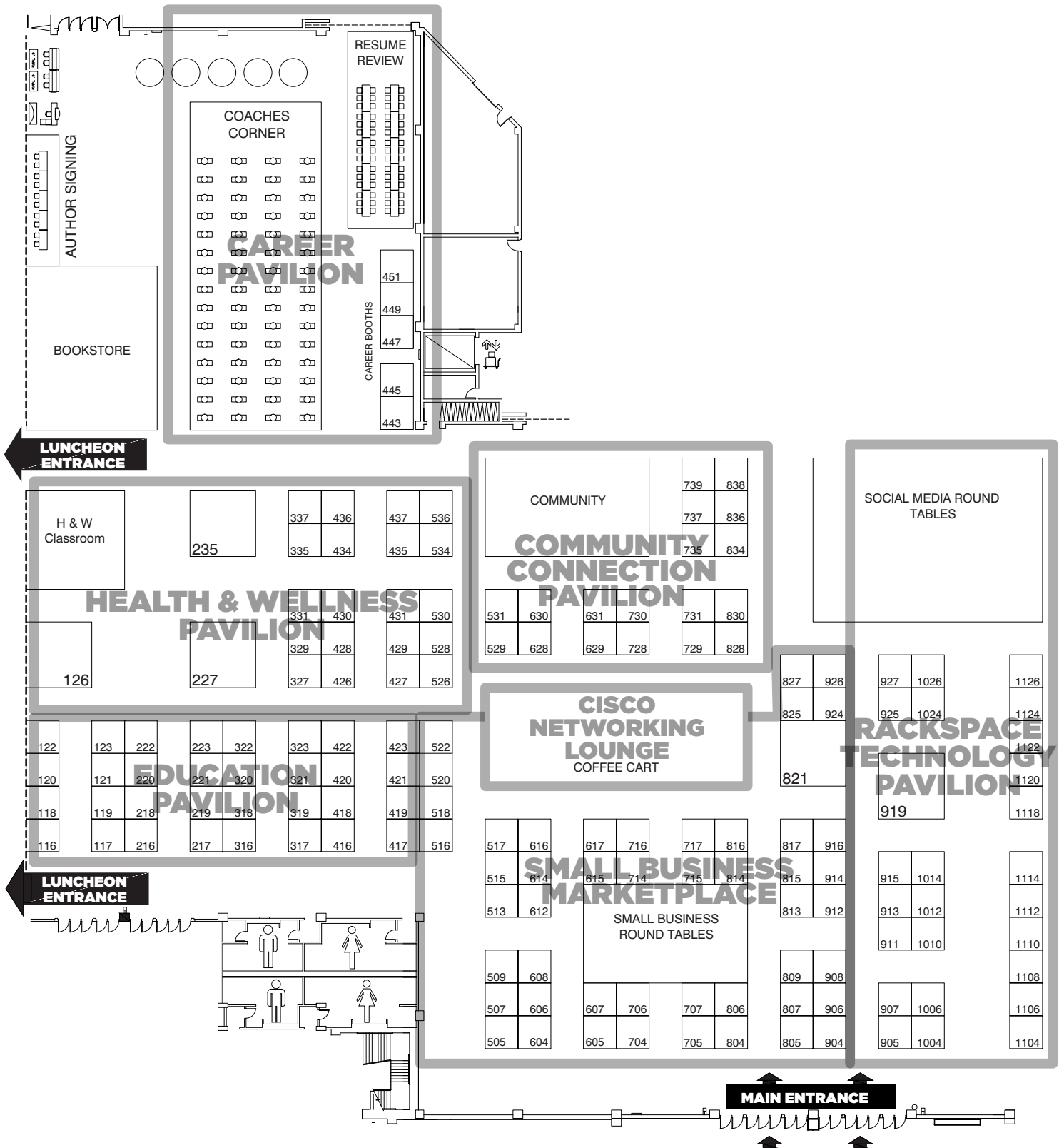
## ROUNDTABLE 16: GET INSPIRED ON PINTEREST!



*SPEAKER:* **Jennifer Stafford**, social media manager, HomeAway.com @jennstafford @homeaway

If you're not using Pinterest in your marketing efforts, now is the time. Pinterest drives 7 percent of global traffic referrals — essentially 7 percent of the billions of clicks every day come from Pinterest pins. Attend this roundtable to learn about the power of Pinterest for marketing. You will learn the skills and strategies for understanding what kinds of pins go viral, how to curate unique content, the best way to cross-promote, and strategies for successful collaboration and monetization.

# MAP OF EXHIBIT HALL



# EXHIBITORS BY AREA

*The conference welcomes all of our exhibitors, and we would like to specifically highlight our support of women-owned business. We have indicated the women-owned businesses with an asterisk (\*) below.*

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# EXHIBITORS

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
AAA Texas ..... Auto, home & life insurance + full-service travel agency AAA.com	439	Edward Jones ..... Jim Deis, financial adviser jim.deis@edwardjones.com 512-301-2097	422
AAUW ..... www.AAUW.org	828	Ella Zane Chic & Unique Boutique..... www.EllaZaneBoutique.com League City, Texas 832-738-1742	704
Advocare/Ind. Dist. .... 817-477-4996 or 817-992-9066 www.advocare.com/9903398 jgodwin62@aol.com	520	Express Payroll Professionals ..... www.ExpressPayrollPros.com info@expresspayrollpros.com 512-258-5024	913
Alzheimer's Association Capital of Texas Chapter .....	728	Fredericksburg Convention and Visitors Bureau .....	123
American Heart Association..... www.heart.org	531	www.visitfredericksburgtx.com 302 E. Austin Street 888-997-3600	
AT&T..... att.com	821	GENaustin (Girls Empowerment Network)..... www.genaustin.org Sponsored by Dell	911
Austin American-Statesman..... http://statesman.com	417	Get Fit Or Get Fat ..... www.getfitorgetfat.com	526
Austin Gift Company.....	617	Hail Merry..... www.hailmerry.com	227
Austin Monthly..... www.austinmonthly.com The magazine of Austin 512-263-9133	216	Healthy Lifestyle Secrets..... Tammera Hollerich 817-546-0097 tammera@mirus3	430
Avon..... sherrysavon2005@aol.com Code: scalderson 512-748-8100	706	H-E-B..... www.heb.com	235
AW Media, Inc. .... www.austinwomanmagazine.com	116	HomeAway..... www.homeaway.com	805
BeautiControl Mobile Spa..... www.worldsgreatestskincare.com	513	Ideal Jewelry..... www.myidealjewelry.com	806
Business & Community Lenders (BCL) of Texas..... www.bcloftexas.org 888-241-2215 Small business loans & more	816	Impact Austin ..... www.impactaustin.org P.O. Box 28148 Austin TX 78755 512 335 5540	731
Cancer Treatment Centers of America .....	126	Innate Solutions..... www.patzerchiropractic.com	427
Cedar Park Regional Medical Center..... www.cedarparkregional.com	431	Intuitive Numerologist: Ruth A. Drayer..... www.cybernumbers.com Guidance, counseling, life coaching, by phone or Skype	817
Coastal Studies for Girls..... www.coastalstudiesforgirls.org	221	Joule Coaching..... www.joulecoaching.com Coaching & leadership dev. 214-551-6670	122
Collins of Texas..... www.collinsoftexas.com	505	Juice Plus+..... www.YourEasySolution.com	429
Concordia University Texas..... www.concordia.edu shane.montoya@concordia.edu 512.422.9765	319	Kiara Purse/Victor Johnson Associates..... Bella Lim www.kiarapurse.com 415-377-3556	615
Cook-Walden Funeral Home & Cemeteries..... www.cook-walden.com	323	Le-vel, The Thrive Experience..... www.amberldavis.le-vel.com 832-280-7431 thriverforlife@gmail.com	530
CruiseOne - Lainey Melnick, ACC..... http://www.855GR8TRIP.com 855-GR8-TRIP/512-799-0626 lmelnick@cruiseone.com	419	Lighten UP Global/Constant Contact..... www.lightenupglobal.com www.constantcontact.com	905
Cutco Cutlery..... www.cutco.com	612	Mama's Got a Brand New Job..... Smart Girls Are Fun! Get the novel, buy the T-shirt celebrating smart women!	120
Diva Dynasty.....	516	Manifesta LLC..... www.mymanifesta.com contact@mymanifesta.com	522
Door to Door Med Spa..... www.doortodoormedspa.com	912	Master Your Card..... www.masteryourcardusa.org 512.477.4677	907
Dress for Success Austin..... www.dressforsuccess.org/austin	735	MetLife Auto & Home..... www.metlife.com	219
Eating Recovery Center of Dallas..... 972-476-0800 www.ERCDallas.com Eating disorders treatment	528		

# EXHIBITORS

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
The Mirror Experience presented by The Mrs. www.TheMrs.com	1106	Something New Jewelry Care somethingnew50@gmail.com 281-361-0873	518
Modern Woodmen of America www.modern-woodmen.org	914	Stella & Dot Lindsay Haygood, Stylist lindsayjewels@gmail.com 832-656-8858	605
Monte Nido and Affiliates www.montenido.com	428	Stiletto Stampede www.StilettStampede.org	830
Moore Chiropractic moorechirotx@yahoo.com 8301 Shoal Creek Blvd. 512-459-5523	614	Success Catalysts-Indian Vedic Oracle Divination thru Vedic sciences Extraordinary success coaching 917-821-3947	220
Nanasy Muehr, PLLC www.nmlawtexas.com 700 Lavaca, Suite 1400, Austin 512-212-1332	421	Texas Academy of Nutrition and Dietetics www.eatrighttexas.org	631
National Ovarian Cancer Coalition www.ovarian.org	630	Texas Beverage Association www.texbev.org @TexBev	335
Nerium International www.saraturner.nerium.com	804	Texas Disposal Systems/Garden-Ville www.texasdisposal.com www.garden-ville.com	423
Office of Catholic Schools - Diocese of Austin www.csdatx.org 6225 Highway 290 E, Austin 512-949-2439	420	Texas M.B.A. McCombs School of Business www.mcombs.utexas.edu/mba TexasMBA@mcombs.utexas.edu 512-471-7698	223
OMM Designs, LLC www.pompouch.com	318	Texas State Securities Board www.TexasInvestorEd.org Investigate before you invest! 512-305-8300	916
Origami Owl www.butleretc.origamiowl.com	825	Texas Tuition Promise/Match the Promise www.tuitionpromise.org	118
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Personique Cosmetic surgery & medical spa 512-459-6800 www.personique.com	814	The Texas Tribune www.texastribune.org	317
Phillips 66 http://phillips66.com	416	Tupperware www.my2.tupperware.com/jenmoreno	607
Progressive Insurance www.progressive.com/jobs Hiring claims reps across Texas	321	UH Graduate College of Social Work www.uh.edu/socialwork/	121
Rackspace Hosting www.rackspace.com	919	Unlimited Fashions & Accessories elegantladyfashions.com hollinsshirley@hotmail.com 210-602-6466	730
Raindrop Turkish House www.raindroptrkishhouse.org/austin	529	USAA https://www.usajobs.com/	117
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Rodan + Fields www.megancarnahan.myrandf.com/	604	Vitamix www.vitamix.com 8615 Usher Road, Cleveland, OH 1-800-VITAMIX	331
Sage & Sweetgrass Wellness Spa www.SageandSweetgrassSpa.com	322	Vivere Health FertilityPreservationAustin.co 2200 Park Bend Dr., Bldg3-200 512-730-0471	426
Scentsy www.candles4moms.com	509	Waddell and Reed 9500 Arboretum Blvd, Suite 225 Austin, TX 78759 512-453-1555	815
Shader Productions www.rockmecz.com sales@rockmecz.com Crystal & sterling jewelry	714	WineShop At Home Angela Molock & Jamie Bynum uncorked@molock.com 512-587-1119	616
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Silpada Designs Sterling Silver Jewelry www.mysilpada.com/margie.fernandez-prew	515	WORN for Peace www.wornforpeace.com info@wornforpeace.com 817-289-0467	628
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