TEXAS

CONFERENCE FOR

WOMEN

AUSTIN CONVENTION CENTER NOVEMBER 2, 2017











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CONFERENCE BOARD WELCOME LETTER



November 2, 2017

Dear Attendees,

We are delighted to welcome you to the 18th Annual Texas Conference for Women!

Congratulations on joining the largest gathering of women in Texas and for taking another step on your journey to gain new insight and to deepen your connections with the conference community. We have designed this special day to give you new perspective, to help you learn new skills, to make memorable connections, and even to motivate you to make the big life changes you've been contemplating. Here you will find support and inspiration.

Today we are proud to present an extraordinary keynote lineup featuring women whose accomplishments, talents, and courage know no limits. In addition to our keynote speakers, more than one hundred of the best and brightest experts from around the world will lead engaging breakout sessions and workshops on a wide range of subjects, including: leadership, career advancement, personal development, social media, personal branding, finance, health and wellness, and much more. We know you will leave the Austin Convention Center today with indispensable knowledge and renewed vigor for pursuing your goals.

We know the breadth of choices can make the Conference seem overwhelming. To help organize your day and stay informed, please be sure to download the TexasWomen app, generously sponsored by Cisco. Create a full profile to access all the app has to offer, including networking opportunities with other attendees and speakers, the full agenda for the day, interactive maps, and important alerts. Be sure to take advantage of the NEW Conference Community feature, a safe and supportive place to ask for what you want and need — whether professional or personal. The app can be found on all platforms by searching "TexasWomen."

The Texas Conference for Women is made possible through the support of our generous sponsors, and we thank them for knowing the value of investing in, and uplifting, women. We hope you will keep them in mind when you choose who deserves your future business.

We wish you an exciting, productive, and unforgettable day!

With warmest regards,

Texas Conference for Women Board of Directors

Johnita Jones, Board President, Midstream Americas Engineering Manager,

ExxonMobil Pipeline Company

Sabrina Brown

Owner, Sabrina T. Brown Consulting

Bobbi Dangerfield

Senior Vice President, Global Business Operations,

Dell, Inc.

Carol McGarah

Chief Executive Officer, Blackridge

Carla Piñeyro Sublett

Former Chief Marketing Officer, Rackspace

Norine Yukon

Norine Yukon

Former Chief Executive Officer, UnitedHealthcare Community Plan of Texas

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GENERAL INFORMATION

PLEASE REVIEW THIS LIST OF NOTES AND INFORMATION DESIGNED TO MAKE YOUR DAY MORE ENJOYABLE

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

Morning Keynote seating is Opening Seating – there is **no** assigned seating at the morning keynote.

Luncheon Keynote Seating – At the luncheon keynote, please find the table number that corresponds to the one listed on your badge. Consult the map on the inside back cover of this program to find the location of your table.

Breakout Seating – All breakout sessions are open seating and available on a first-come, first serve basis.

Nursing Mother's Rooms - can be found in the Trinity Box Office (1st Floor), Meeting Room 13 (4th Floor) and two individual designated Nursing Mother's Rooms, (the first located on the 1st Floor) in the Ballroom A Corridor, and the second, (3rd Floor), located across from Meeting Room 10C).

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

Concessions are available in the back of the Exhibit Hall (1st Floor), Atrium Cafe (1st floor Atrium) and in front of Ballroom D (4th Floor).

ATM's are located outside of Hall 5 & outside Hall 2 (1st Floor).

Coat Check will be located just to the left of Registration (1st Floor).

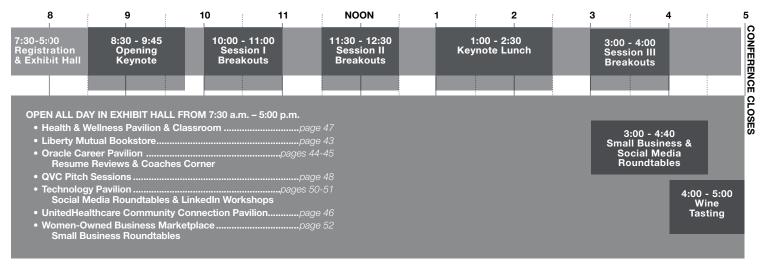
For the convenience of our attendees, many of the men's restrooms have been converted to women's restrooms. **Men's restrooms** can be found in the General Session (Keynote Sessions), the Exhibit Hall and on the 4th Floor outside Ballroom F&G.

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CONFERENCE SCHEDULE AT-A-GLANCE

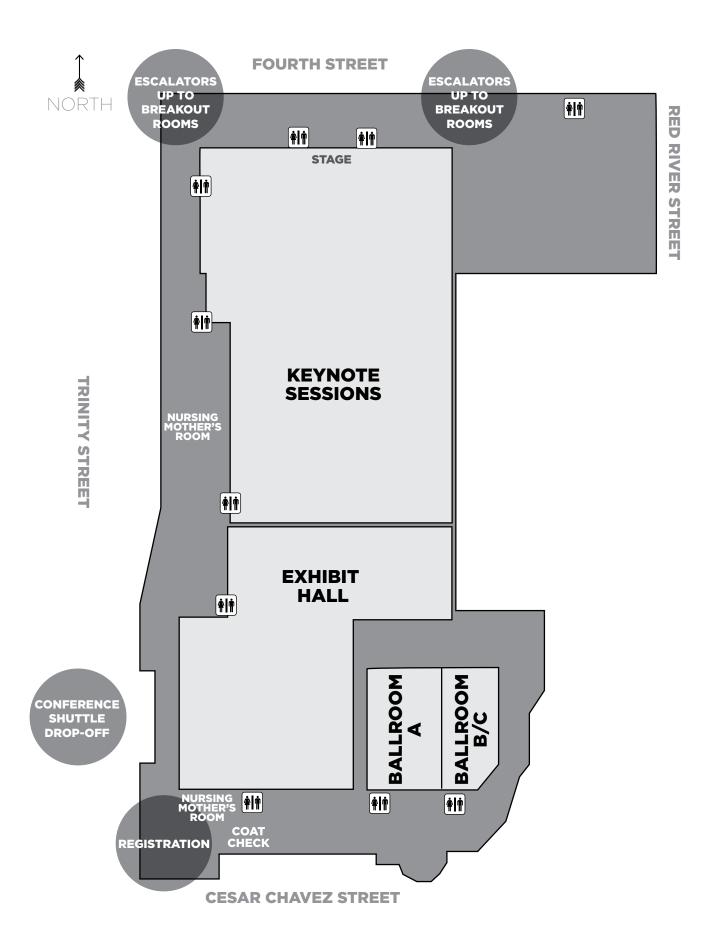


At the Luncheon Keynote Session there is assigned seating. Your table number can be found on your badge. A map of the assigned luncheon tables can be found on the inside back cover of this program.

| TIME | | CATION | |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 7:30 A.M 5:00 P.M. | RegistrationRegistratio | _ | |
| | Exhibits OpenEx | nibit Hall | |
| 8:30 - 9:45 A.M. | Opening Keynote Session | 3essions | |
| | Terri Gruca, Emmy award-winning anchor & reporter, KVUE @terrig_kvue | | |
| | Janice Co, VP and head, marketing & strategy, Prudential Retirement @prudential | | |
| | Melanie Foley, EVP, chief talent & enterprise services officer, Liberty Mutual Insurance @libertymutual Mallika Chopra, founder & CEO, Intent.com, and author, Living with Intent @mallikachopra | | |
| | Marian Cabanillas, president, UnitedHealthcare Community & State's South Texas health plan @myuhc | | |
| | Adam Grant, Wharton's top-rated professor & best-selling author, Give and Take and Option B @adammgrant | | |
| | Debbie McClure, senior director, global virtual sales & customer success, Cisco @cisco | | |
| | Anita Hill, civil & women's rights pioneer | | |
| 9:45 A.M. | Author Signings Exhibit Hall, Liberty Mutual Bookstore (µ | oage 43) | |
| 10:00 -11:00 A.M. | Session I Breakoutssee pages 12-13 for session | on listing | |
| 11:00 - 11:30 A.M. | Author Signings Exhibit Hall, <i>Liberty Mutual Bookstore</i> (µ | oage 43) | |
| 11:30 A.M 12:30 P.M. | Session II Breakoutssee pages 14-15 for session | on listing | |
| 12:30 - 1:00 P.M. | Author Signings Exhibit Hall, <i>Liberty Mutual Bookstore</i> (µ | oage 43) | |
| 1:00 - 2:30 P.M. | Luncheon Keynote SessionKeynote S | 3essions | |
| | Terri Gruca, Emmy award-winning anchor & reporter, KVUE @terrig_kvue | | |
| | Johnita Jones, midstream Americas engineering manager, ExxonMobil & board president, TX Conf. for Women @TexasW First Lady Cecilia Abbott | /omen | |
| | Holly Windham, executive vice president, CLO & general counsel, Rackspace @rackspace | | |
| | A conversation with Sheryl Sandberg, COO, Facebook & author, Lean In and Option B, | | |
| | moderated by Adam Grant, Wharton's top-rated professor & best-selling author, Give and Take and Option B @adar | nmgrant | |
| | Bobbi Dangerfield, SVP, global business services, Dell & board member, TX Conf for Women Viola Davis, award-winning stage, television & film actor @violadavis | | |
| | | !!-!! | |
| 3:00 – 4:00 P.M. | Session III Breakouts see pages 16-17 for session | J | |
| 3:00 – 4:40 P.M. | Small Business Roundtables | • | |
| 4:00 - 4:30 P.M. | Author Signings Exhibit Hall, Liberty Mutual Bookstore (μ | page 43) | |
| 4:00 - 5:00 P.M. | Wine Tasting Networking Reception (brought to you by Bonterra)Ex | nibit Hall | |
| 4:40 - 5:00 P.M. | Author Signings Exhibit Hall, <i>Liberty Mutual Bookstore (</i> µ | page 43) | |
| 5:00 P.M. | Conference Closes | | |
| | | | |

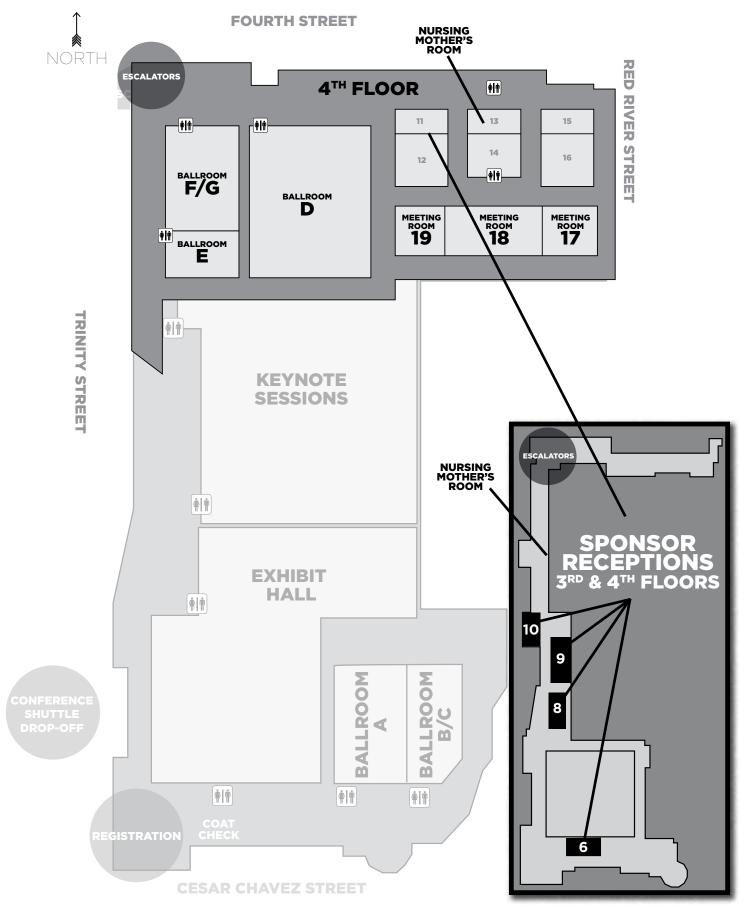
CONFERENCE MAP

FLOOR 1



CONFERENCE MAP

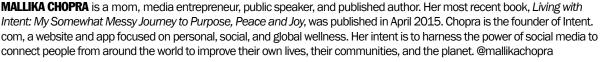
FLOOR 3 & 4



OPENING KEYNOTE & SPECIAL GUEST SPEAKERS:

8:30 A.M. – 9:45 A.M. (LISTED IN ORDER OF APPEARANCE)





9:45 a.m. AND 4:00 p.m. Author Signing - Exhibit Hall, HomeAway booth #729; 3:00 p.m. - 4:00 p.m. Living with Intent - Ballroom D



ADAM GRANT has been Wharton's top-rated professor for six straight years. He is a leading expert on how we can find motivation and meaning, and live more generous and creative lives. He has been recognized as one of the world's twenty five most influential management thinkers and Fortune's 40 under 40. Grant is the author of three New York Times best-selling books that have sold over a million copies, and have been translated into thirty five languages. Give and Take examines why helping others drives our success, and was named one of the best books of 2013 by Amazon, Apple, the Financial Times, and The Wall Street Journal—as well as one of Oprah's riveting reads, and Harvard Business Review's ideas that shaped management. Originals explores how individuals champion new ideas and leaders fight groupthink; it was a number one best-seller praised by J.J. Abrams, Richard Branson, and Malcolm Gladwell. Option B, with Sheryl Sandberg, is a number one best-seller on facing adversity and building resilience. Grant's TED talks on original thinkers and givers and takers have been viewed more than ten million times in less than two years. He received a standing ovation at TED in 2016, and was voted the audience's favorite speaker at The Nantucket Project. He writes on work and psychology for the New York Times, has more than two million followers on social media, and features new insights in his free monthly newsletter, GRANTED. Grant was profiled in The New York Times Magazine cover story, Is giving the secret to getting ahead? He was tenured at Wharton while still in his twenties, and has received the Excellence in Teaching Award for every class that he has taught. He is the founder and host of the Authors@Wharton speaker series, and co-director of Wharton People Analytics. He is a passionate feminist who serves on the Lean In board and the Defense Innovation Board at the Pentagon. Grant earned his Ph.D. in organizational psychology from the University of Michigan, completing it in less than three years, and his BA from Harvard University, magna cum laude with highest honors and Phi Beta Kappa honors. He has earned awards for distinguished scholarly achievement from the Academy of Management, the American Psychological Association, and the National Science Foundation. @adammgrant

9:45 a.m. Author Signing - Exhibit Hall, Liberty Mutual Bookstore



ANITA HILL is a university professor of social policy, law, and women's studies at Brandeis University. She is a vital leader in both the civil rights and women's rights movements. In 1993, Hill made sexual harassment in the workplace a national issue when she testified that Supreme Court Justice nominee Clarence Thomas had committed sexual harassment against her. She continues to push the envelope in pursuit of women's and civil rights. Hill is collaborating with MacArthur Genius Award-winning artist Mark Branford to create a 400-foot cycloramic painting in the Hirshhorn Museum in Washington, D.C. The painting will display publicly for the first time the lost text of civil rights activist Myrlie Evers-Williams' would-be speech at the iconic 1963 "March on the Mall," titled "Tribute to Negro Women Fighters for Freedom." Hill serves as Branford's liaison to Mrs. Evers-Williams, engaging her in the creative process and seeking her blessing for the installation. Hill is spearheading "Restoring the Vision," a project to revive awareness of Title IX, the crucial law mandating equal education and employment opportunities for women. She will speak at businesses and universities, including Radcliffe, as well as leadership conferences, including the Simmons Leadership Conference. Hill addresses the challenges women face in reaching workplace parity and highlights ways to increase women's access to higher education. "Restoring the Vision" will kick-start research and reform while empowering women to stand up for equal pay and education for years to come. Today, Hill keeps alive the legacy she bravely began in the early 1990s. She inspires the hundreds of students whom she has taught as a university professor at Brandeis, and thousands more who follow her example in creating a better society in America. As long as women and minorities face discrimination in the US, for Anita Hill, there is more work to be done.

9:45 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore

ALSO FEATURING SPECIAL GUEST SPEAKERS: See pages 18-36 for complete bios



TERRI GRUCAEmmy award – winning anchor & reporter, KVUE
@terrig_kvue



JANICE CO
VP and head, marketing & strategy, Prudential
Retirement @prudential



MELANIE FOLEY
EVP, chief talent &
enterprise services officer,
Liberty Mutual Insurance
@libertymutual



MARIAN CABANILLAS president, UnitedHealthcare Community & State's South Texas health plan @myuhc



DEBBIE MCCLURE senior director, global virtual sales & customer success, Cisco @cisco

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS:

1:00 P.M. - 2:30 P.M. (LISTED IN ORDER OF APPEARANCE)



SHERYL SANDBERG is the chief operating officer for Facebook, overseeing the firm's business operations. Prior to Facebook, she was vice president of global online sales and operations at Google, chief of staff for the United States Treasury Department under President Clinton, a management consultant with McKinsey & Company, and an economist with the World Bank. Sandberg is the author of the bestsellers "Lean In: Women, Work, and the Will to Lead" and "Lean In for Graduates." She is the founder of LeanIn.Org, a global community committed to empowering all women to achieve their ambitions. Sandberg serves on the boards of Facebook, the Walt Disney Company, Women for Women International, ONE, and SurveyMonkey. She lives in Menlo Park with her son and daughter. Sandberg earned a BA summa cum laude from Harvard University and an MBA with highest distinction from Harvard Business School. @sherylsandberg

Moderator ADAM GRANT see bio on previous page.



VIOLA DAVIS is a critically revered, award-winning actress of film, television, and theater known for her intriguing and groundbreaking roles. She is the first black actress to win a Tony, Oscar, and Emmy Award, in addition to being the most Academy Award-nominated black actress in history. For her recent role in *Fences*, Davis garnered Critics Choice, Golden Globe, SAG, BAFTA, and an Academy Award in the category of Best Supporting Actress. Davis also starred with Denzel Washington in the 2010 revival of the play on Broadway. *Fences* was honored with the Tony Award for Best Play Revival and was the most profitable theater production of the year.

She is the first African American woman to win the Emmy for Best Actress in a Drama Series for her role as Annalise Keating in Shonda Rhimes' ABC drama *How to Get Away with Murder*. Her role also earned her two Screen Actors Guild Awards, an NAACP Image Award and two Golden Globe nominations. In *The Help*, Davis captivated audiences and critics alike with her portrayal of Aibileen Clark. She earned a Screen Actors Guild Award, a Critics' Choice Award, and was also nominated for the Academy Award, Golden Globe Award, and British Academy Film Award. Other notable film roles include *Blackhat*, *Get on Up, Prisoner*, *Beautiful Creatures*, *Extremely Loud and Incredibly Close*, and *Eat Pray Love*.

Rising out of "the absolute epitome of poverty," Davis fell in love with theater early in high school as a form of escape. Her passion and growing abilities for acting would pay off with a full scholarship to the Young People's School of the Performing Arts before attending the prestigious Julliard School for four years. In 1996, Davis hit the acting trifecta by earning roles on Broadway in Seven Guitars, as well as in TV on NYPD Blue and in film on The Substance of Fire. Equally passionate is her dedication to ensure that "women of color are part of the narrative" on all artistic platforms. On raising the profiles and stories of young women of color, Davis says, "I want to do what Cicely Tyson did to me... she allowed me to have the visual of what it means to dream." It's this type of ideology and commitment that TIME saw when they named Davis as one of the "Most Influential People of 2012." She resides in Los Angeles with her husband and daughter. @violadavis



ALSO FEATURING SPECIAL GUEST SPEAKERS: See pages 18-36 for complete bios



JOHNITA JONES midstream Americas engineering manager, ExxonMobil, & board president, TX Conference for Women @TexasWomen



CECILIA ABBOTT first lady of Texas



HOLLY WINDHAM
executive vice president,
CLO, and general counsel,
Rackspace
@rackspace



BOBBI DANGERFIELD SVP, global business services, Dell & board member, TX Conf for Women

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SESSION I BREAKOUT SESSIONS: 10-11AM

Please See Breakout Session Key at the bottom of page 13

Is there room for civility in today's high-paced, heads-down, sound-bite, cut-to-the-chase world? The answer is a resounding yes. Slights, insensitivities, and rude behaviors can cut deeply, hijack focus, and affect performance. Ultimately, incivility cuts the bottom line. Join researcher and workplace incivility expert Dr. Christine Porath as she shares how it pays to be civil and leads a discussion with a panel of senior executives on the costs and remedies for incivility. Attendees will learn how to foster a more positive environment at work, how to enhance your influence and effectiveness with civility, tactical strategies to limit digital interruption in conversations and meetings, and finally, when there is no other recourse, how to confront effectively, maintaining civility for yourself and those around you. Leave this session with an arsenal of tools to help you stay on the high road for work and life.

THOUGHT LEADER: Christine Porath, professor, McDonough School of Business at Georgetown University & author, Mastering Civility @porathc PANELISTS:

Celeste Headlee, award-winning journalist & author, We Need to Talk @celesteheadlee

Sara Hobson, director, US commercial, global virtual sales & customer success Americas team, Cisco @cisco

Nina Vaca, founder, chair & CEO, Pinnacle Group @ninavaca

When women work to break the glass ceiling, they are more likely to rely on hard work and obtaining outside qualifications than engaging in networking and office politics, which can often seem unnecessary and a waste of time. But recognizing the importance of these strategies can be the first step in advancing your career, and a lack of willingness to engage can negatively impact your success. Attendees will overcome this barrier to career advancement by learning the steps to developing these skills, enabling them the career success they desire and deserve.

тноиднт LEADER: Michelle King, head, integrated strategy and partnerships for innovation, UN Women @michpking

Janice Co, VP and head, marketing & strategy, Prudential Retirement @prudential

Marissa Tarleton, CMO, RetailMeNot @retailmenot

China Widener, National public sector strategy & operations leader and S&O diversity & inclusion leader, Deloitte Consulting, LLP @deloitte EMCEE: Karen Morris, SVP, general counsel, P&C, USAA @usaa

Failure and fear are a natural part of life. Although typically viewed as a negative, they can be harnessed to unleash innovation, growth, and even lead to success. From rough setbacks and failure, we can learn invaluable skills like resiliency and risk taking to propel life in a positive direction. Using real-life experiences, this engaging discussion will help you discover how failure can work for you. Whether you are bouncing back from a job setback, trying to reinvigorate innovation in your company, struggling with a relationship, or facing the everyday obstacles that arise at work or home, attend this session to learn how to break free of the stigma and catapult growth for yourself both professionally and personally.

THOUGHT LEADER: Jess Lahey, author, The Gift of Failure @jesslahey

Kelly Hopping, senior director, integrated marketing, Rackspace @rackspace Sarah Robb O'Hagan, CEO, Flywheel Sports, & author, Extreme You @extremesro Lisa Stone, co-founder & former CEO, BlogHer Inc. & CMO, Ellevest @lisastone EMCEE: Michelle Hare, marketing, State Farm @statefarm

Whether you are just getting your foot in the door, negotiating your next promotion and raise or trying to get backing for your big entrepreneurial idea, the tech field is a tough place to be a woman. From a lack of visible mentors and role models to underrepresentation in startup communities and pontification about including more women in tech, without much action, the challenges that women face in the tech field are well-known. This panel of experts will share how they found their way in this field and the tangible strategies that can help you do the same.

THOUGHT LEADER: Heather Cabot, co-author, Geek Girl Rising @cabotventures @geekgirlrising PANELISTS:

Sara Brand, founding general partner, True Wealth Ventures @truewealthvc

Rachel Cassidy, VP, global solutions & services, Rackspace @rackspace

Lisa Pearson. CEO. Umbel @lpearson @umbel

EMCEE: Melanie Fish, manager, US public relations, HomeAway @homeaway

In this increasingly visual age, images speak louder than words. Studies show that images also help people think. Visual note-taking such as doodling increases memory retention rates by nearly 30 percent, and opens creative pathways, strengthens focus, and inspires self-expression. Driven by these groundbreaking findings, entrepreneurs Nora Herting and Heather Willems founded ImageThink, and can help you visualize your ideas and transform your creative processes using simple drawing techniques that anyone can master. Do you have lots of ideas but feel immobilized and overwhelmed, and find yourself unable to turn those ideas into action? Attend this session and learn how to incorporate "Draw Your Big Idea" into your daily work life. This session will feature interactive drawing exercises tailored to help you brainstorm, refine, and execute ideas in the office, within your teams, and even at home. Learn how to beat creative block-for good-and turn your thoughts and dreams into reality!

SPEAKER: Heather Willems, co-founder, ImageThink, and co-author, Draw Your Big Idea @imagethink @heather_willems EMCEE: Julie Watson, customer care manager, enterprise, Rackspace UK @rackspace

SESSION I BREAKOUT SESSIONS: 10-11AM

Please See Breakout Session Key at the bottom of this page

"Having it all" has become the subject of countless books, articles, debates, and social media commentary, with passions running high in all directions. Many now believe this to be gospel truth: any woman who wants to advance in a challenging career has to make sacrifices. And with such a wide spectrum of priorities, workloads, and resources for women, it is impossible to define "life balance" for all. But what if there were a recipe for giving you more time in your day? Time management expert Laura Vanderkam will share seven time management strategies that may make the difference between just hanging on and possibly feeling like you are "having it all."

SPEAKER: Laura Vanderkam, author, I Know How She Does It @Ivanderkam

EMCEE: Cindy Seffair, director, HR communication & change management, United Airlines @united

The quality of our lives depends on the quality of our relationships. Yet, when it comes to modern love, the expectations and social norms are quickly shifting beneath our feet. Over the past three decades, iconic couples' therapist, erotic intelligence expert and best-selling author of Mating in Captivity and The State of Affairs, Esther Perel has been a penetrating observer of cultural patterns. In this session, she will explore desire, trust, honesty, accountability and the complicated (and contradictory) needs that are shaping relationships today. Attendees will walk away with a better understanding of the intricacies of love and desire and what it takes to build thriving and resilient relationships.

SPEAKER: Esther Perel, author, Mating in Captivity and The State of Affairs @estherperel

EMCEE: Sabrina Brown, owner, Sabrina T. Brown Consulting & board member, TX Conf for Women

YOUNG WOMEN'S PROGRAM

Your social media is important and plays a big role in your personal life. But how will future employers view your social media activity? More than 50 percent of employers use social media to screen hires, and unfortunately, a single post can throw off your career track. Millennial branding strategist Alex Wolf will walk you through how to separate your personal and professional social media and set boundaries to avoid conflicts, so you can enjoy your social without the risk.

SPEAKER: Alex Wolf, founder and CEO, Bossbabe Inc. & Fast Company's "Most Creative People in Business" @alexwolfco EMCEE: Carla Piñeyro Sublett, former CMO, Rackspace & board member, Texas Conf for Women



BREAKOUT SESSION KEY

W = Workshop: Interactive sessions that include exercises, role-plays, and other activities that offer practical advice

POE = Panel of Experts: Led by a thought leader in the space, sessions offer a brief "state of the climate" followed by sharing of best practices and lessons from experts

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

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 about professional skills and 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

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

SESSION II BREAKOUT SESSIONS: 11:30AM-12:30PM

Please See Breakout Session Key at the bottom of page 13

Becoming a leader in a boys' club is a tough one. The structural issues around gender exclusion are real, but they don't have to affect your ability to rise every day and act with clarity when you see the impediments. Women CAN influence the distribution of power to drive positive change. This intimate discussion will bring you up close and personal with Margaret McKenna—the first woman deputy White House counsel, the first president of Walmart Foundation, and the first woman president of Suffolk University. McKenna has forged the path of firsts and has also been a change agent in her different roles, from leading an effort to appoint more women and people of color to federal judgeships, to prioritizing hunger as the signature issue for the Walmart Foundation and driving governance change at Suffolk University. She has moved from government to the university life to the largest company in the world. How did she obtain these positions? How did she learn to navigate such different environments? What lessons did she learn about creating positive change? Led by friend and colleague Marian Heard, we will answer these questions, and you will leave with strategies to influence change.

MODERATOR: Marian Heard, president & CEO, Oxen Hill Partners, and founding board member, MA Conference for Women SPEAKER: Margaret McKenna, 1st woman deputy White House counsel, 1st president of Walmart Foundation, & 1st woman president of Suffolk University

EMCEE: Wendy Howell, chief of staff, technical services product management, Cisco @cisco

CEOs, top executives, and other business leaders say they need creativity and real innovation to thrive in a competitive world. But according to former Wharton management professor Jennifer Mueller, many business leaders chronically reject creative solutions and often embrace the familiar, even as they profess commitment to innovation. Mueller's research reveals that it's not just CEOs, but many others who often struggle to accept new and creative ideas, even when desired. Mueller parses the tough questions that these findings raise. Could people love but also hate creative ideas? Could the mindset we use to evaluate ideas turn this love or hate on or off-in an instant? Do experts struggle even more than novices with this bias? And even more startling, could the "best practices" that organizations employ to manage innovation activate this bias, and inadvertently kill innovation? Mueller diagnoses this hidden innovation barrier, and will share her solutions, including:

- A four-step process (and a fifth lifeline) to self-disrupt your current mindset and recognize creative opportunity;
- An idea-pitching framework aimed at helping you overcome other peoples' sticky preference for the status quo;
- Key organizational levers to disrupt the cultural beliefs holding your company back;
- · Tips to more accurately recognize creative leaders who can lead organizations in productive new directions; and
- · Strategies to generate ideas without harming your ability to make them count with the decision makers.

SPEAKER: Jennifer Mueller, associate professor, University of San Diego & author, Creative Change @jennsmueller EMCEE: Sunny Lopez, lubricants supply chain manager, Phillips 66 @phillips66co

No matter how skilled you are, how experienced, how many years you've been in business, or how much you love what you do, if you do not have a commanding presence on every platform and successfully communicate your story, you will continue to be underrecognized and labor to attract recognition. For women who have taken a nonlinear career path or have taken a pause and now want to reenter, this can be even more challenging. The ability to speak and communicate with confidence and charisma is critical and will eliminate these obstacles, allowing you to take your career or business to the next level. Attend this session to learn from some of the best brand marketing agents about how to position yourself for your future.

THOUGHT LEADER: Ruth Sherman, public speaking consultant & author, SPEAKRETS® @ruthsherman PANELISTS:

Shama Hyder, CEO, The Marketing Zen Group & author, Momentum @shama

Lisa Skeete Tatum, founder & CEO, Landit @applandit

Alex Wolf, founder and CEO, Bossbabe Inc. & Fast Company's "Most Creative People in Business" @alexwolfco

Gender exclusion is still prominent in today's work environments, putting women in a challenging position—for obvious reasons around the lack of equity, but also for those trying to exist in a corporate landscape as they climb the ladder and try to make a name for themselves. The competition is fierce wherever you are, and whether you like it or not, you are part of it. How do you stand out without alienating others? How do you get taken seriously in a male-dominated room? Join this team of leaders to uncover key lessons learned and new insights on how to make strides toward equity and partnership. Attendees will learn how to:

- · Handle manterrupting, bropriating, and talkblocking;
- Understand when to lead, when to follow, and when to move on;
- Assert your presence using strong verbal skills and body language;
- Overcome bias and internal fears that prevent you from stepping up; and
- · Ways you can pay it forward.

THOUGHT LEADER: Janet Crawford, founder & CEO, Cascadance @janetcrawford PANELISTS:

Julie Lythcott-Haims, author, How to Raise an Adult and Real American @raiseanadult @deanjulie

Carol Rohl, executive director, scientific information management, Merck @merck

Lisa Stone, co-founder & former CEO, BlogHer Inc. & CMO, Ellevest @lisastone

EMCEE: Colette Pierce Burnette, EdD, president & CEO, Huston-Tillotson University @hustontillotson

SESSION II BREAKOUT SESSIONS: 11:30AM-12:30PM

Please See Breakout Session Key at the bottom of page 13

In every challenging situation, personal or professional, individuals face the pressure to play it safe and conform to the accepted norms. But doing so comes with heavy costs: passions stifled, talents ignored, and opportunities squelched. The bolder choice is to embrace what expert Sarah Robb O'Hagan calls "Extreme You": to confidently bring all that is distinctive and relevant about yourself to everything you do. Through dramatic successes and epic fails, O'Hagan studied how extraordinary people in sports, entertainment, and business set and achieve extremely personal goals and will share how you too can find success.

SPEAKER: Sarah Robb O'Hagan, CEO, Flywheel Sports, & author, Extreme You @extremesro EMCEE: Pam LeBlanc, writer, Austin American-Statesman @statesman @fitcityleblanc

Women are burned out and overwhelmed, working to balance personal and professional lives in the hopes of finding happiness. Often this drive to do more does not lead to happiness, instead causing exhaustion, anxiety, guilt, fear, social comparison, inauthenticity, and physical illness. Join positive psychology professor Emily Esfahani Smith to find out why and learn ways to create a life with meaning and joy while increasing your energy and decreasing your stress. Panelists will share best practices to help you create your most meaningful life, avoid burnout, and reap the benefits of increased health, happiness, and satisfaction.

THOUGHT LEADER: Emily Esfahani Smith, author, The Power of Meaning @emesfahanismith

Sheryl O'Loughlin, CEO, REBBL & author, Killing It @rebblelixirs

Denise Press, VP, national account lead, Mastercard @mastercard

Lisa Sugar, founder & president, POPSUGAR, Inc., & author, Power Your Happy @lisasugar @popsugarinc

EMCEE: Michelle Cooper, senior director & GFP operations leader, Applied Materials @applied_blog

Even though women are 50 percent of the workforce, they only represent 18 percent of the highest-level leaders. Responsibilities at work and home often leave women without the bandwidth to succeed and wondering if their career and personal goals are unachievable. Tiffany Dufu, one of Fast Company's "League of Extraordinary Women" and once the poster child for doing it all, will offer a new perspective on why the women's leadership movement has stalled and how we can reinvigorate it. She will share actionable advice on how we can reevaluate our priorities, embrace imperfection, and expect less of ourselves and more of others so that we can focus on the goals we truly care about. Attendees will walk away with practical tips to help us flourish at work and develop deeper, more meaningful relationships at home.

SPEAKER: Tiffany Dufu, CLO, Levo, & author, Drop the Ball @tdufu EMCEE: Carol McGarah, CEO, Blackridge & board member, TX Conf for Women

YOUNG WOMEN'S PROGRAM

"Follow your gut" is advice easy to give, but harder to follow. How do you know when following your intuition will lead you to happiness and success? In this session, superstars in their industries will share with you the reasons why fostering your passions, seeking purpose in your chosen interest, and taking the road less traveled is often the most rewarding, despite (and because of) the hiccups and failures you may encounter on the way.

THOUGHT LEADER: Marion Jones, celebrated athlete & Camp Gladiator personal trainer @marionjones

Robyn Moreno, editorial director, Latina Media Ventures @robynmoreno

Lilly Rockwell, business reporter, Austin American-Statesman @statesman @lillyrockwell

Sarah Thomas, first female official, NFL

EMCEE: Alejandrina Guzman, student body president, The University of Texas at Austin @alejandrinazoom



SESSION III BREAKOUT SESSIONS: 3-4PM

Please See Breakout Session Key at the bottom of page 13

The quality of our lives depends on the quality of our relationships. Yet, when it comes to modern love, the expectations and social norms are quickly shifting beneath our feet. Over the past three decades, iconic couples' therapist, erotic intelligence expert and best-selling author of *Mating in Captivity* and *The State of Affairs*, Esther Perel has been a penetrating observer of cultural patterns. In this session, she will explore desire, trust, honesty, accountability and the complicated (and contradictory) needs that are shaping relationships today. Attendees will walk away with a better understanding of the intricacies of love and desire and what it takes to build thriving and resilient relationships.

SPEAKER: **Esther Perel**, author, *Mating in Captivity* and *The State of Affairs* @estherperel *EMCEE*: **Norine Yukon**, former CEO, UnitedHealthcare Community Plan of Texas & board member, TX Conf for Women

By engaging men in advocating for more equal workplaces, we're creating better leaders, stronger businesses, more fulfilling lives for both women and men, as well as establishing a business imperative required at all levels from all managers. The stats are staggering in terms of where women stand in the workplace even after all this time, and will need an all-hands-on-deck approach to make the changes necessary for equality. Yet while progress is slow, it is critical to understand that advancements are being made and this forward movement is not being solely spearheaded by women. This session will bring together top female and male executives to share their firsthand experiences and contributions for achieving gender equity within their organizations. Together we will:

- Identify methods in which women can form closer ties and partner with male counterparts to work together more effectively;
- Illustrate tangible strategies in the workplace for the handling of personnel management, hiring, and promotions so all employees are on an equal playing field; and
- Demonstrate practical steps in which you can build a business case internally to engage men as advocates to impact positive change and equity within your organization.

THOUGHT LEADER: **Jeffery Tobias Halter,** gender strategist & president, YWomen @ywomen PANELISTS:

Janet Crawford, founder & CEO, Cascadance @janetcrawford Mary Stork, president, financial planning & advice, USAA @usaa

Yasmine Winkler, CEO, central region, & chief consumer officer, UnitedHealthcare @uhc EMCEE: Dawn Frazier-Bohnert, SVP, chief diversity & inclusion, Liberty Mutual @libertymutual

technology, generation gaps, and language barriers, researcher Amy Cooper Hakim and a panel of executives who have expertly handled many of these situations will guide you through the ten kinds of culprits, from tyrants and bullies (regular and cyber) to the pushy and presumptuous to connivers and camouflagers, and offer helpful strategies and phrases for diffusing workplace tensions and effectively resolving conflicts.

THOUGHT LEADER: **Amy Cooper Hakim,** author, *Working with Difficult People* @amycooperhakim *PANELISTS:*

Jane Gasdaska, GM, US product supply & distribution, Phillips 66 @phillips66 Amanda Gill, VP, North America Oracle Talent Advisory, Oracle @oracle

Tracy Quon. asset manager. Appalachian Basin. US onshore. Statoil @statoil

EMCEE: Myrna Estrada, VP & regional general manager, Safeco Insurance @safecoinsurance

EMCEE: MYTHA ESTIANA, VF & regional general manager, Saleco institutione esaleconistrance

- Determine the most effective ways to connect with others so you don't clutter your calendar with dead-end coffee dates and informational interviews;
- Synchronize face-to-face networking efforts with your digital outreach;
- · Turn "closed door" conversations into strong personal relationships and business opportunities; and
- Harness the power of your network to accomplish any ambition, from landing your dream job or a coveted account or client to successfully crowdfunding a new business venture.

SPEAKER: J. Kelly Hoey, author, Build Your Dream Network @jkhoey EMCEE: Tamara Fields, managing director, Accenture @accenture

SESSION III BREAKOUT SESSIONS: 3-4PM

Please See Breakout Session Key at the bottom of page 13

Mallika Chopra, the daughter of spirituality guru Deepak Chopra, has been steeped in questions of purpose, fulfillment, and enlightenment for her entire life. As she looked to answer these questions, she struggled with the challenges of guilt and finding balance and serenity as her to-do list multiplied by the second. Her tipping point led her to authoring Living with Intent, which is a chronicle of her search to find more meaning, joy, and balance in life. In this session, Mallika Chopra will share her personal journey—successes and failures—and provide a practical road map for how we can all move from

thought to action to overcome. Attendees will leave both inspired and armed with solid tools to make positive changes for living a life of intent.

SPEAKER: Mallika Chopra, founder & CEO, Intent.com, author, Living with Intent @mallikachopra EMCEE: Marisela Rylander, director, global talent acquisition, HomeAway @homeaway

Making a decision to "push the boundaries," whether it is starting your own company, taking an innovative approach, making a job transition, or joining a start-up can be overwhelming. If you have dreamed of making a change, but are not sure you are ready for the gamble, this panel of innovative women can help you navigate your fears and assess the risks involved. Learn the best practices of these seasoned entrepreneurs and executives so that you are prepared to push the limits and armed to achieve success. Sharing their personal stories, attendees will learn how to:

- Establish a climate that embraces smart risk and invites sustainable growth;
- · Identify and eliminate barriers to progressive thinking; and
- · Gain confidence to push the limits.

тноиднт LEADER: Karen Cahn, founder & CEO, iFundWomen @karencahn PANELISTS:

Nellie Borrero, senior global inclusion & diversity managing director, Accenture @nelliebor @accenture

Carolyn Muise, VP, chief customer office, analytics & intelligence, Dell @camuise4 @dell

Claire Vo, senior director, product, Optimizely @clairevo @optimizely

EMCEE: Ruth Hughs, commissioner, Texas Workforce Commission @txworkforce

Julie Lythcott-Haims' provocative manifesto How to Raise an Adult drew worldwide acclaim for outlining the harms of helicopter parenting and offering her strategy for raising preteens and teens to self-sufficient young adulthood. Come hear Julie in person talk about her philosophy as to why overparenting harms children, their stressed-out parents, and society at large. While empathizing with the parental hopes and, especially, fears that lead to over-helping, Lythcott-Haims will share practical alternative strategies that underline the importance of allowing children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success. This session is relevant to parents of toddlers as well as of twentysomethings—and of special value to parents of teens—or anyone interested in ensuring that the next generation can take charge of their own lives with competence and confidence.

SPEAKER: Julie Lythcott-Haims, author, How to Raise an Adult and Real American @raiseanadult @deanjulie EMCEE: Alison D. Frey, intellectual property lawyer, Dickinson Wright, PLLC @dickinsonwright

Establishing financial security and maintaining your lifestyle through retirement is something we know is important, but may not always prioritize in our day-to-day decision making. However you choose to spend your money, behavioral inhibitors further exacerbate any financial gaps in our retirement plans. Join this panel of experts to bring these challenges and behaviors to light and learn how to get back on track to reaching your long-term financial goals. The panelists will address:

- What financial challenges are unique to women?
- · How can these challenges and behaviors hinder your ability to meet your long-term financial goals?
- · What decisions and actions can you take to start addressing these unique challenges in an appropriate and savvy way?

THOUGHT LEADER: Carmen Rita Wong, co-creator & host, CNBC's On the Money, and CEO, Malecon Productions @carmensense

Taylor Bradford, owner & editor, Taylor Bradford.com & host, Boss Girl Creative @taybradfordblog Di B. Gazdar, financial professional @prudential

Dwan Perrin, founder, MommaDJane @dwanperrin



DrumForGOOD is a small, joyful community of hand drummers who love to learn, play, and celebrate West African rhythms on authentic West African instruments. They donate everything they raise through drumming performances and tips to local nonprofit organizations. Newcomers are

always welcome at their fun and easy hand drumming classes in North and South Austin, comedrumforfun.com



FIRST LADY CECILIA ABBOTT in January 2015, Abbott made history by becoming the first Hispanic First Lady of Texas. She has been a teacher, vice-principal and principal at several Catholic schools across Texas, and she has also worked in senior health care services. Abbott hasn't only devoted her professional life to helping others – she has

done the same in her personal life. She serves on the board of several educational organizations and is a member of many philanthropic groups. Last year she launched her Texanthropy Initiative to promote volunteerism and service to others as her primary focus as First Lady of Texas. She has also partnered with the Texas Department of Family and Protective Services on a similar initiative, Network of Nurture, to raise awareness about the ways Texans can support the children and families in the state's child welfare system. Abbott is a proud mother to her daughter, Audrey, and a devoted wife to her husband of 36 years, the Governor of Texas, Greg Abbott. @texasflca



ANNA BAKER is the director of global merchandising strategy and category development with QVC. In this role, Baker and her team are responsible for supporting the global merchandising assortment strategies across all categories in the US, UK, Italy, France, Germany, Japan, and China. At QVC, the merchandising assortment and category

development team drives category growth, leverages brands that are proprietary to QVC, and introduces new brands across the entire QVC portfolio. Baker and team also lead the critical strategy of product discovery for the US market, helping entrepreneurs launch their products at QVC. Baker joined QVC in 2009 as a merchandising trainee and quickly moved throughout the organization with increasing responsibilities, most recently as a buyer in the fast-paced Beauty Division for QVC. Baker earned her bachelor's degree in finance and Spanish from the Susquehanna University. @qvc

7:30 a.m. – 4:00 p.m. QVC Product Search – Exhibit Hall



RACHEL BOESING is a program host with QVC. Her true passion for storytelling has defined her professional life. She left a successful advertising career in Chicago to pursue broadcast journalism, a decision that took her across America—including stops in Elkhart, Indiana; Las Vegas; and Los Angeles. In LA,

Boesing handled both weather and entertainment reporting for NBC affiliate KNBC. She also hosted HGTV's *Hey Remember!* Boesing joined QVC as a program host in 2011. A proud graduate of Brown University, she also attended the University of Michigan, where she graduated with an MBA. @qvc

7:30 a.m. - 4:00 p.m. QVC Product Search - Exhibit Hall



EMILY BOLF has been the longtime associate producer and digital director of the award-winning PBS series *Austin City Limits* for over 15 years. She continues to grow audiences and engagement by creating and sharing digital content with artists, fans, publicists, media, and broadcast partners to market the show and

maintain the brand's esteemed reputation as a trusted source for authentic, noncommercial entertainment. In 2014, Bolf started pursuing another dream. Inspired by a trip to Namibia, she began creating KELIA, a natural skincare line featuring an unfamiliar and powerful African botanical ingredient called Kigelia Africana. A unique addition to the luxury green beauty market, KELIA launched three products in May 2017, and they are already getting rave reviews for improving visible signs of sun damage and aging. KELIA is committed to giving back to communities where Kigelia Africana is sourced, and will support various nonprofit organizations. @keliaskincare

3:00 p.m. – 4:40 p.m. Small Business Lessons Learned – Exhibit Hall, Women-Owned Biz Marketplace



NELLIE BORRERO is senior global inclusion and diversity managing director with Accenture. Borrero joined Accenture in 1986 and created the first role for diversity efforts. In her current role, she sets the vision and strategy behind the company's diversity initiatives, working with its most senior leaders. Under her direction, the

company launched several successful training programs around the world, spanning multiple segments of diversity. Outside of Accenture, Borrero has lent her voice to publications such as Forbes, The Chicago Tribune, Management Consulting magazine, Diversity Inc., Diversity Careers in IT & Engineering, Black Enterprise magazine, Hispanic Executive magazine, and Hispanic Engineering magazine, and has been a featured guest on National Public Radio (NPR). In 2017, she was named by both FORTUNE and the Association of Latino Professionals as one of America's 50 Most Powerful Latinas. Borrero was also named to Black Enterprise's 2016 "Top Executives in Corporate Diversity," LATINA Style's 2012 "Top 5 Executive Women," and awarded the 2012 Marcus Buckingham Leaders Leading Leaders award, 2012 Hispanic Business Influentials, and the 2008 Stevie Women in Business awards. She currently serves on the board of Comprehensive Development, Inc., and has received coaching certification from the Hudson Institute and the International Coaching Federation. Borrero earned a BA in management and human resources from Lehman College. @nelliebor @accenture

3:00 p.m. - 4:00 p.m. Innovation & Entrepreneurship - Ballroom E



TAYLOR BRADFORD is the owner and editor of TaylorBradford.com, a life-inspired blog for the girl on the go. Featured regularly are posts relating to blogging tips and tricks, creative entrepreneur life, fashion and style, wedding and event inspiration, cocktails and moonshine recipes, DIY projects, and more. Bradford is the

host of the Boss Girl Creative podcast and community. She also owns a vintage event rental business in the Dallas/Fort Worth area called Sugar Creek Vintage Rentals, and heads up the Texas Women Bloggers. She loves shoes, vintage furniture, and college football. @taybradfordblog

3:00 p.m. - 4:00 p.m. Financial Security - MR 19



DR. SARA BRAND is the founding general partner of True Wealth Ventures, a venture capital fund investing in women-led companies in the sustainable consumer and consumer health markets. She managed a \$150 million venture fund with four other investment professionals at Fremont Ventures, and also

worked in large tech companies including Intel, Applied Materials. and Advanced Micro Devices, and directly with three Fortune 500 CEOs and their teams in strategic and operational capacities. Brand Founded (512) Brewing Company, the largest draught only, self-distributing microbrewery in the United States. She is the founding investor in the Rising Tide Fund, adviser to Divlnc, and a steering committee member of Women@Austin. Brand is also an adviser to Texas Health Catalyst at Dell Medical School, mentor for CleanTech Open, and a judge for Food+City. Brand earned a PhD and an MS in green design and manufacturing, with a minor in public health and energy. She also earned a Management of Technology certification from UC Berkeley, where she currently serves on the Mechanical Engineering Department's external advisory board. Brand also earned a BS in mechanical engineering from UT Austin, where she now serves on the Cockrell School of Engineering's external advisory board and currently acts as senior adviser for health IoT to UT's new Dell Medical School. @truewealthvc

10:00 a.m. – 11:00 a.m. How to Get Taken Seriously as a Woman in Tech – Ballroom E



SABRINA BROWN has over twenty years' worth of hands-on experience in Texas government and politics. She offers valuable strategic counsel to a broad spectrum of clients. Brown's extensive expertise in the state's legislative, regulatory, public affairs, and appropriations arenas, combined with her strong bipartisan

relationships, provides businesses and organizations with vital political and governmental guidance. She has consistently been recognized by Capitol Inside as one of the top lobbyists in Texas. Prior to opening her own practice, Brown was a lobbyist for an Austin-based law firm, and previously spent a half-dozen years at the Capitol, working for the Texas House of Representatives. Brown currently serves on the boards of Dell Children's Medical Center Foundation, West Austin Youth Association, Beyond Batten Disease Foundation, the Seton Development Board, and the Texas Conference for Women. Brown earned an MA in public affairs at the Lyndon B. Johnson School of Public Affairs at The University of Texas and her bachelor's degree at Texas A&M University.

 $3:\!00\ p.m.$ – $4:\!00\ p.m.$ ENCORE: The Future of Modern Love – Ballroom A



DR. COLETTE PIERCE BURNETTE joined Huston-Tillotson University as president on July 1, 2015. A strong proponent of historically black colleges and universities and civic and community engagement, Burnette serves on the Minority Engineering advisory board for The Ohio State University's College of Engineering, is a

member of the National Society of Black Engineers, Valley Arts United, Puyallup Area Aging in Place Coalition, Texnikoi, and Delta Sigma Theta Sorority, Inc., to name only a few. She has served on countless boards and committees. Her many honors include The Ohio State University Outstanding Engineering Alumnus award, US Army Distinguished Civilian Volunteer Service Medal award,

Thurgood Marshall Foundation Chief Information Officer of the Year award, Thurgood Marshall Chief Fiscal Officer of the Year award, *Dayton Business Journal* Chief Fiscal Officer award and the National Diversity Council Glass Ceiling award. Burnette earned a BS in engineering from The Ohio State University and an MS in administration from Georgia College. She is a graduate of the Harvard Graduate School of Education's Management Development Program and earned her EdD in higher education administration from the University of Pennsylvania. @hustontillotson

11:30 a.m. - 12:30 p.m. Stand Out, Step Up and Get Noticed - Ballroom F/G



MARIAN CABANILLAS serves as the president of UnitedHealthcare Community & State's South Texas Health Plan. She is responsible for leading initiatives at the health plan that result in growth through strategic relationships and innovation. Cabanillas leads teams that are responsible for provider, member, community, and employee

engagement. She joined UnitedHealthcare in 2004 and has over twenty years of experience in the health care industry. She has worked in both the public and private sectors, with an emphasis on public health care and government products such as Medicaid, Medicare, and CHIP. Her prior roles include president of health plan operations, vice president of marketing and network development, and director of contracting. Prior to joining UnitedHealth Group, Cabanillas served as the director of managed care for MHMRA of Harris County. She also teaches health care administration courses to MBA students at the University of Phoenix. She serves on the board of directors of Change Happens! and on the President's advisory board of the Special Olympics of Texas. Cabanillas earned a BA in psychology at the University of Houston and an MBA in health care administration at the University of Phoenix. She also completed the executive development program at the University of Pennsylvania Wharton School of Business. @uhc

8:30 a.m. - 9:45 a.m. Opening Keynote - Keynote Sessions



HEATHER CABOT is the co-author of *Geek Girl Rising: Inside the Sisterhood Shaking up Tech,* a nonfiction narrative published by St. Martin's Press in May 2017 and under development for TV by ABC Studios and Milojo Productions, the company owned by Kelly Ripa and Mark Consuelos. Cabot teaches part

time at Columbia University Graduate School of Journalism and is a contributor to Women@Forbes. She is a former ABC News correspondent and anchor, and served as on-air internet trends expert for Yahoo! from 2007–2012, in which she appeared regularly on *TODAY*, CNN, MSNBC, FOX, and dozens of local TV and radio stations around the country. Cabot is an angel investor and adviser to several women-led start-ups and an alumna of Pipeline Angels and Golden Seeds. @cabotventures @geekgirlrising

10:00 a.m. – 11:00 a.m. How to Get Taken Seriously as a Woman in Tech – Ballroom E 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



KAREN CAHN is the Founder & CEO of iFundWomen, a crowdfunding platform for women-led startups and small businesses. The mission of iFundWomen is to close the funding and confidence gap for female entrepreneurs by working with early stage

companies on fundraising, coaching, and brand positioning to get them off the ground. Cahn is a pioneer in the digital media space, and was an early Google employee where she spent 10 years leading various monetization teams. She spent three years as general manager of AOL Original Video, where she built AOL's female creative economy in video and as a result, launched Emmy-nominated series with Tiffany Shlain, Sarah Jessica Parker, Gwyneth Paltrow, iJustine, and many other female creators. Prior to AOL, Cahn spent ten years at Google and YouTube, where she held various leadership roles in video, search and display advertising. She is on the board of advisors of Girl Rising, an organization dedicated to girl's education in developing countries. She is also on the Springboard Media Council, a highly respected group of experts across the world of digital media, content management and discovery, TV, advertising and other media verticals. Cahn earned a BA from the University of Wisconsin-Madison, double majoring in African-American Studies and US History. @karencahn.

3:00 p.m. – 4:00 p.m. Innovation & Entrepreneurship – Ballroom E



LANA CARLSON currently lives in Austin, Texas, where she has been the head curator and cofounder of the Pop Austin International Art Show since 2014. She also serves on the SXSW Art Advisory Board. Prior to conceptualizing POP Austin, she was director and founder of the Modern Art Gallery in Paris and St. Petersburg.

Carlson has an extensive education and multiple degrees that cover arts and business. She is fluent in English, French, and Russian. She and her Russo-Parisian team were responsible for curating and producing the first-ever State Museum Exhibitions of Auguste Rodin at the Tsaritsyno Museum in Moscow and the "Peter and Paul Fortress" in Saint Petersburg in 2012. As a dealer and curator, Carlson put together numerous exhibitions and participated in art fairs around the world, including Art Asia Miami, Hong Kong Art Fair, ARCO Madrid, and the Los Angeles Art Show. @popaustinart

3:00 p.m. - 4:40 p.m. Taking Your Business from Idea to Reality - Exhibit Hall, Women-Owned Biz Marketplace



RACHEL CASSIDY serves as Rackspace vice president of global solutions and services. Cassidy joined Rackspace to drive the transformation and evolution of the historical technical sales and professional services organization, creating an evolved organization serving as the customer's trusted adviser,

providing end-to-end expertise with breadth and depth of knowledge leading Rackspace customers successfully through their cloud journey. Prior to Rackspace, Cassidy spent a decade at Red Hat. She built out the pre-sales and professional services organization, serving as VP of global professional services for the first half of her tenure there, then worked to create a robust global partner ecosystem, serving for the last five years as vice president of global partner and technical enablement, where she was recognized as one of CRN's "Women of the Channel Power 100" and CRN Channel Chiefs. Based in Atlanta, Cassidy has demonstrated success building high-performance teams in high-tech industries as a leader in innovation, customer service, change management, staging for scale, solution selling and development, and enablement of the partner ecosystem. Cassidy

earned a BS from Cornell University and an MSM/MBA from Georgia Tech. @rackspace

10:00 a.m. - 11:00 a.m. How to Get Taken Seriously as a Woman in Tech - Ballroom E



BARBARA CAVNESS is CEO of 360Partners. She has more than twelve years' experience in digital marketing and account management. She joined 360Partners in 2010 as director of client operations, rising to CEO in 2014. Cavness graduated from Duke University, where she captained the women's lacrosse

team. Prior to joining 360Partners, she was senior client services manager at digital marketing agency TIG Global, where her duties included strategy development, website strategy and design, email marketing strategy, and strategic partner development. @360partners

3:00 p.m. – 4:40 p.m. Creating Your Company's Culture – Exhibit Hall, Women-Owned Biz Marketplace



ALICE CHASE is a recognized digital strategist and consultant known for relationship growth and community building both online and offline. Utilizing her extensive business marketing background, you'll find her frequently collaborating on projects concerning strategic social media campaigns in the

automotive industry, travel destinations, volunteer outreach, and small business. Often referred to as a "connector" by the brands she works with, she is extremely passionate about sharing techniques of solid collaboration and social platforms to build and strengthen connected communities. She shares her own story through her lifestyle site ThrilloftheChases.com @6chases

3:00 p.m. – 4:40 p.m. Snapchat – Exhibit Hall, Technology Pavilion



STEPHANIE CHUNG is an executive coach and sales mentor. Based in Dallas, Stephanie Chung and Associates offer sales training, executive coaching, and small business mentorship services nationwide. Among her products is the "High Ticket Selling Made Simple" course, designed to help small-

business owners sell more and make more. As a former sales executive in the aviation and private jet industry, Chung has mastered the art of high-ticket selling and has mentored, coached, and developed some of the highest paid, most elite sales professionals in the country. Serving business leaders, entrepreneurs, and sales professionals, Chung uses her proven executive coaching and sales training expertise to get the job done. Chung is also a public speaker, a contributor on ABC, CBS, and NBC, and author of *Profit Like a Girl: A Woman's Guide to Kicking Butt in Sales and Leadership* and *Embrace the Suck: How to Grow and Succeed in Business*. @coachstephchung

 ${\it 3-4:} 40~p.m.~{\it Adapting Your Sales Strategy-Exhibit Hall, Women-Owned Biz Marketplace}$



JANICE CO is vice president and head of marketing and strategy within Prudential Retirement, a business unit of Prudential Financial, Inc. (NYSE: PRU). She is a leading provider of defined contribution, defined benefit, nonqualified deferred compensation

plan administration, and institutional investment and risk management services. Prudential Retirement serves nearly 7,800 public, private, and not-for-profit organizations and more than 4.2 million individuals' accounts for over \$386.7 billion of retirement account values. Co leads the Marketing Center of Excellence, which includes strategy, the Innovation Lab, and the customer experience teams. She recently served as the senior vice president of strategy and CMO for IFG Companies, a small, privately held insurance company, where she established the marketing, communications, and sales discipline needed to drive the company's transformation. Prior to that role, she served as senior vice president and CMO for Tower Group International, and vice president of strategy and CMO for the small business insurance division of The Hartford. Earlier in her career, she held various leadership roles for A.T. Kearney, CNA Insurance Companies, and GAB Business Services. Co earned an MBA in accounting and finance from the University of Chicago and a BA from the School of the Art Institute of Chicago. @prudential

8:30 a.m. – 9:45 a.m. Opening Keynote – Keynote Sessions 10:00 a.m. – 11:00 a.m. Strategies to Win – MR 18



MICHELLE COOPER is senior director at Applied Materials, serving as operations leader in their ERP transformation. With a twenty-five-year career, all in high-tech fields, Cooper has been on the brink of burnout multiple times. As she brought her son Baron into the world in 2010, she got a major wake-up call, and while she

still struggles, she is more conscious of balance and joy than ever before. She rejoined Applied in December after four years with SunPower as VP supply chain. From 2000 to 2013, she had multiple roles at Applied Materials in operations and supply chain. She is a polymer chemical engineer/MBA who started her career with Eastman Chemical Company. @applied_blog

11:30 a.m. – 12:30 p.m. Creating YOUR Meaningful Life – Ballroom E



ANDREA CORSON is an Emmy-nominated television producer, digital strategist, and consultant. Most recently she has created awesome video for a wide range of clients including Google, CoverGirl, DSW, Carnival Cruise Line, and Nordstrom Rack. In 2014, she began the fashion and travel blog La Label

Junkie, and fell in love with the community of bloggers and female business owners she met along the way. She became extremely passionate about helping her fellow creatives grow their businesses and audiences, and consequently launched Video Pop, helping these modern entrepreneurs learn how to create the most effective social video for their blogs and social channels. @lalabeljunkie

3:00 p.m. – 4:40 p.m. Video 101 – Exhibit Hall, Technology Pavilion



JANET CRAWFORD is CEO of Cascadance, a Bay Area-based firm supporting leaders in building brain-friendly organizations. A female scientist and pioneer in the application of neuroscience research to corporate culture, Crawford is passionate about solving gender inequity in her lifetime. She speaks

internationally on unconscious bias, stereotype threat, and the biology of power, including a 2014 address at the prestigious

TEDx San Diego, and designs enterprise-wide change efforts to help companies uncover and address the hidden roots of inequity. With two decades of experience working with Fortune 500 companies and venture capitalists, her client organizations span the who's-who of Silicon Valley and Hollywood. She has been featured in print, radio, and television, including Forbes, The Guardian, The Huffington Post, ABC and KSAN/KBLX. Along with renowned somatic leadership practitioner Wendy Palmer, she coauthored Leadership Embodiment: How the Way We Sit and Stand Can Change the Way We Think and Speak. Crawford earned an MS from Stanford University, a BA from UC Berkeley, and is former adjunct faculty at the JFK University Graduate School of Psychology. @janetcrawford

11:30 a.m. – 12:30 p.m. Stand Out, Step Up and Get Noticed – Ballroom F/G 3:00 p.m. – 4:00 p.m. Gender Partnership – MR 18



BOBBI DANGERFIELD is senior vice president of global business services with Dell. Her role is about making Dell the easiest company to do business with in the world for customers, partners, and team members. Dangerfield led the IT integration office as part of the Dell and EMC integration team, responsible for

ensuring the IT backbone of the two organizations came together seamlessly as the companies combined to become the biggest end-to-end technology solutions provider. She joined Dell in August 1999 and has held executive positions in IT, consumer customer care call center operations, customer experience, and centricity. She was the GM, Dell El Salvador, and managing director, Dell global business center in Cyberjaya, Malaysia. She has more than thirty years of experience in information technology, customer service, and customer relationship management. Prior to joining Dell, Dangerfield held positions at Burlington Northern Santa Fe Railway and IBM. Dangerfield serves as North America co-chair of the Dell Women in Action employee resource group, and previously initiated chapters in Malaysia and El Salvador. She also serves on the board of directors for Dress for Success Austin, the Texas Conference for Women, and the Susan G. Komen Austin affiliate. Dangerfield earned a BBA in business computer information systems from Dallas Baptist University and an MBA from Southern Methodist University, @dell @pennwomen

1:00 p.m. - 2:30 p.m. Luncheon Keynote - Keynote Sessions



JAMIE DOROBEK is an author, DIY enthusiast, social media connoisseur, and the creator of C.R.A.F.T., a nifty little acronym for CreatingReallyAwesomeFunThings.com. Dorobek has taught DIY classes at Home Depot, IKEA, and Michaels, and has been a brand ambassador for 3M. Home Depot, and

Closetmaid, to name a few. She has been featured on numerous morning shows across the country as well as "The Meredith Viera Show." When she is not creating something really awesome, she enjoys eating tacos and exploring Austin with her husband and two young kids. @thecraftblog

3p.m. – 4:40 p.m. Turn Your Blog into Your Business – Exhibit Hall, Technology Pavilion 4:40 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



TIFFANY DUFU is chief leadership officer of Levo and launch team member to Lean In. She was named on The Huffington Post as one of 19 women who are leading the way, among other luminaries such as Hillary Clinton and Diane Sawyer. She was honored by Mattel as one of their "10 Women to Watch" and was

named by the National Council for Research on Women as one of thirty women making change in the world. She was included in *Fast Company*'s "League of Extraordinary Women" and has been featured in *The New York Times*, *The Seattle Times*, and on NPR and Bloomberg. She is also a widely sought-after speaker on women's and Gen Y leadership and nonprofit fund-raising and has presented at *Fortune* magazine's Most Powerful Women Summit and TEDxWomen. Dufu is a member of Women's Forum New York; Delta Sigma Theta Sorority, Inc.; and serves on the national board development committee for Girl Scouts USA. In addition to being a part of TARA, a sister group of the Belizean Grove focusing on the next generation of global leaders, she serves on the board of Harlem 4 Kids and the board of Students First New York. Her forthcoming book, *DROP THE BALL: Achieving More by Doing Less*, was released in February 2017. @tdufu

11:30 a.m. – 12:30 p.m. Achieving More by Doing Less – MR 18 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



MYRNA ESTRADA is vice president and regional general manager for Safeco Insurance. She leads the central region distribution operation for Safeco Insurance, which is a Liberty Mutual company that sells personal lines insurance products through independent agents. She manages the largest personal lines region for

Safeco Insurance with over one million customers in her footprint and a book of nearly two billion dollars. She partners with over 6,500 independent insurance agents who sell Safeco products in a six-state footprint. Estrada started her career with Liberty Mutual back in 1984 as an assistant in the personal lines department. When she started with the company, the Safeco book was less than two hundred million dollars. While she is certainly proud of the growth that she has helped fuel, she is most proud of the philanthropy and volunteering work she has done with Liberty Mutual. She has had the privilege of helping Liberty Mutual and Safeco Insurance determine how they distribute funds through various charitable organizations. Safeco Foundation works directly with their independent agents to give through the local charities in their communities in a program called Agent Giving. @safecoinsurance

 $3:00\ p.m.-4:00\ p.m.$ Working with Difficult People – Ballroom F/G



TAMARA FIELDS is the client account lead for State of Texas Comptroller of Public Accounts (TX CPA) and the Accenture program manager for the centralized accounting and payroll/personnel system (CAPPS) program for TX CPA. Fields also serves as the health and public service high-performance enterprise

lead (HPE) for the southwest region and as the diversity and inclusion lead for the Austin Accenture office, supporting the various employee resource groups. She previously worked in Accenture Federal Services supporting the Department of

Defense services account in the Defense portfolio in various capacities, where, as the deputy program manager, she facilitated a successful rollout of one of the largest ERP SAP financial transformations in the world, which supported 52,000 users across 200 locations in seventy-one countries. She believes in corporate citizenship and also serves on the board of trustees for Paul Quinn College in Dallas, Texas. She is active in her church and leads several programs for disadvantaged youth in the Austin area. Fields earned a BS in business administration from The University of Texas at Austin.

3:00 p.m. - 4:00 p.m. Networking to Where You Want to Go - Ballroom B/C



MELANIE FISH manages US public relations for HomeAway and is their travel expert, speaking to journalists daily about the fastest growing segment in the travel industry. In the past year of sharing HomeAway's story, she has presented at *The New York Times* Travel Show, introduced the HomeAway Eiffel Tower

Apartment in a Facebook live event with 150,000 people watching, worked on a live hour of *The TODAY Show* from a HomeAway castle in Scotland, and traipsed across the US happily talking travel on local morning shows and to national travel writers alike. Fish started her career in local TV news and has used her storytelling skills to teach journalism, consult with international TV networks, and help nonprofits around the country sharpen their PR skills. @homeaway

10:00 a.m. - 11:00 a.m. How to Get Taken Seriously as a Woman in Tech - Ballroom E



MELANIE FOLEY is the executive vice president and chief talent and enterprise services officer for Liberty Mutual Insurance, a diversified global insurer and fifth largest global property and casualty insurer, employing more than 50,000 people in approximately 900 offices throughout the world. A Boston native, Foley joined Liberty

Mutual in 1996 as an account executive. For more than a decade, she was promoted into several positions of increasing responsibility in the sales and marketing functions of the US personal insurance business. Prior to her current role, she was appointed executive vice president, general manager of distribution. In December of 2011, Foley was appointed to her current role, where she has led the company's talent, procurement, communications, real estate, and workplace services and strategies. Foley previously served on the board of Insurance. com, a privately held internet insurance agency. She is a member of the board of trustees at Boston Medical Center and an executive adviser to the Shingo Institute. Foley earned a BS in marketing from Boston College and an MBA from Bentley College. @libertymutual

8:30 a.m. - 9:45 a.m. Opening Keynote - Keynote Sessions



DAWN FRAZIER-BOHNERT is senior vice president and chief diversity and inclusion officer with Liberty Mutual Insurance. She joined the company in the spring of 2013 to shape the new office of diversity and inclusion. In her role, she is responsible for leading the design, development, and implementation of

Liberty Mutual's diversity and inclusion strategy and programs. Prior to joining Liberty Mutual Insurance, Frazier-Bohnert was chief administrative officer and partner at Global Novations, a

Korn/Ferry International Company; VP, global diversity and inclusion with The Gillette Company; and held HR leadership positions at Lotus/IBM, Fidelity Investments, and Millennium Pharmaceuticals. She served on the board for the Black Achievers Branch, YMCA of Greater Boston and was a volunteer Big Sister for over 10 years. Currently she is a member of the Women's Network Advisory Board for the Greater Boston Chamber of Commerce. Frazier-Bohnert is on the GK100 list of Boston's "100 Most Influential People of Color." She is also a recipient of the 2016 *Profiles in Diversity Journal* Diversity Leader award. In June, she was recognized on the 2016 *Black Enterprise* list of "Top Executives in Corporate Diversity." Frazier-Bohnert attended Mount Holyoke College and graduated from Boston University with a BS in rehabilitation counseling. @libertymutual

3:00 p.m. - 4:00 p.m. Gender Partnership - MR 18



ALISON FREY is an intellectual property lawyer and mother of two. She regularly advises clients across a myriad of industries on trademark, copyright, domain name, and internet-related matters. She represents clients before the US Trademark Office and Trademark Trial and Appeal Board, and has

led numerous international trademark disputes executed before foreign administrative and judicial bodies. Frey also has extensive experience in the drafting and negotiating of technology agreements, joint business venture agreements, consulting agreements, manufacturing and production agreements, and internet-related agreements. She is a graduate of The University of Texas and earned her JD with honors from Tulane Law School. She lives in Austin, Texas, with her husband and two children, and practices law as a member of Dickinson Wright PLLC.

3:00 p.m. - 4:00 p.m. How to Raise an Adult - MR 17



DI B. GAZDAR's practice is focused on applying her knowledge and experience to provide holistic financial planning and advice tailored to the unique needs of each individual client. She is committed to customer service with a high degree of transparency, integrity, and care. It is her sincere belief that every person should

have resources available to them that help create financial security and confidence. Gazdar has lived in Austin since 1990 and enjoys spending her free time working with Austin German Shepherd Dog Rescue and other charities, and exploring Austin's many trails and parks with her three German Shepherds. @prudential

3:00 p.m. – 4:00 p.m. Financial Security – MR 19



JANE GASDASKA is the general manager of US product supply and distribution for Phillips 66 Commercial. She is a change agent who believes in delivering exceptional results by creating greater tribal engagement. Her passion for developing people is reflected in her pursuit of greater organizational

knowledge sharing and her desire to create winning teams. Her greatest pet peeve is the status quo. Gasdaska began her career in 1996 working in crude oil operations for Mobil Oil Corporation in Fairfax, Virginia. She moved into their Mid-Atlantic marketing region, where she worked in a variety of planning and managerial

positions for Mobil Oil, Tosco, and Phillips Petroleum. Following the ConocoPhillips merger, she moved to Houston in 2002 to work in downstream business development and downstream global strategy. In 2006 she moved to the commercial organization as the East Coast clean product supply manager, until becoming the manager of marketing's P&O organization in 2010. Gasdaska attended the College of the Holy Cross in Worcester, Massachusetts, and graduated in 1988 with a degree in mathematics. She also earned an MBA from the Kenan Flagler School of Business at UNC Chapel Hill. @phillips66

3:00 p.m. - 4:00 p.m. Working with Difficult People - Ballroom F/G



AMANDA GILL is vice president, North America Oracle talent advisory (OTA). In this role, Gill is responsible for leading the North America organization of 130 recruiting managers and talent advisers who support the hiring needs for Oracle's business groups, including campus recruiting. OTA is the exclusive

recruitment organization for Oracle's internal management clients to all lines of business in North America. Her teams have been providing 5,500 highly qualified candidates a year to meet the business and talent needs of their clients. Gill joined Oracle in 2005. Most of her professional career has been dedicated to recruiting, operations, and management. Her extensive experience working for a national recruiting firm and owning and running an executive search firm has allowed her to contribute significantly to the OTA team and to Oracle's competitive advantage in the talent market. Gill earned a BS degree from Florida Atlantic University and resides in West Palm Beach, Florida, with her husband and two children. @oracle

3:00 p.m. – 4:00 p.m. Working with Difficult People – Ballroom F/G



CONNIE GOMEZ is the creator of Momma of Dos and co-founder of Houston Latina Bloggers. She is a born and raised Texan, having grown up in a small Texas town near the Mexican border. Gomez moved to Houston in 1999 when she attended the University of Houston, earning a BS in psychology. Currently

in the nonprofit sector, Gomez works both in and outside the home. She has been featured online on parenting and lifestyle sites and on television and in print, where she shares not only her experiences as a working momma, but also tips and ideas on ways to improve personal and family life. She also volunteers for local organizations. Gomez has been asked to create and participate in several nationwide brand campaigns as well as coordinate local promotional events. @mommaofdostx

3 - 4:40 p.m. Create Influence with Instagram - Exhibit Hall, Technology Pavilion



RACHEL GREEN is the CEO of A Brand Called U and founder of Leader Ship Box. She has cultivated her passion for public relations and brand management into multifaceted, awardwinning businesses that operate successfully in competitive arenas such as sports, lifestyle, tech, nonprofit, and subscription box services.

Green's clients have been featured in outlets such as *Forbes*, *Essence*, *Black Enterprise*, CNN, Crain's Business, *Inc.* magazine, *Mix Mag*, and more. She has proudly represented a variety of

celebrities, entertainers, filmmakers, authors, artists, athletes, and business owners. Her previous projects have included traveling the globe managing book tours, awards shows, and spearheading the very first House Music Art Gallery and Mobile Museum in Glasgow, Scotland. Green is an avid volunteer for a number of organizations and serves on the executive leadership boards for HYP Habitat for Humanity Austin as communication co-chair, foundation board of directors for the Trail of Lights Austin, and also as community impact co-chair for the Austin Black Googlers Network. Green earned an MS in marketing, and as an advocate for continued education she teaches small-business courses on public relations, marketing, and branding. She is currently an instructor at The University of Texas at Austin. @abrandcalledu @leader_ship_box @msabcu

3:00 p.m. - 4:40 p.m. A Gaffe Survival Guide - Exhibit Hall, Women-Owned Biz Marketplace



TERRI GRUCA is an Emmy award-winning anchor and reporter for KVUE-TV. Her parents always told her to find a job she loved and work will never feel like work. It's why she feels so fortunate to be a journalist at KVUE. You'll find her weekdays at 5:00 p.m. and occasionally on midday at 11:00

a.m. anchoring beside the best team in town. She also provides consumer and investigative stories and inspirational breast cancer stories she does with the help of the Susan G. Komen for the Cure Austin chapter. Gruca has covered hurricanes, the first-ever joint training exercise between Russian and US troops, and the Minneapolis bridge collapse, and even interviewed President Barack Obama a few years ago. One of Gruca's favorite things about her job is the ability to share information that can enlighten and change lives. She enjoys volunteering for various local organizations. @terrig_kvue

8:30 a.m. – 9:45 a.m. Opening Keynote – Keynote Sessions 1:00 p.m. – 2:30 p.m. Luncheon Keynote – Keynote Sessions



ALEJANDRINA GUZMAN is from Azle, Texas, and is majoring in Mexican American studies at The University of Texas at Austin. She is involved in League of United Latin American Citizens, Texas Orange Jackets, and the Friar Society—the oldest honorary organization at UT. She's also involved with Latino community affairs in the

Multicultural Engagement Center. She is currently serving as the student body president. Guzman strives to empower those around her by encouraging others to realize their worth in life and that their passions will leave a legacy to help society. @alejandrinazoom

11:30 a.m. – 12:30 p.m. Think Differently – MR 19



AMY COOPER HAKIM, PhD, is an industrialorganizational psychology practitioner and workplace expert. She is a speaker, author, and the executive consultant and founder of The Cooper Strategic Group. She helps employees and employers to get along better, and coaches leaders and employees to improve productivity,

morale, satisfaction, and overall work-life balance. Her book, *Working with Difficult People*, provides clear strategies to effectively handle the ten types of difficult bosses, colleagues, and

subordinates. The book recently hit number one in sales at Amazon for business etiquette books and was highlighted in *Parade* magazine. Dr. Hakim has been featured in *The New York Times*, *The Wall Street Journal*, *The Chicago Tribune*, *Fast Company*, CNBC Make It, *Inc.* magazine, Bustle, The List, and *The Fort Worth Star-Telegram*. She has also been a guest on the KRTH Morning Show, Think KERA Radio, the WBEZ Morning Shift, the Boca Voice, and Business Radio on Sirius XM. @amycooperhakim

3:00 p.m. – 4:00 p.m. Working with Difficult People – Ballroom F/G 4:00 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



JEFFERY TOBIAS HALTER is a gender strategist and the president of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations address gender bias and create integrated women's leadership strategies.

Halter is the former director of diversity strategy for The Coca-Cola Company. He is author of two books, WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men and Selling to Men, Selling to Women. He is a contributing writer to HuffPost, New York Daily News, Working Mother magazine and is a two-time TEDx speaker. His work has been profiled in Forbes, HR Professional, The Atlantic, US News & World Report, and The Wall Street Journal. His clients and best practice work include two Catalyst award-winning companies, The Coca-Cola Company and Kimberly-Clark as well as Mercedes-Benz USA, McDonald's, Deloitte, Novartis, GE, Walmart, and other Fortune 500 companies. @wwomen

3:00 p.m. – 4:00 p.m. Gender Partnership – MR 18 4:00 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



MICHELLE D. HARE works with the State Farm® marketing department managing national sponsorships pertaining to the life stages of getting married, starting a family, owning a home, realizing dreams, and small business. Hare is a board member of the New Jersey-New York chapter of the National Sales Network

and Run2Live, Inc. She is also a member of Delta Sigma Theta Sorority, Inc.; The Links, Inc.; American College of Sports Medicine; and American College on Exercise. Committed to community service, Hare has received special recognition from several organizations, including The Network Journal "40 Under Forty," Rochester Business Journal "Forty Under 40." Rochester Women's Network "25 Up & Coming Businesswomen," NV magazine "Movers & Shakers," Urban League of Rochester, New York, and New York State Governors Traffic Safety Committee. Hare is a graduate of the Buffalo Academy for Visual and Performing Arts, where she majored in dance. She earned a bachelor's degree from SUNY at Buffalo with a major in urban and public policy studies. As a Schomburg Fellow, she obtained a master's degree in applied public affairs with a specialization in urban management, also from SUNY at Buffalo. Recently, she completed a degree in nutrition and exercise sciences from Queens College of CUNY and is pursuing a graduate-level certificate in public health fundamentals and principles from SUNY at Albany. @statefarm

10:00 a.m. - 11:00 a.m. Using Setbacks to Build Resilience and Success - MR 17



CELESTE HEADLEE is an award-winning journalist and author of the upcoming book We Need to Talk: How to Have Conversations that Matter (September 2017). She has appeared on NPR, PBS World, PRI, CNN, BBC, and other international networks. She hosts a daily talk show called *On Second Thought* for Georgia

Public Broadcasting in Atlanta. She was formerly a host at NPR, anchoring shows including *Tell Me More, Talk of the Nation, All Things Considered*, and *Weekend Edition*. Until September 2012, Headlee was co-host of the national morning news show *The Takeaway* from PRI and WNYC. She anchored presidential coverage in 2012 for PBS World Channel. She is the author of *Heard Mentality: An A to Z Guide to Taking Your Radio Show or Podcast from Idea to Hit.* For many years she has been a mentor and managing editor for NPR's Next Generation Radio Project, training young reporters and editors in broadcasting. @celesteheadlee

10:00 a.m. - 11:00 a.m. Mastering Civility - Ballroom F/G



AMANDA HEALY is an award-winning B2B marketing demand generation leader and social media expert, national speaker, and syndicated blogger. She currently works as senior marketing manager at TIBCO Software, driving campaign strategy and lead generation for the company's largest business unit,

Enterprise Solutions. She has trained world-class sales teams ranging from start-ups to Fortune 500 companies about how to leverage social selling, and has spoken at industry-leading conferences including the Massachusetts Conference for Women, Women in Technology International Summit, Microsoft Envision, Social Tools Summit, Watermark's Lead On Conference for Women, and many more. You can follow or contact her at @amanda_healy

11:00 a.m. – 4: 40 p.m. LinkedIn Profile Makeovers – Exhibit Hall, Technology Pavilion



MARIAN L. HEARD is the president and CEO of Oxen Hill Partners, a Boston-based company specializing in leadership development programs and brand enhancement strategies. She retired as the president and CEO of Boston United (the number one Major Gifts United Way in the country), and as the CEO of the United Ways of

New England. She is the founding president and CEO of the Points of Light Foundation, which was formed to perpetuate President George Bush's (#41) call for voluntary service to address the serious social problems in America. She recently retired from the board after serving two terms as the national board chair and remains active as a member of the advisory council. Heard is also a founding board member of MENTOR/The National Mentoring Partnership and served as a vice chair and national spokesperson. She is currently a board member of the Friends Beverage Group and a trustee of the Dana Farber Cancer Institute. She is a frequent commencement speaker and is the recipient of 21 honorary doctorate degrees. She's been honored with the Buckley Orator award, the Warren Bennis award for Outstanding Leadership, the National Public Citizen of the Year award, and the Others Award, to name a few. She was recently inducted into the Hall of Fame, Class of 2016, by the National Association of Corporate Directors. Heard is also a founding board member of the Massachusetts Conference for Women.

11:30 a.m. - 12:30 p.m. Power, Parity & Influence - Ballroom B/C



MADDIE HIGHSMITH is an enterprise account executive with Oracle Corporation. She is a true digital pioneer and powerhouse leader. With more than fifteen years of experience in executing enterprise-grade brand advertising and e-commerce solutions, she maintains a focus on martech, commerce, and adtech

solutions. This technical expertise combined with her business strategy skills and innovative problem-solving ability add up to drive results for her clients' businesses and build their brand reputation. Highsmith's organizational and technology consulting experience includes a wide array of clients in the private, public, political, and humanitarian sectors. Her clients benefit from her unusually diverse background and experience. Highsmith's guiding principle is, "YOUR brand is your single most important business asset." Clients choose her as a strategic partner and consultant because she is experienced in combining people, process, and technology to orchestrate real-world solutions and actions. She believes in solutions that are smarter and streamlined to deliver the right messages, at the right time, in the right channels—to bring about the right actions with each customer. @oracle

3:00 p.m. – 4:40 p.m. Maximizing Social Media in the Job Search – Exhibit Hall, Technology Pavilion



SARA HOBSON joined Cisco in January 2017 as the director of US commercial for the global virtual sales and customer success Americas team. In this role, she is responsible for driving \$1.8 billion of the business in the SMB market for current customers, new logos, as well as renewals. She is also responsible for driving

innovation across the entire organization as Cisco continues to transition to a software-based company. Working to develop the next-generation sales organization that leverages digital marketing and AI selling, Hobson is transforming the virtual sales team for Cisco. Hobson brings more than fifteen years of experience to Cisco, with relevant experience in cloud, security, and software companies. She has worked in both public and private sectors, led both direct and indirect sales teams as well as marketing and outsourcers during her tenure at Computer Associates, LexisNexis, Cryptek, and SteelCloud. Her recent accomplishments include being named one of the "Top 100 Women in the Channel" for the past three years, and receiving awards for both "America's Honored Professionals" and "Top Leadership." Hobson earned a BS in marketing, communications, and a business law degree from Babson College. @cisco

10:00 a.m. – 11:00 a.m. Mastering Civility – Ballroom F/G



J KELLY HOEY is the author of Build Your Dream Network (January 2017/Tarcher Perigee). She has been lauded by Forbes as "1 of 5 Women Changing the World of VC/Entrepreneurship," as well as in Fast Company as "1 of the 25 Smartest Women on Twitter," and Business Insider's "1 of the 100 Most Influential Tech

Women on Twitter." Empowering a Billion Women by 2020 included her on their list of the "100 Most Influential Global Leaders Empowering Women Worldwide." Hoey appears on CNBC's Power Pitch and works with inclusive companies including

Comcast and Capital One. Her career story is one of transformation. Hoey's career started in corporate law. A chance opportunity in 2009 to work with a visionary leader sparked her transition from earning a paycheck to seeking equity. Co-founding a start-up accelerator, then an interim CMO role are just part of Hoey's journey of reinvention as an author, influencer, and investor. @jkhoey

3:00 p.m. – 4:00 p.m. Networking to Where You Want to Go – Ballroom B/C 4:40 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



KELLY HOPPING is the senior director of integrated marketing for Rackspace. In this role, she is responsible for developing the corporate brand strategy, driving campaign development and execution, and delivering content and creative to support the company's global and business unit campaigns. Prior to

her current role, Hopping led the brand creative design team as the director of brand for Rackspace, ensuring that all marketing assets served as one consistent voice for the Rackspace brand. Before joining Rackspace, she spent five years at AMD in various marketing, communications, and business operations positions. She served as director and chief of staff to the chief operating officer for eighteen months following three years in various marketing positions. Before AMD, she worked at Dell, where she helped market the Latitude notebook business. Hopping's passion for branding began at Kraft Foods, where she managed a variety of brands including Chips Ahoy!, Nutter Butter, Breakstone cottage cheese, and Kraft string cheese. She serves on the board of her local library and leads a life group at Austin Ridge Bible Church. Hopping and her husband and three children live in Austin, Texas. Hopping earned an MBA from Harvard Business School and a BS in industrial engineering from Texas A&M University. @rackspace

10:00 a.m. – 11:00 a.m. Using Setbacks to Build Resilience and Success – MR 17 $\,$



WENDY HOWELL is chief of staff for technical services product management with Cisco Systems. She has been with Cisco for five years, and in the technology field for more than twenty. She's worked for companies from start-ups to multinationals, and in various functions including M&A, channels, sales, and

consulting. Howell is currently a leader in the technical services product management organization and owns strategic and fiscal planning for the services portfolio that accounts for more than ten billion dollars in revenue. She owns talent, development, and diversity for the global team, leads Cisco Connected Women Austin, and is the driving force behind the Cisco and Girls in Tech partnership. GIT is a global nonprofit with over sixty chapters and 60,000 members focused on empowerment, education, enablement, and entrepreneurship. Howell also spends a great deal of time mentoring inside and outside Cisco. She is a comanaging director for the Austin chapter of GIT. She is a huge believer in the power of "better together" and partners locally to support Girl Scouts, Survive 2 Thrive, Girls For Progress, and many other local organizations. @cisco

11:30 a.m. - 12:30 p.m. Power, Parity & Influence - Ballroom B/C



RUTH RUGGERO HUGHS is the commissioner representing employers of the Texas Workforce Commission (TWC). Governor Greg Abbott appointed her to the three-member commission in July 2015, and her term as commissioner expires on February 1, 2021. She is proud to sponsor Texas business

conferences across the state, offering businesses employment law guidance as well as implementing initiatives for veterans, women entrepreneurs, and people with disabilities. Hughs previously served in a variety of capacities at the Texas Attorney General's office, and represented state agencies in state and federal courts, and provided management oversight of the eleven civil litigation divisions. In her last position as the director of defense litigation, Hughs supervised the defense of all lawsuits filed against the state. Hughs was recognized twice as a rising star in the legal community by Texas Monthly and is a graduate of The University of Texas at Austin and Rutgers Law School. She is a member of the State Bars of Texas and New Jersey, Austin Bar Association, Hispanic Bar Association, Travis County Women Lawyers Association, and a sustaining member of Junior League. She also serves as the chair of the Governor's Advisory Council on Cultural Affairs, which identifies issues impacting the state's changing demographics. @txworkforce

3:00 p.m. – 4:00 p.m. Innovation & Entrepreneurship – Ballroom E



SHAMA HYDER is the award-winning CEO of The Marketing Zen Group, a global online marketing and digital PR company. Hyder has aptly been dubbed the "Zen Master of Marketing" by *Entrepreneur* magazine, and the "Millennial Master of the Universe" by FastCompany.com. Under her leadership, The Marketing Zen Group

has grown to include a team of thirty and serve clients ranging from publicly held Fortune 500 companies to privately held small businesses and nonprofit organizations across the globe. She is the author of The Zen of Social Media Marketing and her latest, Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age. Hyder has shared the speaking stage with the world's top leaders, including President Obama and the Dalai Lama. She has been the recipient of numerous awards, including the prestigious Technology Titan Emerging Company CEO award. She was named one of the "Top 25 Entrepreneurs under 25" by Business Week in 2009, one of the "Top 30 Under 30 Entrepreneurs in America" in 2014 by Inc. magazine, and to the Forbes "30 Under 30" list of movers and shakers for 2015. LinkedIn named Hyder one of its "Top Voices" in marketing and social. Hyder has been honored at both the White House and the United Nations as one of the top one hundred young entrepreneurs in the country. Most recently, her web show, Shama TV, was awarded a Hermes Gold award for Educational Programming in Electronic Media. @shama

11:30 a.m. – 12:30 p.m. Branding Yourself to Achieve Your Career Goals – MR 17 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



KRISTAL JOHNSON is the award-winning CEO of FundJoy LLC, a full-service fund-raising agency that is helping organizations find the sustainable funding they need to establish their brand or build on service offerings. Since 2011, FundJoy LLC has helped organizations

find an average of seventy-four million dollars per year in funding. Johnson has been a featured speaker to nonprofit executives and small-business owners in a number of workshops, seminars, and conferences. Johnson is the author of the *FundBook*, a yearly guide that contains the latest funding resources and opportunities for nonprofit and for-profit organizations. Johnson is a member of the Nonprofit Technology Network and serves as a peer reviewer for the United Way of Greater Houston's Community Building Grants program. Johnson's website is www.fundjoy.org. @kristalspeaks

3:00 p.m. – 4:40 p.m. Crowdfunding Best Practices – Exhibit Hall, Women-Owned Biz Marketplace



JOHNITA JONES is the Texas Conference for Women board president and the ExxonMobil midstream Americas engineering manager. She began work as a facilities engineer with Exxon Company, USA, in Harvey, Louisiana. Since that time, she worked in oil and gas engineering assignments including corrosion

applications, project engineering and reservoir analysis. Jones began her supervisory responsibilities in 1989 and has managed teams in production facility surveillance, project engineering, and operations management. From 2001 to 2016, she served as pipeline risk and integrity manager for ExxonMobil Pipeline Company, where she was responsible for execution and stewardship of programs to ensure pipeline fitness for service for over 6,000 miles of pipe in the United States. In her current assignment, she oversees engineering activities for ExxonMobil pipelines, fuels, and lubes operations in the U.S., Canada, and South America. Prior community activities include participation on the Houston Children's Museum advisory board and as a member of the board of directors of the Lighthouse of Houston. Jones earned a BS in chemical engineering from Texas A&M University in 1983.

1:00 p.m. - 2:30 p.m. Luncheon Keynote - Keynote Sessions



MARION JONES is one of the world's most celebrated athletes. She declined a spot on the US Olympic relay team as a high school student, and accepted a basketball scholarship and attended the University of North Carolina, where she led her Tar Heel team to the 1994 NCAA Women's Basketball Championship. After

graduating, she returned to the track and won gold medals in the 100 meters and 4x100-meter relay in the 1997 World Championships. Jones went on to win three gold medals and two bronze at the 2000 Olympic Games in Sydney, Australia. For years after her triumphs in the 2000 Olympic Games, allegations that Jones used performance-enhancing drugs persisted. Finally, in October 2007, she admitted that despite never testing positive, she had lied to federal investigators and had, in fact, used performanceenhancing drugs. As a result of her confession, Jones was sentenced, and served six months in federal prison for lying to federal investigators. She voluntarily returned her five Olympic medals and publicly apologized to her family, friends, and fans all over the world. Jones' book, On the Right Track, demonstrates how she has committed her life to inspiring others who face life-challenging situations. In 2010, she successfully completed her rookie year in the WNBA and returned to the Tulsa Shock for her second season in 2011. In 2012. Jones started her own business called MJEP-

Marion Jones Elite Performance. In 2017, she became a certified personal trainer with Camp Gladiator. @marionjones

11:30 a.m. – 12:30 p.m. Think Differently – MR 19 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore 4:00 p.m. – 5:00 p.m. Camp Gladiator Workout – MR 12



LORENA ASEBEDO KAPLEN is a registered dietitian, culinary enthusiast, and selftaught chef whose passion for food and nutrition stems from her childhood. She began to cook at a very young age and credits her Hispanic heritage as being a strong influence on her everyday cooking. As a child, Kaplen began to

struggle with her weight and weighed in the 90th percentile for her height. Her mother enrolled her in a weight loss management program, which helped her combine her love of cooking with proper nutrition. Having personally experienced the challenges that come with being overweight and trying to lose weight, she focused her discipline in nutrition. In 2005, Kaplen earned her degree in nutrition science and immediately after her dietetic internship, she started a small business called Lorena's Lean Lessons, teaching the community how to cook and eat for their health. Becoming a supermarket dietitian for HEB has allowed her to combine her knowledge of food science with her love for nutrition, and turn it into practical solutions for Texans. Every day she works with families and individuals to help them reach their health goals. @heb

12:35 p.m. – 12:50 p.m. Probiotics as Functional Foods – Exhibit Hall, Health & Wellness Pavilion

2:45 p.m. – 3:00 p.m. ENCORE: Probiotics as Functional Foods – Exhibit Hall, Health & Wellness Pavilion



MICHELLE KING is a leading global expert in gender and organizations. She is a keynote speaker, researcher, writer, and advocate. She has significant international experience advancing women in innovation and technology, leading global diversity and inclusion programs, and advocating for women

at work. King currently leads UN Women's gender innovation work, focused on leveraging innovation and technology to accelerate the achievement of gender equality and women's empowerment. She has over sixteen years' experience working in diverse, global environments. King is a published, award-winning academic with a master's in psychology and an MBA. In addition, she is pursuing a PhD through Cranfield University on the topic of office politics, networks, and gender in organizations. As a thought leader, King currently contributes to Forbes Women and The Huffington Post on the topic of women's advancement at work, and she has been published in Harvard Business Review and TIME magazine. @michpking

10:00 a.m. - 11:00 a.m. Strategies to Win - MR 18



JESSICA LAHEY is a teacher, writer, and mom. She writes about education, parenting, and child welfare for *The Atlantic*, Vermont Public Radio, and *The New York Times*. Lahey is the author of the *New York Times* best-selling book *The Gift of Failure: How the Best Parents Learn to Let Go So Their Children Can*

Succeed. She is a member of the Amazon Studios Thought Leader Board and wrote the educational curriculum for Amazon Kids' The Stinky and Dirty Show. Lahey earned a BA in comparative literature from the University of Massachusetts and a JD with a concentration in juvenile and education law from the University of North Carolina School of Law. She lives in New Hampshire with her husband and two sons and teaches high school English and writing in Vermont. @jesslahey

10:00 a.m. – 11:00 a.m. Using Setbacks to Build Resilience and Success – MR 17 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



PAM LeBLANC writes about adventure, travel, and fitness at the *Austin American-Statesman*, where she pens the weekly Fit City column. LeBlanc grew up in Austin, attended Texas A&M University, and worked at *The Monitor* in the Rio Grande Valley before returning to Austin in 1998. When she's not writing, she's

outdoors. She loves backpacking, waterskiing, camping, SCUBA diving, snow skiing, paddling, and cycling. She rides her bike to work, swims on a team, and runs with her friends. Her husband, an electrical engineer, is really good at applying bandages and ice packs. @statesman @fitcityleblanc

11:30 a.m. - 12:30 p.m. Extreme You - Ballroom A



SUNNY LOPEZ is the lubricants supply chain manager for Phillips 66, a diversified energy manufacturing and logistics company. She also chairs the Phillips 66 Women's Network, an employee resource group dedicated to the development and empowerment of its members. She is passionate about helping

others determine their own paths to success and lives this out through her own pursuit of faith, family, and career. Lopez began her career in 1997 as a sales engineer for Mobil Oil Corporation in Louisiana. She then moved to Panama to develop a sales organization for a telecommunications service company. Since returning to the US and joining ConocoPhillips (now Phillips 66) in 2006, Lopez has served in multiple functions, including corporate business development, US fuels marketing, and international lubricant sales. Lopez attended Louisiana State University and graduated with a degree in industrial engineering. @phillips66co

11:30 a.m. – 12:30 p.m. Creative Change – Ballroom D



JULIE LYTHCOTT-HAIMS is the author of the New York Times best-selling book How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success. The book emerged from her decade as Stanford University's dean of freshmen, where she was known for her fierce advocacy for young adults

and received the university's Lloyd W. Dinkelspiel Award for creating "the" atmosphere that defines the undergraduate experience. She is also known for her fierce critique of the growing trend of parental involvement in the day-to-day lives of college students. Toward the end of her tenure as dean, she began speaking and writing widely on the harm of helicopter parenting. How to Raise an Adult is being published in over two dozen countries, and gave rise to a TED talk that became one of the top TED talks of 2016, as well as a sequel which will be out in

2018. Her memoir on race, *Real American*, was just released in October. Lythcott-Haims is a graduate of Stanford University, Harvard Law School, and California College of the Arts. She lives in Silicon Valley with her partner of over 25 years, their two teenagers, and her mother. @raiseanadult @deanjulie

11:30 a.m. – 12:30 p.m. Stand Out, Step Up and Get Noticed – Ballroom F/G 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore 3:00 p.m. – 4:00 p.m. How to Raise an Adult – MR 17 4:00 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



DEBBIE McCLURE is the senior director of global virtual sales and customer success with Cisco, where she is responsible for the global service provider and software businesses, as well as scaling sales functions globally. Prior to this role, McClure led annuity sales business in the US enterprise and commercial

segments. She has been with Cisco for over seventeen years, holding numerous leadership roles in product and service sales, leading teams to exceed stretch targets without fail. McClure led the way in introducing leadership programs and is the recipient of the prestigious Collaboration Across Cisco award. She has served on two boards within Cisco as well as the executive steering committee for a global virtualization project. McClure has spent the last twenty-five years in the technology sector. McClure earned a BA from UC Santa Barbara in liberal arts, with a concentration in business economics. @cisco

8:30 a.m. – 9:45 a.m. Opening Keynote – Keynote Sessions



CAROL McGARAH is CEO of Blackridge, a Texas government relations firm. She has worked in the Texas political arena since 1991. Her extensive background, proven work ethic, and respected relationships position her as a valuable asset to companies, associations, individuals, and public entities needing

governmental and regulatory counsel. McGarah is widely recognized as an expert in environmental policy and law, stemming from her work as the director of the powerful Senate Natural Resources Committee from 1991 through 2001. In this position, she gained valuable knowledge working on legislation involving air, water, waste, oil and gas, and agriculture. She was instrumental in the conception, development, and passage of groundbreaking water and air-emission legislation. Ten years of Capitol experience provided her the expertise necessary to successfully maneuver the nuanced legislative and regulatory process. Since starting her lobby career in 2001, McGarah has expanded her areas of expertise to include economic development, education, energy, finance, transportation, insurance, retail operations, municipal government, and real estate development. Often tapped to develop and lead strategic legislative and regulatory campaigns, McGarah brings a successful track record to her wide variety of clients.

11:30 a.m. – 12:30 p.m. Achieving More by Doing Less – MR 18



MARGARET A. McKENNA is a lawyer and educator, and is a leading expert in educational opportunity, civic engagement, and philanthropy. She is president emerita of Lesley University and a professor of the practice at Tufts University. McKenna served as president

of Suffolk University from June 2015 to July 2016. While there, McKenna was involved in a well-chronicled dispute with the board of trustees over issues of governance. The university had had six presidents in seven years, and while some reforms were accomplished in McKenna's tenure, the account of this challenging year has become the basis for numerous governance cases and discussions. McKenna previously served as president of the Walmart Foundation. She came to Lesley from Radcliff College, Harvard University, where she served as director of the Bunting Institute and vice president. She had previously served as deputy secretary of the US Department of Education and deputy White House counsel. McKenna has served on five corporate boards and serves on a number of nonprofit boards, including Beth Israel Deaconess Medical Center, National Summer Learning Association, and Massachusetts Board of Elementary and Secondary Education. She led education transition teams for President Clinton and for the mayor of Boston, and has served on national and state commissions and task forces. The recipient of ten honorary degrees, McKenna has received awards from a variety of national and regional organizations, including Meals on Wheels, Feeding America, Women's Equity Action League, Big Sister, Council of Independent Colleges, City Year, and the Boston Chamber of Commerce.

11:30 a.m. - 12:30 p.m. Power, Parity & Influence - Ballroom B/C



ROBYN MORENO is the editorial director of *Latina* magazine and Latina.com, the largest media property aimed at acculturated Latinas in the US. She's also a well-known lifestyle expert, Emmy-nominated TV host, author, and blogger at RobynMoreno.com—a weekly newsletter and blog that helps women infuse

beauty and joy into everyday life. As a sought-after lifestyle expert, Moreno appears regularly on *The Today Show, Wendy Williams, Extra, CBS Early Morning Show, The Steve Harvey Show, Fox and Friends, CNN, and CNBC, among other outlets. She is the author of three popular books: Practically Posh: The Smart Girl's Guide to a Glam Life (HarperCollins); Suave: The Latin Male (Rizzoli); and Border-Line Personalities: A New Generation of Latinas Dish on Sex, Sass, and Cultural Shifting (HarperCollins). Moreno is a popular keynote speaker and has presented at SXSW Interactive, The Omega Institute, Hispanicize, BlogHer, and Syracuse and Yale universities, among others. @robynmoreno*

11:30 a.m. – 12:30 p.m. Think Differently – MR 19 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



KAREN S. MORRIS is senior vice president, general counsel for USAA's property and casualty group, which offers property and casualty insurance products to members of the military, the military community, and their families. She also leads the P&C counsel team, which is responsible for providing solution-

oriented counsel on all matters affecting USAA's P&C business. Prior to joining USAA in September 2010, Morris spent twenty-one years with Allstate Insurance Company, and before that was in private practice in Chicago. Morris is a member of the executive board of directors of the National Association of Women Lawyers, currently serving as treasurer. She has been an active member of NAWL since 2008, serving as vice chair of the General Counsel Institute in 2010, chair in 2012, and sponsorship chair in 2013. She received NAWL's

Virginia S. Mueller Outstanding Member award in 2012. She is also a member of The University of Texas Center for Women in the Law General Counsel working group. She earned a BA magna cum laude from St. Mary's University in Winona, Minnesota, and a JD from the University of Illinois College of Law. @usaa

10:00 a.m. - 11:00 a.m. Strategies to Win - MR 18



JENNIFER MUELLER earned her PhD in social and developmental psychology at Brandeis University, and has been on the faculty of many top business schools, including the Wharton School, Yale School of Management, and NYU's Stern School of Business. One of her papers, upon which her new book is based,

"The Bias Against Creativity," went viral and was downloaded over 65,000 times—receiving more than one hundred media mentions and being described as a "famous study" in *The Atlantic*. Mueller's work has been featured in many major media outlets including WSJ, NPR, CNN, HBR, *The Atlantic*, *Fortune*, *Forbes*, and *Fast Company*. Mueller, a native Californian, is currently an associate professor at the University of San Diego. Her recent book, *Creative Change: Why We Resist It . . . How to Embrace it . . .* provides a roadmap to help people change the way they (and others) think. @jennsmueller

11:30 a.m. – 12:30 p.m. Creative Change – Ballroom D 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



CAROLYN MUISE leads the chief customer office, analytics and intelligence platform with Dell. Leveraging big data and customer sentiment, proactively driving continuous improvements in technology, process, and information management and employee engagement enables them to drive optimal

customer experience. Previously, Muise led EMC's total customer experience program with revenues of \$24.5 billion and sixty thousand people worldwide. In this role, Muise had operational responsibility for engagement with EMC's customers, partners, and employees to drive quality, innovation, and continuous improvement into its products, services, and business operations. Under her leadership, EMC's total customer experience program has been recognized by the Technology Services Industry Association (TSIA) for its innovation in customer commitment, Temkin Group for customer experience excellence, and Customer Experience Professionals Association (CXPA) for customer experience impact. Prior to this role, she led EMC's Engineering Lab (E-Lab). EMC's E-Lab is a global operation considered the industry's premier brand for rigorous end-to-end interoperability testing and the development of best-in-class integrated solutions. In this role, she led a team that worked closely with EMC customers, partners, vendors, and competitors to promote integration across every major platform, operating system, and network element available for customer consumption. @camuise4 @dell

3:00 p.m. – 4:00 p.m. Innovation & Entrepreneurship – Ballroom E



GABY NATALE is a three-time Daytime Emmy award winner, media personality, and entrepreneur. She is the executive producer and host of the TV show *SuperLatina* that airs nationwide on PBS en español (VmeTV). Natale is one of the few women in the entertainment industry who owns not only the rights to her TV

show but also a television studio. This unique situation has allowed her to combine her passion for media and her entrepreneurial spirit. In 2017, Natale became the first Spanish-language TV host to win back-to-back Daytime Emmys in the Outstanding Talent category. She is also the co-founder and president of AGANAR media, a marketing company with a focus on Hispanic audiences. AGANAR media's clients include Fortune 500 companies such as Hilton Worldwide, Sprint, AT&T, Ebay, and Amazon. Her upcoming projects include the launch of her first book, *El Círculo Virtuoso*, with HarperCollins in July 2017. @gabynatale

3:00 p.m. – 4:40 p.m. Leverage Your Social Impact – Exhibit Hall, Technology Pavilion 4:40 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



KIMBERLY O'CONNOR is director, human capital management applications, with Oracle Corporation. She has over 25 years of human resources experience. She has continuously focused on efforts to help HR organizations better leverage HR technology to meet business goals. Her career has included

positions in talent acquisition, HR generalist, and HR systems roles, giving her a true understanding of the challenges faced by HR practitioners as well as the importance of modern technology to help HR succeed. O'Connor has been with Oracle Corporation for the past nineteen years, and has helped HR organizations maximize their value through process automation, social and mobile technology, and analytics. Before joining Oracle, she spent six years at Compaq Computer Corporation as a recruiter hiring technical to managerial positions the old-fashioned way-career fairs, job ads, and email. O'Connor is based in Dallas-Fort Worth. where she is engaged in community service to help nonprofit organizations with talent initiatives. As a job search coach, she delights in helping others build a strong résumé, develop their personal brand, and leverage social media to connect with talent seekers. She has been awarded a SPHR certification, and her educational background includes a BS in mathematics and an MS in human resources management. @oracle

 $3-4:\!40\,p.m.\,Maximizing\,Social\,Media\,in\,the\,Job\,Search-Exhibit\,Hall, Technology\,Pavilion$



SARAH ROBB O'HAGAN has been described as "Superwoman undercover," and the "Pied Piper of potential." A high-energy combination of disruptive business leader, fitness fanatic, and cheerleading mom, she's been named among Fast Company's "Most Creative People in Business." She led the reinvention of

Gatorade as its global president, and now as CEO of the indoor cycling company Flywheel Sports, she is transforming the business through digital services. She has held leadership positions at Equinox, Nike, and Virgin. O'Hagan founded a movement she calls Extreme Living. Provoked by the cultural shift that gave us kids with shelves of participation trophies, unfounded expectations in the workplace, and tragically

suppressed potential, she has created a manifesto for change. Her book, *EXTREME YOU*, was published by HarperCollins in April 2017. O'Hagan is a sought-after expert on business innovation and inspiring human performance. @extremesro

10:00 a.m. – 11:00 a.m. Using Setbacks to Build Resilience and Success – MR 17 11:30 a.m. – 12:30 p.m. Extreme You – Ballroom A



SHERYL O'LOUGHLIN is a serial entrepreneur and author of *KILLING IT! An Entrepreneur's Guide to Keeping Your Head without Losing Your Heart* (Harper Collins, December 2016). O'Loughlin is currently CEO of REBBL, a fastgrowing maker of organic super-herb beverages dedicated to working to eradicate

human trafficking. O'Loughlin has served as the CEO of Clif Bar, where she led the concept development and introduction of Luna Bar. In her three years as CEO, the company revenue doubled from one hundred million dollars to two hundred million dollars. She then went on to co-found and serve as CEO of Plum Organics. Plum, at about one hundred million dollars in revenue in five years, was sold in 2013 to the Campbell's Soup Company. She was the executive director of the Center for Entrepreneurial Studies at the Graduate School of Business at Stanford University. O'Loughlin earned her MBA from the Kellogg School of Management at Northwestern University. @rebblelixirs

11:30 a.m. – 12:30 p.m. Creating YOUR Meaningful Life – Ballroom E 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



LISA PEARSON is a seasoned tech executive. She is currently CEO of Umbel, a fast-growing data company. Prior to this, she has been a public company CMO, an advertising executive on Madison Avenue, board member and adviser to some of the best-known brands in the world, and frequent speaker on women in

tech. Pearson is known for building high-performing teams and is described as a leader who captures both the hearts and the minds of her employees. Having spent the majority of her career in male-dominated boardrooms, Pearson is keenly aware of the importance of cultivating women in leadership positions. She is refreshingly honest about the challenges women face professionally, especially in tech, and offers candid feedback on what women need to do to become successful. She is the loving mama of two teens and has real-world advice on the alchemy it takes to blend family, work, and self-care. @lpearson @umbel

10:00 a.m. – 11:00 a.m. How to Get Taken Seriously as a Woman in Tech – Ballroom E
 3:00 p.m. – 4:40 p.m. Run a Smarter Multi-Channel Social Campaign – Exhibit Hall,
 Technology Pavilion



CHRISTINA PENNYPACKER is a buyer for food and cookbook with QVC. She on-boards over one hundred new vendor partners each year in order to keep the QVC customer excited and engaged. While she has led the food business for seven years, Pennypacker has also held roles in other buying areas, including jewelry

and cookware/kitchen gadgets. Pennypacker earned a BA in fashion merchandising from the University of Delaware. @qvc

7:30 a.m. - 4:00 p.m. QVC Product Search - Exhibit Hall



ESTHER PEREL is recognized as one of today's most insightful and provocative voices on personal and professional relationships. A celebrated psychotherapist who has helmed a private practice in New York City since 1983, she has over three decades of experience navigating the intricacies of love and desire.

Her international best seller *Mating in Captivity* has been translated into 26 languages. Her second book, *The State of Affairs: Rethinking Infidelity* (Harper Collins) is due out in October 2017. Perel is a dynamic and provocative speaker on the international stage, with two critically praised TED talks that have reached over seventeen million viewers. She has consulted on the Golden Globe-winning Showtime series *The Affair* and is also executive producer and host of the Audible original series "Where Should We Begin?," in which she broadcasts intimate one-off counseling sessions with real-life couples. @estherperel

10:00 a.m. – 11:00 a.m. The Future of Modern Love – Ballroom A 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore 3:00 p.m. – 4:00 p.m. ENCORE: The Future of Modern Love – Ballroom A 4:00 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



DWAN PERRIN is a veteran in online marketing. She has over ten years of experience as a professional blogger at MommaDJane.com and is also a travel writer. Perrin uses her skills connecting targeted influencers with her clients by cutting through the social media noise, bringing them to the forefront. You can

often find her sharing her passion behind equipping young mothers to succeed and sharing her experience raising a child with special needs. She served as a reporter for NBC iVillage iVoices, wrote a parenting column for PBS, and has been featured on ABC, among others. Her time offline is spent with her large blended family of five children. @dwanperrin

3:00 p.m. - 4:00 p.m. Financial Security - MR 19



CARLY POLLACK is the founder of Nutritional Wisdom, a thriving private practice based in Austin, Texas. She is a certified clinical nutritionist specializing in holistic nutrition and wellness. Pollack has been awarded Best Nutritionist in Austin three years running and has helped over ten thousand people achieve their health and

happiness goals. Pollack has lectured all over the country for incredible companies such as Facebook, Whole Foods Market, Livestrong Foundation, Lululemon, Atlassian, Frog Design, WeWork, Tech Stars, Flatwater Foundation, and the Texas Medical Association. She was a featured speaker at Whole Foods Market with CEO John Mackey and board of directors members and helping founders Margaret Wittenberg and Jim Sud. Growing up, Pollack struggled with anxiety, autoimmune issues, and an ongoing battle with her weight. Through trial and error, she was able to figure out why so many of us fail to achieve the health we so badly desire. Through years of study and self-healing, she found the key to creating permanent change. Pollack beautifully marries the science of the body to the wisdom of our intuition. Pollack signed with New World Library Publishers and is the author of Finally Full-Filled, Lose Weight Permanently and Find Your True Self in the Process, set to release January 2019. @nutritionalwisd

8 – 8:20 a.m. Healthy Conscious Eating – Exhibit Hall, Health & Wellness Pavilion



CHRISTINE PORATH is a professor at the McDonough School of Business at Georgetown University. Prior to that, she taught at Marshall School of Business at University of Southern California. Her research focuses on the effects of bad behavior as well as how organizations can create a more positive environment where

people can thrive. She is the author of Mastering Civility and coauthor of The Cost of Bad Behavior. Porath frequently speaks and delivers workshops for organizations and conferences, including Google, United Nations (UN), International Monetary Fund (IMF), Conference Board, Human Resources People and Strategy (HRPS), Department of Labor, Department of the Treasury, Department of Justice, and the National Security Agency (NSA). She has taught in various executive programs at Harvard, Georgetown, and ESADE. Her work has been featured worldwide in over one thousand television, radio, and print outlets, including The Wall Street Journal, Fortune, The New York Times, and The Washington Post. It has appeared on 20/20, Today, Fox News, CNN, BBC, and NPR. She has written articles for The New York Times (Sunday Review) and The Washington Post, and blogs for Harvard Business Review. Porath earned a PhD from Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. @porathc

10:00 a.m. – 11:00 a.m. Mastering Civility – Ballroom F/G 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



DENISE PRESS is the vice president, National account lead with MasterCard. She is responsible for leading the end to end payments strategy and P&L with top customers at Mastercard. In her seventeen years at Mastercard, Press has held a variety of key leadership positions from country

management in Latin America and the Caribbean to product management and led strategic customer engagements across the globe. Prior to joining Mastercard, Press worked in advertising and direct response marketing. With an emphasis in payments, she has worked across various channels including retail and commercial banking covering marketing, sales, delivery, and risk to business operations. A customer centered approach is core to Press' value of forging solid and trusted partnerships. She has earned the highest accolades from the Mastercard President's award to the esteemed Mastercard Global Sales award. She has a passion for the entrepreneurial spirit, diversity and mentoring. She sits on the advisory board for INCubatoredu (Northbrook) and leads a local program for young entrepreneurs. Press graduated from University of California at Davis and lives in Chicago with her husband and two daughters. @mastercard

11:30 a.m. - 12:30 p.m. Creating YOUR Meaningful Life - Ballroom E



TRACY QUON is the asset manager for the Appalachian Basin region for Statoil's US onshore division located in Austin, Texas. In this capacity, she is responsible for managing the development of Statoil's assets and operations in the area. Quon joined Statoil in 2007 and has held various leadership

positions within the company, including director of risk for Statoil in Canada, leader of economic analysis within Statoil's marketing

and midstream unit in Norway, and leading the performance management unit in Statoil's Houston, Texas, offices. Quon has more than ten years of experience in the oil and gas industry and twenty years in energy. Prior to joining Statoil, she worked with TransAlta Power and TransCanada Pipelines. She is a CPA and CFA charter holder. Quon has a passion for sports and is an outdoor enthusiast. She is an avid paddler, cyclist, and runner, and is actively engaged in organizing these activities in Austin. In support of her love of travel, Quon gives back to the broader global community through her foundation in Nepal. @statoil

3:00 p.m. - 4:00 p.m. Working with Difficult People - Ballroom F/G



LILLY ROCKWELL is a journalist based in Austin, Texas. She has over a decade of experience as a news reporter, and has worked for newspapers, wire services, and magazines in Florida and Texas. Currently she is a business reporter covering the tech industry for the *Austin American-Statesman*. Her

stories often appear on the *Statesman*'s tech-focused website 512tech.com. Prior to working at the *American-Statesman*, Rockwell was an associate editor for statewide business magazine *florida Trend*, where she earned an investigative award for her coverage of the state's failure to adequately investigated Medicaid fraud. She is a proud graduate of the University of Texas at Austin, where she earned bachelor's degrees in journalism and government. @statesman @lillyrockwell

11:30 a.m. - 12:30 p.m. Think Differently - MR 19



DR. CAROL ROHL is the executive director of scientific information management with Merck & Co., Inc. She joined Merck & Co. in 2005 as a member of the Rosetta Inpharmatics informatics group, where she was initially responsible for pathway-centric informatics analysis capabilities. Subsequently she

became director of the molecular informatics group within the molecular profiling and research informatics department in Merck Research Labs, with responsibility for genomic information systems and informatics capabilities in support of profiling, genomics, and biomarker efforts. Prior to her current role, she led clinical and health informatics and early-stage development IT within MRL IT. Prior to joining Merck, Rohl was an assistant professor of biomolecular engineering at the University of California, Santa Cruz, where she led a research team focused on the development and application of the Rosetta protein structure prediction algorithm to problems in protein design and protein fold evolution. Rohl earned a PhD in biochemistry from Stanford University in the laboratory of Dr. Robert Baldwin, where her thesis work focused on the peptide model systems for protein folding and stability. Additionally, she did postgraduate work in the laboratories of Dr. Rachel Klevit and Dr. David Baker at the University of Washington in Seattle. @merck

11:30 a.m. - 12:30 p.m. Stand Out. Step Up and Get Noticed - Ballroom F/G



MARISELA RYLANDER has spent over 15 years working across multiple facets of human resources, including talent acquisition, HR business partner, and compensation, bringing breadth and depth to frontline HR. Her career journey has led her to experiences across many different businesses within companies like Time

Warner Cable, Dell, and HomeAway. HomeAway is a great marriage of her passion for travel, technology, and enabling the business. In her latest role as global talent acquisition director, she is taking her learnings from her role as strategic HR business for product and technology, to start molding her team's success around a product mindset which includes thinking in terms of design principles and operating in an agile fashion. She is excited to play an integral part in HomeAway's vision by differentiating HomeAway's approach to engaging talent in the market. @homeaway

3:00 p.m. - 4:00 p.m. Living with Intent - Ballroom D



CINDY SEFFAIR is the director of human resources communication and change management at United Airlines, where she has just flown by the thirty-year mark. She began her career in customer service at the company's Houston hub before moving into the sales organization, where she started as an inside

sales manager, eventually moving into national sales and then sales training. It was in her sales training role that she learned about the world of human resources, shortly thereafter becoming the director of HR for flight attendants and eventually adding pilots, food services, and other operational groups to the teams she supported. She later shifted into the talent management space, where she led work for leadership development and training, performance management, mentoring programs, onboarding programs, and succession planning. During the merger of Continental and United, Seffair co-led the organizational design work to bring the two workforces together. Following the merger. she steered the creation and implementation of new performance management processes, leading the communication and training related to that work. She also headed the leadership development and training teams, creating and delivering a new cross-divisional leadership training program for the company. @united

10:00 a.m. - 11:00 a.m. Your Own Sweet Time - Ballroom B/C



RUTH SHERMAN works with global CEOs, international celebrities, and public figures looking to have a greater impact in their personal, public communications. Five of her clients have won Oscars and one, the Pulitzer Prize. Her many film and TV projects include *Dallas Buyers Club*, *Suffragette*, and *Orange Is the New Black*. Her

most recent book is SPEAKRETS®: The 30 Best, Most Effective, Most Overlooked Marketing & Personal Branding Essentials. She has been engaged to share her insights on communication of all kinds by organizations such as Google, Microsoft, and NBC/Universal. As a leading authority on political communication, Sherman is widely quoted in the press, including The New York Times, The Washington Post, and TIME, among many others, contending the best communicator and connector wins. @ruthsherman

11:30 a.m. – 12:30 p.m. Branding Yourself to Achieve Your Career Goals – MR 17 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



EMILY ESFAHANI SMITH is the author of *The Power of Meaning: Crafting a Life That Matters* (Crown). In her book, articles, and essays, she draws on psychology, philosophy, and literature to write about the human experience—why we are the way we are and how we can find grace and meaning in a world

that is full of suffering. Smith's articles "There's More to Life than Being Happy" and "Masters of Love," originally published in *The Atlantic*, have been read over thirty million times. Her writing has also appeared in *The Wall Street Journal*, *The New York Times*, *TIME*, and other publications. Smith is an instructor in positive psychology at the University of Pennsylvania, and a columnist for *The New Criterion*. She's also the editor at the Stanford University's Hoover Institution, where she manages the Ben Franklin Circles project, a collaboration with the 92nd Street Y and Citizen University to build meaning in local communities. Smith graduated from Dartmouth College and earned a master of applied positive psychology from the University of Pennsylvania. @emesfahanismith

11:30 a.m. – 12:30 p.m. Creating YOUR Meaningful Life – Ballroom E 12:30 p.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



LISA STONE is an entrepreneur, community leader, and movement builder with a twenty-year track record of creating and launching products and strategies that drive reach and revenue for global brands, media companies, products, causes, and individual voices. Stone is chief marketing officer for Ellevest, a digital

investment platform created by, for, and with women to take financial control, with tools and recommendations tailored to each woman's unique circumstances and life goals. Previously, she was co-founding CEO of BlogHer Inc., which she launched in 2005 with Elisa Camahort Page and Jory Des Jardins, and grew to more than one hundred million unique visitors monthly and thirty million dollars in revenues. Prior to BlogHer, Stone pioneered the first blog publishing network at Law.com and was vice president of programming and editor in chief at Hearstbacked Women.com Networks. She also worked as a media strategist and producer at WebTV and CNN, and has written for The New York Times, LATimes.com, and The Oakland Tribune. Her honors include a Fortune Most Powerful Women Entrepreneur award, Fast Company's "100 Most Creative People in Business" and Working Mother's "Most Powerful Moms in Media." Stone currently serves on private boards and advisory committees for three woman-led start-ups, as well as Women Who Tech and the Women Startup Challenge. @lisastone

10:00 a.m. – 11:00 a.m. Using Setbacks to Build Resilience and Success – MR 17 11:30 a.m. – 12:30 p.m. Stand Out, Step Up and Get Noticed – Ballroom F/G



MARY STORK is the president of financial planning and advice with USAA, a financial services association providing insurance, banking, investments, retirement products, and advice to approximately twelve million current and former members of the US military and their families. Stork leads the strategy to

help members prepare for their financial future with advice and plan fulfillment to achieve their financial goals. Stork began her career as an investment representative in 1998 and progressed to leadership roles with Edward Jones, Schwab Private Client Investment Advisory, Inc., and USAA. During her nearly twenty-year career, her focus has been in retirement and financial planning, market and wealth strategy, and senior executive leadership roles supporting the professional growth and development of financial advisers and leaders. Stork earned a BS in business administration, banking, and finance from Fayetteville State University, as well as an MBA in finance and marketing from North Carolina State University. @usaa

3:00 p.m. - 4:00 p.m. Gender Partnership - MR 18



CARLA PIÑEYRO SUBLETT is the former CMO of Rackspace, #1 managed cloud company, where she was responsible for all facets of marketing, including Global strategy, brand and demand generation. During her time there, she built a strong, modern team with deep functional expertise. Together they helped establish the

corporate strategy, identified a visual identity and doubled brand awareness. Sublett spent the first fifteen years of her career at Dell, where she worked her way up from a telesales position to executive. During her tenure she touched every customer type and led every type of sales role - from inside to outside sales. In 2011, Sublett was inducted into the Young Hispanic Corporate Achievers by the Hispanic Association of Corporate Responsibility. She was recently honored as a member of the 2016 class of Henry Crown Fellows and the Aspen Global Leadership Network at the Aspen Institute. In 2017, she was listed in Inc Magazine as a Women To Watch. Sublett serves on the board of the Austin Community Foundation and the Texas Conference for Women, and recently co-chaired the creation of ACF's first Hispanic Fund, on track to reach over \$1M. She was board president of the Thinkery during a capital campaign, a successful rebranding and move to a larger facility in East Austin. She is also a co-founder of Adelante, the Hispanic Employee Resource Group at Dell, and a founder of Thrive, an organization that enables networking at work through exercise. Sublett is an alumna of the University of Texas at Austin, where she studied architecture and Latin American studies.

10:00 a.m. – 11:00 a.m. Making the Transition on Social Media – MR 19



LISA SUGAR is the founder and president of POPSUGAR, Inc., a global media and technology company that is parent to lifestyle media publisher POPSUGAR and monthly subscription box POPSUGAR Must Have. Together, these brands attract a monthly audience of over one hundred million visitors

worldwide, as well as over three billion content views and over three hundred million video views monthly. Sugar's book, *POWER YOUR HAPPY: Work Hard, Play Nice & Build Your Dream Life* (Dutton, September 2016), chronicles what she's learned on her journey building the company. Prior to POPSUGAR, she served as a media planner at Goodby, Silverstein & Partners and at Young & Rubicam, and began her career at Showtime and Fox. Sugar graduated with a degree in psychology and English from The George Washington University. She lives in San Francisco with her husband, three daughters, and two dogs—a Jack Russell terrier and a terrier mix pup. @lisasugar @popsugarinc

11:30 a.m. – 12:30 p.m. Creating YOUR Meaningful Life – Ballroom E



ARIANA SWEET is a beauty buyer for color cosmetics and nail care with QVC, where she also oversees the QVC Beauty Sample Box program. She works directly with QVC vendors in these categories to select new products each season. Sweet also attends trade shows throughout the year and frequently sits on the

Cosmoprof auditions panels to find new brands to bring to QVC. Previously, Sweet held roles in various other buying offices, including jewelry and food/cookbooks, but has spent the last five years in the beauty category. She is a member of the Cosmetic Executive Women (CEW) organization and works with CEW to coordinate various QVC and CEW partnership programs. She is also one of the buying leads for the QVC sponsored booths at BeautyCon. Sweet earned a BA in fashion merchandising with a minor in leadership from the University of Delaware. @qvc

7:30 a.m. - 4:00 p.m. QVC Product Search - Exhibit Hall



MARISSA TARLETON is chief marketing officer with RetailMeNot, Inc. In this role, she directs all consumer brand advertising, customer acquisition and retention, search engine marketing, public relations, internal communications, business-to-business marketing, and customer relationship management. Prior to RetailMeNot, Tarleton led

marketing for Dell Inc.'s North America consumer and small business organization. Her responsibilities included driving new customer acquisition through marketing communications, media, partner programs, loyalty, and CRM for both the Dell direct and retail businesses. During her thirteen-year tenure at Dell she has served in multiple regional and global marketing leadership roles, including product marketing, brand management, e-commerce, and digital marketing, as well as leadership of Dell's global advertising team. Prior to Dell, Tarleton worked in advertising in New York City for both Ogilvy & Mather and Foote Cone & Belding. She was responsible for account and media leadership for brands such as IBM, Nabisco, and the United States Postal Service. Tarleton earned a BA from Colgate University and an MBA from The University of Texas at Austin. @retailmenot

10:00 a.m. - 11:00 a.m. Strategies to Win - MR 18



LISA SKEETE TATUM is founder and CEO of Landit, a technology platform created to increase the success and engagement of women in the workplace, and to enable enterprises to attract, develop, and retain high-potential diverse talent. Landit provides each woman with a personalized playbook

that empowers them with the tools, resources, and human connections they need to successfully navigate their career path. She is a member of the Kauffman Fellows Class 4, a Henry Crown Fellow of the Aspen Institute and a member of the Aspen Global Leadership Network. She has been featured in *The Wall Street Journal, Forbes, Fortune, Inc., BBC Business*, and named one of the "Most Impressive Women Entrepreneurs of 2016" by *Inc.* Landit was also named one of the "Top 10 Innovations That Made Women's Lives Better In 2016" by *Fast Company*. Tatum earned her BS in chemical engineering from Cornell University and an MBA from Harvard Business School. @applandit

11:30 a.m. – 12:30 p.m. Branding Yourself to Achieve Your Career Goals – MR 17



SHONTÉ JOVAN TAYLOR is a neuroscientist, mindset success catalyst, and social entrepreneur who is igniting minds around the world through coaching, training, and speaking. The mind and brain are the keys to our ultimate fulfillment, creativity, and SUCCESS in life. The ability to get out of our

comfort zone to pursue new adventures, professions, and entrepreneurial heights is 90 percent mindset, and the rest is learning new skills, taking action, and being held accountable. Taylor has shared the stage with success expert Jack Canfield, transformed minds at TEDx, and is a part of the Forbes Coaching Council. Her 007 mission is to guide ambitious people seeking new opportunities to harness their brainpower to reach their full potential in life, profession, and business. @shonte_taylor

3:30 p.m. – 3:50 p.m. Improve Your Memory – Exhibit Hall, Health & Wellness Pavilion



SARAH THOMAS is currently an official for the NFL. On April 8, 2015, Thomas was one of nine new game officials added to the NFL officiating roster for the 2015 season, becoming the first full-time female official in NFL history. Her history-making game happened on September 13 between Kansas City Chiefs

and Houston Texans. Her hat, whistle, and flag from that game are now on display at the NFL Football Hall of Fame. She was the first female to officiate in a Division 1-A high school football game in Mississippi. She began officiating at the college level when she was hired by Conference USA in 2007 and has officiated as a line judge and head linesman during her collegiate career. Thomas was the first female selected to officiate a bowl game when she took the field in Detroit for the Little Caesars Pizza Bowl in 2009. In addition, she has been selected two times to officiate the Under Armor Senior Bowl in Mobile, Alabama, as well as the 2013 Fight Hunger Bowl, the 2015 Medal of Honor Bowl, and the Conference USA Championship game in 2010 and 2014. Off the field, Thomas works as a pharmaceutical representative.

11:30 a.m. - 12:30 p.m. Think Differently - MR 19



LINDSEY TYNER is the owner and founder of Alt Creative, a boutique web design company in Austin, Texas. She is the principal creative force and is responsible for the growth and vision for the company. Her responsibilities include business development, project management, marketing strategy, and lead design and

development. After graduating from UT with a radio-television-film degree, Tyner found web design to be a natural outlet for her creative and technical skills. Following a successful career in marketing and development, she launched her own firm in 2008. Since then, she and her team have worked with a wide variety of clients including small businesses, corporations, ad agencies, nonprofits, and artists. Tyner was awarded the M3 award in 2011 by Count Me In and is a member of the AIGA and the WordPress Users Association. She graduated from the 2013 class of Leadership Austin and recently spoke at SXSW. @lindseygtyner

 $3\hbox{--} 4:40\ p.m.\ How to\ Create\ Compelling\ Web\ Content\ -\ Exhibit\ Hall,\ Technology\ Pavilion$



NINA VACA is founder, chair, and CEO of Pinnacle Group, the largest Latina-owned workforce solutions provider in America. Pinnacle Group has been ranked among the *Inc.* 500/5,000 fastest-growing companies in the country for the last decade. In 2015 it was named fastest-growing women-

owned/led company in the nation by the Women Presidents' Organization. Vaca also serves as a director of three Fortune 1,000 companies with a combined market cap of twenty-three billion dollars: Kohl's Corporation, Cinemark Holdings, and Comerica, Inc. In 2012, she was named chairman emeritus for Life of the United States Hispanic Chamber of Commerce and serves as chair of its foundation. In 2014, Vaca became a Presidential Ambassador for Global Entrepreneurship and has traveled to five continents inspiring the next generation of entrepreneurs globally. Vaca is a German Marshall Fellow, a British American Project Fellow, and a Henry Crown Fellow at the Aspen Institute. In 2016, she was inducted into the Minority Business Hall of Fame and Museum, and recently she was honored as a Trailblazing Woman in Labor and Business by the National Women's History Project. @ninavaca

10:00 a.m. – 11:00 a.m. Mastering Civility – Ballroom F/G



LAURA VANDERKAM is the author of several time management and productivity books, including *I Know How She Does It, What the Most Successful People Do Before Breakfast,* and 168 Hours. Her work has appeared in publications including Fast Company, Fortune, The Wall Street Journal, and USA Today. She

lives outside Philadelphia with her husband and four children, and blogs at LauraVanderkam.com. @lvanderkam

10:00 a.m. – 11:00 a.m. Your Own Sweet Time – Ballroom B/C 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



CLAIRE VO is the senior director of product at Optimizely, the world's leading experience optimization platform. Previously, she was the CEO and co-founder of Experiment Engine, a venture-funded start-up that was acquired by Optimizely in 2017. Prior to founding Experiment Engine, Vo led product

management and user experience teams at several e-commerce and technology companies, including Electronic Arts, BuildASign. com, and uShip. Based in Austin, Texas, and San Francisco, California, she is a University of Texas graduate and passionate advocate for women in technology. @clairevo

3:00 p.m. – 4:00 p.m. Innovation & Entrepreneurship – Ballroom E



JULIE WATSON is a customer care manager within the enterprise segment at Rackspace UK, where she is responsible for leading her team in fanatical service delivery across an array of customers. Watson is passionate about leading high-performance teams as a fundamental way to deliver an amazing

customer experience, and is focused on ensuring that she and her team are constantly delivering a quality, high-value service. Prior to Rackspace, she led international teams and programmes delivering outsourced technical services with IBM in Australia across a range of industries and technology platforms. Watson considers that her personal brand is very much about leading transformation to take challenging situations, teams, and relationships, and driving change to produce sustainable, successful operations. She has always been passionate about promoting diversity in IT and has been very active in various ways, including participating in school speaking programs, as well as running a networking group for up-and-coming female leaders within technical delivery. @rackspace

10:00 a.m. - 11:00 a.m. Draw Your Big Idea - Ballroom D



CHINA WIDENER serves as national strategy and operations leader for public sector and national strategy and operations diversity and inclusion leader with Deloitte. She advises state and local governments and higher education clients on business and operating transformation to achieve breakthrough

performance. Widener has extensive experience in the policy, program, and operations of large government agencies, and she brings clients an understanding of the ecosystems for government and higher education. In her role as diversity and inclusion leader, she has led the development of programming designed to acquire, retain, and develop diverse practitioners. Programs inaugurated during her tenure include Women in Strategy and Operations Day of Reflection, and Strategy & Operations yearlong Sponsorship Pairings Initiative. Since joining Deloitte, she has coauthored an article published in the CIO Update titled "SOA: It's Not Just for Technology Anymore," and developed a public-sector service delivery model assessment methodology. She has been interviewed in Savoy magazine discussing the value of sister circles in a corporate environment. Widener earned a BS from Eastern Michigan University, a JD from the University of Maryland, and attended Harvard University's State and Local Senior Executives program. She is a certified PMP and is licensed to practice law in the state of Ohio. @deloitte

10:00 a.m. - 11:00 a.m. Strategies to Win - MR 18



HEATHER WILLEMS is a co-founder of ImageThink and co-author of *Draw Your Big Idea*. As a fine artist, graphic facilitator, and business strategy consultant, she helps top executives operate more efficiently through visuals. With her team, she visualizes the biggest ideas of some of the world's most

influential companies by creating long-lasting records of ideas in an engaging, memorable way. After twelve years of witnessing breakthroughs with clients, she wants to help more people achieve their goals. She visualizes big ideas for the world's most influential thought leaders and companies, including Disney, AOL, FedEx, Google, Lego, and NASA. Her work has been featured on TED, *The Today Show*, MSNBC, *Inc.*, *Forbes*, *Mashable*, and *The Wall Street Journal*. Whether she's leading workshops or speaking about visual thinking, Willems has a passion for making connections. She's spoken at and collaborated with New York Times Small Business Summit, Columbia University, SXSW, Comic-Con. PTTOW!. and many more. @heather willems

10:00 a.m. – 11:00 a.m. Draw Your Big Idea – Ballroom D 11:00 a.m. Author Signing – Exhibit Hall, Liberty Mutual Bookstore



HOLLY WINDHAM is executive vice president, CLO, and general counsel with Rackspace. From Rackspace's headquarters in San Antonio, she leads legal teams on four continents. Prior to Rackspace, Windham held senior positions at Axiom Global, where she advised Google on its cloud offerings, and at

Hewlett Packard, where she was one of its top two hundred executives and one of three women deputy general counsels in its eight-hundred-person legal organization. She began her career at Gibson Dunn & Crutcher, LLC, representing clients in Texas, California, New York, and Hawaii. She has been recognized by Law Week Colorado as a "Top Woman Lawyer" in 2014. Windham's leadership philosophy is to elevate those around her by helping them to recognize their potential and to create their own career paths. She believes opportunities are gifts that are meant to be both maximized and reciprocated. She has combined her passion for business and technology with her belief in creating opportunities for others by serving on the advisory board for the Colorado State University Institute for Entrepreneurship, where she mentors college entrepreneurs in advancing their ideas and launching start-ups. Windham earned a BA summa cum laude from Southwestern Oklahoma State University and a JD from Pepperdine University School of Law. @rackspace

1:00 p.m. - 2:30 p.m. Luncheon Keynote - Keynote Sessions



YASMINE WINKLER is the chief executive officer of the central region and chief consumer officer for UnitedHealthcare Community and State. As CCO, she steers and maintains the company's customer centricity efforts nationwide. UnitedHealthcare Community & State proudly serves nearly six million

Medicaid members in twenty-four states, plus Washington, D.C. Prior to this role, Winkler served as chief marketing, product, and innovation officer for employer and individual, UnitedHealthcare's commercial business. Before joining UnitedHealth Group, Winkler held several positions with BlueCross/BlueShield of Illinois, Texas, New Mexico, and Oklahoma. She has served on the Utilization Review Accreditation Commission (URAC) team, and on the Illinois Governor's Council on Accreditation. She is an alumna of the Chicago-based Leadership Greater Chicago program, and has served on the National Hispanic Health Foundation (NHHF) board. In 2016, she was named to the "Top 10 Líderes" list by Hispanic Executive magazine. Winkler was also named to Fortune's 2017 "50 Most Powerful Latinas in Corporate America" list. She attended Northeastern Illinois University and earned a BA in English and environmental studies. She also earned an MS in health care delivery science from the Tuck School of Business and the Geisel School of Medicine at Dartmouth College. @uhc

3:00 p.m. - 4:00 p.m. Gender Partnership - MR 18



ALEX WOLF is a millennial branding strategist and founder and CEO of Bossbabe, Inc. She innovates fresh and original ways to connect with the Gen Y audience. Wolf was named as one of the "Top 100 Most Creative People in Business" by *Fast Company* magazine, and has been featured in *Forbes* and *Inc.* magazines.

Adweek listed her as a "Top 20 Influencer Who Radiates Creativity & Gets Everyone Talking." She speaks and writes about creativity, philosophy, and culture on her blog alexwolf.co. @alexwolfco

10:00 a.m. – 11:00 a.m. Making the Transition on Social Media – MR 19 11:30 a.m. – 12:30 p.m. Branding Yourself to Achieve Your Career Goals – MR 17



CARMEN RITA WONG is an author and the founder and CEO of Malecon Productions. She is the former co-creator and television host of *On the Money* on CNBC. Wong was also a national advice columnist for *Glamour*, *Latina*, *Essence*, *Men's Health*, and *Good Housekeeping*, as well as an editor at *MONEY*

magazine. She spent years as an expert contributor on NBC's *TODAY Show*, MSNBC, CNN, *CBS This Morning*, and ABC's *The View*, and she has written for *The New York Times*. A member of President Obama's Business Forward initiative to further African-American, Latino, and Asian business owners, Wong was a professor of behavioral economics at New York University and is the author of two best-selling financial advice books. A seasoned speaker and moderator, Wong serves on the national board of the Planned Parenthood Federation of America, Dress for Success, and The Futuro Media Group. She is the author of a series of novels and is an angel investor and adviser in femaleled and -owned businesses and productions. @carmensense

3:00 p.m. - 4:00 p.m. Financial Security - MR 19



NORINE YUKON is the former CEO of UnitedHealthcare Community Plan of Texas and currently serves as a board member, executive coach, and strategic adviser for established and emerging health care corporations. Her experience in the health care industry includes executive responsibility

for large commercial and public-sector health plans across the country. She is a lecturer for universities, and has been appointed by several governors to serve on health care task forces, advisory committees, and transition teams. In addition to the Texas Conference for Women Board of Directors, she also serves on the Meals on Wheels Central Texas Board of Directors, the Hand In-Home Care Board of Directors, the advisory council for The University of Texas School of Nursing, the selection committee for Ethics in Business and Community award, and as an adviser to The University of Texas Center for Transdisciplinary Collaborative Research in Self-Management Science. Yukon grew up in Texas, Bermuda, and Tokyo. She graduated from The University of Texas School of Nursing, and practiced in an inpatient setting for ten years. Her clinical interest and her passionate advocacy for patients and consumers continued to drive her as she became a leader in the managed care industry. Yukon is now dedicated to developing systems that empower people to take charge of their own health care.

 $3:\!00\ p.m.$ – $4:\!00\ p.m.$ ENCORE: The Future of Modern Love – Ballroom A



YOUNG WOMEN'S PROGRAM

10:00-11:00 A.M. & 11:30 A.M.-12:30 P.M. ALL SESSIONS TAKE PLACE IN MR 19

In partnership with our sponsors, the Texas Conference for Women is proud to bring back its Young Women's Program, which provides high school junior and senior girls with the opportunity to attend the conference and participate in a seminar track designed especially for them.

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. 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!















GUZMAN

10:00 a.m. - 11:00 a.m.

Your social media is important and plays a big role in your personal life. But how will future employers view your social media activity? More than 50 percent of employers use social media to screen hires, and unfortunately, a single post can throw off your career track. Millennial branding strategist Alex Wolf will walk you through how to separate your personal and professional social media and set boundaries to avoid conflicts, so you can enjoy your social without the risk.

SPEAKER: Alex Wolf, founder and CEO, Bossbabe Inc., & Fast Company's "Most Creative People in Business" @alexwolfco **EMCEE:** Carla Sublett

11:30 a.m. - 12:30 p.m.

"Follow your gut" is advice easy to give, but harder to follow. How do you know when following your intuition will lead you to happiness and success? In this session, superstars in their industries will share with you the reasons why fostering your passions, seeking purpose in your chosen interest, and taking the road less traveled is often the most rewarding, despite (and because of) the hiccups and failures you may encounter on the way.

тноиднт LEADER: Marion Jones, celebrated athlete, founder, Take a Break & author, On the Right Track @marionjones PANELISTS:

Robyn Moreno, editorial director, Latina Media Ventures @robynmoreno

Lilly Rockwell, business reporter, Austin American-Statesman @statesman @lillyrockwell

Sarah Thomas, first female official, NFL

EMCEE: Alejandrina Guzman, student body president, The University of Texas at Austin @alejandrinazoom

PARTICIPATING SCHOOLS AND ORGANIZATIONS:

African American Youth Harvest Foundation/LBJ Early College High School American YouthWorks Austin Achieve Public Schools

Breakthrough Central Texas Cedar Ridge High School East Austin College Prep

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Texas State University - Upward Bound

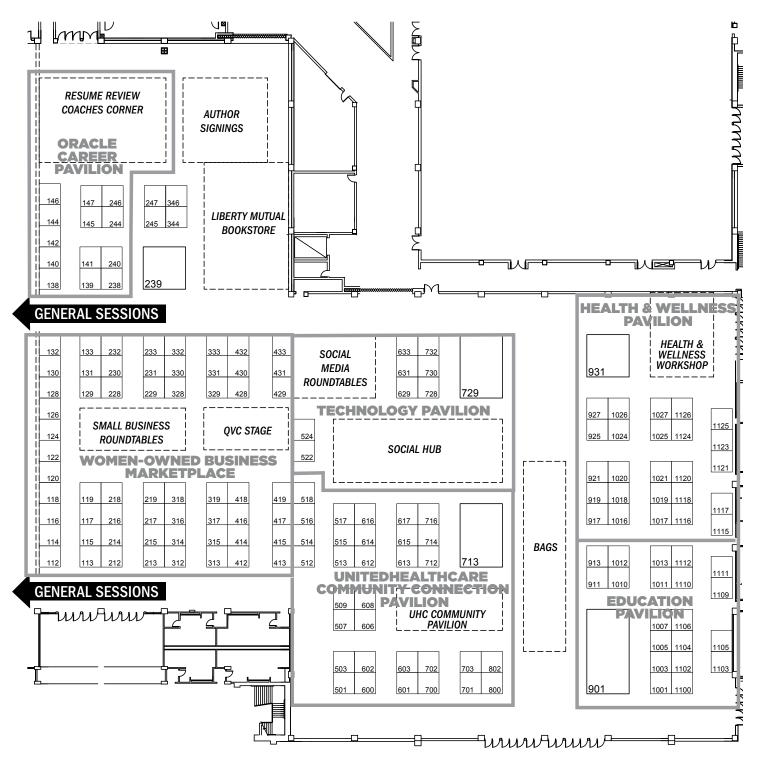
The Ann Richards School for Young Women Leaders

Travis Early College High School

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EXHIBIT HALL MAP

EXHIBIT HALL, OPEN ALL DAY



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| Absolutely Flipped Sense | 416 | Boost Credibility & Exposure | | 210-288-1689 | |
| goflippedsense.com | | , , | | | |
| SeneGence/LipSense long-wear | | Cayman Islands10 | 010 | Edward Jones | 240 |
| cosmetics and skincare | | caymanislands.lky | | edwardjones.com/jim-deis | |
| | | 212-889-9009 | | Jim Deis, Financial Advisor | |
| Alzheimer's Texas | 917 | | | 512-301-2097 | |
| txalz.org | | C&H Handmade1 | 112 | <u></u> | |
| (800) 367-2132 | | chhandmade.com | | EFFECTIVE FOCUS INC | 139 |
| TXPrograms@TXAlz.org | | omanamadoloom | | effectivefocusinc.com | |
| 17tt 10gramoe 17tt 12.01g | | Cedar Park Regional Med Ctr10 | 127 | checulvereddollio.com | |
| Amberleaf | 328 | cedarparkregional.com | | Evins Personnel Consultants | 116 |
| amberleaf.com | 520 | 512-528-7000 | | evinspersonnelconsultants.com | |
| ambericar.com | | 312-320-7000 | | evinspersonneiconsultants.com | |
| American Heart Association | 921 | Celebrate Your Brain4 | 130 | FIT 2 CHEER w/PoundPoms | 130 |
| AustinGoRed.heart.org | | celebrateyourbrain.com/ | 100 | poundpoms.com | 150 |
| Additioned.fical Corg | | Exclusive merchandiser, Smart | | PoundPoms a STEM product | |
| ARA Diagnostic Imaging | 1024 | Girls Are Fun products | | info@poundpoms.com | |
| ausrad.com | 1024 | dins Are run products | | iiio@pouliapoilis.com | |
| 512-453-6100 | | Charles Schwab & Co., Inc11 | 106 | Flutter Eyewear | 122 |
| 512-455-0100 | | schwab.com/ | 100 | flutter eyewear.com | 432 |
| Auront | 422 | SCHWab.com/ | | • | |
| Argent | 433 | Casa Casmar Danim | 214 | Gorgeous reading glasses for | |
| argentwork.com | | Coco Cooper Denim3 |)14 | stylish women | |
| Functional Women's Workwear | | cococooper.com | | F | 117 |
| get@argentwork.com | | Luxury jeans for women with | | Foozys | 117 |
| ADMA I | 000 | curves. Made in Los Angeles. | | foozys.com | |
| ARM, Inc | 633 | 0 0 1 10 | -00 | F 1 1 .0VD | 000 |
| arm.com | | Cuero Chamber of Commerce5 | 003 | Fredericksburg CVB | 603 |
| Interactive Technology Demos | | cuero.org | | VisitFredericksburgTX.com | |
| Career Opportunities | | Stop by our booth | | 830-997-6523 | |
| | | plan a meeting or trip. | | 888-997-3600 | |
| AT&T | 730 | | | | |
| att.com | | Cutco Cutlery10 | 016 | Girls in Tech Austin | 631 |
| | | cutco.com | | austin.girlsintech.org | |
| athenahealth, Inc | 1020 | The worlds finest cutlery | | Empower. Engage. Educate. | |
| athenahealth.com | | backed by our forever guarante | | girlsintechatx@gmail.com | |
| | | | | | |
| Austin American-Statesman | 522 | Dating With Grace3 | 329 | Goddess Armor Protection | 414 |
| statesman.com | | datingwithgrace.me | | goddessarmorprotection.net | |
| Digital & Print Subscriptions | | Dating & Relationship Coaching | | Self defense products | |
| | | nicole@datingwithgrace.me | | Harker Heights, TX | |
| Austin Life Chiropractic | 1126 | | | | |
| austinlifechiro.com | | Deloitte 1 | 138 | Grace & Heart Jewelry | |
| Austin Life Chiropractic home | | deloitte.com/us/en.html | | mygraceandheart.com/staceybeck | ker |
| for Upper Cervical Family Care | | | | bench crafted sterling silver | |
| | | Delysia Chocolatier2 | 233 | 512-917-7007 | |
| Bandera Visitors Center | 512 | delysia.com | | | |
| banderacowboycapital.com | | Email: nicole@delysia.com | | HDS Medallion Mobility Bags | 318 |
| Visitor Information | | Phone: 512-413-4701 | | hdsmedallion.com | |
| 830-796-3045 | | | | Fabulous Mobility Device Bags | |
| | | Dignity Memorial10 | 013 | For Walkers, Wheelchairs, Etc. | |
| barkTHINS | 925 | DignityAustin.com | | | |
| barkTHINS.com | | | | Healthy Lifestyle Secrets | . 1017 |
| Snacking Chocolate | | | | healthylifestylesecrets.com | |
| _ | | | | Phone: (817) 546-0097 | |
| | | | | Nutritional education | |

EXHIBITORS ALPHABETICAL

| Healthy Texas Women1 | 1117 | Kristin Kaufman, Rodan+Fields3 | 12 | Moore Chiropractic | 128 |
|---------------------------------------|-------|-----------------------------------|------------|----------------------------------|--------|
| HealthyTexasWomen.org | | kristinkaufman.myrandf.com | | drmoore.com | |
| Women's Health Services | | Rodan+Fields Changes Lives | | Spinal Screenings | |
| | | 214-526-4944 | | 512-459-5523/drmoore.com | |
| HERdacity | 602 | | | | |
| HERdacity.org | | KVUE5 | 07 | My Bag Belt | 131 |
| Women's empowerment nonprofit | | kvue.com | | mybagbelt.com | |
| Info@Herdacity.org | | VR Newscast Experience | | Hit the brakes and watch your | |
| | | | | purse hit the floor? No more! | |
| Homeaway | 729 | League of Women Voters of Texas 8 | 00 | | |
| Homeaway.com | | lwvtexas.org | | NextTribe Magazine | 319 |
| | | Making Democracy Work in Texas | | NextTribe.com | |
| Huston-Tillotson University | 911 | | | A web magazine for women who | |
| htu.edu | | Liberty Mutual Insurance2 | 239 | want to Age Boldly. | |
| Austin's only HBCU | | lmi.co/careers | | | |
| #WeAreIDEAL | | | | Northeastern University | . 1104 |
| | | Lone Star Lions Eye Bank11 | .21 | northeastern.edu/graduate/ | |
| ICF-Greater Austin Coaching | 144 | lsleb.org | | | |
| icfaustin.org | | LSLEB Let Vision beYour Legacy | | Nova Leadership Immersion | 142 |
| Professional Coaching | | Donate Sight and Life! | | novaleadership.com | |
| leadership@icfaustin.org | | | | Women's Leadership Workshops | |
| | | Maq innovations10 | 19 | You.Illuminated. | |
| India Hicks | 315 | medicpad.com | | | |
| indiahicks.com/rep/maryellen | | | | Oracle | 146 |
| Luxury bags, gifts, beauty | | Marathon Kids7 | '03 | oracle.com/corporate/careers/ind | ex. |
| meclarkson@gmail.com | | marathonkids.org | | html | |
| | | Get active with your family! | | | |
| Intag Consulting, LLC | 140 | stefanie@marathonkids.org | | PDD Interiors by Monalisa | 217 |
| intagconsulting.com | | | | pddlifestyle.net | |
| Recruiting Systems Consultant | | massaging Insoles2 | 228 | (512) 330-4857 | |
| Theresia@intagconsulting.com | | massaginginsoles.com | | Window Treatment. | |
| 5 5 | | Theraputic massaging insole | | | |
| JAGLeathergoods | 112 | Reliefs 30% of pressure pain | | Pearls With Purpose | 701 |
| JAGleathergoods.com | | · | | pearlswithpurpose.org | |
| a a a a a a a a a a a a a a a a a a a | | MentorTex7 | '28 | Guilt free indulgence. | |
| joysboys IIc | 232 | mentortex.com | | Feed families, change lives | |
| memorytablebyjoy.com | | We develop future female | | | |
| Colorful outdoor memory tables | | leaders for corporate clients | | Pinnacle Prep & Dadi's Masala | . 1110 |
| winetablebyjoy@gmail.com | | readers for earperate enemies | | pinnacleprepschool.com | |
| mileta ala ajjoj eginamooni | | Merck2 | 38 | dadismasala.com | |
| Juice Plus1 | 1124 | merck.com | | addiemacaiaicem | |
| dianthaloves.juiceplus.com | | Inventing for Life | | Prudential | 613 |
| alamata a vocaja i copi a ci com | | mventang for End | | prudential.com | 0 _ 0 |
| Junior Forum of Texas | 501 | ML LIFESTYLE4 | 18 | pradoritionio | |
| juniorforuminc.com | | sutrabeauty.com | | QVC, Inc | 145 |
| An org. supporting women | | Discover your hair | | qvc.com | |
| and families in Texas. | | Professional hair tools & care | | Live product search conducted | |
| and ramines in rexas. | | Troicesional name tools a care | | by a panel of QVC experts. | |
| Kathy Kamei Designs | 332 | Mobile Spa Escapes4 | 113 | by a parier of QVO experte. | |
| kathykamei.com | | т | | Rock Springs Hospital | 1118 |
| Silver & Gold Jewelry | | Modern Acupuncture Clinic11 | 16 | rockspringshealth.com | 0 |
| 415-237-1597 | | modernacupunctureaustin.com/ | | There's Hope. There's Help. | |
| 110 201 1001 | | Acupuncture for women | | 512-819-9400 | |
| KELIA Skincare | 122 | 512-920-3791 | | 312-013-3 1 00 | |
| keliaskincare.com | . 172 | 012-920-0191 | | | |
| | | | | | |
| Sun-damaged skin, | | | | | |
| meet Kigelia Africana | | | | | |

EXHIBITORS ALPHABETICAL

| tlsc.org united.com info@russianbluediamonds.com info@russianbluediamonds. | Russian Blue Diamonds | 129 | Texas Legal Services Center608 | United Airlines, Inc802 |
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| Free legal services for survivors of sexual assault Uniting The World. | | | _ | • |
| Scarves Unlimited 212 Texas Mother-Friendly Worksite texasmother friendly.org worksite Leatation Support TA info@texasmother friendly.org coaching utclailas.edu Debeta Mariano 713-725-5055 | info@russianbluediamonds.com | | <u> </u> | Connecting People. |
| Exasmother friendly org | 1-866-499-2037 | | = | Uniting The World. |
| Scentsy | Scarves Unlimited | 212 | Texas Mother-Friendly Worksite 614 | UnitedHealthcare Community Plan 607 |
| Seentsy | Cashmere Scarves | | | uhccommunityplan.com |
| Canchies/Almons.com Heather Llanes 713-492-5271 Amber Harrison 713-725-5055 Shader Production | _ | | | |
| Heather Llanes 7:34-92-5271 Amber Harrison 713-725-5055 Texas Organ Sharing Alliance 115 Shader Production | | 213 | info@texasmotherfriendly.org | |
| Stader Production | | | Tours Owner Charles Alliens 1115 | _ |
| Shader Production | | | | |
| ReckMeCZ.com Events, Fundraisers, Wholesale All the Jewelry is 50% Off Silicon Labs | Affiber Harrison 713-725-5055 | | tosa1.org/ | 912-883-2362 |
| Events, Fundraisers, Wholesale All the Jewelry is 50% Off All the Jewelry is 60% Off All the Jewelry i | Shader Production | 417 | | Vivere-Austin927 |
| All the Jewelry is 50% Off Silicon Labs 629 Texas Veterans Commission 606 two text. exas. gov 1 the Jack Silabs.com 1 two domore than just make bags 1 the double than double to two domore than just make bags 1 the double than double the more than just make bags 1 two do more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double than double the more than just make bags 1 the double the more than just make bags 1 the double the more than just make bags 1 the double | | | <u> </u> | VivereAustin.com |
| Silicon Labs 629 Texas Veterans Commission 606 silabs.com 100 to Exas Sgov | | | | |
| Silicon Labs 629 Texas Veterans Commission 606 Hold the hand that made it. silabs.com tvc.texas.gov We do more than just make bags Interactive product showcase Texas Woman's University 1012 Sir Pigglesworth 219 twu.edu In-home wine tastings sirpigglesworth.com Braladyaustin.com In-home wine tastings Illustrated Chapter Books joann@sirpigglesworth.com Braladyaustin.com 313 Slyndrome of Texas 1120 \$12-699-3380 Earn money, wine & trips KatieNiemeyer.com 512-699-3380 The Flutter Shawl. 428 Home in Project Management 141 SlyndromeofTexas@gmail.com The Flutter Shawl. 428 Home in Project Management 141 SlyndromeofTexas@gmail.com The Flutter Shawl. 428 Home in Project Management 141 Slogourner Tours 126 Happiness Element 1025 Home in Project Management 412 Sojourner Tours 126 Happiness Element 1025 Happiness Element 1025 Something New Jewelry Care 115 Happier at Work and in Life! Heapiness element 112 Works on all metals & stones. The Learning House, Inc. 1112 Learning House, Inc. 1112 LetsSta | All the Jewelry is 50% Off | | funds to Texans! | |
| Silabs.com Interactive product showcase Texas Woman's University 1012 | | | | |
| Interactive product showcase Texas Woman's University 1012 twu.edu 114 atxuncorked. 114 atxuncorked.com In-home wine tastings Earn money, wine & trips joann@sirpigglesworth.com BEST.BRAS.EVER BEST.BRAS.EVER SIZ-699-3380 The Flutter Shawl. 428 Project Management free ebook 112-825-3930 The Happiness Element 1025 happinesselement.com Education services Corporate solutions statefarm.com Write a goal. Reach a goal. LetsStartToday.com Write a goal. Reach a goal. Seaso State Farm.com Write a goal. Reach a goal. East Severage Association East Severage Association Texas Severage Association 1 The Woman Sunder Sunder StartProgram of Texas Women in Project Management 114 atxuncorked.com In-home wine tastings Earn money, wine & trips In-hom money In-home wine tastings Earn money, wine & trips In-hom money In-home wine tastings Earn money, wine & trips In-hom money In-home wine tastings Earn money, wine & trips In-hom money In-home wine tastings Earn money, wine | | 629 | | |
| Texas Woman's University 1012 WineShop At Home-ATX Uncorked 114 atuncorked.com In-home wine tastings Inlustrated Chapter Books Joann@sirpigglesworth.com Illustrated Chapter Books Joann@sirpigglesworth.com BEST.BRAS.EVER BEST.BRAS.EVER BEST.BRAS.EVER SISyndrome of Texas 1120 512-699-3380 KatieNiemeyer.com SISyndromeofTexas@gmail.com 512-825-3930 The Flutter Shawl. 428 Sojourner Tours. 126 Sojourner Tours. 126 Sojourner Tours. 126 Sojourner Tours. 127 Something New Jewelry Care 115 All natural jewelry cleaner. Works on all metals & stones. Idearninghouse.com Education services Cucroprate good. Eters Sharlbown Susieoshandbags.com Write a goal. Reach a goal. LetsStartToday.com Tasteful designer bags/totes rako2561@aol.com/310-200-1013 Texas Beverage Association Education Store Starehamen.com Widowhood to Sisterhood | | | tvc.texas.gov | We do more than just make bags |
| Sir Pigglesworth.com 219 twu.edu atxuncorked.com Illustrated Chapter Books joann@sirpigglesworth.com The Bra Lady | interactive product snowcase | | Toyac Waman's University 1012 | WinoShon At Home ATY Uncorked 114 |
| Sirpigglesworth.com Illustrated Chapter Books joann@sirpigglesworth.com Braladyaustin.com BEST.BRAS.EVER SJ Syndrome of Texas | Sir Diaglesworth | 210 | | |
| Illustrated Chapter Books Dear Lady Strain St | | 213 | twu.edu | |
| Joann@sirpigglesworth.com Braladyaustin.com BEST.BRAS.EVER SI Syndrome of Texas 1120 512-699-3380 The Flutter Shawl. 428 Project Management 141 awipm.org The Womans Guide to Successful Project Management 141 awipm.org The Womans Guide to Successful Project Management 141 awipm.org The Womans Guide to Successful Project Management 142 Project Management 143 Project Management 144 144 Project Management 144 145 Project Management 142 Project Management 145 Project Management 145 Project Management 145 Project Management 142 Project Management 145 Project Management 142 Project Management | . 66 | | The Rra Lady 313 | = |
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| KatieNiemeyer.com SJSyndromeofTexas@gmail.com The Flutter Shawl | SJ Syndrome of Texas | 1120 | | |
| The shawl that does it all! | | | | . • |
| Sojourner Tours 126 Beyond typical tourist trips 129 week-long sojourns in France. 1025 We help families create 129 unforgettable vacations! We help families create 129 unforgettable vacat | SJSyndromeofTexas@gmail.com | | The Flutter Shawl428 | Project Management-free ebook |
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| Sojournertours.com Beyond typical tourist trips week-long sojourns in France. Something New Jewelry Care | | | www.thefluttershawl.com | You Pack, We Plan!412 |
| Beyond typical tourist trips week-long sojourns in France. Live Fearlessly Happy! Be Happier at Work and in Life! Something New Jewelry Care | • | 126 | | |
| week-long sojourns in France. Live Fearlessly Happy! Be Happier at Work and in Life! Something New Jewelry Care | | | | · |
| Happier at Work and in Life! Something New Jewelry Care | | | | unforgettable vacations! |
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| Works on all metals & stones. State Farm | | 113 | The Learning House Inc. 1112 | |
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| rako2561@aol.com/310-200-1013 Texas Sports.com Texas Women's Basketball Texas Beverage Association | _ | | | |
| Texas Women's Basketball Texas Beverage Association | | | | |
| Texas Beverage Association | rako2561@aol.com/310-200-1013 | 3 | · | |
| texbev.org The Widowed Nomad | Town Downward Accordation | 021 | iexas women's Basketball | |
| sarahnannen.com Widowhood to Sisterhood | _ | 931 | The Widowed Nemed 515 | |
| Widowhood to Sisterhood | revnev.nig | | | |
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LIBERTY MUTUAL BOOKSTORE & AUTHOR SIGNINGS

EXHIBIT HALL, OPEN ALL DAY



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

9:45 a.m.

Mallika Chopra (signing in HomeAway booth #729, Tech Pavilion)

Adam Grant

Anita Hill

J Kelly Hoey



11:00 a.m. - 11:30 a.m.

Heather Cabot Jessica Lahey Esther Perel Christine Porath Laura Vanderkam Heather Willems

12:30 p.m. - 1:00 p.m.

Tiffany Dufu Shama Hyder Marion Jones Julie Lythcott-Haims Robyn Moreno Jennifer Mueller Sheryl O'Loughlin Ruth Sherman Emily Esfahani Smith

4:00 p.m. - 4:30 p.m.

Mallika Chopra (signing in HomeAway booth #729, Tech Pavilion)

Amy Cooper Hakim

Jeffery Tobias Halter

Julie Lythcott-Haims
Esther Perel

4:40 p.m. - 5:00 p.m.

Jamie Dorobek J Kelly Hoey Gaby Natale

BOOKSTORE BROUGHT TO YOU BY:



ORACLE CAREER PAVILION

EXHIBIT HALL, OPEN ALL DAY



The Texas Conference for Women is thrilled to join forces with Oracle, to bring you this year's Career Pavilion. Featuring local and national career experts, coaches and professionals, come to address your most pressing questions and challenges. The Oracle Career Pavilion provides you with intimate and unique opportunities to best position yourself on the job, enhance your career skills and network with peers. Don't miss out on these offerings:

COACHES CORNER 7:30 a.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 chapter. This is a great private opportunity to take what you learned at the Conference and turn it into action!

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

Redia Anderson, Anderson People Strategies, LLC

Denise Antoon, Travel Abundance

Ellen V. Bell, Ellen Bell Consulting

Deborah Bice, Life & Love By Design

Teresa Bitner, Bold Fulfilled Life Coach

Cheryl Bryan, Executive Coach & Team Builder

Susanna G. Clavello, Education Service Center, Region 20

Roberta Cohen, Coaching Windows

Susan Cordin, Corbin Dissertation Coaching

Laura Di Tomasso

Mary Ann Doran

Cecilia Engquist, Engquist Coaching

Cassandra "Caz" Gaddis, Self Crafted Media

Carissa Gay, Courageous Leaders

Wendy Irwin, Wendy Irwin Coaching & Perspicacity

Jill Knocke, JC Knocke Professional Development

Denise Grace McCutchen, Dynamic Coaching Group

Sandi Mitchell, APEX Leadership Mastery

Susan Nelson, Susan Nelson DeltaC3 Coaching

Vishwanth Paraneswaran, Institute of Transformational Coaching

Shelley Pernot, True North Coaching

Sharanay Rao, Kindle Life Coaching

Marcia Rhode, Marcia Rhode Consulting & Consulting

Sandra Ries, Success Logic

Dara Rossi, The Coaching Matters

Lauren Salomon, People Advantage

Marisa Santangelo, Santangelo Coaching

Lisa Seay, element c

Patricia Selmo

Ryan Shoenbeck, Generosity Leadership

Marie Snidow, Albright Snidow Talent Management

Glenn Taylor, Skybound Coaching & Training

Carrie Vanston, Corporate Cultures That Rock

Diane Winn, Through Eagles Eyes, Inc.

Bev Wright, Wright Choice Group, LLC



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

ORACLE CAREER PAVILION

EXHIBIT HALL, OPEN ALL DAY



RESUME REVIEW 7:30 a.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!

*Reviewers will not be available during the opening and lunch keynote sessions.

Ramona Arora, McCombs School of Business, UT Austin Sharon Barrett, The University of Texas Emily Callinan, The University of Texas at Austin Lynn Chang, Ph.D., CAREER ZEN Jo Chauvin, The University of Texas at Austin Lainey Corliss, The University of Texas at Austin Alison Devlin, The University of Texas at Austin Avianne Ernest, Austin Community College Veronica Heiskell, The University of Texas at Austin Twyla Hough, Trinity University (San Antonio) Danae Jackson, Huston-Tillotson University Dr. Tina Kien, The University of Texas at Austin Jenny Krengel, Refinery Co. Tracy Nichols, Huston-Tillotson University Tatem Oldham, The University of Texas Michael Powell, University of Texas at Austin - Engineering Dorinda Rolle, University of Texas at San Antonio Amira Sounny-Slitine, The University of Texas Sasha Spear, The University of Texas at Austin Hong Tran Escobar, The University of Texas at Austin Mariah Waggoner, The University of Texas at Austin

STOP BY AND VISIT WITH A MEMBER OF ORACLE'S TALENT ACQUISITION TEAM!

NOTE: Reviewers listed are those confirmed as of print date and are subject to change.



UnitedHealthcare COMMUNITY CONNECTION PAVILION

EXHIBIT HALL, OPEN ALL DAY



Please visit our Community Connection Pavilion and help UnitedHealthcare and its partners make a difference in the lives of families in need. Here, you can support the Austin community and beyond, with hands-on involvement, donations and volunteer opportunities.

Special kits will be assembled onsite and donated to those in need following Hurricane Harvey, including to Foundation Communities, ECHO, and others.

DONATE: travel sized items for kit assembly, including: shampoo, body wash, toothbrushes, toothpaste, hand sanitizer.

VOLUNTEER: Stop by and visit members of **Foundation Communities**, to find out how to help after the conference.

The Texas Conference for Women believes in amplifying the voices of all women. That's why we're pleased to welcome to this year's conference two non-partisan groups that are working to give a voice to all Americans. Visit the League of Women Voters booth in the Exhibit Hall and learn the many ways you can get involved, from registering to vote to education to volunteering in your community. Then stop by the VoteRunLead booth to hear how they're training women to run for office across the country and changing the face of leadership.





BONTERRA WINE TASTING & NETWORKING RECEPTION

EXHIBIT HALL, 4:00 P.M. - 5:00 P.M.



Join your fellow Conference for Women attendees beginning at 4pm for an end of day wine tasting and networking reception in the exhibit hall. Enjoy Bonterra Special Select Chardonnay and Special Select Merlot while breaking down the day and making some new contacts. We know you will love the organic offerings from Bonterra Vineyards — and you can buy your own bottle exclusively at H-E-B.



LOCATED IN EXHIBIT HALL. OPEN ALL DAY!

DON'T MISS THESE EXCITING HEALTH TOPICS AND SPEAKERS FEATURED IN THE HEALTH & WELLNESS CLASSROOM. INSIDE THE HEALTH & WELLNESS PAVILION

CLASSROOM SESSIONS

8:00 a.m. - 8:20 a.m. Healthy Conscious Eating



Vegan. Paleo. Low-carb. Dairy free. Diets come and go, and it's hard to keep up with the latest trends and newest health fads. Carly Pollack, voted Austin's best nutritionist three years in a row, will help bust the myths and misinformation while providing you with sound building blocks for your personal approach to nutrition. Get off the weekend binge eating/Monday morning diet roller-coaster and find out how to nourish your true self.

8:20 A.M. 1:1 Q&A with Carly Pollack, founder, Nutritional Wisdom @nutritionalwisd

12:35 p.m. - 12:50 p.m. AND 2:45 p.m. - 3:00 p.m. Probiotics as Functional Foods



One of the hottest topics in nutrition science explores the benefits of including probiotics in your dietary eating pattern. Including probiotics in your food choices results in a healthy gut, which is linked to the prevention and treatment of many digestive health issues, but emerging science is finding that probiotics have an even bigger impact on our overall health. This session will focus on the possible health benefits and explore how to include probiotics in your diet with fermented foods and supplements for healthy digestion.

12:50 P.M. & 3:00 P.M. 1:1 Q&A with Lorena Asebedo Kaplen, registered dietician, H-E-B @heb

3:30 p.m. - 3:50 p.m. Improve Your Memory, Concentration, and Mood



We have learned how to keep our bodies healthy and fit, but few of us know where to begin when it comes to taking care of our brains. Do you want to improve your memory, sharpen your thinking, increase your attention span, and boost your mental energy? Attend this session with neuroscientist Shonté Jovan Taylor to learn the current research on which foods and nutrients promote brain health and the top tips for maximizing your brain function to achieve optimal brain health.

3:50 P.M. 1:1 Q&A with Shonté Jovan Taylor, neuroscientist & mindset success catalyst @shonte_taylor

4:00 p.m. – 5:00 p.m. Camp Gladiator Workout MEETING ROOM 12 (4th floor)



Have you been wanting to try an intense boot camp-style workout, but can never carve out the time? Here's your opportunity, and we are upping the ante by adding in the coach of your dreams. Join track and field World Champion Marion Jones for a fun and energetic class.

All fitness levels, all ages welcome for this total body workout. Come ready to sweat and have fun!

INSTRUCTOR: Marion Jones, celebrated athlete & Camp Gladiator personal trainer @marionjones

QVC NEXT PRODUCT SEARCH

EXHIBIT HALL, 7:30 A.M. - 4:00 P.M.



Come join us for this unique opportunity to watch an amazing group of entrepreneurs pitch their big ideas to the panel of experts from QVC. Presenters will receive instant feedback from the panel of experts, plus the chance to get their product noticed by the world's leading video and e-commerce retailer! There will be a limited number of 'standby spots' available for those entrepreneurs who have not signed up in advance, but wish to present to QVC — visit the QVC stage as early as possible to snag one of these spots. Standby pitches will occur after 4pm. Good luck to the presenters!



RACHEL BOESING program host, QVC



ANNA BAKER global merchandising strategy and category development, OVC

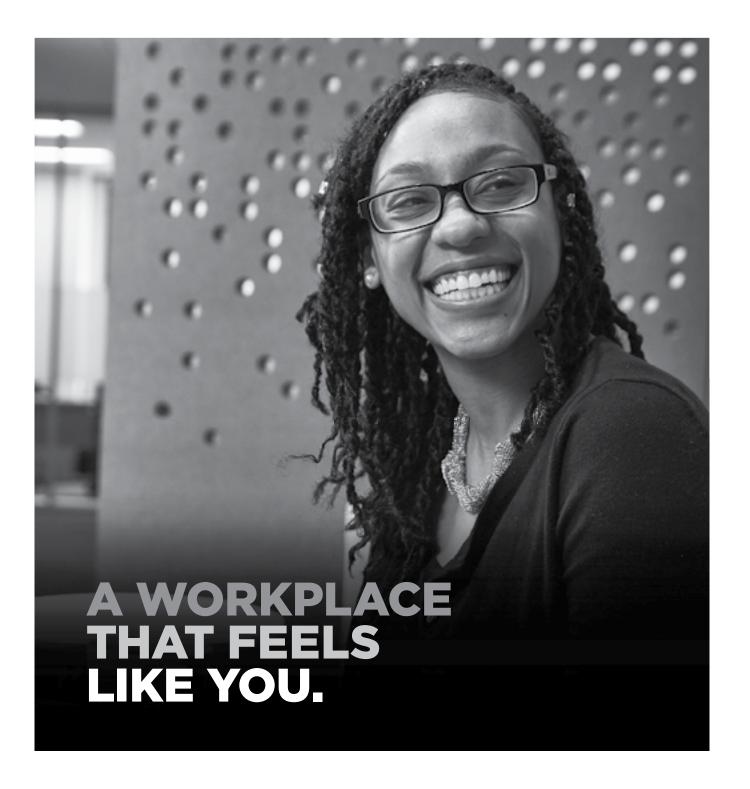


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TECHNOLOGY PAVILION

EXHIBIT HALL, OPEN ALL DAY, SESSIONS WILL NOT TAKE PLACE DURING KEYNOTES

The perfect spot to recharge and connect!

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- Network, catch up on emails, or sit back and relax in comfortable lounge seating and at tables.
- Grab a cup of coffee.

LINKEDIN PROFILE MAKEOVER WORKSHOPS

Don't miss your chance to attend LINKEDIN PROFILE MAKEOVER WORKSHOPS to perfect your networking skills. Featuring **AMANDA HEALY,** award-winning B2B marketing demand generation leader and social media expert.

11:00 a.m. - 11:45 a.m., 12:30 p.m. - 12:50 p.m., 3:00 p.m. - 3:45 p.m., 4:00 p.m. - 4:45 p.m.



Making LinkedIn Work for YOU!

Do you have a LinkedIn profile simply because you feel you ought to? Or have you been meaning to set one up but don't know where to start? Chances are that even advanced users of LinkedIn are not maximizing the platform to its fullest. With careful curation, it can be one of the most powerful tools in your marketing arsenal, enabling new opportunities, driving new business and partnerships, and allowing you to position yourself as a thought leader in your respective field.

In these sessions, social media expert **Amanda Healy** will show LinkedIn novices and vets alike the tips and tricks to get LinkedIn to do the work for you. Learn how to increase your profile strength, strategically grow your network, boost your SEO value, and much more. Discover how investing less than an hour per week can pay big dividends in achieving your personal and professional aspirations. Have your LinkedIn profile open on your device and follow along in real time!



FACEBOOK LIVE 1:1 TRAINING. ALL DAY!*

Join television personality **Kim Barnes** and learn the tricks and tools of how to create your own Facebook Live broadcasts.

Kim Barnes has spent the last twenty-five years on the air! She was an award-winning reporter and news anchor for fifteen years, including more than a decade at KVUE in Austin. She also taught television news reporting at The University of Texas, her alma mater. Since leaving the newsroom, she still appears in television commercials and corporate videos, and also does voiceover work. 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.

SOCIAL MEDIA ROUNDTABLES

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.

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: Snapchat: Use This "Living in the Moment" App to Brand Your Business

Snapchat reaches more than 40 percent of 18-to-34-years-olds in the U.S. on a daily basis, so there is no doubt that to be a savvy so-cial media marketer, you need to be using this tool. But how do you promote yourself or your business on this disappearing media app? Join this roundtable to get familiar with this platform, explore marketing and branding stories from organizations utilizing this tool, and learn how this quirky app can be used to show your brand's personality. Participants will walk away with simple-to-use, creative ways to use Snapchat to brand their business, product, and organization.

SPEAKER: Alice Chase, creator, Thrill of the Chases @6chases

TECHNOLOGY PAVILION

EXHIBIT HALL, OPEN ALL DAY

ROUNDTABLE 2: Video 101: The Ultimate Guide to Creating Social Video That Drives Results

With eight billion views every day, social video is becoming an essential, non-negotiable tool for us to connect with our audiences and customers as creatives, bloggers, and businesses. In this session, VideoPop founder Andrea Corson will teach you how social video can help your brand, blog, or business (no matter the size of your budget!), which platforms are right for you, and the tools and strategies needed to create effective video.

SPEAKER: Andrea Corson, founder, VideoPop & La Label Junkie @lalabeljunkie

ROUNDTABLE 3: Turn Your Blog into Your Business

You love blogging about your passion and have built a following. Your blog has started to build traffic, attract new readers, and is receiving increasing attention. So how do you take the next step to monetize your content and create an actual business? This roundtable will explore your options, from sponsored content and affiliate programs to advertising sales, so that you can make the transition without losing your readers' trust.

SPEAKER: Jamie Dorobek, founder, C.R.A.F.T. @thecraftblog

ROUNDTABLE 4: Leverage Your Social Media to Impact Traditional Media

Social media is the primary hub for many PR efforts as both the content you post and the content others post on social can generate media coverage for your brand or business. How do you take it one step further and inspire the traditional media to cover your story? Emmy Award winner Gaby Natale will share her suggestions for getting the attention of overworked and overwhelmed media professionals. Whether you are in the for-profit world trying to maximize exposure, an entrepreneur trying to secure press, or spearheading a cause in the nonprofit arena, attendees will learn specific do's and don'ts, and explore how new mediums in the digital space are changing the way media is covered and how you can be heard.

SPEAKER: Gaby Natale, host, Emmy Award-winning syndicated TV show SuperLatina & cofounder and president, AGANARmedia @gabynatale

ROUNDTABLE 5: Create Influence with Instagram

Instagram has become the app of choice for many looking to promote their business, blog, or passion. Find out how to use this image-based social network 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!

SPEAKER: Connie Gomez, creator, Momma of Dos & cofounder, Houston Latina Bloggers @mommaofdostx

ROUNDTABLE 6: How to Create Compelling Web Content

Websites capture interest with content that is informative, challenging, amusing, and provocative without taking it too far—a tough ask in this competitive space. This session will walk you through the process of creating website content that meets your business goals AND attracts customers. From determining your unique value proposition and ideal customer personas to mapping out a site structure, this session will help you determine what content needs to be created to create customer engagement and action.

 $\textit{\tiny SPEAKER:} \ \textbf{Lindsey Tyner,} \ owner \ \& \ founder, \ Alt \ Creative \ @lindseygtyner$

ROUNDTABLE 7: Maximizing Social Media in the Job Search

Studies have shown that approximately 80 percent of job seekers turn to social media to search for a new job. Whether you are looking for top talent or searching for a job, you'll want to leverage social media. Join this roundtable with job search coach Kimberly O'Connor and personal branding expert Maddie Highsmith to discuss the latest trends for finding your next job or attracting the right talent through digital technology. By using social and mobile strategies, you will learn how to broaden your reach to attract more job offerings or find a greater talent pool if you are a hiring manager.

SPEAKER: **Kimberly O'Connor,** director, human capital management applications, Oracle @oracle **Maddie Highsmith,** enterprise account executive, Oracle @oracle

ROUNDTABLE 8: Run a Smarter Multichannel Social Campaign

Social media offers unprecedented opportunities to define and build your brand. But each social channel is unique, and a cookie-cutter approach just won't cut it. How can you create consistency across multiple platforms and leverage different channels to support your message? Lisa Pearson, CEO of Umbel, which specializes in increasing customer engagement, will share which channels are ideal for your message and how to target the right audiences.

SPEAKER: Lisa Pearson, CEO, Umbel @lpearson



WOMEN-OWNED BUSINESS MARKETPLACE

EXHIBIT HALL, OPEN ALL DAY



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 page 39 for a full listing of all of the exhibitors you can visit here!

SMALL BUSINESS ROUNDTABLES

Led by an expert facilitator, each roundtable offers 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 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.

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: Crowd-Funding Best Practices

We have all heard about that Kickstarter campaign that reached its goal within the hour. Or that GoFundMe campaign whose idea seemed brilliant, but failed to meet its goal. What are the strategies that will make your crowd-funding campaign viable for success? Before you start, meet Kristal Johnson, who just finished a campaign and will share how to maximize this opportunity while minimizing the risk to your business idea.

SPEAKER: Kristal Johnson, founder, Fundjoy, LLC @kristalspeaks

ROUNDTABLE 2: Taking Your Business from Idea to Reality

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 POP Austin founder Lana Carlson, who brought to life her concept of an international art show, and find out how she came up with a business plan, what it takes to compete, how to successfully manage your growth, and how she created what she hopes is a lasting business.

SPEAKER: Lana Carlson, head curator & co-founder, POP Austin International Art Show @popaustinart

ROUNDTABLE 3: Adapting Your Sales Strategy to Your Audience

You've learned how to identify prospects, make a great presentation, and sell your product. But in order to close the deal, you need to communicate effectively, and your prospect's communication style may be different from your own. -Sales mentor Stephanie Chung will share her research on how to communicate effectively (both verbally and nonverbally) with people based on their communication style. Starting by identifying your own style, she will share how to quickly spot others' style and how to adjust the conversation so that your buyer is encouraged and your prospects for success are maximized.

SPEAKER: Stephanie Chung, founder, Stephanie Chung & Associates @coachstephchung

ROUNDTABLE 4: Small Business Lessons Learned

Businesses don't plan to fail; they just fail to plan. For an aspiring entrepreneur, determining if you have a viable business idea, managing the many bumps you will encounter along the way, and creating a plan for the business's success are all key steps that will help you avoid being derailed. Entrepreneur Emily Joyce Bolf has recently lived through this process and will share those start-up steps, help you avoid common mistakes, identify your customers, understand your financing needs, and decide where and how you will operate.

SPEAKER: Emily Joyce Bolf, associate producer, Austin City Limits, & founder, KELIA @keliaskincare

ROUNDTABLE 5: A Gaffe Survival Guide

A poorly timed tweet, a misworded caption, or an inappropriate hashtag can lead to a cringeworthy moment online with real-world ramifications. Even the most conscientious person can have one. Publicist and communications expert Rachel Green dissects real social gaffes and responses so that, should the unintended happen to you, you'll know the steps to make changes and move on.

SPEAKER: Rachel Green, CEO, A Brand Called U @abrandcalledu

ROUNDTABLE 6: Creating Your Company's Culture

Culture may trump strategy, but intentionally creating your company's culture takes strategic thinking and planning. It's worth the effort, too; how we get things done drives performance, innovation, retention, and ultimately profits. 360Partners CEO Barbara Cavness walks participants through how to determine and define your company culture, why it matters, and steps you can take immediately to start establishing yours.

SPEAKER: Barbara Cavness, CEO, 360Partners Consulting @360partners



Unleashing the full power and potential of our people.

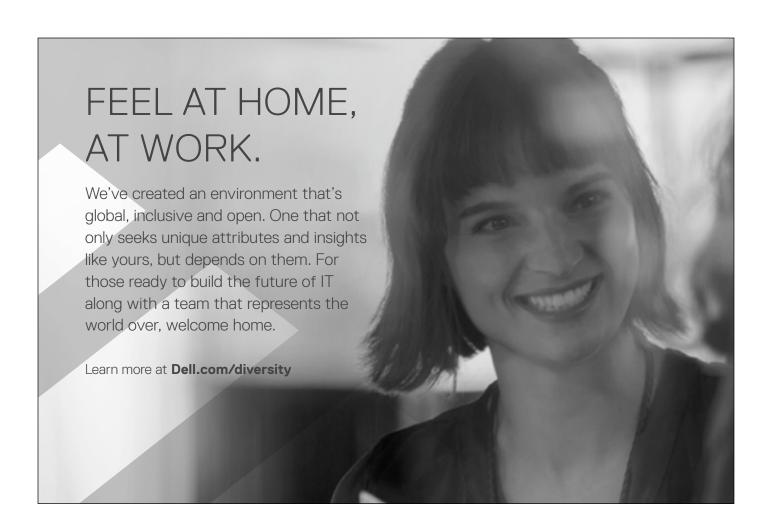
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TEXAS CONFERENCE FOR WOMEN STREET TEAM

The Texas Conference for Women extends its appreciation to its Social Media Street Team, dedicated volunteers who help us spread the word online about this empowering resource for women.

Alice Chase

Content Strategist and Lifestyle Writer Twitter: @6Chases FB/IG: @AliceChase

Rebecca Darling

Texas Lifestyle Influencer, R We There Yet Mom?

@rwethereyetmom

Holly Hanna

Holly Reisem Hanna
Publisher, The Work at Home Woman
@Holly_Hanna

Jenny Kanevsky

Author, Digital Marketing & Content Expert @jennykanevsky

Susanne Kerns

Writer & Social Media Manager @SusanneKerns

Elizabeth McGuire

Writer/Photographer ewmcguire.com

Amanda Quraishi

Digital Media Strategist & Activist @ImTheQ

Kristin Shaw

Owner, Firewheel Communications @KristinVShaw

Lindsay Shugerman

Client Social Media & PPC Director RefreshWeb.com @lindsay39

Shanteka Sigers

Executive Creative Director @shantekasigers

Leigh Ann Torres

Online Community Coordinator, Hand to Hold @latorres78



TEXAS CONFERENCE FOR WOMEN BOARD MEMBERS



SABRINA BROWN has over twenty years' worth of hands-on experience in Texas government and politics. She offers valuable strategic counsel to a broad spectrum of clients. Brown's extensive expertise in the state's legislative, regulatory, public affairs, and appropriations arenas, combined with her strong bipartisan relationships, provides businesses and organizations with vital political and governmental guidance. She has consistently been recognized by Capitol Inside as one of the top lobbyists in Texas. Prior to opening her own practice, Brown was a lobbyist for an Austin-based law firm, and previously spent a half-dozen years at the Capitol, working for the Texas House of Representatives. Brown currently serves on the boards of Dell Children's Medical Center Foundation, West Austin Youth Association, Beyond Batten Disease Foundation, the Seton Development Board, and the Texas Conference for Women. Brown earned an MA in public affairs at the Lyndon B. Johnson School of Public Affairs at The University of Texas and her bachelor's degree at Texas A&M University.



BOBBI DANGERFIELD is senior vice president of global business services with Dell. Her role is about making Dell the easiest company to do business with in the world for customers, partners, and team members. Dangerfield led the IT integration office as part of the Dell and EMC integration team, responsible for ensuring the IT backbone of the two organizations came together seamlessly as the companies combined to become the biggest end-to-end technology solutions provider. She joined Dell in August 1999 and has held executive positions in IT, consumer customer care call center operations, customer experience, and centricity. She was the GM, Dell El Salvador, and managing director, Dell global business center in Cyberjaya, Malaysia. She has more than thirty years of experience in information technology, customer service, and customer relationship management. Prior to joining Dell, Dangerfield held positions at Burlington Northern Santa Fe Railway and IBM. Dangerfield serves as North America co-chair of the Dell Women in Action employee resource group, and previously initiated chapters in Malaysia and El Salvador. She also serves on the board of directors for Dress for Success Austin, the Texas Conference for Women, and the Susan G. Komen Austin affiliate. Dangerfield earned a BBA in business computer information systems from Dallas Baptist University and an MBA from Southern Methodist University.

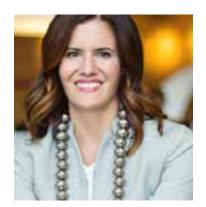


CAROL McGARAH is CEO of Blackridge, a Texas government relations firm. She has worked in the Texas political arena since 1991. Her extensive background, proven work ethic, and respected relationships position her as a valuable asset to companies, associations, individuals, and public entities needing governmental and regulatory counsel. McGarah is widely recognized as an expert in environmental policy and law, stemming from her work as the director of the powerful Senate Natural Resources Committee from 1991 through 2001. In this position, she gained valuable knowledge working on legislation involving air, water, waste, oil and gas, and agriculture. She was instrumental in the conception, development, and passage of groundbreaking water and air-emission legislation. Ten years of Capitol experience provided her the expertise necessary to successfully maneuver the nuanced legislative and regulatory process. Since starting her lobby career in 2001, McGarah has expanded her areas of expertise to include economic development, education, energy, finance, transportation, insurance, retail operations, municipal government, and real estate development. Often tapped to develop and lead strategic legislative and regulatory campaigns, McGarah brings a successful track record to her wide variety of clients.

TEXAS CONFERENCE FOR WOMEN BOARD MEMBERS



JOHNITA JONES is the Texas Conference for Women board president and the ExxonMobil midstream Americas engineering manager. She began work as a facilities engineer with Exxon Company, USA, in Harvey, Louisiana. Since that time, she has worked in oil and gas engineering assignments including corrosion applications, project engineering, and reservoir analysis. Jones began her supervisory responsibilities in 1989 and has managed teams in production facility surveillance, project engineering, and operations management. From 2001 to 2016, she served as pipeline risk and integrity manager for ExxonMobil Pipeline Company, where she was responsible for execution and stewardship of programs to ensure pipeline fitness for service for over 6,000 miles of pipe in the United States. In her current assignment, she oversees engineering activities for ExxonMobil pipelines, fuels, and lubes operations in the U.S., Canada, and South America. Prior community activities include participation on the Houston Children's Museum Advisory Board and as a member of the board of directors of the Lighthouse of Houston. Jones earned a BS in chemical engineering from Texas A&M University in 1983.



CARLA PIÑEYRO SUBLETT is the former CMO of Rackspace, #1 managed cloud company, where she was responsible for all facets of marketing, including Global strategy, brand and demand generation. During her time there, she built a strong, modern team with deep functional expertise. Together they helped establish the corporate strategy, identified a visual identity and doubled brand awareness. Sublett spent the first fifteen years of her career at Dell, where she worked her way up from a telesales position to executive. During her tenure she touched every customer type and led every type of sales role - from inside to outside sales. In 2011, Sublett was inducted into the Young Hispanic Corporate Achievers by the Hispanic Association of Corporate Responsibility. She was recently honored as a member of the 2016 class of Henry Crown Fellows and the Aspen Global Leadership Network at the Aspen Institute. In 2017, she was listed in Inc Magazine as a Women To Watch. Sublett serves on the board of the Austin Community Foundation and the Texas Conference for Women, and recently co-chaired the creation of ACF's first Hispanic Fund, on track to reach over \$1M. She was board president of the Thinkery during a capital campaign, a successful rebranding and move to a larger facility in East Austin. She is also a co-founder of Adelante, the Hispanic Employee Resource Group at Dell, and a founder of Thrive, an organization that enables networking at work through exercise. Sublett is an alumna of the University of Texas at Austin, where she studied architecture and Latin American studies.



NORINE YUKON is the former CEO of UnitedHealthcare Community Plan of Texas and currently serves as a board member, executive coach, and strategic adviser for established and emerging health care corporations. Her experience in the health care industry includes executive responsibility for large commercial and public-sector health plans across the country. She is a lecturer for universities, and has been appointed by several governors to serve on health care task forces, advisory committees, and transition teams. In addition to the Texas Conference for Women Board of Directors, she also serves on the Meals on Wheels Central Texas Board of Directors, the Hand In-Home Care Board of Directors, the advisory council for The University of Texas School of Nursing, the selection committee for Ethics in Business and Community award, and as an adviser to The University of Texas Center for Transdisciplinary Collaborative Research in Self-Management Science. Yukon grew up in Texas, Bermuda, and Tokyo. She graduated from The University of Texas School of Nursing, and practiced in an inpatient setting for ten years. Her clinical interest and her passionate advocacy for patients and consumers continued to drive her as she became a leader in the managed care industry. Yukon is now dedicated to developing systems that empower people to take charge of their own health care.

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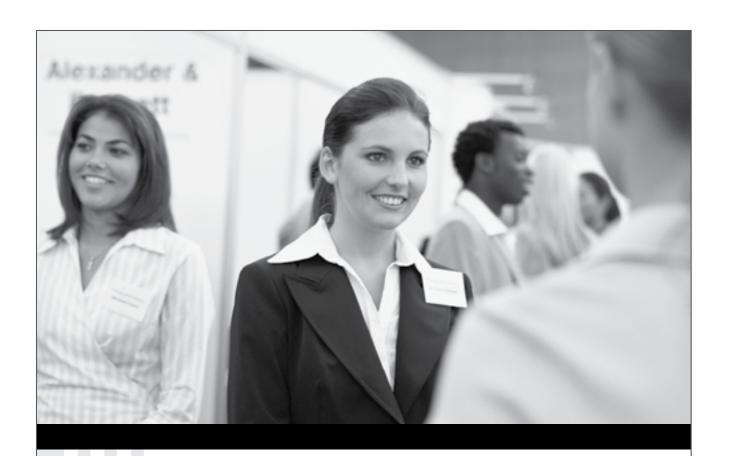
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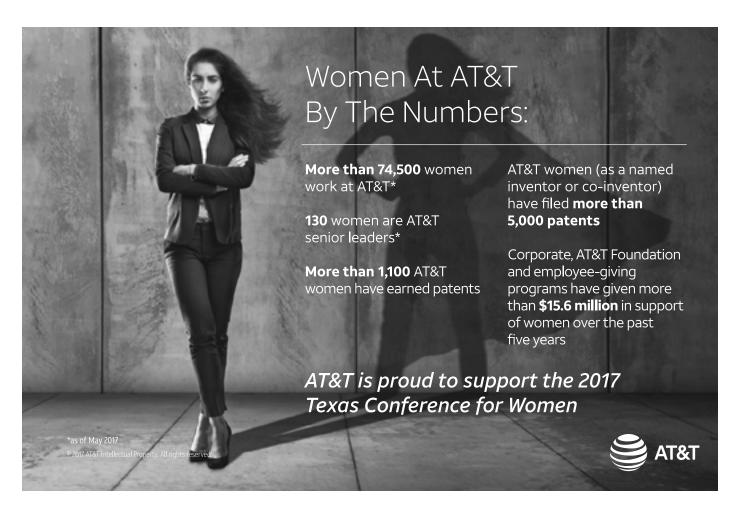


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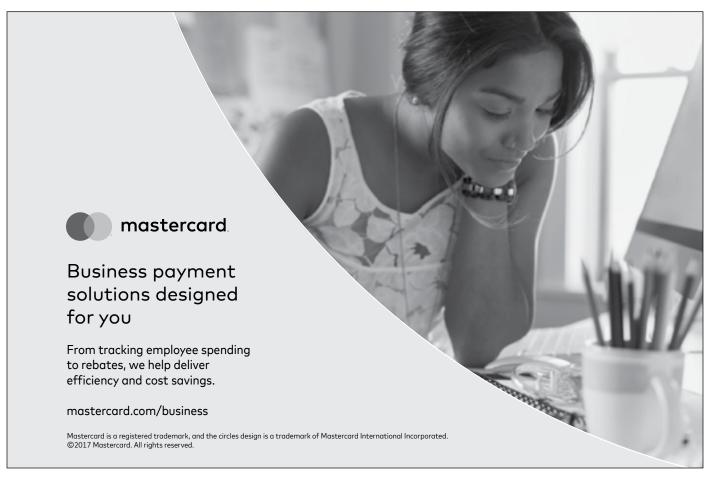


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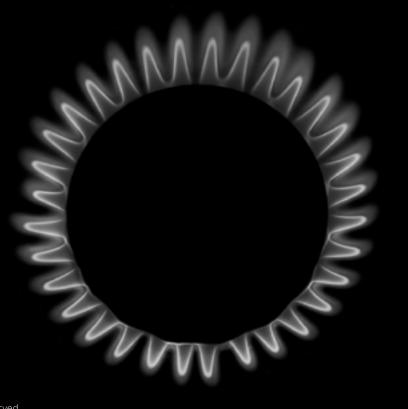
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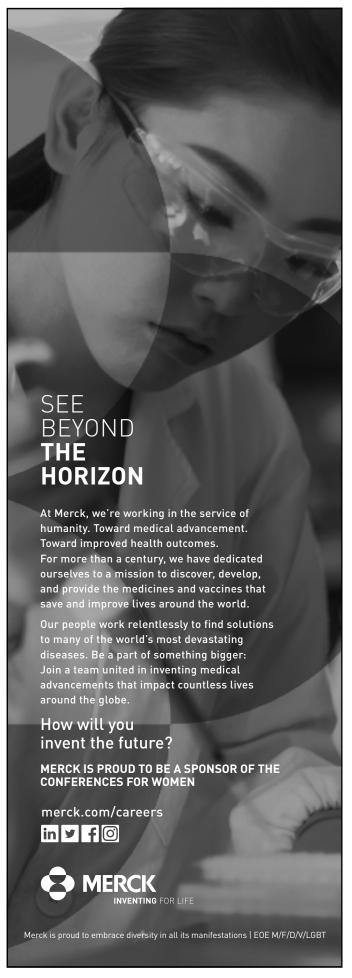
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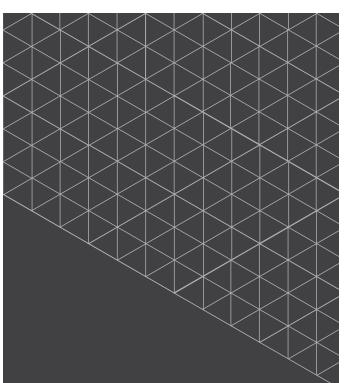




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NOTES

KEYNOTE LUNCHEON SEATING KEYNOTE SESSIONS

This map shows the assigned seating for the luncheon tables at the Keynote Lunch. Your table number can be found on your badge. **There is open seating for the Morning Keynote.**

STAGE

| A101 | A102 | A103 | A104 | A105 | A106 | A107 | A108 | A109 | A110 | A111 | A112 | A113 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| A201 | A202 | A203 | A204 | A205 | A206 | A207 | A208 | A209 | A210 | A211 | A212 | A213 |
| A301 | A302 | A303 | A304 | A305 | A306 | A307 | A308 | A309 | A310 | A311 | A312 | A313 |
| A401 | A402 | A403 | A404 | A405 | A406 | A407 | A408 | A409 | A410 | A411 | A412 | A413 |
| A501 | A502 | A503 | A504 | A505 | A506 | A507 | A508 | A509 | A510 | A511 | A512 | A513 |
| A601 | A602 | A603 | A604 | A605 | A606 | A607 | A608 | A609 | A610 | A611 | A612 | A613 |
| A701 | A702 | A703 | A704 | A705 | A706 | A707 | A708 | A709 | A710 | A711 | A712 | A713 |
| A801 | A802 | A803 | A804 | A805 | A806 | A807 | A808 | A809 | A810 | A811 | A812 | A813 |
| A901 | A902 | A903 | A904 | A905 | A906 | A907 | A908 | A909 | A910 | A911 | A912 | A913 |
| A1001 | A1002 | A1003 | A1004 | A1005 | A1006 | A1007 | A1008 | A1009 | A1010 | A1011 | A1012 | A1013 |
| A1101 | A1102 | A1103 | A1104 | A1105 | A1106 | A1107 | A1108 | A1109 | A1110 | A1111 | A1112 | A1113 |

| | | | | _ | | |
|-------|-------|-------|-------|-------|-------|-------|
| B101 | B102 | B103 | B104 | | | |
| B201 | B202 | B203 | B204 | B205 | B206 | B207 |
| B301 | B302 | B303 | B304 | B305 | В306 | B307 |
| B401 | B402 | B403 | B404 | B405 | B406 | B407 |
| B501 | B502 | B503 | B504 | B505 | B506 | B507 |
| B601 | B602 | B603 | B604 | B605 | B606 | B607 |
| B701 | B702 | B703 | B704 | B705 | B706 | B707 |
| B801 | B802 | B803 | B804 | B805 | B806 | B807 |
| B901 | B902 | B903 | B904 | B905 | B906 | B907 |
| B1001 | B1002 | B1003 | B1004 | B1005 | B1006 | B1007 |
| B1101 | B1102 | B1103 | B1104 | B1105 | B1106 | |

| A1201 | A1202 | A1203 | A1204 | A1205 | A1206 | A1207 | A1208 | A1209 | A1210 | A1211 | A1212 | A1213 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| A1301 | A1302 | A1303 | A1304 | A1305 | A1306 | A1307 | A1308 | A1309 | A1310 | A1311 | A1312 | A1313 |
| A1401 | A1402 | A1403 | A1404 | A1405 | A1406 | A1407 | A1408 | A1409 | A1410 | A1411 | A1412 | A1413 |
| A1501 | A1502 | A1503 | A1504 | A1505 | A1506 | A1507 | A1508 | A1509 | A1510 | A1511 | A1512 | A1513 |
| A1601 | A1602 | A1603 | A1604 | A1605 | A1606 | A1607 | A1608 | A1609 | A1610 | A1611 | A1612 | A1613 |
| A1701 | A1702 | A1703 | A1704 | A1705 | A1706 | A1707 | A1708 | A1709 | A1710 | A1711 | A1712 | A1713 |
| A1801 | A1802 | A1803 | A1804 | A1805 | A1806 | A1807 | A1808 | A1809 | A1810 | A1811 | A1812 | A1813 |
| A1901 | A1902 | A1903 | A1904 | A1905 | A1906 | A1907 | A1908 | A1909 | A1910 | A1911 | A1912 | A1913 |
| A2001 | A2002 | A2003 | A2004 | A2005 | A2006 | A2007 | A2008 | A2009 | A2010 | A2011 | A2012 | A2013 |
| A2101 | A2102 | A2103 | A2104 | A2105 | A2106 | A2107 | A2108 | A2109 | A2110 | A2111 | A2112 | A2113 |

| B1201 | B1202 | B1203 | B1204 | B1205 | B1206 | B1207 |
|-------|-------|-------|-------|-------|-------|-------|
| B1301 | B1302 | B1303 | B1304 | B1305 | B1306 | B1307 |
| B1401 | B1402 | B1403 | B1404 | B1405 | B1406 | B1407 |
| B1501 | B1502 | B1503 | B1504 | B1505 | B1506 | B1507 |
| B1601 | B1602 | B1603 | B1604 | B1605 | B1606 | B1607 |
| B1701 | B1702 | B1703 | B1704 | B1705 | B1706 | B1707 |
| B1801 | B1802 | B1803 | B1804 | B1805 | B1806 | B1807 |
| B1901 | B1902 | B1903 | | | | |
| B2001 | B2002 | B2003 | | | | |
| B2101 | B2102 | B2103 | | | | |



KEYNOTE LUNCHEON SEATING KEYNOTE SESSIONS

STAGE

| | | | B110 | B111 | B112 | B113 | |
|-------|-------|-------|-------|-------|-------|-------|--|
| | B208 | B209 | B210 | B211 | B212 | B213 | |
| | B308 | B309 | B310 | B311 | B312 | B313 | |
| | B408 | B409 | B410 | B411 | B412 | B413 | |
| | B508 | B509 | B510 | B511 | B512 | B513 | |
| | B608 | B609 | B610 | B611 | B612 | B613 | |
| | B708 | B709 | B710 | B711 | B712 | B713 | |
| | B808 | B809 | B810 | B811 | B812 | B813 | |
| | B908 | B909 | B910 | B911 | B912 | B913 | |
| | B1008 | B1009 | B1010 | B1011 | B1012 | B1013 | |
| B1109 | | B1110 | B1111 | B1112 | B1113 | | |
| | • | | | | | | |
| | B1208 | B1209 | B1210 | B1211 | B1212 | B1213 | |
| | B1308 | B1309 | B1310 | B1311 | B1312 | B1313 | |
| | B1408 | B1409 | B1410 | B1411 | B1412 | B1413 | |
| | B1508 | B1509 | B1510 | B1511 | B1512 | B1513 | |
| | B1608 | B1609 | B1610 | B1611 | B1612 | B1613 | |
| | B1708 | B1709 | B1710 | B1711 | B1712 | B1713 | |
| | B1808 | B1809 | B1810 | B1811 | B1812 | B1813 | |

| C101 | C102 | C103 | C104 | C105 | C106 | C107 | C108 | C109 | C110 | C111 | C112 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| C201 | C202 | C203 | C204 | C205 | C206 | C207 | C208 | C209 | C210 | C211 | C212 |
| C301 | C302 | C303 | C304 | C305 | C306 | C307 | C308 | C309 | C310 | C311 | C312 |
| C401 | C402 | C403 | C404 | C405 | C406 | C407 | C408 | C409 | C410 | C411 | C412 |
| C501 | C502 | C503 | C504 | C505 | C506 | C507 | C508 | C509 | C510 | C511 | C512 |
| C601 | C602 | C603 | C604 | C605 | C606 | C607 | C608 | C609 | C610 | C611 | C612 |
| C701 | C702 | C703 | C704 | C705 | C706 | C707 | C708 | C709 | C710 | C711 | C712 |
| C801 | C802 | C803 | C804 | C805 | C806 | C807 | C808 | C809 | C810 | C811 | C812 |
| C901 | C902 | C903 | C904 | C905 | C906 | C907 | C908 | C909 | C910 | C911 | C912 |
| C1001 | C1002 | C1003 | C1004 | C1005 | C1006 | C1007 | C1008 | C1009 | C1010 | C1011 | C1012 |
| C1101 | C1102 | C1103 | C1104 | C1105 | C1106 | C1107 | C1108 | C1109 | C1110 | C1111 | C1112 |

| C1201 | C1202 | C1203 | C1204 | C1205 | C1206 | C1207 | C1208 | C1209 | C1210 | C1211 | C1212 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| C1301 | C1302 | C1303 | C1304 | C1305 | C1306 | C1307 | C1308 | C1309 | C1310 | C1311 | C1312 |
| C1401 | C1402 | C1403 | C1404 | C1405 | C1406 | C1407 | C1408 | C1409 | C1410 | C1411 | C1412 |
| C1501 | C1502 | C1503 | C1504 | C1505 | C1506 | C1507 | C1508 | C1509 | C1510 | C1511 | C1512 |
| C1601 | C1602 | C1603 | C1604 | C1605 | C1606 | C1607 | C1608 | C1609 | C1610 | C1611 | C1612 |
| C1701 | C1702 | C1703 | C1704 | C1705 | C1706 | C1707 | C1708 | C1709 | C1710 | C1711 | C1712 |
| C1801 | C1802 | C1803 | C1804 | C1805 | C1806 | C1807 | C1808 | C1809 | C1810 | C1811 | C1812 |





SAVE THE DATE FOR NEXT YEAR'S CONFERENCE NOVEMBER 8, 2018

2018 REGISTRATION WILL OPEN MAY 8, PLEASE MARK YOUR CALENDARS

- @TEXASCONFERENCEFORWOMEN
- @TEXASWOMEN
- @TXCONFWOMEN **#TXCONFWOMEN**

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