

★ THE ★
TEXAS
CONFERENCE FOR
WOMEN

NOVEMBER 15, 2016



AMAL CLOONEY

**LINDA
CLIATT-WAYMAN**

DIANE VON FURSTENBERG

ABBY WAMBACH

NINA TASSLER

ANNIE CLARK

**AUSTIN
CONVENTION
CENTER**

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GENERAL INFORMATION

***PLEASE BE RESPECTFUL OF SPEAKERS AND OTHER 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 inside back cover to find the location of your table.

Nursing Mother's Rooms - Can be found in the Trinity Box Office (located on the 1st Floor), Meeting Room 13 (located on the 4th Floor) and in Nursing Mother Pod's (located outside Ballroom A on the 1st Floor).

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

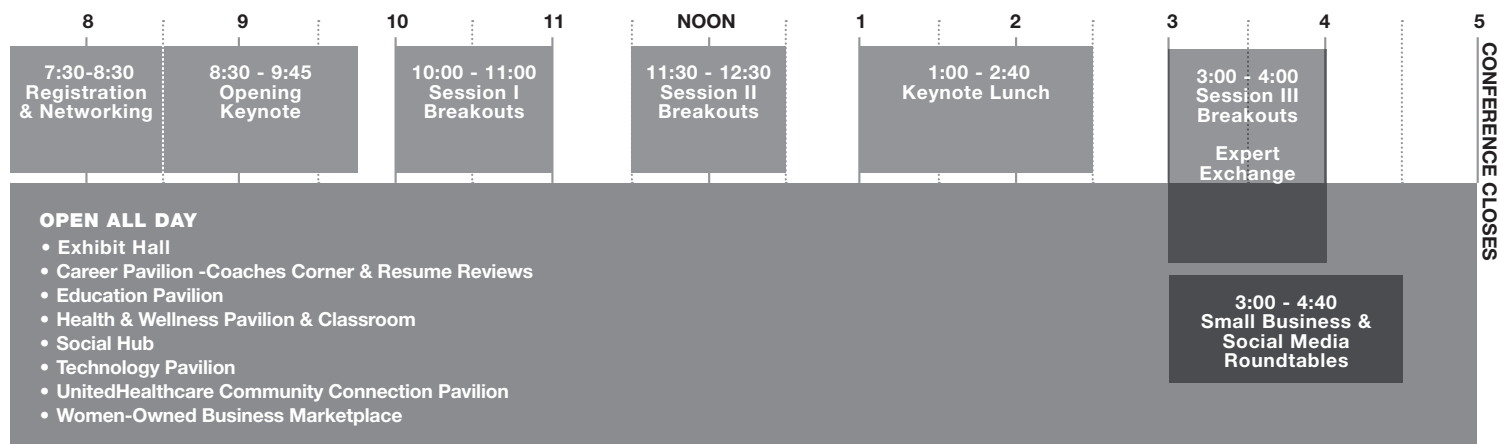
Concessions are available in the back of the Exhibit Hall (1st Floor) and in front of Ballroom D (4th Floor).

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

A **Coat Check** will be located adjacent to Registration in the Palazzo (1st Floor).

Men's restrooms can be found on the 1st Floor in the General Session (Halls 3&4), in the Exhibit Hall (Halls 1&2) and on the 4th Floor outside Ballroom F/G.

CONFERENCE SCHEDULE AT-A-GLANCE

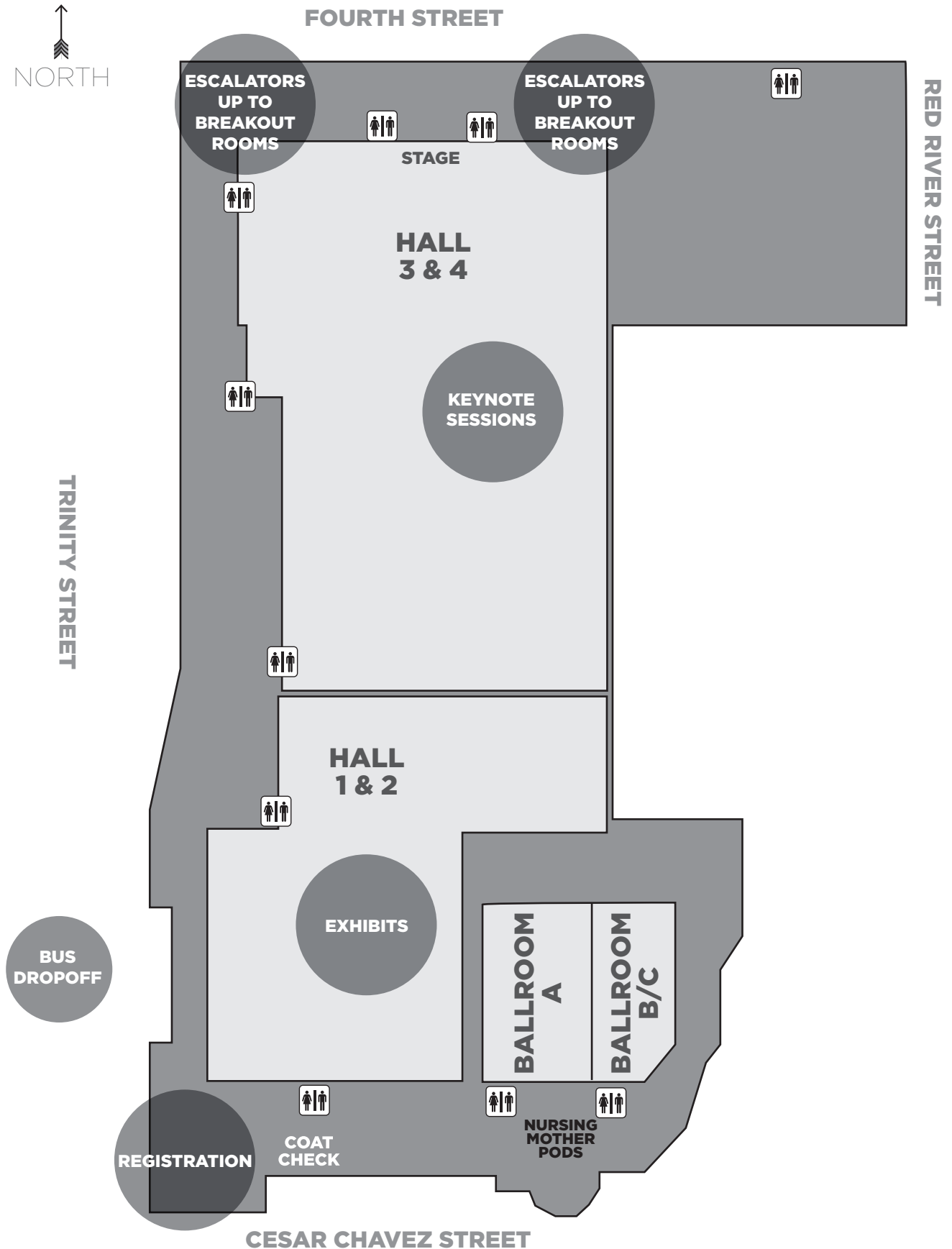


There is assigned seating at the Keynote Lunch. Your table number can be found on your badge.
A map of the assigned luncheon tables can be found on the inside of the back cover.

TIME	EVENT	LOCATION
7:30 – 8:30	Registration	Palazzo located outside Exhibit Hall 1
7:30 – 8:30	Exhibits & Women-Owned Business Marketplace	Halls 1 & 2
8:30 – 9:45	Opening Keynote Session	Halls 3 & 4
	Terri Gruca , anchor, KVUE @kvue Yasmine Winkler , CEO, central region & chief consumer officer, UnitedHealthcare @myuhc Nina Tassler , advisor and former chairman, CBS Entertainment & author, <i>What I Told My Daughter</i> Susie Gray , publisher, <i>Austin American-Statesman</i> @statesman Annie Clark , co-founder & ED, End Rape on Campus & subject of the documentary, “The Hunting Ground” @aelizabethclark Aimee Hoyt , SVP, global HR, Rackspace @rackspace Abby Wambach , 2015 Women’s World Cup Champion & ranked <i>TIME</i> ’s 100 Most Influential People in 2015 @abbywambach	
10:00 – 11:00	Session I Breakouts.....	see page 14-15 for session listing
11:00 – 11:30	Networking Break	Halls 1 & 2
	Author Signings	see page 37 for session listing
11:30 – 12:30	Session II Breakouts.....	see pages 16-17 for session listing
12:30 – 1:00	Networking Break	Halls 1 & 2
	Author Signings	see page 37 for session listing
1:00 – 2:40	Keynote Lunch Session.....	Halls 3 & 4
	Terri Gruca , anchor, KVUE @kvue First Lady Cecilia Abbott Karen Quintos , chief customer officer, Dell @karenhquintos @dell Diane von Furstenberg , iconic fashion designer, philanthropist & author, <i>The Woman I Wanted to Be</i> @dvf Johnita Jones , midstream Americas engineering manager, Exxon Mobil & board president, TX Conference for Women @texaswomen Linda Cliatt-Wayman , principal, Strawberry Mansion High School Ehrika Gladden , VP, market strategy enterprise infrastructure solutions group, Cisco Systems @cisco Amal Clooney , international human rights attorney Carroll Bogert , president, The Marshall Project @carrollbogert	
2:40 – 3:30	Author Signings	Halls 1 & 2 see page 37 for listing
3:00 – 4:00	Session III Breakouts and Expert Exchanges.....	see page 18-19 for session listing
3:00 – 4:40	Social Media & Small Business Roundtables.....	Halls 1 & 2 see page 42-45 for session listing
4:00 – 5:00	Author Signings	Halls 1 & 2 see page 37 for session listing
5:00	Conference Closes	

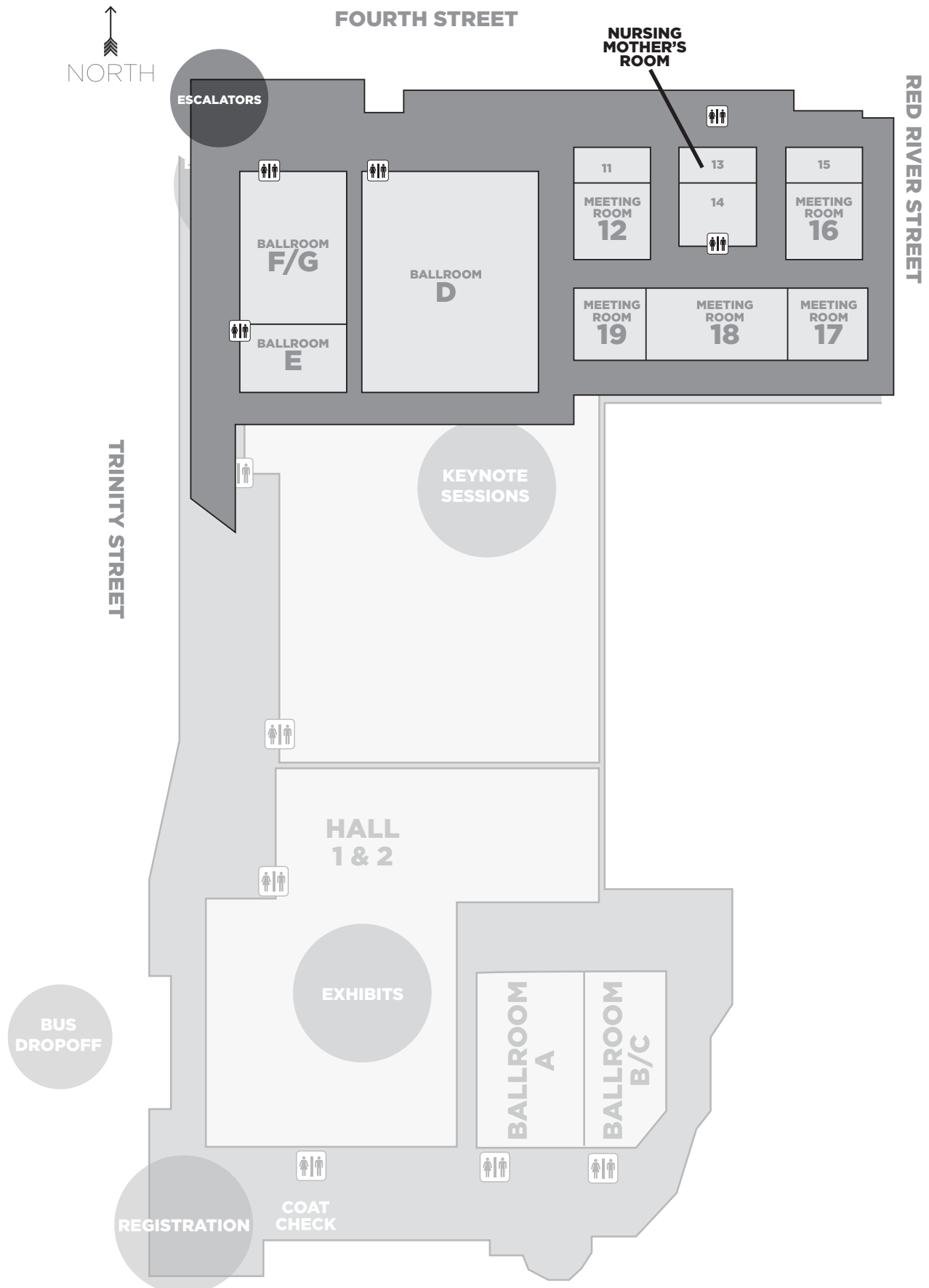
CONVENTION HALL MAP

FLOOR 1



CONVENTION HALL MAP

FLOOR 4



SESSION I BREAKOUTS 10:00 – 11:00 A.M.

LEADERSHIP BALLROOM D

Redefining Leadership: *The Core Behaviors of Successful Leaders* (POE)

The most effective leaders are not necessarily born leaders, but share a number of traits that inspire others to follow their lead. Led by leadership expert Angie Morgan, this panel of women has made it to the top of their organizations and will share the four traits of leadership that helped them become the influential leaders they are today. Learn how credibility, authenticity, emotional resolve and confidence will help you find your voice, improve your leadership skills and impact others.

THOUGHT LEADER: Angie Morgan, founding partner, Lead Star & author, *Leading From the Front* @leadstar

PANELISTS: Bobbi Dangerfield, SVP, global business operations, Dell, & board member, TX Conference for Women @dell

Susan E. Docherty, CEO, Canyon Ranch @canyonranch

Leigh Clifford Drake, director, U.S. commercial services sales, Cisco @cisco

Nina Tassler, adviser, former chairwoman, CBS Entertainment, & author, *What I Told My Daughter*

MODERATOR: Pam Jeffords, global expert on diversity & inclusion and partner, Mercer @mercer



CAREER ADVANCEMENT BALLROOM A

Pivot: *The Only Move That Matters Is Your Next One* (W)

No matter your age, life stage, bank account balance or career level, you can learn how to pivot strategically into your next opportunity. Career change doesn't have to be a crisis, and plateaus don't have to be a problem. In fact, if change is the only constant, now more than ever as it relates to our economy, it behooves us all to get better at it. Your best chance of success lies right under your feet. By doubling down on what is *already* working, you can cut through confusion and move more quickly in a new direction. Pivoting is a mind-set and a skillset, and it is one we can all get better at. This workshop will resonate with anyone facing the question of what comes next by providing a methodical plan to move forward, one that you can cycle through as many times as necessary. This interactive workshop focuses on Jenny's Pivot Method, a four-stage process that will teach you how to:

- Identify your existing strengths, interests and experiences, and define your version of success.
- Scan the horizon for new opportunities, skills and people without falling prey to analysis paralysis or compare-and-despair.
- Reduce risk by running small experiments that can provide feedback and help determine next steps in your career trajectory.
- Launch with confidence, bolstered by the skills and methodology to adjust seamlessly and continuously as you move in your new direction.

SPEAKER: Jenny Blake, author, *Pivot: The Only Move That Matters Is Your Next One* @jenny_blake

MODERATOR: Doniel Kofel, senior director, talent & professional development, North America, Oracle @oracle

EMERGING PROFESSIONALS MEETING ROOM 17 (SIMULCAST IN MEETING ROOM 16)

The Art of Branding: *Positioning Yourself for YOUR Future* (POE)

Whether you are trying to ace a job interview, sign a new client or promote your business, it is critical to sell yourself. Often times, professionals fall into the trap of regurgitating bullets about their past jobs instead of sharing the value they can offer as a result of their experiences. Bringing together a diverse group of powerhouse women, this interactive session will share best practices and lessons learned from experts around branding and selling yourself professionally. From portraying a physical presence to speaking the language, attendees will walk away armed with the ability to position their value ... not just their resume.

THOUGHT LEADER: Ana Flores, digital influencing expert and founder, #WeAllGrow Latina Network @laflowers

PANELISTS: Kemal Harris, celebrity stylist and costume designer, House of Cards

Kristen Nolte, SVP, brand & integrated marketing, HomeAway @homeaway

Shanteka Sigers, SVP & executive creative director, Sanders\Wingo and *Business Insider's* Top Creative Women in Advertising @flylibrarian

Marie Swisher, vice president, global brand development, Mary Kay @marykay

MODERATOR: Rachel Woodson, chief of staff, marketing, Rackspace @rackspace

TRANSITIONS BALLROOM E

The Culture of Tech: *How Women Are Changing the Rules* (POE)

As the tech workforce continues its expansive surge, offering its employees numerous opportunities for both personal and professional growth, women still face barriers in their upward trajectory. From limits in leadership positions and an absence of female role models, to pay equity and a lack of venture capital funding, women continue to face numerous challenges. While progress is slow, advancements are being made and women are changing the rules so that there are greater chances of success in male-dominated workplaces. Panelists will share their firsthand experiences and lessons learned while trying to help create a more equitable tech environment.

THOUGHT LEADER: Emily Ramshaw, editor in chief, *Texas Tribune* @eramshaw

PANELISTS: Tamara Fields, managing director, Accenture @accenture

Gina Helfrich, Ph.D., co-founder, recruitHER @ginehelfrich

Carla Piñeyro Sublett, SVP & CMO, Rackspace, & board member, TX Conference for Women @texaswomen

Living with Intent: Your Guide for Moving From Action to Outcome (W)

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 and CEO, Intent.com, & author, *Living with Intent* @mallikachopra

MODERATOR: Colette Pierce Burnette, president & CEO, Ed.D. Huston-Tillotson University @hustontillotson

Retire with Enough Money: Strategies for Making Your Money Last (W)

With ever-changing policies on retirement planning, it's tempting to put off saving for retirement until there is a clear path to follow. Do you invest safely knowing that the money will be there, but might not be quite enough? Or do you invest more aggressively in the hopes that you have more money to spend later in life? Labor economist and a nationally recognized expert in retirement security, Dr. Teresa Ghilarducci will help you cut through the confusion and misinformation with a strategy to help you achieve what you are planning for in your retirement savings. Her program will explain:

- What a person or household needs to have saved;
- How much to expect from Social Security; and
- How to make your money grow between now and then.

There are no gimmicks or magical thinking in this presentation — just valuable recommendations that will make attending this session a wise investment.

SPEAKER: Teresa Ghilarducci, professor of economics, director at Schwartz Center for Economic Policy Analysis,

The New School for Social Research, and author, *How to Retire With Enough Money* @tghilarducci

MODERATOR: Mercedes Garcia, VP & senior business leader, global community relations, Mastercard @mastercard

How We Decide: Strategies to Improve Our Decision-Making Skills (POE)

Every day, in every part of our lives, we face an increasing number of choices. Our futures depend not just on the results, but on how well we handle making these hard choices and the serious scrutiny that comes with them. But is a woman's experience issuing a tough call any different from a man's? Men and women approach decisions differently, though not necessarily in the ways we have been led to believe. And despite popular misconceptions, women are just as decisive as men — though they may pay a price for it. Cognitive psychologist Therese Huston will break open the myths as to how we decide and then lead a discussion with a panel of decision makers about how to improve decision-making skills, create options, make optimal choices and ensure that others will take your decisions seriously.

THOUGHT LEADER: Dr. Therese Huston, author, *How Women Decide* @theresehuston

PANELISTS: Anne Arvia, SVP, primary banking, USAA Federal Savings Bank @usaa

Trudy Bourgeois, CEO, The Center for Workforce Excellence, & author, *Her Corner Office* and *The Hybrid Leader* @trudybourgeois

Sonya Reed, SVP, human resources, Phillips 66 @phillips66

MODERATOR: Jane Gasdaska, GM, U.S. product supply & distribution, Phillips 66 @phillips66

Think Differently: Feeling Confident About Taking the Lesser-Known Path (POE)

"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 the 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: Stephanie Kaplan Lewis, co-founder, CEO & editor in chief, HerCampus @stephkaplewis

PANELISTS: Andy Alford, senior editor, *Austin American-Statesman* @statesman

Madhavi Bhasin, global partnerships director, Technovation @technovation

Retired Major General Mary Saunders, ED, Texas Woman's University Leadership Institute & highest-ranking

African American woman in the Air Force @twuleadership

MODERATOR: Kirsten Gappenberg, director, CSR & sustainability, Mary Kay Inc. @marykay

BREAKOUT SESSION KEY

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

POE = Panel of Experts: Led by a thought leader in the space, sessions will offer a "state of the climate" then a sharing of best practices/lessons learned 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 around 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 of the workplace

SESSION II BREAKOUTS 11:30 A.M. – 12:30 P.M.

LEADERSHIP MEETING ROOM 18 (SIMULCAST IN MEETING ROOM 12)

Unconscious Bias: Strategies for Bridging the Gap (POE)

The stats are staggering, and while we have taken steps in the right direction, progress remains slow. Impacting real change will require a top-down and bottom-up approach. The most effective leaders navigate highly diverse teams, being aware of any unconscious bias — all with an eye toward innovation and profitability. Using real-world examples from workplaces that are making strides, this interactive discussion will explore what leaders at all levels can do to contribute to the overall movement, including:

- How to deal with unconscious bias in yourself and team members;
- How we can lead the charge to help women achieve pay equity; and
- What actionable steps you can take to immediately impact positive change for your team and organization.

THOUGHT LEADER: Robin Hauser Reynolds, documentary filmmaker, *CODE: Debugging the Gender Gap* @codefilm

PANELISTS: Maurie McNnis, EVP & provost, The University of Texas at Austin @utaustin

Jay Newton-Small, *TIME* magazine's Washington correspondent & author, *Broad Influence* @jnsml

China Widener, strategy and operations principal, Deloitte Consulting

MODERATOR: Tonya Long, senior director, programs & operations, Akamai Technologies @akamai

CAREER ADVANCEMENT BALLROOM F/G

The Confidence Divide: Closing the Gap to Achieve Career Success (W)

Being passed over for a promotion you knew you were ready for is nothing new. What may be unique is this little culprit: a disparity in confidence. While men are prone to overestimate their abilities, women too often sell themselves short, and confidence plays a crucial role in the ability of women to succeed. Confidence expert Grace Killelea has done the research and will share how to turn your job competency into the kind of authentic confidence that gets noticed. Attendees will learn:

- The Four Rs of Success — relationships, reputation, results and resilience;
- How to build circles of influence, leverage and promote your skills, and cultivate executive presence; and
- Strategies to help you bounce back from setbacks.

Join this session to find the confidence you need to step off the sidelines onto the playing field — and claim the success you deserve.

SPEAKER: Grace Killelea, author, *The Confidence Effect* @gracekillelea

MODERATOR: Retired Major General Mary Saunders, ED, Texas Woman's University Leadership Institute & highest-ranking African American woman in the Air Force @twuleadership

EMERGING PROFESSIONALS BALLROOM E

Innovative Women Pushing the Boundaries: Sharing Strategies for Risk-Taking and Success (POE)

Making a decision to “push the boundaries,” whether it is switching to a new division of your current employer, starting your own company or joining a start-up, can be overwhelming. If you have dreamed of being an entrepreneur but are not sure you are ready for the gamble, this panel of experts can help you navigate your fears and assess the risks involved. Learn the best practices of these seasoned entrepreneurs, so that you are prepared for the challenges and armed to achieve success.

THOUGHT LEADER: Nely Galán, first Latina president of a U.S. television network (*Telemundo*),

Emmy award-winning producer & author, *Self Made* @nely_galan

PANELISTS: Suzy Bátiz, CEO, Poo-Pourri @suzybatiz @poopourri

Emily Núñez Cavness, co-founder, Sword and Plough @swordnplough

Brandy Pham, co-founder & CCO, Planoly, & founder, BrandyPham Jewelry @brandlypham @planoly

MODERATOR: Trisa Thompson, chief responsibility officer, Dell Inc. @dell

TRANSITIONS BALLROOM B/C

Career Transitions: Pivoting Into Career 2.0 (POE)

This session is for anyone facing the daunting question of what comes next — whether your perfect-on-paper job has hit a plateau, you are considering taking on a new role, are moving into a new company or industry, or even starting or folding your own business. By taking your priorities into account and leveraging what is already working, you can cut through confusion and move more quickly in a new direction with greater growth, meaning and purpose. This session will feature women from the frontlines who can share real-life stories of success and help you avoid the common mistakes so you can position yourself for a successful transition into Career 2.0.

THOUGHT LEADER: Jody Greenstone Miller, founder & CEO, Business Talent Group, & *Fortune* magazine's 10

“Most Promising Women Entrepreneurs” @jodygmiller

PANELISTS: Jenny Blake, author, *Pivot: The Only Move That Matters Is Your Next One* @jenny_blake

Kim Davis, EVP & chief HR officer, NFP Corporation @nfp

Amie and Jolie Sikes, founders, Junk Gypsy @junkgypsy

MODERATOR: Chriselda Barrientes, sales manager, United Airlines @united



Addicted to Busy: Managing Stress & Burnout (W)

Women are maxed out, addicted to being busy and overwhelmed. Keeping busy at all costs is the cultural status quo, but the drive to do more is impacting our families, our work and our health. Women process burnout differently than men, and the result of our busyness is not only a lack of time, but also exhaustion, anxiety, guilt, fear, social comparison, inauthenticity and physical illness. Meet Paula Davis-Laack, a stress and resiliency expert, who will provide you with tips to avoid burnout and specific strategies to help you ease the guilt and the pressure when you can't avoid being busy.

SPEAKER: Paula Davis-Laack, stress & resiliency expert @pauladavislaack

MODERATOR: Erin Condren, founder & chief style officer, Erin Condren @erincondren

Creating a Life Balance Groove (W)

Creating a less stressful and more balanced life is something many women are working to achieve. But the concept of "balance" means something different to everyone and there is no right answer. Enter Christine Carter, a happiness expert at U.C. Berkeley, who will offer advice on how to stop multitasking, prioritize and gain efficiency in your day.

SPEAKER: Christine Carter, sociologist & senior fellow, U.C. Berkeley Greater Good Science Center, & author, *The Sweet Spot* @raisinghappines

MODERATOR: Heather White, morning host, 98.1 KVET @kvetfm

Transform Your Norm ... Success Lies Outside Your Comfort Zone (LP)

Lisa Nichols is no stranger to transformation. Her own story is extraordinary — she transformed her life from being a single mom on public assistance to a millionaire entrepreneur. Her own struggles have been the inspiration behind her bold mission to teach others that it is possible to do the same. Using her signature systems, Lisa will guide you through this interactive workshop, teaching you how to accomplish unfathomable goals and tap into your own potential. Get ready to have your norm disrupted and move out of your comfort zone to find success and prosperity in both your personal and professional life.



SPEAKER: Lisa Nichols, *New York Times* best-selling author, personal transformation guru & life coach @2motivate

MODERATOR: Michelle Hare, State Farm marketing @statefarm

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

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

SPEAKER: Wendy Wecksell, CEO, I AM THAT GIRL @iamthatgirl

MODERATOR: Jillian Hamblin, COO, UnitedHealthcare Texas @myuhc

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SESSION III BREAKOUTS 3:00 – 4:00 P.M.

LEADERSHIP BALLROOM A

How to Lead ... *When You're Not in Charge* (W)

Are leaders born or made? Leadership has nothing to do with positional authority and everything to do with how well you influence outcomes and inspire others. This session shares action-oriented practices that allow you to lead and impact change even if you are not “in charge.” Dive deeper with leadership expert Angie Morgan, who will draw on her personal experience and share the core behaviors of influential leadership: credibility, authenticity, emotional resolve and confidence. You will walk out of the room knowing how to use your voice and project power, even when you are not the designated leader in the room!

SPEAKER: Angie Morgan, founding partner, Lead Star & author, *Spark* and *Leading From the Front* @leadstar

MODERATOR: Kim Read, VP, operations, RetailMeNot, Inc. @retailmenot

PERSONAL DEVELOPMENT BALLROOM D

ENCORE: Transform Your Norm ... *Success Lies Outside Your Comfort Zone* (LP)

Lisa Nichols is no stranger to transformation. Her own story is extraordinary — she transformed her life from being a single mom on public assistance to a millionaire entrepreneur. Her own struggles have been the inspiration behind her bold mission to teach others that it is possible to do the same. Using her signature systems, Lisa will guide you through this interactive workshop, teaching you how to accomplish unfathomable goals and tap into your own potential. Get ready to have your norm disrupted and move out of your comfort zone to find success and prosperity in both your personal and professional life.



SPEAKER: Lisa Nichols, *New York Times* best-selling author, personal transformation guru & life coach @2motivate

MODERATOR: Michelle Hare, State Farm marketing @statefarm

HEALTH & WELLNESS BALLROOM B/C

ENCORE: Living With Intent: *Your Guide for Moving From Action to Outcome* (W)

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

MODERATOR: Sabrina Brown, owner, Sabrina T. Brown Consulting & board member, TX Conference for Women

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EXPERT EXCHANGE SESSIONS 3:00 – 4:00 P.M.

Expert exchange sessions provide attendees with the opportunity to gather with peers in an interactive way and hear from experts about best practices and lessons learned around career or personal development topics. Expert exchange sessions are designed to be intimate; therefore, capacity will be limited. Seating is first-come, first-served, and doors will close once we reach capacity.

Are You Ready to be Self-Made? MEETING ROOM 18
Do you have what it takes to be a self-made entrepreneur? It's not just about the potential for financial independence, but financial empowerment is where it begins. It means getting out of survival mode, where you are one problem away from catastrophe. It means changing your mind-set from instant gratification to goal orientation. It means being able to sleep at night without worry. How do you get there? Nely Galán will share her story and research from interviewing hundreds of self-made women to find out what it takes. Come learn how to not only become self-made, but to inspire change in those around you!

SPEAKER: Nely Galán, first Latina president of a U.S. television network (*Telemundo*), Emmy award-winning producer and author, *Self Made* @nely_galan
MODERATOR: Norine Yukon, board member, TX Conference for Women

Strategies to Stand Out, Step Up and Get Noticed in a Male-Dominated Environment MEETING ROOM 17
Austin is a magnet for the best and brightest, and you are part of it. In this competitive environment, it is important to stand out, step up and get noticed — not only to climb the ladder, but to have impact. But how do you stand out without alienating others? How do you get taken seriously in a male-dominated room? And how do you remain innovative in a high-pressure environment? This panel of savvy women will offer specific feedback navigated from their current experiences in the workplace, will share their tactics for survival and growth, and identify the pitfalls to avoid so that you can succeed.

THOUGHT LEADER: Doreen Lorenzo, founder, Vidlet, and director, Center for Integrated Design, The University of Texas @doreenl
PANELISTS: Mary Ellen Dugan, CMO, WP Engine @wpening
Yasmine Winkler, CEO, central region & chief consumer officer, UnitedHealthcare @myuhc

The Pie Life: How to Slice It to Find Life Balance MEETING ROOM 19
There are many slices in the pie of life, but what are your priorities and how do you meet those goals? Samantha Ettus has worked with thousands of women on their work/life challenges and will share her one-of-a-kind strategies and tactics in this session designed for women looking to thrive professionally *and* personally. Her easy-to-apply practical and down-to-earth advice will help you decipher your priorities and inspire you to live your life to its full potential.

SPEAKER: Samantha Ettus, author, *The Pie Life: A Woman's Recipe for Success and Satisfaction* @samanthaettus
MODERATOR: Carol McGarah, CEO, Blackridge, and board member, TX Conference for Women

Diversity, Equity and Race: Broadening Perspectives in the Workplace BALLROOM F/G
As the conversation around race and diversity in our society today continues to evolve, so does the need to understand how this impacts our roles in the workplace. The focus of this panel is to discuss the challenges, address difficult issues, and talk about how to make room for constructive dialogue when bridging cultural and ethnic perspectives. Join this panel of experts for an honest discussion about diversity in the workplace, and how we can improve and learn from the equity-related issues we encounter daily.

SPEAKERS: Maurie McInnis, EVP and provost, The University of Texas at Austin @utaustin
Dr. Soncia Reagins-Lilly, VP, student affairs, and dean of students, The University of Texas at Austin @utaustin
Dr. Shetal Vohra-Gupta, associate director, Institute for Urban Policy Research & Analysis, and adjunct assistant professor, School of Social Work, The University of Texas at Austin @utaustin

Making the Tech Industry a Fit for YOUR Skillset BALLROOM E
We're fortunate to live in a fast-growing market with a rich tech environment, but what if your professional background and skillset doesn't seem to be perfectly suited for tech? How do you take advantage of the positives associated with tech — the fun, energizing, innovative and forward-thinking culture — and make the industry work FOR YOU using your individual expertise and for your career goals, regardless of your professional background? This session brings together four powerhouse women who have varied backgrounds, all of whom found their way into roles that capitalize on the best that tech has to offer. You will leave this session with clear steps to help you leverage your personal strengths and experience to find a role in a fast-growing tech company, even if it's not the role you may have previously envisioned!

THOUGHT LEADER: Kay Jones, CEO, CodeUp @gocodeup
PANELISTS: April Downing, CFO, WP Engine @wpening
Kirya Frances, VP, director of media technology, GSD&M @gsdm
Courtney Skarda, VP, Racker experience, Rackspace @rackspace

AUTHOR SIGNINGS

HALLS 1 & 2

9:45 a.m.

Annie Clark
Abby Wambach

11:00 a.m. – 11:30 a.m.

Trudy Bourgeois
Mallika Chopra
Teresa Ghilarducci
Therese Huston
Stephanie Kaplan Lewis
Angie Morgan
Nina Tassler

12:30 p.m. – 1:00 p.m.

Jenny Blake
Christine Carter
Nely Galán
Grace Killelea
Jay Newton-Small
Lisa Nichols
Amie Sikes
Jolie Sikes

2:30 p.m.

Diane von Furstenberg

4:00 p.m. – 4:30 p.m.

Mallika Chopra
Samantha Ettus
Nely Galán
Angie Morgan

4:40 p.m. – 5:00 p.m.

Carla Birnberg
Rebecca Geier

BOOKSTORE BROUGHT TO YOU BY:



Health & Wellness PAVILION

LOCATED IN HALLS 1 & 2

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



8:00 a.m. – 8:15 a.m.

Your Brain Health

When it comes to aging, most of us understand how to keep our bodies healthy and fit, but few of us don't 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 to learn the current research on which foods, vitamins and nutrients promote brain health, and the top tips for maximizing your brain function to achieve optimal brain health.

Speaker: Nancy Turco, ED, Arden Courts Memory Care
8:15 a.m. *stay after the session for 1:1 Q&A with Nancy Turco*



12:35 p.m. – 12:50 p.m.

Simple Meal Solutions for Busy Women

Wondering what's for dinner? Feeling like dining out is the only easy option? Think Again! Let H-E-B registered dietitian Sam Carter will show you how to save your wallet and your waistline with simple tips for making delicious and better for you meals at home. Learn simple tips for meal prep, storage and stretching your weekly budget—in the creation of meals that will make everyone in your home happy!

Speaker: Samantha Carter, RDN, LD, H-E-B dietitian @heb
12:50 p.m. *stay after the session for 1:1 Q&A with Samantha Carter*

2:45 p.m. – 3:00 p.m.

ENCORE: Simple Meal Solutions for Busy Women

3:00 p.m. *stay after the session for 1:1 Q&A with Samantha Carter*



3:15 p.m. – 3:30 p.m.

Mindfulness & Meditation

We know that meditation creates a feeling of calm, but research shows a vast number of other benefits from improving immune function and boosting antibodies to increasing both our ability to be creative and our overall level of happiness. Taking time out of our day to meditate is a goal for many, but is very often hard to attain. This session will show you the practical applications of meditation to your own busy lifestyle. Participants will be provided with strategies for how to live a more mindful life in both theory and practice, and will gain a new perspective on techniques to proactively incorporate meditation into our lives.

Speaker: Lauren Foreman, founder, Meditation Bar @barmeditation
3:30 p.m. *stay after the session for 1:1 Q&A with Lauren Foreman*



COMMUNITY CONNECTION PAVILION OPEN ALL DAY IN HALLS 1 & 2

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 with hands on involvement, donations and volunteer opportunities.

UnitedHealthcare has teamed up with Special Olympics of Texas to make a difference in the lives of local athletes as they change the world through sports. Every day, Special Olympic athletes inspire people everywhere to open their hearts to a wider world of human talents and potential and now you can help inspire them.

MAKE A SCARF!

You are invited into the Community Connection Pavilion to help us make a scarf for Special Olympics of Texas athletes! We'll show you how! Each athlete will receive a scarf at the Special Olympics Winter Games in February 2017.



**Special
Olympics**
Texas

Why scarfs? Special Olympics started collecting scarves to give to participants in the 2009 World Winter Games, which were held in Boise, Idaho. Knitters across North America had so much fun with the project that it continued nationally with the support of the Red Heart until 2012. After the official end of the program, a few intrepid Special Olympics programs – including Texas – continued the program. Each year, knitters from across the United States send more than 2,000 hand-knitted scarves to share with Special Olympics Texas athletes...each one created with love and each one cherished by our athletes.



DRESS FOR SUCCESS®
AUSTIN

HANDBAG & ACCESSORY DRIVE

Going Places. Going Strong.

The Texas Conference for Women and NFP have joined Dress for Success Austin as we work to empower women to achieve economic independence as they transition from unemployment to employment. We invite you to drop off your new or gently used handbags and accessories at the Dress for Success booth in the Community Connection Pavilion.

Dress for Success Austin has assisted more than 11,000 women in the Greater Austin area since 2003 by providing professional attire, and a network of support and career development tools to thrive in work and in life. Dress for Success Austin has evolved into a Women's Resource Center with eight pre and post-employment programs and serves six Central Texas counties. Your participation is greatly appreciated!

For more information on how to get involved, visit austin.dressforsuccess.org

WOMEN-OWNED BUSINESS MARKETPLACE

OPEN ALL DAY IN HALLS 1 & 2

COME SHOP
& SUPPORT
LOCAL,
WOMEN-
OWNED
BUSINESSES!

Come take advantage of the many opportunities available to grow and manage your small business!

SMALL BUSINESS ROUNDTABLES

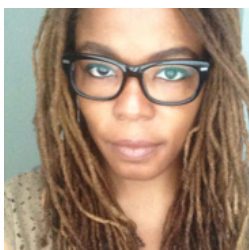
3:00 p.m. – 3:30 p.m.

3:35 p.m. – 4:05 p.m.

4:10 p.m. – 4:40 p.m.

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 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 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.



ROUNDTABLE 1: Creative Marketing for Small Business

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

Speaker: Shanteka Sigers, SVP and executive creative director, Sanders\Wingo, and *Business Insider's* Top Creative Women in Advertising @flylibrarian



ROUNDTABLE 2: Raising Capital

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

Speakers: Kelly Gasink & Jill Burns, co-founders, Austin Cocktails @austincocktails



ROUNDTABLE 3: Your Crowdfunding Strategy

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 crowdfunding campaign viable for success? Before you start, meet Carlotta Stankiewicz, who just finished a campaign and will share how to maximize this opportunity while minimizing the risk to your business idea.

Speaker: Carlotta Stankiewicz, advertising creative director and author, Haiku Austin @haikuaustin @lottapalooza

WOMEN-OWNED BUSINESS MARKETPLACE

OPEN ALL DAY IN HALLS 1 & 2



ROUNDTABLE 4: Creating a Business Plan for Your Small Business

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

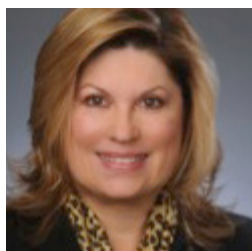
Speaker: Nicole Patel, founder and chocolatier, Delysia Chocolatier @delysia_choc



ROUNDTABLE 5: B2B Marketing

With the growing inundation of smart content, buyers are becoming increasingly selective about where they will click and what websites they will view. How do you compete and generate the demand in your B2B marketing strategy? Rebecca Geier, named by *Wall Street Journal* editors among the 10 Most Innovative Entrepreneurs in America, will share best practices and the latest trends, such as mobile technology, offer tips for how to raise awareness of your products, drive results and maximize limited resources in a B2B marketing strategy.

Speaker: Rebecca Geier, CEO and co-founder, TREW Marketing @trewmarketing @rebeccag



ROUNDTABLE 6: Master Your Growth With MasterCard

Getting your business up and running is a big hurdle. Making smart financial decisions to take your business to the next level can be even harder. This roundtable will provide practical advice and pitfalls to avoid for scaling your business, regardless of industry. You will learn what you need to consider when evaluating your business's opportunities for growth, practical advice for managing your success and your money wisely, and tips on the technology you can use for achieving growth.

Speaker: Mercedes Garcia, VP and senior business leader, global community relations, Mastercard @mastercard

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CONFERENCE
FOR WOMEN APP**



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TECHNOLOGY PAVILION

OPEN ALL DAY IN HALLS 1 & 2

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.

Roundtables will take place at the following times in the exhibit hall:

3:00 p.m. – 3:30 p.m.

3:35 p.m. – 4:05 p.m.

4:10 p.m. – 4:40 p.m.



ROUNDTABLE 1: Maximizing Social Media in the Job Search

Studies have shown that approximately 80% of job seekers turn to social media to search for a new job, but if LinkedIn is not your choice of platform, how do you use social in this process? 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 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 and a greater talent pool.

Speaker: Kimberly O'Connor, technology evangelist and director, human capital management applications, Oracle @oracle



ROUNDTABLE 2: Top Tweet Tips

Growing your career or business requires that you elevate your profile and expand your network. Twitter can help you achieve both. It lets others know your expertise and enables you to connect to the industry influencers who can help you grow. Carla Birnberg will guide you through best practices to keep up with the latest information in your field, increase your visibility and be seen as a leader, and expand your network to access that next level of opportunity.

Speaker: Carla Birnberg, author, *What You Can When You Can* @carla_birnberg @mizfitonline



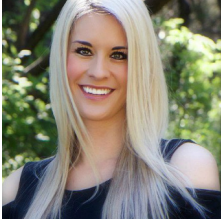
ROUNDTABLE 3: How to Maximize Your Blog's Reach

Blogging gives you a platform to present your voice to the world. Attend this roundtable and learn how to find your voice! Attendees will learn the basic tools you need to get started and learn how to build traffic and attract readers. Together you will explore tips for maximizing your blog's reach to help you build your business or charity and spread the word.

Speaker: Brenda Ray Coffee, founder, 1010ParkPlace @1010parkplace

TECHNOLOGY PAVILION

OPEN ALL DAY IN HALLS 1 & 2



ROUNDTABLE 4: Video vs. Print: How Online Video Is Catching the Audience's Attention

When you use video on your website, you have a powerful tool that can increase the popularity of your Web pages. Whether you want to sell your product, share your knowledge or increase page views, digital expert Kelly Wonderlin will share how you can incorporate video to create a dynamic website that attracts and keeps visitors.

Speaker: Kelly Wonderlin, digital lifestyle enthusiast, co-owner, *Horns Illustrated* @kellywonderlin



ROUNDTABLE 5: Using Instagram to Communicate Your Brand

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: Elayna Fernandez, author, mentor & founder, *The Positive MOM* @thepositivemom_



ROUNDTABLE 6: Build Your Brand Through Social Media

Brands used to be just for businesses. Now the key to career longevity is creating new opportunities, embracing challenges and treating yourself as a brand — define your message and expertise, be social, build real relationships, and the elevation of your career or business will begin. This interactive roundtable discussion will explore the powerful ways in which social media networks can help establish your brand and expand your network. Together we will determine how to utilize Facebook, Twitter, Instagram and blogs to build your brand.

Speaker: Lauren Modery, founder, *Hipstercite* @hipstercite



ROUNDTABLE 7: Profitable Social Media

Most of us use social media for some sort of professional marketing or selling. Whether you are a professional selling your experience or brand through LinkedIn or Facebook or an entrepreneur building your business on Instagram or Pinterest, we are all looking for ROI on our social media efforts. But what is the high-value social media that will help us market through social media profitably? Jena Apgar creates social media strategies for clients and will share her tips for what works and what doesn't so you don't waste a penny more on a strategy that isn't delivering.

Speaker: Jena Apgar, digital and social media marketer, & founder, *BrandDotBlog.com* @missjenas



ROUNDTABLE 8: Using Social Media to Sell More Efficiently

Using social media to brand your business and sell online is nothing new, but what if you could create those posts and make those sales in less time? Jewelry designer Brandy Pham saw the need for a tool to help e-commerce-based businesses streamline their social media and created an app to make it happen on Instagram. Come learn about her time-saving app as well as other tips to help you plan, brand and hone your social media to be efficient and effective.

Speaker: Brandy Pham, co-founder and CCO, *Planoly*, & founder, *BrandyPham Jewelry* @brandypham @planoly



ROUNDTABLE 9: Adapting to Change & Measuring Success in Your Social Media Outreach

The social media landscape is rapidly changing. In this fast-paced environment, how do you keep your social media efforts effective and on the cutting edge? From leveraging influencers to harnessing new advances such as Facebook Live and vertical video, consumer marketer Amy Loesch will lead a discussion on the latest trends and how to measure success to make social an integral part of your media strategy.

Speaker: Amy Loesch, VP, consumer marketing, *RetailMeNot* @retailmenot

VISIT THE HOMEAWAY LOUNGE AND RELAX INTO WEST ELM'S COMFIEST FURNISHINGS WHILE YOU POWER UP AT OUR CELL PHONE CHARGING STATION. PLUS, ENTER TO WIN A \$250 WEST ELM GIFT CARD AND TALK TO SOMEONE ABOUT WORKING AT HOMEAWAY!

SOCIAL HUB

OPEN ALL DAY IN HALLS 1 & 2

The Social Hub is the perfect spot to connect and chat with friends, colleagues and new contacts, or simply recharge a bit.

Don't miss your chance to attend LinkedIn Profile Makeover Workshops to perfect your networking skills. Featuring Amanda Healy, award-winning B2B marketing leader and social media expert.

11:00 – 11:20 A.M., 12:30 – 12:50 P.M., 3:00 – 3:20 P.M.
3:25 – 3:55 P.M., 4:00 – 4:20 P.M., 4:25 – 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, even more 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 enabling you to position yourself as a thought leader in your respective field.

In this 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

Join television personality Kim Barnes and learn the tricks and tools of how to create your own Facebook Live broadcasts. She'll be in the Social HUB from 7:30am – 5:00pm, excluding keynote sessions.

Kim Barnes has spent the last 25+ years on the air! She was an award winning reporter and news anchor for 15 years, including more than a decade at KVUE in Austin. Kim 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. Kim 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.

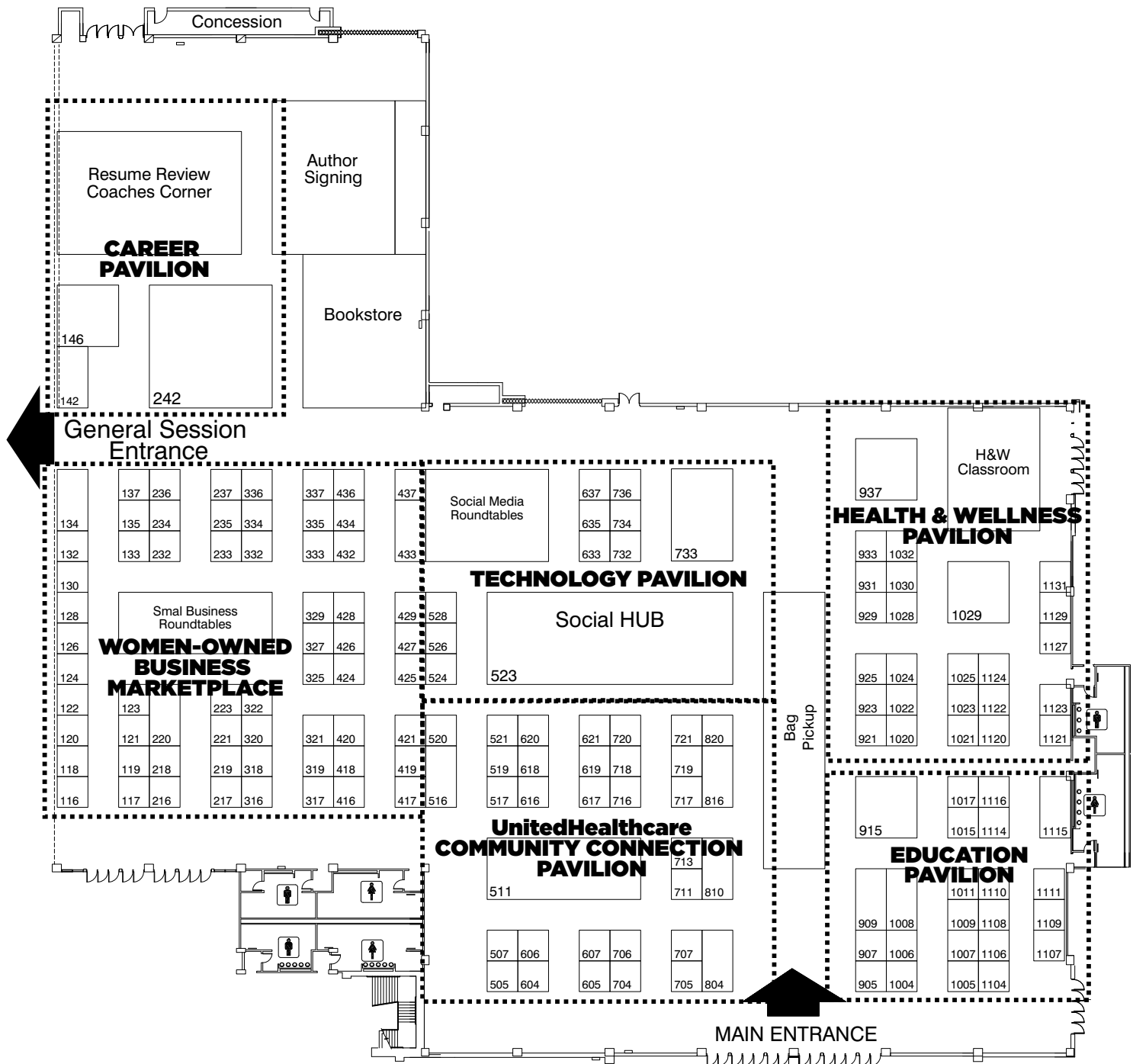
Recharge Yourself & Your Devices...

Fuel up with coffee, available for purchase at the Lounge's Coffee Cart. Charge your mobile device with one of the many charging stations available throughout the day.



EXHIBIT HALL MAP

OPEN ALL DAY IN HALLS 1 & 2



**IF YOU'D LIKE TO BE AN EXHIBITOR OR SPONSOR
AT NEXT YEAR'S CONFERENCE, PLEASE CONTACT:**
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OPEN ALL DAY IN HALLS 1 & 2

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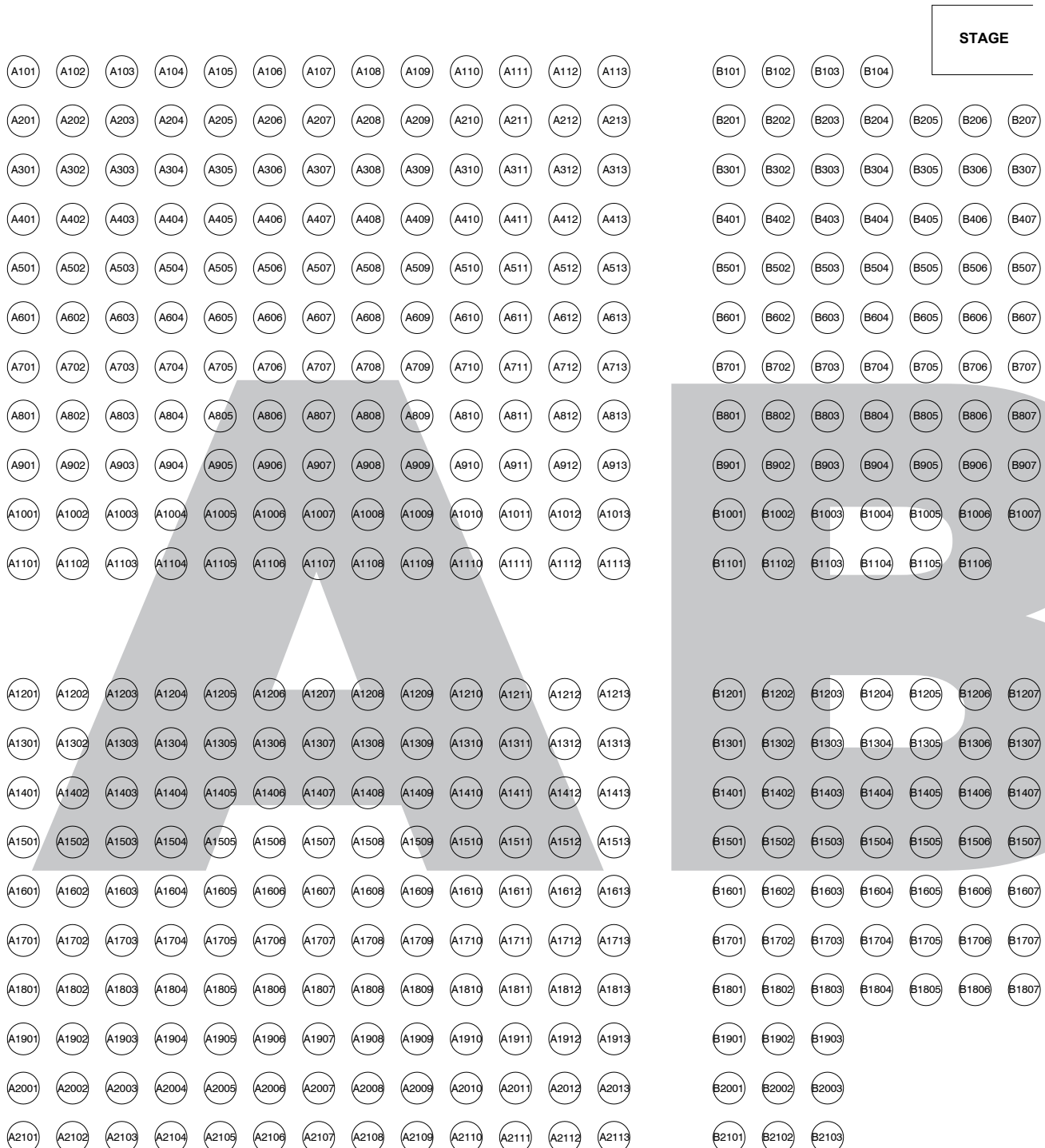
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KEYNOTE LUNCHEON SEATING

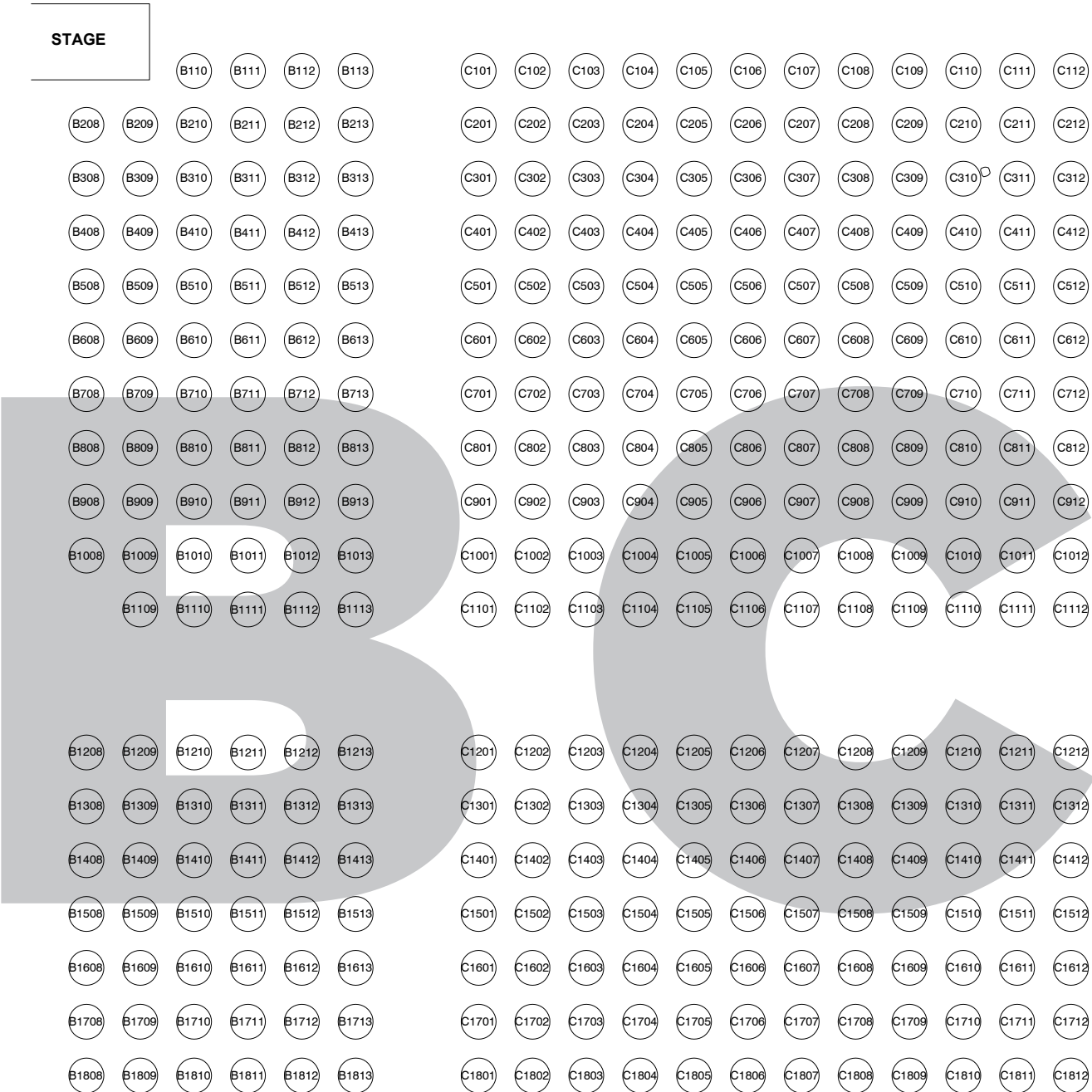
HALL 3 & 4

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.**



KEYNOTE LUNCHEON SEATING

HALL 3 & 4



TO EXHIBITION HALL