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TEXAS
CONFERENCE FOR
WOMEN

TWENTIETH YEAR

ESTABLISHED 2000

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POWER OF US - AMPLIFY YOUR VOICE

OCTOBER 24, 2019
AUSTIN CONVENTION CENTER



TRACEE ELLIS ROSS



MEGAN RAPINOE



CARLA HARRIS



AMANDA SOUTHWORTH



CELESTE HEADLEE



TIFFANY D. CROSS



ELIZABETH GILBERT

TIMOTHY GREENFIELD-SANDERS

GENERAL INFORMATION

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

SEATING:

- **OPENING KEYNOTE** – Please note there is no assigned seating at the morning keynote session.
- **LUNCHEON KEYNOTE** – Please find the table number that corresponds to the one listed on your badge. Consult the inside back cover of this program to find the location of your table. Assigned seating is strongly enforced.
- **BREAKOUT SEATING** – All breakout sessions are open seating and available on a first-come, first served basis.
(Don't forget – the audio of all breakout sessions will be available post-conference on our website or the app - TexasWomen.)
- We will be **SIMULCASTING** several breakout sessions into nearby rooms, to accommodate crowd overflow.

WHERE IS...

- **ATMs** are located outside of Hall 5 and outside of Hall 2 (1st Floor).
- **COAT CHECK** will be located just to the left of Registration (1st Floor).
- **CONCESSIONS** are available in the following locations:
 - Atrium Café** (1st floor) - full service: beverages, bakery items, snacks (6AM – 5PM)
 - Trinity Street Foyer** (1st floor) - drip coffee only (6AM – 8AM)
 - Exhibit Hall** (Hall 2) - full service: beverages, food, snacks (7AM – 5PM)
 - Exhibit Hall** (Hall 1) - beverages only (7AM – 5PM)
 - Fourth Floor Nook** - near MR11, across from Hilton sky-bridge: beverages only (9:30AM – 5PM)
- **LOST & FOUND** for the day will be located at Registration.
- **NURSING MOTHER'S ROOMS** are located in the following locations:
 - Trinity Box Office** (1st Floor)
 - Next to **Meeting Room 1** (1st Floor)
 - Across from **Meeting Room 10C** (3rd Floor)
 - Meeting Room 13** (4th Floor)
- **MEN'S RESTROOMS** can be found in the **General Session (Halls 3&4)** and in the **Exhibit Hall (Halls 1&2)**.

MISC/ GOOD TO KNOW:

- Search **TexasWomen** in your app store to download this year's **APP!**
- New this year – all **SPEAKER BIOS** can be accessed via the app – TexasWomen.
- All breakout session **PRESENTATIONS** can also be found on the app - TexasWomen.
- Join us for a **NETWORKING** wine tasting in the exhibit hall, from 4:00 – 5:00 PM.
- **Stay Hydrated!** Thanks to Applied Materials, CORT, Indeed, and VISA for the **WATER BOTTLES** in your attendee bag. Filling stations can be found in the exhibit hall.

LIBERTY MUTUAL WELCOME LETTER



“Whatever stage we are in, we all have to reposition ourselves for new opportunities. Because what got you there won’t be the thing that will keep you there; the skills that helped you land a position won’t be the same skills that will ensure your success in that role.”

— Carla Harris

Like so many of the remarkable women who have spoken at this extraordinary conference over the past two decades, Carla Harris’ words inspire us to be our best selves. By cultivating an inner desire to grow and change, we will arm ourselves with the skills needed for today’s constantly changing environment and our own future success.

As the presenting sponsor, Liberty Mutual Insurance is proud to welcome you to this special 20th anniversary of the Texas Conference for Women! At Liberty Mutual, we are focused on the evolving needs of our employees and providing a workplace where everyone can be their best—professionally and personally. Our employees are encouraged to take advantage of Liberty’s resources, flexibility, and safe environment to do and try things in a different way than what we’ve always done. We want employees who raise ideas, ask questions, and think outside what they are being asked to do. It’s the collection of all our individual strengths that allows us to shape the future.

Today’s agenda is filled with opportunities to explore new thinking and discover new strategies to set yourself up for success today and tomorrow. Reach out to and connect with the 7,500 other strong, successful women and male allies who join you here today and soak up the “Power of Us” that surrounds you.

My hope is that, wherever you are in your journey, you leave today feeling motivated, empowered, and ready to amplify your career.



Enjoy the conference!

Melanie M. Foley
Liberty Mutual Insurance
Executive Vice President and
Chief Talent and Enterprise Services Officer

ALL-NEW PODCAST FROM
THE CONFERENCES FOR WOMEN

WOMEN AMPLIFIED

HOSTED BY CELESTE HEADLEE,
AWARD-WINNING JOURNALIST/AUTHOR



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CONFERENCE BOARD WELCOME LETTER



October 24, 2019

Dear friends and colleagues,

We are thrilled to welcome you to this very special 20th anniversary Texas Conference for Women!

Over the past two decades, hundreds of trailblazing CEOs, National Book Award winners, Nobel Laureates, Olympians, global nonprofit leaders, and others have taken to this stage to share their inspiring stories.

And more than 107,000 Texans have attended to grow their skills and confidence, along with their networks, and be empowered by joining this extraordinary community dedicated to advancing women in the workplace.

It's more than the conference founders thought possible when they held the first conference in 2000. But dreaming big—and achieving something even bigger—is what we do in Texas!

That's why this year we are excited to be expanding access to the Texas Conference for Women through two new offerings: Livestream for those unable to be with us, and a first-annual Opening Night event (held last night).

Finally, as a special thank-you to you, we are delighted to share a complimentary copy of the new book *Women Amplified: 20 Years of Insights from Trailblazing Leaders from the Stage of the Texas Conference for Women*—sponsored by Liberty Mutual.

With gratitude to all our generous sponsors whose support made this day possible, we wish you an inspiring and empowering day!

Warmly,

The Texas Conference for Women Board of Directors

Carla Piñeyro Sublett, Board President
Chief Marketing Officer
National Instruments

Sabrina Brown, Board Director
Owner
Sabrina T. Brown Consulting

Bobbi Dangerfield, Board Director
Texas Conference for Women

Tamara Fields, Board Director
Managing Director
Accenture

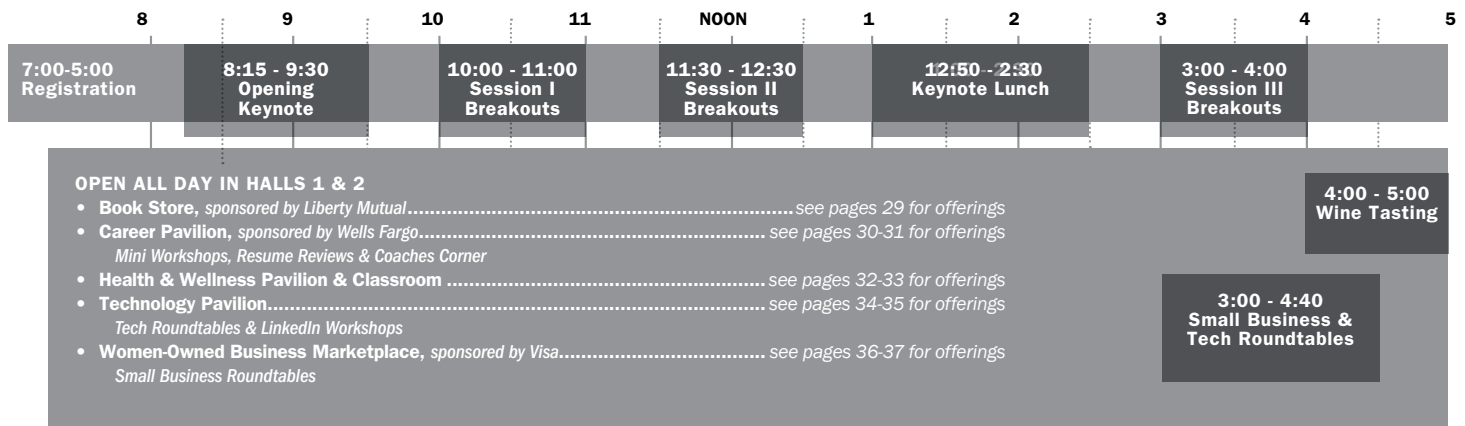
Jane Gasdaska, Board Director
Change Management Lead
Phillips 66

Carol McGarah, Board Director
CEO
Blackridge

Lisa McLin, Board Director
Vice President, Alliances & Channel Chief
Rackspace

P.S. Please be sure to download the TexasWomen app, presented by Cisco, to make connections and stay updated. It can be found on all platforms by searching "TexasWomen."

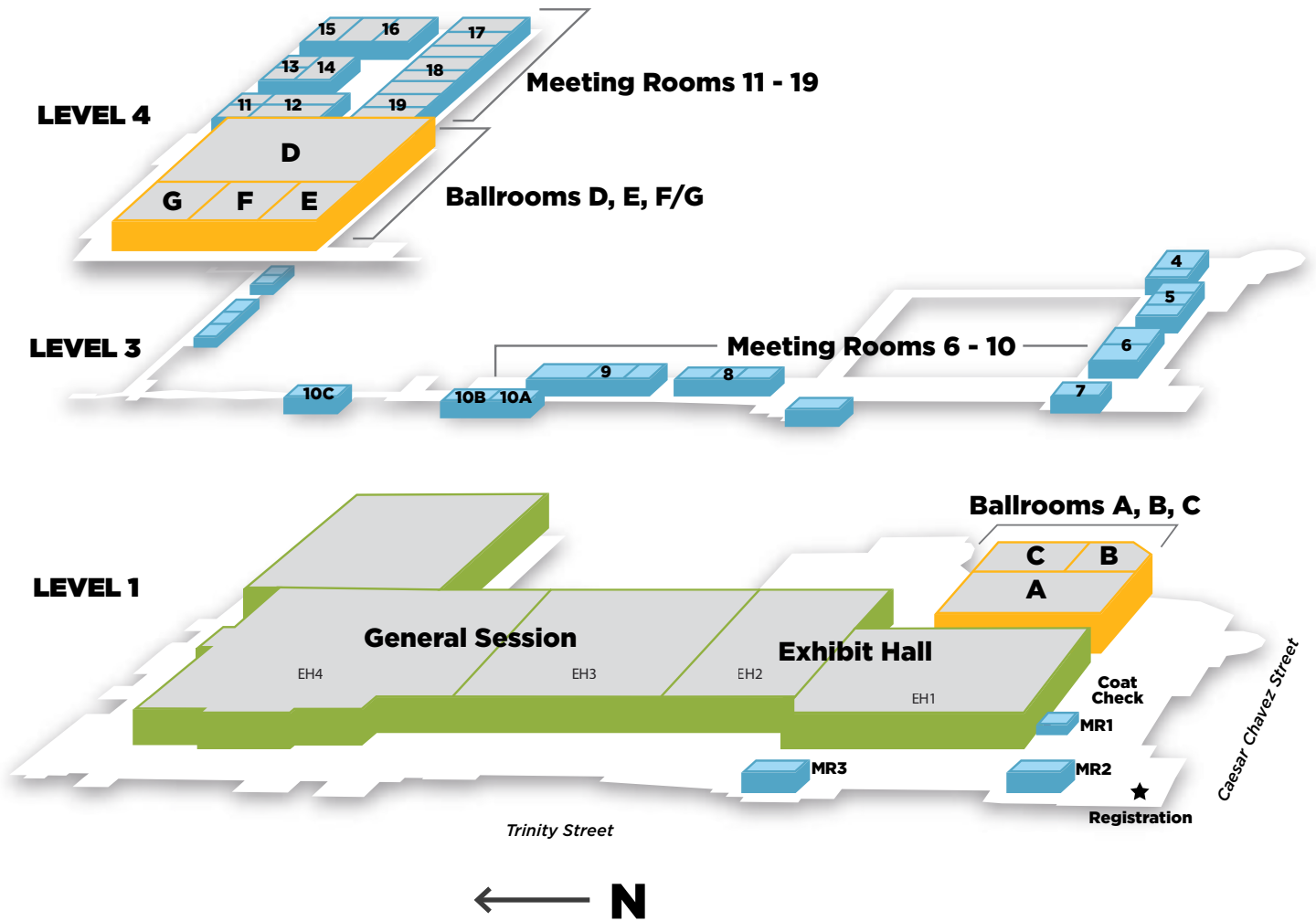
CONFERENCE SCHEDULE AT-A-GLANCE



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	EVENT	LOCATION
ALL DAY	Registration	Plazzo (outside Hall 1)
	Exhibit Hall.....	Halls 1 & 2
8:15 – 9:30AM	Opening Keynote Session.....	Halls 3 & 4
	Yvonne Nava , morning anchor, KVUE News Daybreak @yvonnen_kvue Austin Mayor Steve Adler @mayoradler Target Storytellers presented by Laysha Ward , EVP & chief external engagement officer, Target @layshaward @target Carla Harris , Wall Street powerhouse & author, <i>Expect to Win</i> @carlaannharris <i>A conversation with Megan Rapinoe</i> , U.S. Women’s National Soccer Team Star & gender equity advocate @mpinoe and Celeste Headlee , communication & human nature expert, award-winning journalist & author @celesteheadlee	
9:45 AM	Author Signing.....	Halls 1 & 2, Book Store (page 29)
10:00 – 11:00AM	Session I Breakouts	see pages 16-17 for session listing
11:00 – 11:30AM	Author Signings	Halls 1 & 2, Book Store (page 29)
11:30AM – 12:30PM	Session II Breakouts	see pages 18-19 for session listing
12:30 – 1:00PM	Author Signings	Halls 1 & 2, Book Store (page 29)
12:50 – 2:30PM	Luncheon Keynote Session	Halls 3 & 4
	Terri Gruca , anchor & investigative reporter, KVUE @terrig_kvue Carla Piñeyro Sublett , board president, Texas Conference for Women & CMO, National Instruments Texas’ First Lady Cecilia Abbott @texsflca Amanda Southworth , mental health and human rights advocate & founder, AnxietyHelper @amndasuthwrth Elizabeth Gilbert , <i>New York Times</i> best-selling author & memoirist, <i>Eat, Pray, Love</i> @gilbertliz Dawn Frazier-Bohnert , SVP, global diversity & inclusion, Liberty Mutual Insurance Group @libertymutual <i>A conversation with Tracee Ellis Ross</i> , award-winning actress, producer, director and activist @traceeellisross and Tiffany D. Cross , co-founder & managing editor, <i>The Beat DC</i> @tiffanydcross	
3:00 – 4:00PM	Session III Breakouts	see pages 20-21 for session listing
3:00 – 4:40PM	Small Business Roundtables	Halls 1 & 2, Women-Owned Business Marketplace
	Tech Roundtables	Halls 1 & 2, Technology Pavilion
4:00 – 4:30PM	Author Signings	Halls 1 & 2, Book Store (page 29)
4:00 – 5:00PM	Wine Tasting Networking Reception	Halls 1 & 2
4:40 – 5:00PM	Author Signings	Halls 1 & 2, Book Store (page 29)
5:00PM	Conference Closes	

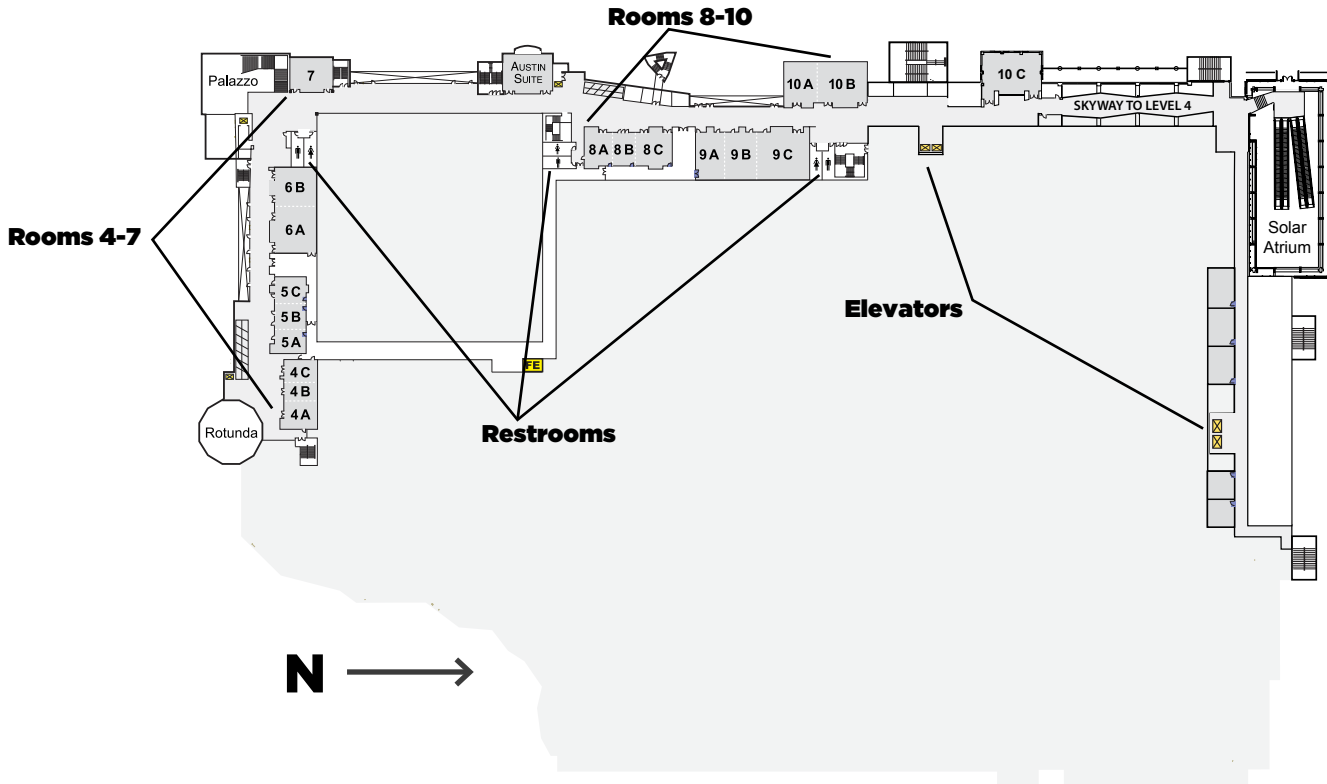
CONVENTION CENTER MAP



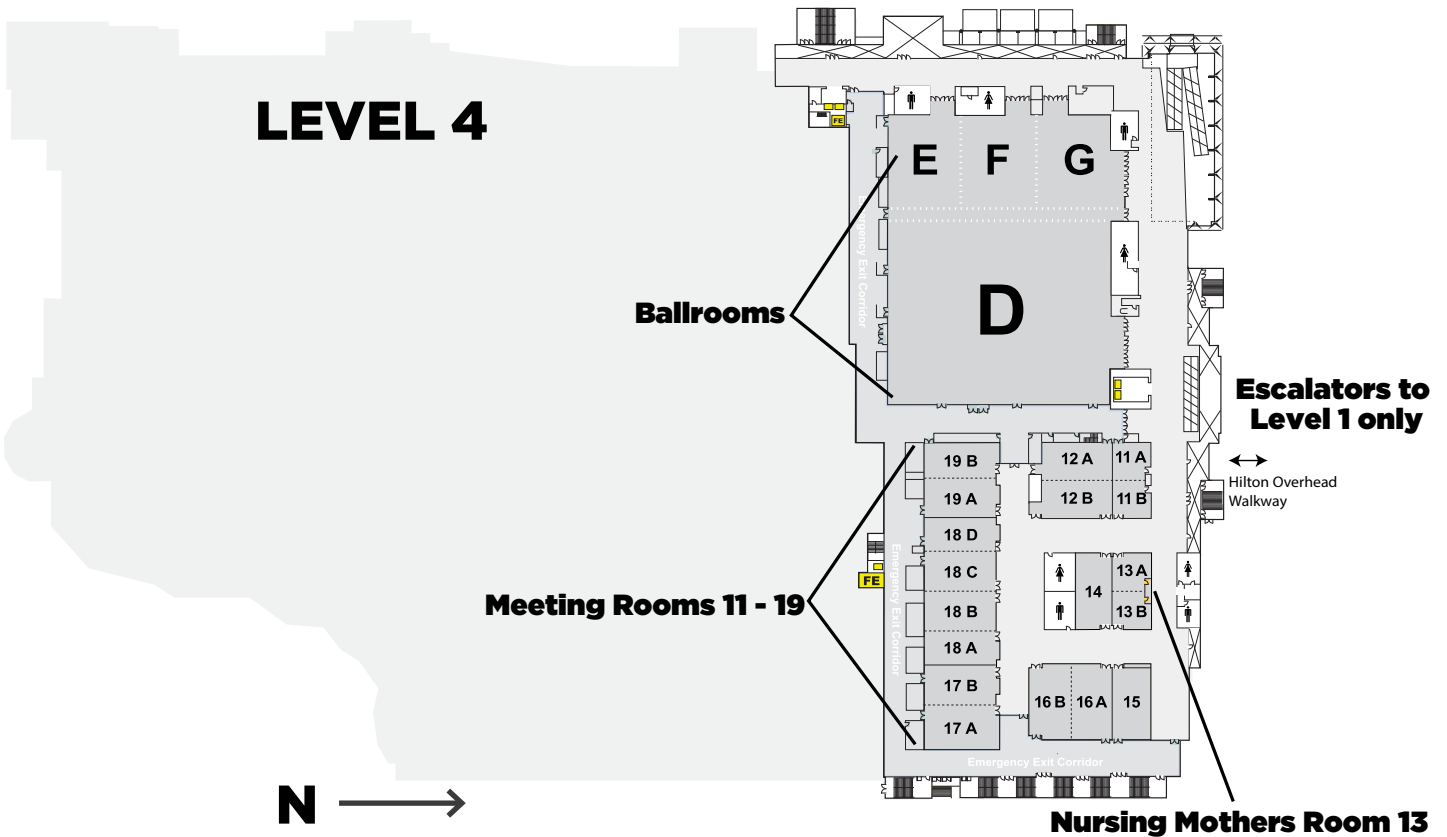
CONVENTION CENTER MAP

LEVEL 3 & 4

LEVEL 3



LEVEL 4



OPENING KEYNOTE & SPECIAL GUEST SPEAKERS

8:15 AM – 9:30 AM (LISTED IN ORDER OF APPEARANCE)



CARLA HARRIS is vice chairman and managing director at Morgan Stanley, where she also serves as a senior client adviser. Previously, she headed the Emerging Manager Platform at Morgan Stanley, the equity capital markets effort for the consumer and retail industries. Harris has extensive industry experience in the technology, media, retail, telecommunications, transportation, industrial, and health care sectors. She served as a senior member of the equity syndicate desk and in the mergers and acquisitions department at Morgan Stanley. Harris was appointed by President Obama to chair the National Women’s Business Council. She is the author of the books *Expect to Win* and *Strategize to Win*. Harris earned an AB in economics from Harvard University, and an MBA from Harvard Business School. @carlaanharris



MEGAN RAPINOE is a two-time World Cup champion and co-captain of the US Women’s National team. She is a fan favorite, and one of the team’s most technical players. A vocal leader on and off the pitch, Rapinoe helped lead the USWNT to the 2019 Women’s World Cup Championship, scoring some of the biggest goals of the tournament. She took home the tournament’s two top honors—the Golden Boot for top scorer, and the Golden Ball for the best player in the tournament. Rapinoe is an advocate for equality for all, and has been able to intersect her passion for humanity and authenticity by creating Rapinoe SC, LLC, and cofounding Re-Inc., a purposeful lifestyle brand founded with fellow teammates. Rapinoe and her teammates will get ready to go again as they prepare for the 2020 Tokyo Olympics next summer. @mpinoe



CELESTE HEADLEE is a communications and human nature expert and an award-winning journalist. She is a professional speaker and the author of *Heard Mentality* and *We Need to Talk: How to Have Conversations that Matter*. In her twenty-year career in public radio, she has been the executive producer of *On Second Thought* at Georgia Public Radio and has anchored programs including *Tell Me More*, *Talk of the Nation*, *All Things Considered*, and *Weekend Edition*. She also served as cohost of the national morning news show *The Takeaway* from PRI and WNYC, and she anchored presidential coverage in 2012 for PBS World Channel. Headlee’s TEDx talk sharing ten ways to have a better conversation has over twenty million total views to date. @celesteheadlee

ALSO FEATURING SPECIAL GUEST SPEAKERS:

Full speaker bios can be found in our app – TexasWomen.



Yvonne Nava
morning anchor, KVUE News
Daybreak @yvonnen_kvue



Mayor Steve Adler
@mayoradler



Laysha Ward
EVP & chief external
engagement officer,
Target @layshaward @target

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS

12:50 PM – 2:30 PM (LISTED IN ORDER OF APPEARANCE)



AMANDA SOUTHWORTH is a seventeen-year-old iOS developer, designer, and a mental health and human rights activist. She's founder and executive director of Astra Labs, a 501(c)3 non-profit that uses code for change, and serves over 100,000 users across the world. She created AnxietyHelper when she was thirteen, a mental health guidebook that provides tools based on CBT, resources, and information on various mental illnesses to make the world of mental illness more accessible. She also created Verena when she was fifteen, a personal security system for members of the LGBTQ+ community in abusive situations to protect them before, during, and after hate crimes, abuse, and bullying. In May 2018, Southworth launched Astra Labs to use technology to help marginalized communities by creating apps to help those affected deal with barriers, and empowering and partnering with organizations and companies to remove barriers completely. She worked with Teen Vogue in reporting from Apple's 2017 WWDC conference, and was named *Teen Vogue's* 21 Under 21 for the class of 2017, and *Three Dot Dash's* Global Teen Leaders for 2018. She also partnered with Apple to create a Today At Apple Lab called "Developing An App Concept," designed to bring app development to everyone in 2019. In addition to her development, she worked for March For Our Lives to host the National Die In in Los Angeles, with Target, to launch their online youth magazine, *Target Tag*, and has been featured in publications such as *Oprah*, *USAToday*, CNN, and Mashable. @amndasuthwrth

TIMOTHY GREENFIELD-SANDERS



ELIZABETH GILBERT is the author of *Eat Pray Love*. Exploding onto the scene in 2006, the best seller famously chronicled the year Gilbert spent traveling the world after a shattering divorce. Translated into more than thirty languages, *Eat Pray Love* has sold over thirteen million copies worldwide, and in 2010 was made into a feature film starring Julia Roberts and Javier Bardem. Her writing has been published in *Harper's Bazaar*, *Spin*, and *The New York Times* magazine. Gilbert was a finalist for the National Magazine Award, and her work was anthologized in *Best American Writing 2001*. Her first book, *Pilgrims*, was a *New York Times* Most Notable Book, and won a Ploughshares prize. Her first novel, *Stern Men*, won the Kate Chopin Award in 2001. *The Last American Man*, which compellingly explores America's long-standing intrigue with the pioneer lifestyle, was a finalist for the National Book Award. In *Committed: A Love Story*, the anticipated follow-up to *Eat Pray Love*, Gilbert tells the story of her unexpected plunge into a second marriage. *The Signature of All Things*, Gilbert's first novel in over a decade, was named one of the Best Books of the Year by *The New York Times*, *O*, *The Oprah Magazine*, NPR, and *Time*. Out of the period of introspection following *Eat Pray Love* came Gilbert's brilliant nonfiction treatise, *Big Magic: Creative Living Beyond Fear*. In 2019, she returned to fiction with *City of Girls*, a love story set in the New York City theater world during the 1940s. @gilbertliz



TRACEE ELLIS ROSS is an award-winning actress, producer, director, and activist, best known for her Golden Globe-winning role as Dr. Rainbow Johnson on ABC's comedy series *black-ish*, and playing Joan Clayton on the long-running hit series *Girlfriends*. Ross uses her voice and social influence to advocate for a joyful culture of self-acceptance, inclusivity, and equity across all industries. @traceeellisross

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS

12:50 PM – 2:30 PM (LISTED IN ORDER OF APPEARANCE)



TIFFANY D. CROSS the co-founder and managing editor of *The Beat DC*, a platform intersecting national politics, policy, business, media, and people of color. With a readership comprising influencers across the country, Cross makes the fast moving current affairs in today's climate digestible for the political connoisseur or novice. Under her leadership, *The Beat DC* has quickly expanded its circulation, building a national base of daily readers that includes members of Congress and Capitol Hill staffers, current and previous administration officials, government relations professionals, activists, state and local elected officials, CEOs and C-Suite executives. Featured on MSNBC and CNN, her broad experience across media and policy includes nearly two decades of navigating the nation's capital. She previously served as the DC bureau chief of BET News, and the liaison to the Obama Administration, for *BET Networks*. Prior to that, she served as director of communications at brilliant corners research and strategies. She is a proud member of the National Association of Black Journalists and cut her teeth in media at CNN. Additionally, she spent five years as a senior adviser to the National Education Association. Cross attended Clark Atlanta University where she studied mass communications with an emphasis on radio, TV, and film. @tiffanydcross @thebeatdc

ALSO FEATURING SPECIAL GUEST SPEAKERS:

Full speaker bios can be found in our app – TexasWomen.



Terri Gruca
anchor & investigative reporter,
KVUE @terrig_kvue



Carla Piñeyro Sublett
board president, Texas
Conference for Women & CMO,
National Instruments



First Lady Cecilia Abbott
@texasflca



Dawn Frazier-Bohnert
SVP, global diversity & inclusion,
Liberty Mutual Insurance Group
@libertymutual

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SESSION I BREAKOUT SESSIONS

10:00 AM – 11:00 AM

Please see Breakout Session Key at the bottom of page 19.

CAREER ADVANCEMENT Ballroom A

Ditch Workplace Drama and Drive Results (W)

Ego-driven behaviors are the #1 source of drama in workplaces today, generating huge amounts of emotional waste. Some people thrive on the drama and toxicity, but for most of us, this is an unwanted distraction. How do we eliminate the big egos and frenzy from our organizations? Leadership expert Cy Wakeman will show you how to ditch the drama so you can be responsible for your own success and learn to love your job again. She will provide you with the tips and tools for cultivating accountability so you can help drive results and restore sanity to the workplace.

SPEAKER: **Cy Wakeman**, president & founder, Reality Based Leadership & best-selling author @cywakeman

EMCEE: **Kathleen Sallade**, group VP, NA tech sales development, Oracle @oracle

PERSONAL DEVELOPMENT Ballroom B/C

Outspoken: How to Get Your Voice Heard (POE)

We know from history that nothing gets accomplished unless someone speaks up. But being the person to do that can be hard, especially when women are more frequently interrupted than men. In this session, communications expert Charmaine McClarie will provide real-world examples from her own experience of speaking up, and will interview a panel of experts about some of today's most effective communication strategies. Plan to leave with the skills to use your voice with confidence and "get loud" so that nothing stands in your way.

THOUGHT LEADER: **Charmaine McClarie**, career maker, C-suite adviser, & keynote speaker @mcclariengroup

PANELISTS: **Dena Blizzard**, aka One Funny Mother, comedian & founder, Ladies OUT LOUD @onefunnymother

Christi Marrufo, managing director, knowledge management and collaboration solutions, Applied Materials @christimarrufo

Veronica Rueckert, author, *Outspoken* @rueckerttalks

EMCEE: **Traci Uribe**, director, underwriting research, USAA @usaa

TRANSITIONS Ballroom D

The Myth of the Nice Girl: Leading with Strength and Kindness (W)

Even in 2019, we continue to grapple with the negative perception of women's "niceness" in the business world. If women are nice, they are seen as weak and ineffective. But if they are tough, they are labeled a bitch. This is the perfect session for women trying to navigate the complexity of relationships at work while staying kind and respectful. This session will explore how women can reclaim "nice" and sidestep regressive stereotypes about what a strong leader looks like. Sharing her time-tested strategies, Fran Hauser will prove that women don't have to sacrifice their values or hide their authentic personalities to be successful. Together, we will explore how to:

- Balance being empathetic and decisive
- Ask for what you want without feeling bad
- Become a boss who is not feared but respected
- Lead with kindness, empathy, humanity, and STRENGTH

SPEAKER: **Fran Hauser**, media executive, startup investor, & author, *The Myth of the Nice Girl* @fran_hauser

EMCEE: **Catherine Davie**, VP, brand strategy, LegalZoom @legalzoom

EMERGING PROFESSIONALS Ballroom E

Foster Your Inner Entrepreneur and Innovator (POE)

Being an entrepreneur isn't just about starting a business. It's about being a pioneer and thought leader. And your next innovative idea could lead to breakthroughs — maybe even change the world. So what's holding you back? Whether you are in startup mode or looking to generate that next big idea within your current organization, this session will help you explore the essential skills, characteristics, and habits to help foster your inner entrepreneur. From corporate professionals to business owners, this interactive panel will share their firsthand experiences to help you with idea generation and scalability. They will also offer strategies to help you navigate the obstacles that have kept that audacious idea of yours from becoming a reality.

THOUGHT LEADER: **Carolyn Rodz**, founder, Hello Alice @carolynrodz

PANELISTS: **Amber Allen**, CEO & founder, Double A Labs @amberallen_aa

Julia Cheek, CEO & founder, EverlyWell @juliatcheck @everly_well

Janice Omadeke, CEO & founder, The Mentor Method @jomadeke

EMCEE: **Shelley Gretlein**, VP, global marketing, National Instruments @niglobal

PERSONAL DEVELOPMENT Ballroom F/G

A Conversation on How to Skimm Your Life (LP)

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

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

MODERATOR: **Erica Williams Simon**, CEO, Sage House & author, *You Deserve the Truth* @missewill

EMCEE: **Heather Crowder**, general tax officer, Phillips 66 @phillips66co

SESSION I BREAKOUT SESSIONS

10:00 AM – 11:00 AM

Please see Breakout Session Key at the bottom of page 19.

CAREER ADVANCEMENT Meeting Room 17 (simulcasting to MR 16)

Mind the Gap: Negotiating Your Salary (POE)

Are you negotiating to the best of your ability? No matter what industry you are in, knowing how to negotiate is an essential skill for communicating your value and advancing your career. Whether you are negotiating on behalf of yourself or others, this session will cover how to prepare for a negotiation, present yourself effectively, and respond to pushback. A panel of experts will provide you with important talking points and insights to consider before your next business negotiation.

THOUGHT LEADER: **Michelle Duguid**, professor of management, Cornell University

PANELISTS: **Amy Gallo**, author, *HBR Guide to Dealing with Conflict* @amyegallo

Meg Murphy, CMO, IBM Systems @ibmsystems

Linda Raynier, career strategist and pay equity expert

EMCEE: **Lori Knowlton**, SVP & chief people officer, Silicon Labs @siliconlabs

LEADERSHIP Meeting Room 18

Women Breaking Barriers: Lessons from the Frontlines (POE)

If you take on a leadership role, you are almost certain to face obstacles – maybe even opposition. But skillfully meeting these challenges can become defining moments in your journey to success. In this powerful session, influential leaders on the front lines will share how they have succeeded in courageously driving change in the midst of big challenges. You will learn strategies for how to stand up for yourself; positively gain traction with others, including bosses; and ultimately break barriers – whatever the pushback and bumps you face along the way. Plan to walk away inspired by these powerhouse women – and ready to inspire others yourself.

THOUGHT LEADER: **Alison Beard**, senior editor, *Harvard Business Review* & co-host, *Dear HBR: & HBR Ideacast* @alisonwbeard

PANELISTS: **Jessica Herrin**, author, CEO & founder, Stella & Dot @jessicaherrin

Erika Lanciault, SVP, project manager, Broadway Bank @broadwaybank

Samantha “Sam” Rapoport, senior director, football development, NFL @samrap10

EMCEE: **Tamara Fields**, managing director, Accenture Austin & board director, @TexasWomen

PERSONAL DEVELOPMENT Meeting Room 19 (simulcasting to MR 12)

Your Brand: How to Define and Market Yourself (POE)

People tend to come up with their own perceptions about who you are, what you're good at – and, quite likely, what you're not good at. They “brand” you in their own minds, which means your brand is created by default, rather than by intentional design. Why let others define your reputation? Join this session to explore how to brand or rebrand yourself. Experts will share their personal experiences to help you reassess your brand, in person and online, so that your brand reflects who you are, not who others want you to be.

THOUGHT LEADER: **Lida Citroën**, reputation management, personal branding expert & author, *Reputation 360* @lida360

PANELISTS: **Simidele Adeagbo**, Olympian & marketing expert @simisleighs

Marissa Tarleton, CEO, RetailMeNot, Inc. @retailmenot

Yai Vargas, branding, career & diversity strategist @layai

EMCEE: **Melinda Franklin**, managing director, corporate & government affairs, United Airlines @united

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

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH TEXASWOMEN

SESSION II BREAKOUT SESSIONS

11:30 AM – 12:30 PM

Please see Breakout Session Key at the bottom of page 19.

PERSONAL DEVELOPMENT Ballroom A

Networking and Mentoring: Build Relationships, Not Just Contacts (W)

Developing a strong network of mentors and advocates is critical to career success. These meaningful relationships will serve you throughout your career and can help you be a valuable connection for others. A lot of hard work, networking, and mentors helped FOX's NFL reporter Laura Okmin break through the barriers in a male-dominated field and ultimately cover the biggest names on the biggest stages. Now, she's paying it forward by helping to train, mentor, and prepare the next generation of women with her new GALvanize program. Laura will help you understand who you need to meet, how to meet them, and how to form lasting relationships (even if you're an introvert!). Whether you are looking for success in a mentor-mentee program or growing your career by building meaningful relationships, she will share the best practices for creating the most successful two-sided relationship to ensure it is a win-win.

SPEAKER: **Laura Okmin**, Emmy award-winning sports reporter & founder, GALvanize @lauraokmin @galvanizelife

EMCEE: **Keri D'Angelis**, manager, vendor operations, Liberty Mutual Insurance @libertymutual

LEADERSHIP Ballroom B/C

How Is Bias Affecting Your Organization? (POE)

We all have blind spots: hidden unconscious biases that can influence the culture of our organizations and the career trajectories of all its employees. But when we learn how to identify these blind spots, we have the power to make change. Sharing best practices and lessons learned from their firsthand experiences, diversity consultant Tiffany Jana and this panel of experts will examine what helps break down these biases, and what all of us can do right now to create systems in which all people can thrive. You will walk away with concrete strategies to tackle structural bias — both individually and organizationally.

THOUGHT LEADER: **Dr. Tiffany Jana**, founder, TMI Consulting & author, *Overcoming Bias and Erasing Institutional Bias* @tmi_consulting @twiffanyjana

PANELISTS: **Jennifer Brown**, CEO, Jennifer Brown Consulting & author, *How to Be an Inclusive Leader*

Michelle Duguid, professor of management, Cornell University

John Byrne, president, North America commercial sales, Dell Technologies @dell

EMCEE: **Deb McClure**, senior director, Americas service provider mid-market sales, Cisco @cisco

PERSONAL DEVELOPMENT Ballroom D

Your Money: A Pathway to a Richer Life (W)

What do we want from our money? Some of us look for independence and security, while others desire more choices and a better way of life. But all of us want to experience less stress around money. So now that women have more money — and power — than ever before, how can we start making our money work for us? In this session, Today Show financial editor and best-selling author Jean Chatzky will share what she's learned about living a financially robust life. She will also present her three-part plan for understanding your life in relationship to your finances. Expect to walk away armed with tactical solutions for getting paid what you deserve, making your money last, leaving a legacy — and, most importantly, feeling joyful while doing it.

SPEAKER: **Jean Chatzky**, finance expert & author, *Women with Money* @jeanchatzky

EMCEE: **Michele Herron**, SVP, strategy, marketing and SMB solutions, CyberSource, Visa @visanews

CAREER ADVANCEMENT Ballroom E

The Encore Career - Purpose, Passion, and a Paycheck in the Second Half of Life (POE)

No matter how successful you are, pivoting to a new career in the second half of life can present some uphill battles. With the reality of ageism and bias in the workplace, trying to rebrand yourself in a new field may feel overwhelming. Whether you want to change careers, find new purpose, have hit a mid-career stopping point, or have opted out and now want to opt back in, you can find a new career that offers joy and impact. This panel of experts will share the skills you need to showcase, how to position yourself for success in your transition, and ways to connect with younger colleagues to find happiness in your encore career.

THOUGHT LEADER: **Susan Rietano Davey**, career reentry expert & founder, Prepare to Launch, LLC @prepare2launchu

PANELISTS: **Catherine Bannister**, US leader, development & performance, Deloitte Consulting @deloitte

Karen Chong, director, audience and influencer engagement, enterprise initiatives, AARP @karenrightnow

Linda Glass, career strategist and founder & CEO, Glass Talent @glasstalent

EMCEE: **L. Michelle Smith**, CEO & founder, no silos communications llc @michellespeaks

EMERGING PROFESSIONALS Ballroom F/G

Choose Wonder Over Worry: Moving Beyond Fear (W)

Worry. Fear. Doubt. They can stifle a dream, hinder a relationship, or bring your career to a halt. But while we often think fear is a challenge to overcome, what if it could be an ally on the path to unlocking our full potential? Author, speaker, and artist Amber Rae urges us to “choose wonder” as we embrace discomfort. In this session, she will share a unique approach for understanding the hidden meaning in our emotions by dialoguing with them. She will help guide you to reframe your relationship with anxiety, fear, stress, imposter syndrome, and envy. You will leave with strategies to be the best YOU, at home and work.

SPEAKER: **Amber Rae**, author, *Choose Wonder Over Worry* @heyamberrae

EMCEE: **Laysha Ward**, EVP & chief external engagement officer, Target @target

SESSION II BREAKOUT SESSIONS

11:30 AM – 12:30 PM

Please see Breakout Session Key at the bottom of page 19.

CAREER ADVANCEMENT Meeting Room 17 (simulcasting to MR 16)

How to Lead and Succeed in the Multigenerational Workplace (POE)

Diversity in the workplace has been proven to benefit people and organizations. But managing and communicating effectively across diverse teams can present some challenges. So how do you harness the unique strengths of diverse team members who – especially due to generational differences – bring different styles and values to the workplace? In this session, Dr. Candace Steele Flippin, a leading researcher on generations in the workforce, and a panel of experts will share their insights into these different generations. Attend to learn clear strategies for communicating and team-building that will help you turn generational diversity into business success.

THOUGHT LEADER: **Dr. Candace Steele Flippin**, multigenerational workplace scholar & author, *Generation Z in the Workplace* and *Millennials in the Workplace* @csteeleflippin

PANELISTS: **Minda Harts**, founder, Women of Color Equity Initiative & author, *The Memo* @mindaharts

Julie O'Brien, SVP, corporate marketing, Nutanix @nutanix

Livio Perez, claims manager, catastrophe claims, Liberty Mutual Insurance @libertymutual

EMCEE: **Julia Carreon**, managing director, wealth management, Wells Fargo @wellsfargo

TRANSITIONS Meeting Room 18

Finding and Engaging Male Allies (POE)

When men use their power to advocate for women and support the creation of an equitable organization, everyone wins. But getting your male colleague or boss to work with you to actively remove the barriers to your success and be your “ally” can be tough. Join workplace gender expert Brad Johnson and a panel of men and women who are working on the forefront of this issue as they break down how to help both men and women overcome any reluctance to allyship and identify the actions they can take to support your career.

THOUGHT LEADER: **W. Brad Johnson**, professor of psychology, US Naval Academy, faculty associate, Johns Hopkins University, & co-author, *Athena Rising*

PANELISTS: **Rachana Bhide**, broadcaster & global talent, Bloomberg & founder, The Corner of the Court Project @cornercourt @rachanabhide

Michael Chamberlain, VP, strategic partnerships, Catalyst

Tony Colon, VP, customer experience portfolio product development, Cisco @cisco

EMCEE: **Richard Lopez**, director, global diversity & inclusion, Dell @dell

PERSONAL DEVELOPMENT Meeting Room 19 (simulcasting to MR12)

The Happy Perfectionist: Managing the Trap (POE)

Are you thorough, efficient, and conscientious about every detail of life both at home and work? Do you set high goals and work hard to achieve them? Welcome to the Type A Club! You have many positive traits that are great for impressing the boss. But as you probably know, they can also impede your personal happiness and sense of self-worth. The good news is there are many tricks and tips that can help us perfectionists find more contentment, even amid imperfection. Join this session to learn strategies for building resilience when times get tough so you can be happier without having to do everything right.

THOUGHT LEADER: **Mary Laura Philpott**, author, *I Miss You When I Blink* @marylauraph

PANELISTS: **Emilie Aries**, nationally recognized writer, author & founder, *Bossed Up* @emiliearies

Dr. Inger Burnett-Zeigler, associate professor, Northwestern University @ibzpsychphd

Kathryn Sanders, managing director and resources lead, SW, Accenture @accenture

EMCEE: **Amber Armstrong**, CMO, IBM Watson IoT @ibmiot

BREAKOUT SESSION KEY

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

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

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

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

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

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

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

TRANSITIONS: Offering expertise for maneuvering career and life transitions.

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

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

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH TEXASWOMEN

SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

Please see Breakout Session Key at the bottom of page 19.

PERSONAL DEVELOPMENT Ballroom A

Navigating Conflict & Difficult Conversations (W)

We all want to work with people who are polite, considerate, and kind. But it's possible to be too nice: failing to disagree when it's important to do so, or holding back from surfacing new ideas and innovations. Healthy, constructive conflicts are an essential part of producing good work; yet many people don't have the skills to disagree in a professional, productive way. In this session, Amy Gallo combines management research and practical insights to provide straightforward advice on how to navigate difficult conversations so you can develop collaborative resolutions and be more effective at work. Attendees will learn how to:

- Recognize whether you and others tend to seek or avoid conflict
- Assess your options for addressing a disagreement and knowing when to walk away
- Manage your emotions
- Prepare for and engage in difficult conversations

SPEAKER: Amy Gallo, author, *HBR Guide to Dealing with Conflict* @amygallo

EMCEE: Laysha Ward, EVP & chief external engagement officer, Target @target

TRANSITIONS Ballroom B/C

ENCORE | The Myth of the Nice Girl: Leading with Strength and Kindness (W)

Even in 2019, we continue to grapple with the negative perception of women's "niceness" in the business world. If women are nice, they are seen as weak and ineffective. But if they are tough, they are labeled a bitch. This is the perfect session for women trying to navigate the complexity of relationships at work while staying kind and respectful. This session will explore how women can reclaim "nice" and sidestep regressive stereotypes about what a strong leader looks like. Sharing her time-tested strategies, Fran Hauser will prove that women don't have to sacrifice their values or hide their authentic personalities to be successful. Together, we will explore how to:

- Balance being empathetic and decisive
- Ask for what you want without feeling bad
- Become a boss who is not feared but respected
- Lead with kindness, empathy, humanity, and STRENGTH

SPEAKER: Fran Hauser, media executive, startup investor, & author, *The Myth of the Nice Girl* @fran_hauser

EMCEE: Louise Allen, SVP, product management & product marketing, Planview @planview

PERSONAL DEVELOPMENT Ballroom D

How to Be Heard: Effective Communication for Career Advancement (W)

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

SPEAKER: Charmaine McClarie, career maker, C-suite adviser, & keynote speaker @mcclariengroup

EMCEE: Rhonda McGown, EVP, chief talent & strategy officer, Broadway Bank @broadwaybank

EMERGING PROFESSIONALS Ballroom E

ENCORE | Choose Wonder Over Worry: Moving Beyond Fear (W)

Worry. Fear. Doubt. They can stifle a dream, hinder a relationship, or bring your career to a halt. But while we often think fear is a challenge to overcome, what if it could be an ally on the path to unlocking our full potential? Author, speaker, and artist Amber Rae urges us to "choose wonder" as we embrace discomfort. In this session, she will share a unique approach for understanding the hidden meaning in our emotions by dialoguing with them. She will help guide you to reframe your relationship with anxiety, fear, stress, imposter syndrome, and envy. You will leave with strategies to be the best YOU at home and work.

SPEAKER: Amber Rae, author, *Choose Wonder Over Worry* @heyamberrae

EMCEE: Megan Haddock, CEO Community Plan Oklahoma, UnitedHealthcare

CAREER ADVANCEMENT Ballroom F/G

ENCORE | Ditch Workplace Drama and Drive Results (W)

Ego-driven behaviors are the #1 source of drama in workplaces today, generating huge amounts of emotional waste. Some people thrive on the drama and toxicity, but for most of us, this is an unwanted distraction. How do we eliminate the big egos and frenzy from our organizations? Leadership expert Cy Wakeman will show you how to ditch the drama so you can be responsible for your own success and learn to love your job again. She will provide you with the tips and tools for cultivating accountability so you can help drive results and restore sanity to the workplace.

SPEAKER: Cy Wakeman, president & founder, Reality Based Leadership & best-selling author @cywakeman

EMCEE: Jane Gasdaska, change management lead, Phillips 66 & board director, @TexasWomen

SESSION III BREAKOUT SESSIONS

3:00 PM – 4:00 PM

Please see Breakout Session Key at the bottom of page 19.

CAREER ADVANCEMENT Meeting Room 17 (simulcasting to MR 16)

ENCORE | How Is Bias Affecting Your Organization? (POE)

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THOUGHT LEADER: **Dr. Tiffany Jana**, founder, TMI Consulting & author, *Overcoming Bias and Erasing Institutional Bias* @tmi_consulting @twiffanyjana

PANELISTS: **Jennifer Brown**, CEO, Jennifer Brown Consulting & author, *How to Be an Inclusive Leader*

Mary Bui-Pham, chief of staff, PMO, Indeed @indeed

Minda Harts, founder, Women of Color Equity Initiative & author, *The Memo* @mindaharts

EMCEE: **Jenifer S. Brooks**, chief marketing officer, GLG @glg

PERSONAL DEVELOPMENT Meeting Room 18

ENCORE | Your Money: A Pathway to a Richer Life (W)

What do we want from our money? Some of us look for independence and security, while others desire more choices and a better way of life. But all of us want to experience less stress around money. So now that women have more money – and power – than ever before, how can we start making our money work for us? In this session, Today Show financial editor and best-selling author Jean Chatzky will share what she's learned about living a financially robust life. She will also present her three-part plan for understanding your life in relationship to your finances. Expect to walk away armed with tactical solutions for getting paid what you deserve, making your money last, leaving a legacy – and, most importantly, feeling joyful while doing it.

SPEAKER: **Jean Chatzky**, finance expert & author, *Women with Money* @jeanchatzky

EMCEE: **Claudia Lee**, senior director, partner marketing, Nutanix @nutanix

LEADERSHIP Meeting Room 19

ENCORE | Finding and Engaging Male Allies (POE)

When men use their power to advocate for women and support the creation of an equitable organization, everyone wins. But how do you inspire a male colleague or boss to be your ally in removing the barriers to your success? Join workplace gender expert Brad Johnson and a panel of men and women who are working on the forefront of this issue for an enlightening discussion about overcoming reluctance to allyship and identifying the actions allies can take to support your career.

THOUGHT LEADER: **Brad Johnson**, professor of psychology, US Naval Academy, faculty associate, Johns Hopkins University and co-author, *Athena Rising*

PANELISTS: **Rachana Bhide**, broadcaster & global talent, Bloomberg & founder, The Corner of the Court Project @cornercourt @rachanabhide

Michael Chamberlain, VP, strategic partnerships, Catalyst

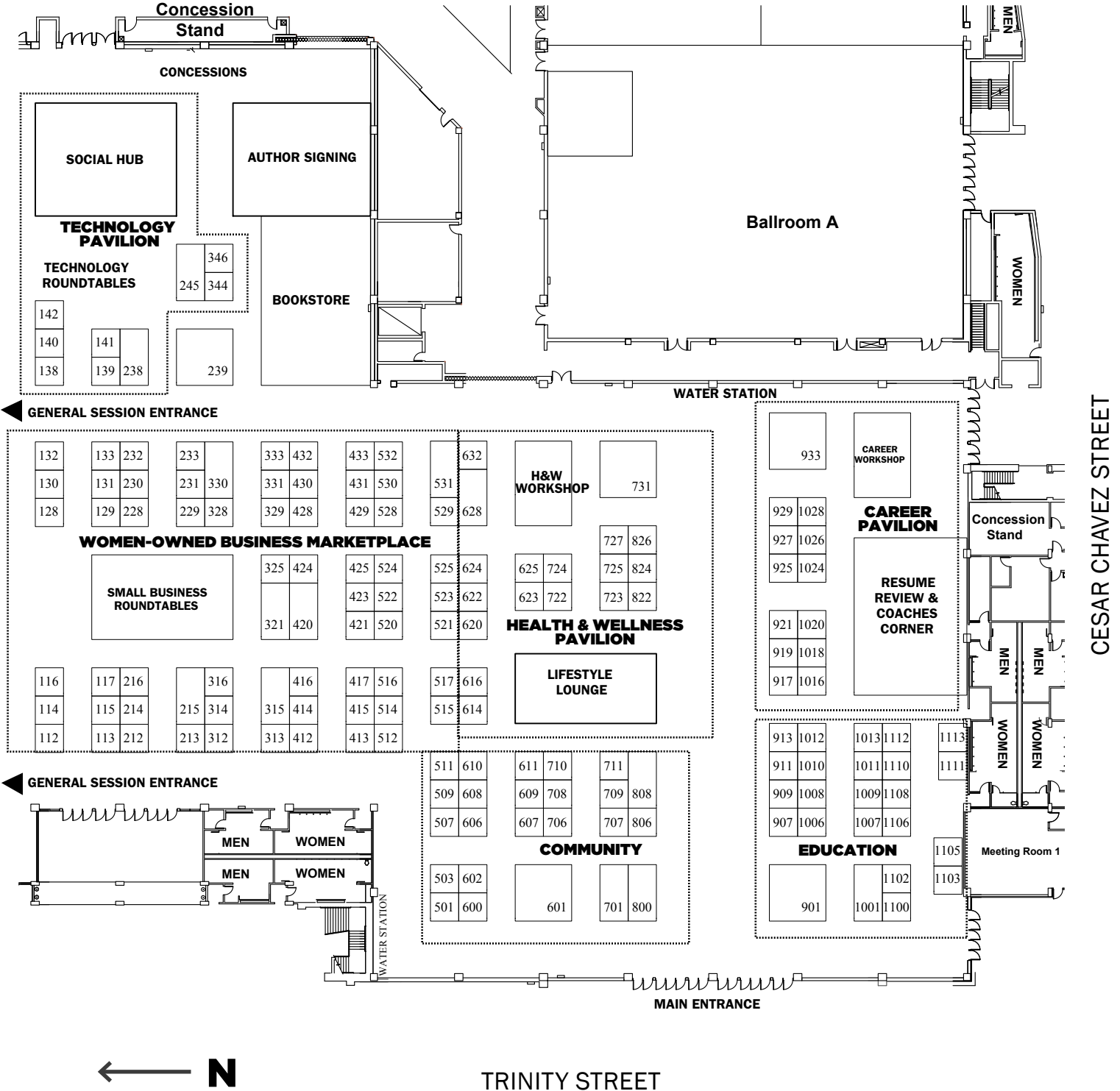
Ross Powell, VP, senior claims field manager & member, Men as Allies Council, Liberty Mutual Insurance @libertymutual

EMCEE: **Sharon Brogdon**, director, diversity & inclusion, RetailMeNot @retailmenot

FULL SPEAKER BIOGRAPHIES CAN BE FOUND ON THE APP, SEARCH TEXASWOMEN

EXHIBIT HALL, HALLS 1 & 2: MAP

OPEN ALL DAY



TRINITY STREET

EXHIBITORS: BY AREA

CAREER

BAE Systems.....	1020
Deloitte	929
Google.....	921
indeed.....	917
Q2.....	925
U.S. Department of State	1024
Wells Fargo	933

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Austin American-Statesman.....	808
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Broadway Bank.....	806
Camp Lantern Creek.....	609
Citizens Commission on Human Rights Texas	709
Fredericksburg Convention & Visitor Bureau	507
Girlstart - Donated by National Instruments	708
HERdacity	501
inLieu - Donated by Texas Tribune	711
Meals on Wheels Central Texas - Donated by UHC.....	707
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ScholarMatch	800
Swoovy	511
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Visit Grand Prairie	610
Wend Africa	611
Women's Business Council - Southwest	509
Workhuman	701
YWCA Austin	503

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Duke University Fuqua School of Business	1011
Huston Tillitson University	907
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Texas A&M University-Texarkana.....	1008
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Bee Delightful.....	724
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Cultural Care Au Pair.....	622
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WOMEN-OWNED BUSINESS MARKETPLACE

Alyssa's Beads for Life.....	425
Amberleaf	116
Argent.....	330
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Divine Luxury Bath and Body	115
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Fightsong Studio	131
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Grayson.....	532
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kathy kamei designs	228
Le Belle Design.....	114
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Little Brown Box.....	212
Massaging Insoles	520
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ML LIFESTYLE.....	321
Mobile Spa Escapes.....	413
Pathfinders Travel and Tours	433
Pharao Jewelry	530
Scarves Unlimited	316
Scentsy	313
Shader productions.....	516
Shelf Genie of Austin, TX	420
SKM Collection.....	412
Something New Jewelry Care	514
Stella & Dot Family of Brands	132
Suit Your Taste, LLC.....	524
Susie Os Handbags.....	233
The Gift Solution, Inc.	315
Toni's Toffee.....	528
Victory Designs Promotional Products.....	130
Winged CBD.....	231
Yellow Rose Life Coaching	1016

EXHIBITORS: ALPHABETICAL

AAA-Texas LLC.....608 aaa.com watson.sandra@aaa-texas.com AAA Memberships	Bandera Cowboy Capital.....706 banderacowboycapital.com Getaways, Fitness, Adventure 830-796-3045
Abilene Christian University..... 1108 acu.edu/online Online degree programs Online training opportunities	Beautycounter - #betterbeauty727 beautycounter.com/emilyvoss Clean Beauty/Skincare 404.964.2755
Accenture.....138 accenture.com	Bee Delightful.....724 beedelightful.com Raw Honey + CBD hello@beedelightful.com
Alyssa's Beads for Life425 Handmade Beaded Jewelry 512-579-8794	Brit & Belle.....423 britandbelleonline.com Baubles & Bags for All britandbelle@yahoo.com
Alzheimer's Texas.....824 txalz.org Free services for families touched by dementia.	Broadway Bank.....806 broadway.bank
Amberleaf116 Amberleaf.com Mother-Daughter Company Classic Clothing for Women	Camp Lantern Creek609 camplanterncreek.com For Inquires: becky@camplanterncreek.com
American Heart Association826 AustinGoRed.heart.org	Careste.....512 careste.com Custom dresses & tops hello@careste.com
AnitaB.org140 anitab.org Women in Technology Community pamelap@communityanitab.org	Cayman Islands Dept of Tourism913 caymanislands.ky caymanislands.ky
ARA Diagnostic Imaging.....628 ausrad.com Imaging for Central Texas Schedule (512) 453-6100	Cedar Park Regional Medical Center....620 cedarparkregional.com Healthy Woman Program
Argent.....330 argentwork.com Functional workwear with attitude. Designed for the unapologetic.	Chameleon Cold-Brew Coffee.....911 chameleoncoldbrew.com
AT&T238 att.com	Citizens Commission on Human Rights Texas709 cchrtexas.org cchrtexasoutreach@gmail.com cchrtexasoutreach@gmail.com
Austin American-Statesman808 statesman.com	CKASquared Jewelry Boutique314 ckasquared.com/ Jewelry inspired by travel ckasquared@gmail.com
Austin Life Chiropractic.....725 austinlifechiro.com Health. Different. 512.452.7681	Color Street.....128 colorstreet.com 100% Nail Polish Strips No Heat & No Tools required to apply!
BAE Systems..... 1020 jobs.baesystems.com/gl Locations in TX, CA, VA, NH +	

EXHIBITORS: ALPHABETICAL

Cultural Care Au Pair.....622 culturalcare.com au pair childcare aupairbenefits@ef.com	Gardner Chiropractic: Family and Wellness Center415 drgardnerchiro.com Chiropractic care for all.
Deloitte929 deloitte.com	Girlstart - Donated by National Instruments708 girlstart.org
Delysia Chocolatier333 delysia.com Personalized chocolates nicole@delysia.com 512.413.470	Gold Clover Company.....525 goldclovercompany.com Handmade Jewelry Wear the world, Help the world
Divine Luxury Bath and Body115 divineluxury.etsy.com We are a Veteran Owned Brand.	Google.....921 careers.google.com Come meet Google recruiters!
Duke University Fuqua School of Business.....1011 fuqua.duke.edu/ 7 degree/non-degree programs. Based in Durham, NC.	GratefulBeauties229 GratefulBeauties.com Call/Text 512-801-7706 Kimberly@GratefulBeauties.com
Espacio Handmade.....214 espaciohandmade.com Quality handmade leather goods	Grayson.....532 grayson.com
Essential Bodywear.....414 Braladyaustin.com Essential Bodywear 512-699-3380	HERdacity501 HERdacity.org Women Supporting Women
Experian344 experianpartnersolutions.com	Huston Tillitson University907 htu.edu admissionadp@htu.edu Adult Degree Programs
Fightsong Studio131 fightsongstudio.com Whimsical art to inspire strong women fighting for good	indeed917 indeed.com
Floor Coverings Intl of Austin.....428 fciaustin.com 512-279-2906 WineShop at Home & Floor Cover	inLieu - Donated by Texas Tribune711 inlieu.com
Flutter Eyewear.....232 flutteryeyewear.com Gorgeous reading glasses for stylish women.	Intel Corporation141 intel.com
Fredericksburg Convention & Visitor Bureau507 VisitFredericksburgTX.com Texas Hill Country Texas Wine Country	It's a Hoot!329 bellahoottx.com Unique Bags and Jewelry! itsahoot4us@yahoo.com
Frida Friday ATX523 Fridafridayatx.org fridafridayatx@gmail.com Local, handmade artists	Jenn Lee.....517 shopjennlee.com handmade ata and leather bags follow along @shopjennlee
	Kanti Goods.....432 kantigoods.com/ contact@kantigoods.com 512-666-0907

EXHIBITORS: ALPHABETICAL

kathy kamei designs228 kathykamei.com Designer jewelry handcrafted sterling silver and 18k gold	Pearls with Purpose606 pearlswithpurpose.org Larimar, Pearls, Gemstones Change Women's Lives
KIND Snacks.....632 kindsnacks.com	Pharao Jewelry530 pharaojewelry.com Handmade Dainty Jewelry Monica@pharaojewelry.com
Le Belle Design.....114 lebelledesign.com	Planview139 planview.com
LegalZoom531 legalzoom.com	Q2.....925 q2ebanking.com
Liberty Mutual Insurance.....239 libertymutualgroup.com	Scarves Unlimited316 CashmereScarves
Little Brown Box.....212 shoplittlebrownbox.com Modern jewelry for women littlebrownboxllc@gmail.com	Scentsy313 Candles4Moms.com 713-492-5271 Call or Text Shop online anytime!
Massaging Insoles520 massaginginsoles.com Ultra thin therapeutic insole	ScholarMatch800 scholarmatch.org
Meals on Wheels Central Texas - Donated by UHC707 mealsonwheelscentraltexas.org	Shader productions.....516 RockMeCz.com
Mind in Motion822 getyourmindinmotion.com MIM=Clothing with a message. info@getyourmindinmotion.com	Shelf Genie of Austin, TX420 shelfgenie.com/austin Custom storage solutions More space and better organization
ML LIFESTYLE.....321 soleilhairtools.com/ Hair Tools 925-202-4545	SKM Collection412 SKMcollection.com Wide selection of merchandise
Mobile Spa Escapes.....413 mobilespaescapes.com Bringing spa services to you! 512 698 8449	Something New Jewelry Care514 The cleaner somethingnew50@gmail
Modern Acupuncture624 modacu.com/tx052 512-580-2900 Complimentary Session Here!	State Farm1007 statefarm.com/ Make a DIY bath salt jar with State Farm!
National Instruments710 ni.com	Stella & Dot Family of Brands132 stelladot.com
National Ovarian Cancer Coalition623 ovarian.org Ovarian Cancer Awareness austintx@ovarian.org	Suit Your Taste, LLC.....524 uptowncheapskateaustin.com Sustainable upscale fashion. austin@uptowncheapskate.com
Pathfinders Travel and Tours433 pathfinderstravelandtours.com Individual and Group Tours pf.travel.atx@gmail.com	Susie Os Handbags.....233 susieoshandbags.com Tasteful collection of handbags, totes and small leather goods.

EXHIBITORS: ALPHABETICAL

Swoovy511 swoovy.com Great dates, good deeds. facebook.com/swoovy	Visit Grand Prairie610 visitgrandprairietx.com Grand Prairie Great Place To Stay and Play
Target812 target.com	Wells Fargo933 wellsfargo.com
TEL245 tel.com	Wend Africa611 wendafrica.com We do more than just make bags
Texas A&M University-Texarkana..... 1008 tamut.edu 903.223.3000 cbet@tamut.edu	Winged CBD.....231 wingedcbd.com First CBD line formulated exclusively for women
Texas Beverage Association731 texbev.org	Woman Nature215 selected-cosmetics.com Skin Care Products ampu59@gmail.com
TEXAS Extended Campus 1001 extendedcampus.utexas.edu (512) 232-6520	Women's Business Council - Southwest.....509 wbcsouthwest.org WBE Certification info@wbcsouthwest.org
Texas Tuition Promise Fund909 TuitionPromise.org The state's prepaid college tuition plan.	Workhuman701 workhuman.com
The Boardroom Project600 boardroomproject.org Ph: (210) 455-6263 info@boardroomproject.org	Xandara722 xandara.co Forward-thinking fertility Preconception planning
The Gift Solution, Inc.315 giftsolutionboutique.com austinboutique@gmail.com 512-656-4436	Yellow Rose Life Coaching®1016 YellowRoseLifeCoaching.com 1 (833) YR-COACH Your life will change.
Toni's Toffee.....528 tonistoffee.com toffeefromtoni@gmail.com 512-843-5586	YWCA Austin503 ywcaAustin.org Empower Women Eliminate Racism
TWU Inst. Women's Leadership901 bit.ly/2QIKFtl 940-898-3242 leadership@twu.edu	
U.S. Department of State 1024 careers.state.gov	
United Airlines601 united.com/en/us	
Victory Designs Promotional Products..130 VictoryDesignsTx.com Embroidery, Screen Printing Promotional Products	

NETWORK!

GET THE ABSOLUTE MOST OUT OF YOUR DAY BY TAKING ADVANTAGE OF ONE OF THESE NETWORKING OPPORTUNITIES.



Use the APP

PennWomen is a great resource for connecting to other attendees while you're onsite, and beyond.

- Chat on the Social Wall
- Search attendees & DM in "My CFW"
- Save contacts
- Engage with session walls to share & interact with others on specific sessions

Networking Wine Reception

4:00 PM – 5 :00 PM

Enjoy a glass of wine while making new contacts and talking about the highlights of your day at the conference! Make sure you take this time to chat up someone new.

Affinity Networking Events

One of the main reasons to attend the Conference is to expand your network. Select sponsors have partnered with the Conference for Women to offer intimate receptions targeted at like-minded attendees.

(ADVANCED RSVP EVENTS – LIMITED WALK UP MAY BE AVAILABLE)

- | | | |
|--------------------------|---|-------------------------------|
| 7:00 AM – 8:00 AM | Entrepreneurs and Small Business hosted by Mary Kay | MR 11 (4 th floor) |
| 4:00 PM – 5:00 PM | Women in Leadership hosted by Broadway Bank | MR 11 (4 th floor) |
| 4:00 PM – 5:00 PM | Women of Color hosted by Wells Fargo | MR 14 (4 th floor) |
| 4:00 PM – 5:00 PM | Women of Technology hosted by DELL & Work Human | MR 10 (4 th floor) |

BOOK STORE & AUTHOR SIGNINGS

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

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There is an area near the book store where signings will take place.

9:45 AM

Carla Harris
Celeste Headlee

11:00 AM – 11:30 AM

Simidele Adeagbo
Lida Citroën
Amy Gallo
Fran Hauser
Jessica Herrin
Veronica Rueckert
Erica Williams Simon
Cy Wakeman

12:30 PM – 1:00 PM


Emilie Aries
Jennifer Brown
Jean Chatzky
Dr. Candace Steele Flippin
Minda Harts
Dr. Tiffany Jana
Mary Laura Philpott
Amber Rae

4:00 PM – 4:30 PM

Jennifer Brown
Jean Chatzky
Amy Gallo
Minda Harts
Fran Hauser
Dr. Sarah Hill
Dr. Tiffany Jana
Amber Rae
Cy Wakeman

4:40 PM – 5:00 PM

Dr. Shelly Sethi



**Plan time in your day
to purchase books by
your favorite authors,
and meet them during
their signing!**

BOOKSTORE BROUGHT
TO YOU BY:



CAREER PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

SPONSORED BY



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

MINI CAREER WORKSHOPS

7:45 AM – 8:15 AM

Finding the Right Job for YOU

Hands down, searching for a new job is hard work and making sure it is the right job for you is even harder. With so many resources available, how do you choose how to spend your search time? Indeed's mission is to help people get jobs and is connecting millions of people to new opportunities every day. Join this session to hear an expert guide you through some useful tools and resources, to maximize your search time, and find your next job.

Carmen Bryant, director of marketing, Indeed @indeed

12:30 PM – 1:00 PM

Succeeding in a Male-Dominated Industry

Whether you are just getting your foot in the door, negotiating your next promotion and raise, or trying to secure a leadership position, working in a male-dominated field is a tough place to be a woman. With a lack of visible mentors and role models, how do you navigate your career? This session will be led by Tiffany Gray, who has fought these battles during her career and can share her lessons learned and the tangible strategies that can help you find success in the workplace.

Tiffany Gray, VP, associate market manager, Wells Fargo @wellsfargo

2:45 PM – 3:15 PM

Your Networking Circle

No matter where you want to go in life, having a posse to support and mentor you will help you get there. Building these relationships takes work, but can be rewarding both professionally and personally. Join this session with an expert networker to learn how you can overcome any fears about networking, identify the people you need and the events to engage with, and how to find multigenerational supporters to create sponsorship so that you can develop a circle who will help promote your goals, level-up your career, and see your dreams no longer deterred.

Colette Pierce Burnette, EdD, president and CEO, Huston-Tillotson University @htprescpb

3:15 PM – 3:45 PM

ENCORE | Finding the Right Job for YOU

Carmen Bryant, director of marketing, Indeed @indeed

3:45 PM – 4:15 PM

Second Career: Where to Begin?

Feeling stuck in your career? Many women wonder what comes next and feel the need to move into a new direction, whether from hitting a plateau, returning from a mid-career break, or wanting a new career altogether. Join this session with Sheila McElhinney to cut through the confusion so you can move more quickly in a new career direction. No matter your age, life stage, bank account balance, or career level, it's never too late to begin a second career.

Sheila McElhinney, financial relationship adviser, Wells Fargo @wellsfargo

CAREER PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

COACHES CORNER

7:30 AM – 5:00 PM*

The Coaches Corner program is designed to give conference attendees an opportunity for one-on-one “speed coaching” sessions with a coach from the 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!

Houria Bellatif, Houria Bellatif
Teresa Bitner, Bold Fulfilled Coaching
Bryan Cheryl, CSBryan Leadership & Team Coaching
Susanna Clavello, Susanna Clavello Coaching
Susan Corbin, Corbin Dissertation Coaching
Beth Cory, Enliven Coaching
Rajal Dhruva, ATX Life Coaching
Ben Dilla, Bold Leader Development
Wende Gaikema, Coach Wende
Aurora Geis, A Go Strategy
Tara Godby, Elan Life Coaching
Deanna Goodson, Deanna Goodson
Michelle Hefner, Zen Horse Life Coaching
Susan Hodge, Women Leading Together LLC
Wendy Irwin, Wendy Irwin Coaching & Perspicacity
TJ Johnson, Johnson Consultants, Inc.
Sherry Lowry, The Lowry Group
Jen Mauldin, Clarity Through Coaching
Cathy Morris, EQ Works Consulting
Jude Olson, University of Dallas
Debbie Platts, JWP Coaching
Jenny Remington, Jenny Remington Coaching
Marcia Rhode, Marcia Rhode Coaching & Consulting
Sandra Ries, Success Logic
Kelley Russell-DuVarney, Vantage Coaching
Marisa Santangelo, Santangelo Coaching
Ingrid Sarat, My Coaching Circle
Jessica Smith-Perry, JSP Coaching
Elly van Laar, Ely van Laar Coaching
Susan Warner, WarnerWorks
Tenice Wehmeyer, Impact Architect, Wehmeyer & Associates
Karie Williams, Karie Williams
Jill Williams, BOLD Waves Coaching
Amy Wolfgang, Coaching 4 Good
Lisa Yarbough, Epiphany Coaching

RESUME REVIEW

7:30 AM – 5:00 PM*

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

Ramona Arora, DELL
Marie-Louise Bridgeman, McCombs School of Business–
The University of Texas at Austin
Lynn Chang, Career Zen
Jo Chauvin, The University of Texas at Austin
Sharon Clutario, Indeed Prime
Alison Devlin, The University of Texas at Austin
Andrea Dixon, Huston-Tillotson University
Avianne Ernest, The University of Texas at Austin
Hong Escobar, The University of Texas at Austin
Steven Hargis, The University of Texas at Austin
Veronica Heiskell, The University of Texas at Austin
Brenda Kelley, Huston-Tillotson University
Jennine Krueger, Huston-Tillotson University
Hon Lam, McCombs School of Business–The University of Texas at Austin
Jennifer Miles, Huston-Tillotson University
Michael Powell, The University of Texas at Austin
Dorinda Rolle, University of Texas at San Antonio
Jordan Rossi, The University of Texas at Austin
Karen Scully-Clemmons, UT Austin College of Natural Sciences
Nicole Simmons, The University of Texas School of Law
Amira Sounny-Slitine, Indeed Prime
Emily Swanson, The University of Texas at Austin
Holly Thompson, Indeed Prime
Caitlin von Liski, The University of Texas at Austin
Mariah Waggoner, McCombs School of Business–The University of Texas at Austin
Erin Wike, The University of Texas at Austin



Greater Austin
Charter Chapter

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

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

Health & Wellness PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

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



TARGET LIFESTYLE LOUNGE

Join Target in celebrating women – today and every day.

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

HEALTH & WELLNESS CLASSROOM SESSIONS

7:45 AM – 8:15 AM

Overcoming Anxiety

Anxiety is one of the most diagnosed mental health disorders today, and it can be difficult to spot, as it presents in many varied behavioral forms. From feelings of panic and excessive worry to difficulty sleeping and heart palpitations, the symptoms are different for everyone and sufferers often hesitate to get help because of the stigma attached to mental health concerns. In this session, attendees will learn what anxiety is and what it is not, when to seek help, and the five things you can do or stop doing right now to reduce anxiety.

Dr. Tiffany Young, PhD, LPC-S, author & mental health consultant @docyoungt

12:35 PM – 1:00 PM

How to Power Up with Plant-Based Proteins

We all know by now the importance of adding protein to your diet. But what many of us don't know is how to do that without adding more meat to our meals. Join this session to learn how plant-based diets have grown in popularity and how you can easily add these foods to your diet. H-E-B Registered Dietitian Lorena Kaplen will highlight which plant-based proteins you can easily find and offer protein-packed solutions for you to prepare tonight!

Lorena Asebedo Kaplen, RD, LD, registered dietician, H-E-B @heb

2:45 PM – 3:15 PM

Your Brain on Birth Control

Many women know that the hormones in birth control make them feel different, but can't pinpoint what it is. Join this session to understand exactly what those hormones are doing and how they are affecting us. From your choice of partner and your levels of sexual desire to your stress response levels and mental health, Dr. Sarah Hill has researched the unintended consequences of birth control and will share her findings. This is not an anti-birth control session, rather a pro-woman session that will give you the information you need to make informed choices about birth control.

Dr. Sarah Hill, author and professor, Texas Christian University @sarahehillphd

Health & Wellness PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

3:15 PM – 3:45 PM

How to Power Up with Plant-Based Proteins (ENCORE)

We all know by now the importance of adding protein to your diet. But what many of us don't know is how to do that without adding more meat to our meals. Join this session to learn how plant-based diets have grown in popularity and how you can easily add these foods to your diet. H-E-B Registered Dietitian Lorena Kaplen will highlight which plant-based proteins you can easily find and offer protein-packed solutions for you to prepare tonight!

Lorena Asebedo Kaplen, RD, LD, registered dietician, H-E-B @heb

3:45 PM – 4:15 PM

Overcoming Fatigue and Hormonal Imbalance

Are you tired of being told that your labs are all "normal," but you still feel off and not like your best self? This may be your hormones. Many conditions such as PMS, menopause, irregular menses, thyroid disorders, and fatigue can be helped by resolving other issues with your body. Dr. Shelly Sethi has studied how conditions such as inflammation and gut health can send your hormones off balance and cause a domino effect of issues. Join this session to learn more about what to look out for so you can get your energy and vitality back!

Dr. Shelly Sethi, integrative and functional medicine physician & author, Built to Thrive @drshellysethi

NOTE: TAKES PLACE IN MEETING ROOM 12

4:00 PM – 5:00 PM

Camp Gladiator Workout

Have you been wanting to try an intense bootcamp-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!

Marion Jones, former world champion track and field athlete and former professional WNBA basketball player @marionjones

TECHNOLOGY PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

11:00 AM – 11: 45 AM

12:30 PM – 12:50 PM

4:00 PM – 4:45 PM



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

First impressions have always been critical, and in 2019 your first impression is likely to be a digital one. The key difference? You have far more control over the perception you create online versus the snap judgment made when you meet someone in “real life.”

In this workshop, social media expert Amanda Healy shares the what, why, where, and how of building a powerful personal brand online. Focusing on LinkedIn, she provides the steps that you can take right now, as well as longer-term areas of focus, to create a strong and memorable digital impression. LinkedIn novices and experts alike will walk away with a clear roadmap of how to build and evolve their LinkedIn presence to achieve their professional goals.

Amanda Healy, national social media speaker & head of IoT brand marketing at Cisco

TECH ROUNDTABLES

Tech roundtables aim to address conference attendees’ diverse needs and interests as related to technology, social media, and innovation. Led by an expert facilitator, each roundtable offers an informal and intimate setting to share best practices around a very focused and specific topic. Roundtables are discussion based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to growing their unique skillsets. We encourage attendees to come with questions.

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

ROUNDTABLES WILL TAKE PLACE AT THE FOLLOWING TIMES:

3:00 PM – 3:30 PM

3:35 PM – 4:05 PM

4:10 PM – 4:40 PM

Build Your Brand Online

Building a strong brand on social media means not just producing memorable content, but also connecting with your audience. With more than 20 years of experience with creative direction and brand management, Joanna Holden will share her strategies for building an online brand that lasts. She will share how to create a brand that connects with people, inspires an audience, and converts your customers.

Joanna Holden, creative director, brand & graphic designer @modular_ink

Creating an Instagram Strategy for Your Business

You may already know that Instagram is important for your business, but may be unsure why or how to create great visual content that resonates with your audience. In this session, Instagram guru Alexis Davis will share the ins and outs of Instagram, how to better engage with your followers, and how to use the major features Instagram has to offer, such as stories and IGTV. Attendees will also learn about the tools creatives and marketers use to simplify their planning process, how to work with influencers, and how to take advantage of the best user-generated content. Come prepared with your Instagram account up and ready to go!

Alexis Davis, founder, The Content Plug @thecontentplug

TECHNOLOGY PAVILION

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

Creative Magic & Marketing Strategies for LinkedIn

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

Yai Vargas, branding, career, and diversity strategist @layai

Experiential Marketing

Experiential marketing, also referred to as “engagement marketing,” has the ability to take your marketing strategy to a whole new level. Join this session to hear Double A Labs founder and experiential marketing guru Amber Allen share her insights into how to use these tools to benefit your small business. Attendees will learn how to entice their audiences to more closely engage with your company and what types of branding materials can help get the job done.

Amber Allen, founder & CEO, Double A Labs @amberallen_aa

Join the Club: How to Start a Women’s Group at Your Workplace

Women helping women is always important—especially in the tech workplace. Starting a formal women’s group within your organization allows for a diverse, supportive environment where different voices are heard. Getting it off the ground can be a challenge, but the benefits are endless—mentorship, sponsorship, inclusivity. Join this roundtable discussion to learn how Beth Weeks created a group that fosters personal growth, addresses real issues, and provides a platform for women to support each other along the way.

Beth Weeks, CIO & VP, cloud operations, Planview @planview

Leading from Any Level of Your Organization

Being a leader in the tech industry does not require having a certain title. You can lead at any stage in your career, no matter your level. Leadership is about trust, authenticity, and having a vision that inspires others. In this session, Vianney Gonzales will describe the specific ways you can lead in this male-dominated industry, some of the pitfalls you may encounter, and will demonstrate how leadership need not start or stop at any one point in your career. It can be an ongoing journey and challenge. Join this session to learn how to improve your leadership IQ and understand the common challenges that may derail your career goals so that you can continue on your upward trajectory.

Vianney Gonzales, quality manager, strategic planning and quality, Tokyo Electron America @tokyoelectronus

Power Up Your Social: Video That Drives Results

Social video is becoming an essential, nonnegotiable tool for us to connect with our audiences and customers as creatives, bloggers, and businesses. In this session, Hot Dog Marketing CEO Jessica Scanlon 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.

Jessica Scanlon, founder & managing director, Hot Dog Marketing @jessica_markets

Storytelling for Better Business

You know your story, but how do you communicate it well to your audience? In this session, attendees will learn about storytelling structure, the keys to effective storytelling, and how to structure and tell their stories to grow their businesses. Creative strategist Liz Feezor will outline the steps to crafting effective stories and how your story should differ when sharing it online versus delivering it in a live conversation. Come ready to share your story!

Liz Feezor, writer & creative strategist @bylizfeezor

WOMEN-OWNED BUSINESS MARKETPLACE

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

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SUPPORT LOCAL,
WOMEN- OWNED
BUSINESSES!**

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.

ROUNDTABLES WILL TAKE PLACE AT THE FOLLOWING TIMES:

3:00 PM – 3:30 PM

3:35 PM – 4:05 PM

4:10 PM – 4:40 PM

A Winning Sales Strategy

As a business owner, sales is your oxygen—you must sell your vision, passion, and solutions to investors and prospects in order to succeed. And while some may think of it as an art, there is an absolute science behind the sale. In this session, Rana Salman will share her best practices for communicating with prospects to lead to a sale. Attendees will learn how to find prospects using tools like LinkedIn, capturing their attention to land that sales appointment/call and preparing and conducting a relevant sales conversation that progresses the sale.

Rana Salman, PhD, CEO, Salman Consulting @salmanconsult

Landing a Seat on the Board (NOTE: THIS ROUNDTABLE WILL ONLY TAKE PLACE FROM 3:00–3:30 PM & 3:35–4:05 PM.)

Corporate board seats are scarce and competition is fierce. In this session, Jill Griffin, who is passionate about ending gender inequity in boardrooms, will equip you with the action steps that will help find and win you the ideal seat. She will share the proven ways to build your board brand, why a corporate board seat is professional “gold,” and simple steps to research the board that’s right for you. Leave this session with an actionable strategy for positioning yourself for a new board seat.

Jill Griffin, author, *Earn Your Seat on a Corporate Board* @loyaltymaker

Lessons Learned from Starting a Business

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’ success are all key steps that will help you avoid being derailed. Veronica Garza, who brought to life her concept of tasty gluten-free tortillas, has 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.

Veronica Garza, co-founder, president, & chief innovation officer, Siete Family Foods @sietefoods

Raising Capital for Your Business: Understand the Process

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. Laurie Logue is in the business of helping entrepreneurs get off the ground and will share how small business owners can identify different sources of funding to find the one that is most compatible with their business’ needs, and then go out and make it happen.

Laurie Logue, EVP, Austin market & manager, commercial real estate lending, Broadway Bank @broadwaybank

WOMEN-OWNED BUSINESS MARKETPLACE

LOCATED IN THE EXHIBIT HALL, HALLS 1 & 2 • OPEN ALL DAY

Six Steps to a Money-Making Brand

A well-designed brand can change a business—increasing your sales and your subsequent bottom line. But this well-planned brand can also profoundly transform other aspects beyond your sales. Brand strategist Valentina Gomez Bravo will share how your brand is your guide to understanding your key business objectives and enables you to make decisions that align with those goals. She will show how it can help you streamline your messages, identify your audience, and unify your messaging so your brand is not just known to your customers, but is ingrained in every business decision you make.

Valentina Gomez Bravo, multicultural creative brand strategist @valentinagomez

Using Customer Feedback to Start Your Business

How do you know your idea is more than just an idea? In this session, Maryanne Lee, director of experience strategy at LegalZoom, will share how to quickly gather feedback from potential customers to surface ideas for products and services that can catalyze the start of your own business. Attendees will learn the best methods for gathering feedback and how this information can then be used to choose your business' direction. Come prepared with your questions so you can make your idea a reality!

Maryanne Lee, director, customer experience strategy, LegalZoom @legalzoom

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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 a BA at Texas A&M University.



BOBBI DANGERFIELD retired from Dell Technologies in February 2019, where she led the global business operations organization at Dell. Her role was about making it the easiest company on the planet to do business with. She oversaw the order-to-cash process for the company as well as global channel operations, and BI, reporting, and analytics for sales, operations, and services. Dangerfield had the privilege of leading a team of over five thousand highly engaged team members in over seventy countries who took care of Dell's customers energetically and passionately every single day. She serves on the board of the Texas Conference for Women, Susan G. Komen Greater Central Texas, and as board chair of Dress for Success Austin. Dangerfield is also an active SCORE mentor, helping entrepreneurs start or grow their businesses. She lives in Austin with her husband, Elmer, and has two adult children, Paige and Tyler.



TAMARA FIELDS is the office managing director for Accenture in Austin. She's responsible for strengthening Accenture's relationship with the local community, bringing innovation to clients, and recruiting and retaining top talent. With nearly twenty years of federal and state government and multilateral project management experience, Fields helps a range of diverse clients better serve citizens with creative, strategic, and transformative solutions. She currently leads multiple Accenture initiatives with the state of Texas. She serves as the US co-lead for Accenture's women's employee resource group, as well as the inclusion and diversity lead for the Accenture Austin office. A native Austinite and a University of Texas graduate, Fields is Accenture's executive recruiting sponsor for her alma mater, and also serves on the Red McCombs School of Business advisory council. She is a board member of the Austin Chamber of Commerce, Texas Conference for Women, and Paul Quinn College, a historically black college in Dallas. Fields also serves as a coach and mentor in and outside of Accenture.



JANE GASDASKA assumed the role of change management lead for Phillips 66's business transformation in February of 2018. She had previously served as the general manager, US product supply and distribution, for Phillips 66 Commercial. During her more than twenty-year career in the oil industry, she has held various positions in supply and trading, fuels marketing, business development, and downstream strategy. She began her career in 1996 as a crude oil scheduler working for Mobil Oil Corporation in Fairfax, Virginia, and through a series of mergers, acquisitions, and divestitures, worked for Tosco Phillips Petroleum, ConocoPhillips, and now Phillips 66. Gasdaska attended the College of the Holy Cross in Worcester, Massachusetts, and graduated in 1988 with a degree in mathematics. She also earned an MA in systematic theology from the Graduate Theological Union, and an MBA from the Kenan Flagler School of Business at the University of North Carolina, Chapel Hill.

TEXAS CONFERENCE FOR WOMEN BOARD MEMBERS



CAROL MCGARAH is CEO of Blackridge, a Texas government relations firm. She has worked in the Texas political arena since 1991. She 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.



LISA HERITAGE MCLIN is vice president alliances and channel chief with Rackspace, where she is responsible for the strategy and execution of growing partner relationships and propelling organizational revenue. Having been with Rackspace since 2002, McLin has mastered the development of high-velocity sales organizations through creating processes, methodologies, accountability for profit-generating programs, and building relationships and strategies for the company's partners and alliances. McLin serves on the board of directors for Texas Conference for Women and on the board for Girls Inc. She is also the executive chair for POWER, Professional Organization for Women Empowerment at Rackspace, the largest employee resource group at Rackspace. McLin has been recognized as one of the Top Gun 51 Channel Executives of 2019, honored as CRN 2019 Women in the Channel, and was awarded 2019 Gold Stevie for Woman of the Year in the Business Services Industries. McLin earned a BBA in accounting and business management from The University of Texas at San Antonio, and an executive business administration and management degree from The University of Texas at Austin.



CARLA PIÑEYRO SUBLETT is a demonstrated change leader and advocate who cares deeply about being part of a purpose-driven company and her community, where she is a champion for diversity and inclusion. She is a member of the 2016 Class of Henry Crown Fellows at the Aspen Institute. She was also named one of *Inc.* magazine's Women to Watch in 2017, and recognized as one of the Top 50 Influential Hispanics in the United States by *Hispanic Business* magazine in 2014. Piñeyro Sublett has more than twenty years of experience leading global sales, operations, and marketing teams in the technology industry. She currently leads the global marketing organization as CMO of National Instruments. Piñeyro Sublett is the president of the board of the Texas Conference for Women, and serves on the boards of American Campus Communities and Austin Community Foundation. She is a proud wife and mother who took 2018, her year of Finding Ubuntu, to travel the globe extensively with her family.

CONFERENCE FOR WOMEN TEAM

The Texas Conference for Women's is a nonprofit organization whose goal is to provide a forum for attendees to become change makers in their own lives and careers.

The entire Texas Conference for Women team thanks our generous sponsors, gifted speakers and attendees in joining together to help amplify each other's voices – as we are reminded that we accomplish more together, which is the true "Power of Us."

Laurie Dalton White Executive Director
Lisa Bennett Communications Director
Jess Black..... Program Director
Alexa Bluth.....PR & Media
Amy Cooper..... Program Director
Marlyse Fant..... Development Director
Carolyn Gan Program Director
Kelly Gray..... Exhibit Sales Director
Laura Hilgeman..... Registration Director
Will Hornaday Graphic Design
Jasmine Jacobs Program Coordinator
Rachael Lange..... Activation Director
Danielle Leshinski..... Program Manager
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Wendy Morris..... Development Director
Lindsay ReinhardtDigital Director
Sarah Shulman Operations Producer
Isha St.Amour..... Activation & Administration Director
Michelle Voetberg Exhibit Hall Director
Miranda WickerSocial Media Director

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.

Lauren Halpern@LaurenHalpernPR
Susanne Kerns.....@susannekerns
Shellie Hayes-McMahon @McMahonShellie
Alice Chase @6chases
Stephanie Totty.....@tottums
Kristan Braziel.....@KristanBraziel
Elizabeth McGuire..... @ewmcguire
Jill Krause @jillkrause
Wendi Aarons @WendiAarons

KEYNOTE LUNCHEON SEATING

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

B101	B102	B103	B104		
B201	B202	B203	B204	B205	B206
B301	B302	B303	B304	B305	B306
B401	B402	B403	B404	B405	B406
B501	B502	B503	B504	B505	B506
B601	B602	B603	B604	B605	B606
B701	B702	B703	B704	B705	B706

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
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

B801	B802	B803	B804	B805	B806
B901	B902	B903	B904	B905	B906
B1001	B1002	B1003	B1004	B1005	B1006
B1101	B1102	B1103	B1104	B1105	B1106
B1201	B1202	B1203	B1204	B1205	B1206
B1301	B1302	B1303	B1304	B1305	B1306
B1401	B1402	B1403	B1404	B1405	B1406
B1501	B1502	B1503	B1504	B1505	B1506
B1601	B1602	B1603	B1604	B1605	B1606
B1701	B1702	B1703	B1704	B1705	B1706
B1801	B1802	B1803	B1804	B1805	B1806
B1901	B1902	B1903			
B2001	B2002	B2003			
B2101	B2102	B2103			

KEYNOTE LUNCHEON SEATING

STAGE

			B110	B111	B112	B113
B207	B208	B209	B210	B211	B212	B213
B307	B308	B309	B310	B311	B312	B313
B407	B408	B409	B410	B411	B412	B413
B507	B508	B509	B510	B511	B512	B513
B607	B608	B609	B610	B611	B612	B613
	B709	B710	B711	B712	B713	

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

B807	B808	B809	B810	B811	B812	B813
B907	B908	B909	B910	B911	B912	B913
B1007	B1008	B1009	B1010	B1011	B1012	B1013
B1107	B1108	B1109	B1110	B1111	B1112	B1113
B1207	B1208	B1209	B1210	B1211	B1212	B1213
B1307	B1308	B1309	B1310	B1311	B1312	B1313
B1407	B1408	B1409	B1410	B1411	B1412	B1413
B1507	B1508	B1509	B1510	B1511	B1512	B1513
B1607	B1608	B1609	B1610	B1611	B1612	B1613
B1707	B1708	B1709	B1710	B1711	B1712	B1713
B1807	B1808	B1809	B1810	B1811	B1812	B1813

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