

9th Annual Virginia Women's Conference

Saturday, November 17, 2018, 8 AM – 3 PM, The Hotel Roanoke and Conference Center

Saturday, November 17, 2018 – Basic Agenda

8:00 AM	Doors Open for Registration, Networking Breakfast, and Resource Fair
8:45 AM	Welcome Program
9:00 AM	State of Working Women, Lynda McNutt Foster
9:15 AM – 10:00 AM	Keynote, Beth Macy – introduced by Hollins President Lawrence
10:15 AM – 11:30 AM	SESSION I
11:30 AM	Resource Fair Break and Designing a Dynamic Resume Workshop
Noon	Lunch
12:30 PM – 1:00 PM	Senator Warner – introduced by Radford First Lady Dr. Marisela Rosas Hemphill
1:15 PM – 2:30 PM	SESSION II
2:35 PM – 3 PM	Closing Program, Lynda McNutt Foster

Detailed Agenda:

8:00 AM	Doors Open for Registration, Networking Breakfast, and Resource Fair
8:45 AM	Welcome Program Emcee, Kianna Price, and Social Media Emcee, Becky Freemal Presentation of Colors, Girl Scout Troop 888, Virginia Skyline Council The National Anthem, Young Women of the Roanoke Valley Children's Choir Welcome from officials – Mayor Sherman Lea
9:00 AM	State of Working Women, Lynda McNutt Foster
9:15 AM – 10:00 AM	Introduction by Hollins University's President Lawrence Keynote, Beth Macy.
10:00 AM – 10:15 AM	Break
10:15 AM – 11:30 AM	SESSION I

- **AAUW Work Smart: Salary Negotiation Workshop.** Attend this salary negotiation workshop to learn how to confidently and successfully negotiate your salary and benefits packages. In this workshop, you'll gain confidence in your negotiation style through facilitated discussion and role-playing and learn how to identify and articulate your personal value, develop an arsenal of persuasive responses and other strategies to use when negotiating, and conduct objective market research to benchmark a target salary and benefits. We'll also discuss the wage gap, including its long-term consequences.

Dorrie Sieburg, Manager, AAUW Salary Negotiation Program, and Sarah Spencer, Senior Associate, AAUW Salary Negotiation Program.

- **The Nuts and Bolts of Small Business Financing.** As a small business owner, you know how important it is to find the right financing to help you grow and expand your venture. Get your questions answered by this panel of experienced small business lenders from community and financial institutions, and a small business owner who will share her lessons-learned.
Moderated by Leah Fremouw, VP, Director of Community Impact, Virginia Community Capital. Panelists: Julia Clark, Business Banking Officer, Bank of Botetourt; Anna Mackley, Chief Credit Officer and Operations Manager, Virginia Small Business Financing Authority; Cindy Snider, Loan Officer, Virginia Community Capital, and Corliss Udoema, President/CEO, Contract Solutions, Inc.
- **Tapping Your Strengths for Community Empowerment.** In this session, we will look at how rigorous self-assessment fuels successful community-based collaborations. Learning how, when and where your strengths can make an impact builds strong organizations and fosters community empowerment. Using various self-assessment inventories and inspiring models of activist engagement, we will explore and discuss how bringing your authentic self to the table is a formula for successful personal and social change.
Karen M. Cardozo, PhD, Executive Director of Career Development, Hollins University and Toiya Sosa, Public Affairs Coordinator, GEICO
- **This is How We Role: A Discussion with Women Leaders.** Oh, the roles we play! We are mothers, daughters, sisters, friends, volunteers, neighbors...but we are also teachers, electeds, entrepreneurs, business owners, and leaders in our communities in so many ways. How do we pursue our *dream roles* while balancing our other obligations? And how can we help each other and future generations along the way? Enjoy hearing the diverse perspectives and experiences from our accomplished panel.
Moderated by Karen Kennedy Schultz, PhD, MBA, Director, Center for Public Service & Scholarship, Shenandoah University. Panelists: Krisha Chachra, former Vice Mayor of Blacksburg, advocate, author, columnist, community connector; Nneka Chiazor, Vice President of Government and Public Affairs, Cox Communications; Afira DeVries, President & CEO, United Way of Roanoke Valley; and Caroline Pugh, Chief of Staff, CareJourney.
- **Strengthening Your Community's Health: You Can Make a Difference.** The bad news is that factors that contribute to poor health at a community and individual level are varied and plentiful. The good news is that you can change the course of these factors through your action and your passion. During this workshop you will hear from women leaders on what factors impact community health, what they have done to close gaps, and how you can get involved – either by bolstering their work or starting your own initiatives.
Moderated by Joy McGlaun, Senior Director of Federal Government Affairs, Aetna. Panelists: Laura Lee Viergever, Capitol Market, Aetna; Dr. Paula Hill-Collins, DNP, FNP-BC, FAANP, PCPNP, The Health Wagon; Pamela Irvine, President and CEO, Feeding America Southwest Virginia; and Dr. Teresa Tyson, DNP, MSN, FNP-BC, FAANP, The Health Wagon.
- **Valuing Diversity and Recognizing Implicit Bias.** Everyone has a bias. We like one thing over another—a big city, vs. a small city, one TV show or another, cupcakes vs. cookies—and often with a valid reason. But when it comes to what is known specifically as implicit bias, preference turns into certain attitudes or thoughts where the result is being unaware or mistaken in

decision-making without the realization the decision is wrong. In today's environment where media and culture often perpetuate stereotypes, how do you check yourself and your team for implicit bias? This session will help demonstrate risk areas where implicit biases may affect important decisions and behaviors.

Patice Holland, Attorney, Woods Rogers PLC and Leah M. Stiegler, Attorney, Woods Rogers PLC.

11:30 AM **Resource Fair Break and Designing a Dynamic Resume Workshop**

Designing a Dynamic Resume. It is advisable to have your resume ready and up-to-date at all times in case a position captures your attention. When was the last time you updated your resume? Is it time for a resume make-over? Bring your resume to this 30 minute speed-learning session which will include not only resume basics, but tips on how to make your resume stand out.

Donna Cassell Ratcliffe, Director of Career and Professional Development, Virginia Tech.

Noon – 12:30 PM **Plated Lunch**

12:30 PM – 1:00 PM Remarks, Senator Mark R. Warner
Introduced by Radford University's First Lady, Dr. Marisela Rosas Hemphill

1:15 PM – 2:30 PM SESSION II

- **AAUW Work Smart: Salary Negotiation Workshop.** Attend this salary negotiation workshop to learn how to confidently and successfully negotiate your salary and benefits packages. You'll gain confidence in your negotiation style through facilitated discussion and role-playing and learn how to identify and articulate your personal value, develop an arsenal of persuasive responses and other strategies to use when negotiating, and conduct objective market research to benchmark a target salary and benefits. We'll also discuss the wage gap, including its long-term consequences.
Dorrie Sieburg, Manager, AAUW Salary Negotiation Program, and Sarah Spencer, Senior Associate, AAUW Salary Negotiation Program.
- **The Power of your Inner Voice: Who Do You Think You Are?** Your Inner Voice has the power to limit you or to free you to be your authentic self. Learn how that voice impacts the actions that you take and the results that you get in all aspects of your life. Through audience engagement, shared stories, and humor, you will learn how to harness the power of your inner voice to give you the self-dignity and the quiet confidence you need to have the impact in the world you are meant to have.
Lynn Ellen Queen, Principal, Queen & Associates
- **One Crisis, Three Perspectives: Opioids, Substance Abuse, & Addiction.** Opioid overdoses are now the leading cause of accidental death in Virginia, surpassing car accidents and gun violence.

Hear from experts in the field about how this crisis is being addressed in Virginia and learn the resources available to those affected by it.

Barbara Allison-Bryan, MD, Chief Deputy of the Department of Health Professions, Commonwealth of Virginia; Lisa Hadley, MD, JD, Behavioral Health Medical Director, Anthem Inc.; and Cheri W. Hartman, Ph. D., Carilion Clinic Department of Psychiatry and Behavioral Medicine.

- **Navigating Life's Transitions: The Sandwich Generation.** Mid-life, you encounter many changes. Your parents are aging and need assistance while you may still be raising your own children! Gain information and resources from planning for retirement to caring for elderly family members. Let the experts help you prepare to handle the obligations that will come your way fast and furious while maintaining your own financial health and sanity.
Corri Campbell, Genworth; and Vanessa Ratcliff, Generalist Claims Specialist, Social Security Administration.
- **Protecting Yourself and Your Family from Fraud and Cyber Threats.** Cyber threats and scams are realities that we must be ready to face. Learn some simple but important measures you can use to protect yourself and your family.
Jill Singer, Vice President-National Security, AT&T Public Sector; Melissa Smarr, Code Specialist III, Fairfax County; and Jennifer Hammer, Market Manager, Legacy Navigator.
- **Women in Politics, Civic Engagement, and the Path Forward.** Join us for a lively discussion on the history of women in politics and civic engagement, where we are today, and the current challenges women face as they become a powerful force in the political process.
Edda Collins Coleman, Co-Founder, The All in Together Campaign, and Dr. Brandy S. Faulkner, Professor of Political Science, Virginia Tech.

2:35 PM – 3 PM

**Closing Program, Lynda McNutt Foster
Giveaways and Wrap-Up**

Micro-sessions

- **Your Digital Self- Unmasked: Securing Your Privacy on Social Media.** *Donna C. Wertalik, M.S., Director of Marketing, Virginia Tech Pamplin School of Business*
- **Your Digital Self- Unmasked: Branding on LinkedIn.** *Donna C. Wertalik, M.S., Director of Marketing, Virginia Tech Pamplin School of Business*
- **How to Work a Room Even When You Feel Awkward.** *Reesy Floyd-Thompson, The Digital Wonder Woman*
- **How to See in the Dark: Leading Others When the Path is Not Clear.** *Amanda Noell Stanley, CEO, DePaul Community Resources*
- **Using LinkedIn to Build Your Professional Brand.** *Courtland James, Executive Coach, Cortex Leadership Consulting*
- **Activate, Innovate, Command Performance...Women in Business!** *Tracey Wiley, Agency Director, Virginia Department of Small Business and Supplier Diversity*
- **Genworth: Real Families, Real Conversations.**

- **Crafting Your Elevator Pitch.** *CareerSpots*
- **Adventures in Life Design.** *Karen M. Cardozo, PhD, Executive Director of Career Development, Hollins University*

Resumes

Resume Consultations

Career centers professionals who currently or formerly work at Ferrum College, Hollins University, Radford University, Roanoke College, Roanoke Regional Partnership, University of Lynchburg, Virginia Military Institute, and Virginia Tech are giving of their time and talent to provide 20-minute resume consultations. Prior to attending the conference, those who indicated interest in these consultations were sent sign-up information. If you are interested but did not sign-up, please visit the Resume Guidance resource table to see if any walk-in spots are available. The Consultations are taking place all day in the Lower Conference Foyer.