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2012

## Annual HIGHER Ground Women's Leadership Conference 2012

The Grace E. Harris Leadership Institute at Virginia Commonwealth University  
*Virginia Commonwealth University*, [gehli@vcu.edu](mailto:gehli@vcu.edu)

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Maximizing You

2012  
HIGHER Ground  
Women's Leadership  
Conference



Richmond Marriott  
Richmond, Virginia  
January 27, 2012

Unlocking the Treasures  
Within



VCU | Virginia Commonwealth University  
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# 2012 HIGHER Ground Women's Leadership Conference

## ABOUT HIGHER Ground

## ABOUT THE INSTITUTE

KEYNOTE SPEAKER  
*Mary C. Doswell*  
*Dominion*

## About HIGHER Ground

The HIGHER Ground Women's Leadership Program is a dynamic five-month leadership development experience for current and emerging women leaders who exhibit the skills, potential, and desire to lead organizations and themselves to a higher level. This program benefits women from all career fields and seeks to provide them with the skills and tools necessary to enhance their leadership style. Training in the HIGHER Ground program includes opportunities for personal and professional growth through leadership development, education, mentoring, and networking. HIGHER Ground offers intellectual and experiential opportunities to aide women in incorporating key leadership principles into their own leadership style and enhancing their ability to successfully leverage opportunities for advancement. This highly rated program received initial funding support from the Jessie Ball DuPont Fund.

## About the Institute

The Grace E. Harris Leadership Institute was established in May 1999 by the Board of Visitors at Virginia Commonwealth University in honor of 32 years of service to the university by Grace E. Harris, Ph.D. While at VCU, Harris served as a faculty member, dean, vice provost, provost and vice president for academic affairs, and acting president. She was the highest-ranking woman and highest-ranking African-American in VCU's history. She currently serves as a distinguished professor at VCU.

The Institute develops and implements programs based on principles of collaboration and partnership. Other unique features include its strong theoretical grounding in the concept of transformational leadership, its commitment to long-term relationships with clients and participants and its focus on leadership in academic and community settings. The institute also conducts research and disseminates knowledge on the best practices in leadership.

# Keynote Speaker

## Mary C. Doswell

Senior Vice President  
Alternative Energy Solutions  
Dominion

Mary C. Doswell is senior vice president-Alternative Energy Solutions. Her responsibilities include enhancing and expanding Dominion's focus on "smart grid" technologies, energy efficiency, and alternative energy generation in conjunction with the appropriate business units.

She received her B.A. degree in physics cum laude from Mount Holyoke College in Massachusetts. She received a master's degree in Materials Engineering, with a concentration in econometrics, from the Massachusetts Institute of Technology. She also attended the Darden Executive Development Program at the University of Virginia Graduate School of Business in 1996. She previously served as senior vice president-Regulation & Integrated Planning, and president and chief executive officer of Dominion Resources Services Inc.

Doswell joined Dominion's Virginia Power subsidiary as an economist. She has held leadership positions in several Dominion operating units, including Regulation, Market Research, Forecasting, Market Analysis and Planning, Marketing, Corporate Center Restructuring, Corporate Strategy, Construction and Customer Service, Metering Services, and Billing and Credit. She assumed her current position on April 1, 2009.

She is a governor appointee to the Virginia Offshore Wind Authority and serves on the boards of directors of Mutual Assurance Society of Virginia, Power Tagging Technologies Inc., Venture Richmond, Theatre IV, St. Catherine's School Foundation, and Virginia Commonwealth University School of Engineering Foundation, and is chairman of the board of the Sustainable Transportation Initiative of Richmond. Doswell also is a member of the Richmond Ballet Corporate Council, and is president of the Poseidon Swimming Foundation.



2012  
HIGHER  
Ground  
Women's  
Leadership  
Conference

AFTERNOON  
PLENARY SPEAKER

*Mary Foley*  
*Bodacious*  
*Ventures*

SCHEDULE  
AT A GLANCE



## Mary Foley

has been increasing her own sanity, confidence and fun since her freshman year in engineering at Virginia Tech. Thankfully, her university experience didn't put her over the edge, but it did cause her to search for a career she loved. She didn't anticipate she would find it as an \$8 an hour customer service rep at then-unknown America Online.

During Mary's 10 year AOL career she thrived on the company's intense hyper-growth, being promoted four times and becoming the company's first head of corporate training. Even while experiencing success, her sanity was tested again and again. She survived six layoffs, a difficult marriage, and bumped her head on the glass ceiling (even though she's only 5' 2" tall).

Not satisfied to settle, Mary reached deep inside to find her inner courage - the bodaciousness - to reinvent her life. That decision set her on a path where she has never looked back. She went on to earn a Master's degree in Organization Development, became co-owner of a human resources company, started her own company, and wrote her first book, all by the age of 36.

Today, Mary is the author of three books, a popular national speaker, and co-host of the Girlfriend We Gotta Talk radio show. Her latest book, *Live Like Your Nail Color, Even If You Have Naked Nails* became an instant Amazon bestseller. Now, instead of solving engineering problems Mary inspires women with practical advice to create sanity for their lives and confidence for their careers - all while having a bit of fun!

Mary is an active member of many local and national organizations including the National Speaker's Association (NSA) and the American Business Women's Association (ABWA). In 2010, she was honored as the ABWA Richmond Business Woman of the Year. Mary has appeared on the cover of *Kiplinger's Personal Finance* magazine and spoofed on the E! Entertainment TV Show *The Soup*.

Spoofed or not, Mary takes life in stride, declaring "Wearing red nail polish really helps!"

# Maximizing You! Unlocking the Treasures Within

FRIDAY, JANUARY 27, 2012

RICHMOND MARRIOTT



8:30 a.m. Check In

9:30 a.m. Welcoming Remarks

Nakeina E. Douglas, Ph.D.

Grace E. Harris, Ph.D.

The Grace E. Harris Leadership Institute, VCU

-Break-

10:00 a.m. Morning Workshops

Neither shrill nor silent be: Effective communication when it counts

Leadership principles of wise women

Eliminating self-sabotage

Clarity in your financial plan: Mission possible

Mind, body and soul: Holistic health and the journey to wellness

11:15 a.m.

-Break-

11:30 a.m. Keynote Lunch

Alumni Speaker

LaTasha Wyche, VCU

HIGHER Ground Alumna, 2011

Keynote Speaker

Mary C. Doswell, Senior Vice President

Alternative Energy Solutions, Dominion

1:00 p.m.

-Break-

1:15 p.m. Afternoon Workshops

Road trip! The transformative nature of journey

Let yourself be heard

Clarity in your financial plan: Mission possible

The popcorn forum: Transforming the gender dialogue

A treasure revealed: One woman's journey on HIGHER Ground

2:30 p.m.

-Break-

2:45 p.m. Afternoon Plenary

Mary Foley, Author and Motivational Speaker

Bodacious Venture, LLC

3:45 p.m. Networking Session

4:30 p.m. Adjourn

# 2012 HIGHER Ground Women's Leadership Conference

## MORNING WORKSHOPS

*Neither shrill nor  
silent be: Effective  
communication  
when it counts*  
Capital

*Leadership  
principles of wise  
women*  
Salon VI, VII

*Eliminating self  
sabotage*  
Dominion,  
Commonwealth

*Clarity in your  
financial plan:  
Mission possible*  
Salon II, III

*Mind, body and  
soul: Holistic  
health and the  
journey to  
wellness*  
Madison,  
Jefferson

**Neither shrill nor silent be: Effective communication when it counts**

*Valerie Wallen, Director, Talent and Organizational Effectiveness, University of Richmond*

*Aubrey Pettaway, Talent and Learning Specialist, University of Richmond*

Can you hear me now was once the tag line for advertising by a communications company. At times, particularly when heightened emotions are involved, hearing and being heard seem impossible. This session will help participants prepare tailored communication messages which increase the likelihood of win-win outcomes. Self-assessments of communication preferences and practice opportunities will enhance effective communication. Participants will also have the opportunity to develop action plans for continued development.

**Leadership principles of wise women**

*Kathryn Jordan, Consultant & Author*

The session will open with a presentation and discussion of leadership principles supported by the voices and career stories of other women. Through this presentation participants will travel the often rocky paths of women and learn from their insightful, if not provocative journeys to greater fulfillment. This is a must session for women of all ages who often feel they are alone on their road and in fact have a chorus of other women who mirror the same struggles and stand by their side as sisters, colleagues and friends. After each point is introduced, audience participation will be encouraged to expand the stories with their own personal experiences to illustrate the similar issues all women encounter while building a successful career. This will be followed by a short interactive reflection session. Participants will focus on the first leadership principle which is "Knowing Yourself is Basic to Finding a Passion in Your Life." Practical tools will be distributed and filled out as a starting point for small group discussion. The three exercises will include: "Personal and Career History" tool to identify messages participants received from their families and their culture about the nature of work; "The Who Are You?" to explore our roles and values; "What are Your Goals in Life?" that focuses on our goals for work and life. After participants have worked through the tools, small group summary and discussion will focus on:

- How our family background influences our values and interests;
- Whether decisions related to promotions/relocations are based on our other life roles;
- Does the concept of a well balanced life change as our life progresses?

## Eliminating self sabotage

*Vickie Griffith, Speaker, EFT Professional, Certified Hypnotist, Licensed Minister*

Do you know the two words that can stop you in your tracks when attracting your desires? This session will answer that question! Through self reflection and sharing, this interactive workshop will help participants develop a new and improved YES I CAN attitude for implementing important life changes. Participants will gain a greater understanding about what sabotages them from achieving their goals and keeps them from moving in the direction they would like, both personally and professionally. Topics that will be covered include:

- Where self sabotage comes from?
- How to handle resistance to achieving goals?
- What keeps you in the same old place even if you are miserable?

Join us to learn how to feel motivated and inspired to move on, past, or around any obstacle holding you back. Have more confidence to live your dream and realize your true promise!...All by eliminating the two words that sabotage you from achieving your goals.

## Clarity in your financial plan: Mission possible

*Lisa Hatcher Byles, Principal, Hatcher Byles Financial Planning*

It can be very challenging to keep yourself financially fit and ready for the future - especially in this economy. Challenging... but not impossible! With so many financial products and strategies to choose from, it can be difficult to find the time and the information to develop a plan that's right for you. Yet making the right choices is important, no matter what your financial situation. Whether you are just starting out, getting ready to retire, or are somewhere in between, a well-developed financial plan is essential to achieving your goals. In this workshop, you will learn the top ten parts a Financial Plan should include and you will develop an action plan to help get you to your goals.

## Mind, body and soul: Holistic health and the journey to wellness

*Michelle Whitehurst-Cook, MD, VCU*

Managing a successful career, personal finances, and important relationships are all significant components of a happy life—but as women, what we often overlook is the proper management of our health. In this interactive session, participants will evaluate their current behaviors to identify what changes can lead to a healthier lifestyle. Stressing the importance between a healthy mind and body, the facilitator will focus on family history, stress management, relaxation training, chronic disease prevention/ management, exercise, and nutrition while empowering participants to start and continue their journey to wellness.



2012  
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AFTERNOON  
WORKSHOPS

*Road trip! The  
transformative  
nature of journey*  
Salon VI, VII

*Let yourself be  
heard*  
Capital

*Clarity in your  
financial plan:  
Mission possible*  
Salon II, III

*The popcorn  
forum:  
Transforming the  
gender dialogue*  
Madison, Jefferson

*A treasure  
revealed: One  
woman's journey  
on HIGHER Ground*  
Dominion,  
Commonwealth

**Road trip! The transformative nature of journey**  
*Dorothy Fillmore, Associate Director of Academic Operations-  
Psychology, VCU*

One of my favorite cartoons has no words. It shows Woodstock, the bird from Peanuts, standing outside his broken birthplace, the egg, with a look of amazement and displacement. And so the seeker's journey begins from a broken egg, from displacement. This cartoon echoes one of the oldest myths in literature, "the fall," and denotes the beginnings of a journey. Returning to the "egg" is no longer an option. No one-size-fits-all map exists for Woodstock or for us. This year's Higher Ground theme encourages us to make time to reflect, explore, and tap into inner resources we may not have realized were there. In this workshop, we will explore the transformative nature of journey as a metaphor for our own lives (using concepts developed by Joseph Campbell and Carol Pearson). We will look at its parts (leaving, search, return); its characters (mentors, dragons, treasures); its gifts (growth, consciousness). We will look at several poems by women of the journey "within" and discuss the many ways in which journey unfolds in our lives. We will discuss how journey shapes leadership in both positive and negative ways. Workshop participants will have the opportunity to begin an individualized map or mandala, which they can take with them to complete later.

**Let yourself be heard**

*Gwen Williams Dandridge, News Anchor, Public Speaker,  
College Instructor*

Presentation and Public Speaking skills are essential in our everyday lives. Developing both the confidence and capability to give good presentation and to stand up in front of an audience and speak well are core competencies for self-development. As women, we have many hidden treasures; however, without the boldness to express ourselves, others may never receive all the wisdom that we possess. In this fun and interactive presentation, you will learn quick, easy, and implementable tips to help you "let yourself be heard." This short seminar will explore the topics:

- overcoming anxiety
- understanding your audience
- effective preparation
- essential parts of the presentation
- ending on an up note

## Clarity in your financial plan: Mission possible

*Lisa Hatcher Byles, Principal, Hatcher Byles Financial Planning*

It can be very challenging to keep yourself financially fit and ready for the future - especially in this economy. Challenging... but not impossible! With so many financial products and strategies to choose from, it can be difficult to find the time and the information to develop a plan that's right for you. Yet making the right choices is important, no matter what your financial situation. Whether you are just starting out, getting ready to retire, or are somewhere in between, a well-developed financial plan is essential to achieving your goals. In this workshop, you will learn the top ten parts a Financial Plan should include and you will develop an action plan to help get you to your goals.

## The popcorn forum: Transforming the gender dialogue

*Tawnya Pettiford-Wates, Ph.D., Artistic Director & Conceptualist, The Conciliation Project*

*Andrienne Wilson, Community Outreach Coordinator, The Conciliation Project*

Just because they say the glass ceiling is shattered doesn't make it true! In our politically correct society, we often avoid sensitive subjects because we don't want to offend anyone or seem insensitive. These days, we are so afraid to say the wrong thing that we end up saying nothing. If someone brings up race, sexism, or religion in "polite company," they are often greeted with hushed tones and awkward glances. Instead, we save these conversations for our closest friends and associates —likeminded individuals who are more likely to reinforce our opinions than challenge them. Join us for an afternoon workshop based on work by The Conciliation Project's TCP in 3-D. Come see what happens when we use theater arts to "pop out" of our comfort zones and cross over into significant exchanges designed to inform, inspire and include everyone in open and honest dialogue to promote meaningful change.

## A treasure revealed: One woman's journey on HIGHER Ground

*Sheila Battle, Superintendent of Accounting, Richmond City DSS*

Women by nature are busy. The economy is bad and funds are tight, even for the necessities of life. Women struggle with the concepts of balance, personal growth, and professional development... the list goes on and on. Living with these realities makes it easy to forget the treasure that lies within and how these treasures can benefit others no matter what challenges come our way. Many women who fall into the categories would also admit that they long for a place of respite and relief. They desire a secure and nurturing environment to soothe their weary souls, and they want something uniquely designed just for their multidimensional lives as women. This presentation will provide an intimate look at one woman's story as she chronicles her experiences in a leadership program and the value it had in her life. Her story is packed full of tragedy, victory and growth. This presentation will confirm the need to embark on a journey to be refreshed, to reflect and be restored to a holistic place of value that plays out in every area of life. This presentation will also provide a convincing reminder of the forgotten treasure that lies within each of us and encourage women to pursue finding it with passion.

# 2012 HIGHER Ground Women's Leadership Conference

## GUEST SPEAKERS

*Sheila Battle*  
Richmond  
Department of  
Social Services

*Lisa Hatcher Byles*  
Hatcher Byles  
Financial

*Gwen Williams*  
Dandridge  
Virginia State  
University

*Dorothy Filmore*  
Virginia  
Commonwealth  
University



**SHEILA BATTLE** is a modern market place leader who has enjoyed a progressive and successful career in both the private and public sectors. Currently she is the Superintendent of Accounting for the Richmond Department of Social Services and works with many non-profit agencies in the area. Sheila is a proud alumni of the HIGHER Ground Leadership Institute and serves as a member of its advisory board. She also founded a non-profit organization called the *Daughters of Destiny Foundation* (DDF) which owns the rights to a youth based program for pregnant teens and teenage fathers. Additionally she is a founding facilitator of the *Finding Your Way* life enrichment program and a member of the Traveling Support Group that administers the classes. Sheila is also a frequent guest on the *Finding Your Truth* television broadcast aired seasonally on Comcast cable. Most importantly, she is happily married to Frank Battle and they have two daughters, Trinity Renee and Zayin Sharai. Together, Sheila and her husband were the co-producers of the *Deliverance in Focus* broadcast, magazine and website. They also mentor a dozen young professionals and married couples together. Sheila holds a bachelor's degree in Business Administration and is currently pursuing a master's degree in Human Services with a concentration in executive leadership studies, at Liberty University.



**LISA HATCHER BYLES** is founder of Hatcher Byles Financial Planning and is a CERTIFIED FINANCIAL PLANNER™ professional. She holds an MA in Economics and a BBA in finance, *magna cum laude*, from Kent State University. She earned a Certificate in Financial Planning from Virginia Commonwealth University. Lisa gained financial planning expertise at both a large brokerage firm and a boutique wealth management firm. She is a registered investment advisor in the commonwealth of Virginia and holds a life and health insurance consultant's license. Her advisory practice includes developing comprehensive financial plans for individuals and couples, as well as working with couples going through divorce, especially those choosing a Collaborative Divorce or using a mediator. Lisa is an active member

of the Financial Planning Association, the largest organization of professionals dedicated to championing the financial planning process and a member of the Institute of Divorce Financial Analysts, the premier national organization dedicated to the certification and education of divorce financial professionals. She has taught Personal Financial Planning as an adjunct instructor at VCU and has been an invited speaker at community events.



**GWEN WILLIAMS DANDRIDGE** is the Director of Academic Marketing at Virginia State University. Prior to coming to VSU in August of 2008, Gwen enjoyed a long stint in television and radio news. She worked 6 years in radio and made the transition into television in 1992. Gwen has served in the capacity of weekend weather anchor, morning weather anchor, talk show host, producer, news reporter, weekend anchor, co-anchor of weekday Good Morning Richmond, and most recently as sole anchor of the highly rated Good Morning Richmond/Weekend Edition. She has earned the respect of civic, educational and religious organizations in and around Virginia by serving on Boards, committee, panels or in the capacity of emcee or keynote speaker. In 2005, Gwen hit the pinnacle of her journalism career when she received a Broadcasters Emmy Award for the excellence of her work. Gwen is a native of Clinton, North Carolina. She earned her BA in Speech Communications from North

Carolina State University and her MBA Degree from Salem International University. After serving for two years as Special Assistant to the President, she was recently promoted to the position of VSU Director of Academic Marketing and Communications. Gwen is a charter member of the Chesterfield Alumnae Chapter of Delta Sigma Theta. Gwen currently resides in Midlothian Virginia with her husband, Eric and her 14 year old daughter, Autumn.



**DOROTHY FILMORE** grew up in Knoxville Tennessee as the oldest daughter of six children. Much of her work at VCU has been in academic advising, a profession which continues to engage her. When first moved to Richmond Virginia some thirty-five years ago, one of the first conferences she attended was Ira Progoff's Intensive Journal Workshop, a system based upon Carl Jung's theories about active imagination. Twenty years and many journals later, she participated in Jungian Venture and Chrysalis' year-long study of Jung's writings, "A Deeper Look at Analytical Psychology." Those experiences, combined with her MA in English/English Education, fostered her interest in journey, myth, and poetry. Currently she works in academic operations as an administrative faculty member for VCU's Department of Psychology where she enjoys building and strengthening infrastructure to support faculty and students. She is an out lesbian feminist and is active in VCU's LGBT Subcommittee of

Equity and Diversity. She is a Unitarian Universalist and teaches religious education to third graders at her church community. She continues her study of Jung, poetry, and writing. Dorothy lives with her partner of twenty-one years, Lisa, and their dogs, Scout and Daisy.

# 2012 HIGHER Ground Women's Leadership Conference

## GUEST SPEAKERS

*Vickie Griffith*  
Breakthrough

*Kathryn Jordan*  
The Success  
Associates

*Aubrey Pettaway*  
University of  
Richmond

*Tawnya*  
*Pettiford-Wates*  
The Conciliation  
Project

*Valerie Wallens*  
University of  
Richmond



**VICKIE GRIFFITH** is internationally respected as the Tap Instructor, assisting you to tap into the power within to realize your brilliance in your life, business and health. A recurring guest on TV and Radio talk shows, she is a speaker, Certified Hypnotist, EFT (Emotional Freedom Techniques) Professional, Licensed Science of Mind Minister, Adjunct Professor at University of Richmond and author of StuckedUp! A BreakThrough Path to Unstuck-ed. She is known for her infectious enthusiasm and low-key, deceptively casual approach. She creates a contagious energy as she speaks, coaches, and conducts workshops.



**KATHRYN JORDAN** is lead consultant for The Success Associates and a career transition specialist. Until January she was also the Director of Experiential Learning and Career Services at Radford University. Before assuming this role in higher education, Dr. Jordan was the Virginia Managing Consultant for Drake Beam Morin, one of the country's leading providers of human resource consulting services to corporations. In addition to her work as a corporate consultant and higher education administrator, Kathryn is a veteran employment expert and pioneer of on-line human resource solutions. Her background includes specializing in women and their executive level career management and career transitions. Kathryn is a strong proponent of the value of self-assessment as a major building block for a pro-active career management strategy. Her professional philosophy includes working with clients to: develop clarity of purpose and understanding self, understand contemporary work environments and to identify and implement next career steps, integrate both personal and career goals to develop an individualized, pro-active job search strategy, and build confidence in the job search process with the development of strong job search tools including resumes, vitas, portfolios, cover letters, reference lists. With a Bachelor's degree from the College of William and Mary in Sociology, a Master's degree in Counseling from Radford University, and a Doctorate in Education and Counseling from Virginia Tech, Dr. Jordan has worked at both Radford

University and Virginia Tech prior to going into consulting. Dr. Jordan resides in Radford, Virginia with her husband who is a college professor. She has two grown daughters who live in the D.C. area.



**AUBREY PETTAWAY** has over twenty years experience in curriculum design, project management, training and consulting interventions. He is currently a training & development specialist at the University of Richmond and previously worked in the utilities and healthcare industries. He has extensive experience designing interpersonal skills training, supervisory and management training. He has also served as a mentor for interns and a coach for executives and leaders. He holds a Master of Arts degree in Human Resource Development from George Washington University as well as a Master of Sciences degree in Psychology from Florida State University.



**TAWNYA PETTIFORD-WATES, PH.D.** Founder & Artistic Director Currently on the faculty of Virginia Commonwealth University, she served 17 years as Head of the Drama Department at Seattle Central Community College. Dr. T has enjoyed being a Scholar-in-Residence at numerous colleges and universities around the United States as well as in Sub-Saharan and West Africa. Dr. T's work has been recognized by different awards, recently she received the PACME- Presidential Awards for Community Multicultural Enrichment, it honors those who have made significant contributions VCU's commitment to diversity. She was chosen from three other PACME recipients to receive the Reise-Melton Award which is given for making contributions to cross-cultural relations. She has received the Dan Evans Award for Outstanding Faculty for her pioneering work "uncle tom: de-constructed." This is the groundbreaking work that inspired the creation of The Conciliation Project. She

has appeared in the Broadway production of "For Colored Girls..." and in both National and International Touring Companies. Her television, film, industrial, voice over & commercial credits are extensive.



**VALERIE WALLEN'S** career as an Organization Development (OD) practitioner grew out of a passion for helping people work better together. She started as a public school teacher and gradually found herself facilitating conversations and learning sessions. Valerie graduated from Fielding Graduate University with a Masters of Arts in OD, and she serves as an internal OD consultant at the University of Richmond. Prior to coming to Richmond, Valerie consulted in both private sector and public sector organizations. She is a certified as a facilitator for the Myers-Briggs Type Indicator, the Klein Group Instrument, and various process improvement techniques.

# 2012 HIGHER Ground Women's Leadership Conference

## GUEST SPEAKERS

*Andrienne Wilson*  
The Conciliation  
Project

*Michelle  
Whitehurst-Cook*  
VCU Medical  
Center



**ANDRIENNE WILSON** *Community Outreach Coordinator* A lifetime of music has enabled Andrienne to span the disciplines of theater, acting, recording, concert touring, and composing. She has recorded and toured with Diane Schuur, George Cables, Mulgrew Miller, Stephen Scott, Bobby Watson, and Norman Hedman's TROPIQUE. Since relocating to Richmond in 2008, Andrienne has performed dual roles as Community Outreach Coordinator and Music Director.

Andrienne is active in and around Richmond through her extensive vocal coaching in both theatre and jazz workshops as well as her position as Minister of Music for Unity of Richmond.



**MICHELLE WHITEHURST-COOK, MD** graduated from the College of William and Mary with a BS in biology in 1975 and received her MD degree from VCU School of Medicine in 1979. Her three year residency in family medicine was completed at Riverside Family Medicine Residency Program and Hospitals in Newport News, Virginia in 1982. After residency she spent eleven years as a rural doctor serving New Kent and Charles City Counties. Her first two years there

fulfilled a National Health Service Corp obligation. While in private practice she became very active with the Virginia Academy of Family Medicine serving on their Board of Directors and later as president. As Chair of the VAFP Childhood Obesity Taskforce she spearheaded the development of The VAFP module on this subject which was distributed to every family physician in the state and used by numerous other organizations. Nationally she was on many committees for the American Academy of Family Physicians including becoming chair of the Commission on Membership and Membership Services. In 1993, Dr. Whitehurst-Cook returned to VCU School of Medicine in a faculty position in the Department of Family Medicine, initially as a founding course developer for the Foundations of Clinical Medicine M1/M2 course. Since 2006 she has served as Dean for Admissions after five years as Admissions Chair.



## Call for Proposals

The purpose of this Annual HIGHER Ground Women's Leadership Conference is to provide high-quality education and networking opportunities for women. Our one day, multiple track format offers a self-directed, facilitated learning environment with education sessions and interactive forums. Participants from across the Commonwealth take part in morning concurrent sessions, followed by a keynote address at lunch and concurrent workshops in the afternoon. The conference is brought to a close with an hour-long networking event.

### SUBMISSION

We invite you to share your knowledge, wisdom, and experience as a conference presenter and submit a workshop proposal for the 2013 conference.

We encourage:

- Presentations that focus on current and emerging issues, best practices, and challenges facing women at home or in the work place
- Presentations designed to transcend all job sectors and levels of experience
- Individual, team, or group presentations
- Lecture-style presentations with information for personal development and individual growth
- Hands-on workshops where attendees spend time engaging the content and applying ideas to their own work
- Interactive sessions that provide participants with new skills and leadership development opportunities and insights

### SELECTION CRITERIA

Proposals will be reviewed by members of the conference planning committee. Proposals should highlight content that will be covered, organization of workshop, and practical, tangible tools for participants to take home. Presentations will be chosen on the basis of experience, quality, creativity, and variety.

Proposals can be submitted online at [www.vcu.edu/gehli](http://www.vcu.edu/gehli).



## Save the Date January 25 2013



# 2012 HIGHER Ground Women's Leadership Conference

## HIGHER GROUND APPLICATION

HIGHER Ground 2012  
Applications are still  
being accepted for  
the 2012 class.

HIGHER Ground 2013  
Applications for the  
2013 class are due  
no later than  
November 1, 2012.

### Apply to the HIGHER Ground Program

If you enjoyed today's event consider applying for the HIGHER Ground program!

Women at all stages of their career within public, private, nonprofit, and entrepreneurial positions are encouraged to apply. The desire to facilitate change and a demonstrated ability to accomplish goals will be weighed heavily. Those selected to be participants for HIGHER Ground must be able to devote 2 days per month to the program. Accepted participants are responsible for securing appropriate release time from work for all training events. Applicants who represent faith, community or non-profit organizations as volunteers and who have full or part time positions in other sectors are responsible for discussing with their supervisor the appropriateness of professional development time or other arrangements to attend these leadership development sessions during the work day.

Please ensure that your application contains the following:

- Completed application (online) or (paper copy)
- Essay
- 1 page resume
- 1 paragraph bio-sketch (no more than 100 words)
- Two reference letters
- \$200 Deposit (Deposit may be paid by credit card, check or purchase order. Please note that applications are not considered complete until payment is received.)

Application materials should be submitted to:

The Grace E. Harris Leadership Institute  
Virginia Commonwealth University  
916 West Franklin Street, 1st Floor (in person)  
P.O. Box 842534 (by mail)  
Richmond, VA 23284-2534

#### Tuition

Tuition for the HIGHER Ground program is \$975 (which includes the \$200 deposit). The tuition covers all program costs including intensive leadership assessment, an overnight retreat, a trip to Challenge Discovery, registration for the Virginia Network Conference and meals on program days. Payments can be made by a sponsoring organization or by individuals. Participants are responsible for securing their own transportation to program sessions.

#### Certificate

Participants who complete the HIGHER Ground Program will receive a certificate of completion from The Grace E. Harris Leadership Institute.

#### Continuing Education Units

Participants in the program will receive up to 8 continuing education units for participation in the program.

# HIGHER Ground



The Grace E. Harris Leadership Institute, VCU  
HIGHER Ground Women's Leadership Development Program

## APPLICANT INFORMATION

Applicant's Name: \_\_\_\_\_  
First Middle Last

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Organization Sector:  Higher Ed.  Faith-based  Non-profit  Private  Public  Other

Organization: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Title: \_\_\_\_\_

## EDUCATIONAL BACKGROUND *(list institutions attended or degrees completed and years)*

College: \_\_\_\_\_

Graduate/Professional: \_\_\_\_\_

Certificates, Training Programs, & Licenses: \_\_\_\_\_

## PERSONAL DATA *(optional)*

Race and/or Ethnicity: \_\_\_\_\_

Religious affiliation: \_\_\_\_\_

## SOCIAL AFFILIATIONS/NETWORKS

List your 4 primary memberships in civic & religious organizations, professional associations, social & sorority organizations, and/or alumni associations.

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2012  
HIGHER  
Ground  
Women's  
Leadership  
Conference

HIGHER  
GROUND  
APPLICATION

**PERSONAL STATEMENT**

Please provide a short personal statement to answer the following questions  
(not to exceed one page or 500 words):

**What are your personal and professional goals regarding service and leadership?**

*Why are you applying? Who and/or what has influenced or sustained your interest in making a difference? What values, passions, and vision do you possess to mobilize leadership for progress?*

**Describe the organization with which you are affiliated and how participating in the HIGHER Ground Program will help you contribute to the advancement of your organization's mission.**

*What is your role? What do you hope to gain from this women's leadership development program that will make a difference in your organization?*

**Describe a situation in which you took a leadership role and helped to affect change. Assess your assets and limitations as a leader AND as a follower.**

*What do you contribute to groups to help lead and follow? What approaches, skills and talents do you seek to develop in this program?*

**COMPLETED APPLICATION CHECKLIST**

- Applicant Information Sheet
- Essay
- 1 page resume
- 1 paragraph bio-sketch (not to exceed 100 words)
- 2 reference letters from colleagues or leaders who can comment on your current responsibilities and leadership skills
- \$200 Application Fee (to be applied to the total program fee of \$975)

**PARTICIPATION AGREEMENT**

**By submitting this application, I agree to commit the time required and offer my full participation and engagement if I am selected to participate in HIGHER Ground.**

- I understand and acknowledge that my tuition balance of \$775 is due upon my acceptance to reserve my space in the program
- I understand and acknowledge that my tuition fee is non-refundable once I am accepted.
- I understand that if accepted, I am responsible for securing appropriate work release time for all training events.

---

Applicant's Signature

Date

**Please submit your application to:**

The Grace E. Harris Leadership Institute  
Virginia Commonwealth University  
916 West Franklin Street, 1<sup>st</sup> Floor;  
P.O. Box 842534  
Richmond, VA 23284-2534  
Phone: (804) 827-1169  
Fax: (804) 827-1238  
Email: gehli@vcu.edu



Notes

2012  
HIGHER  
Ground  
Women's  
Leadership  
Conference

EVENT  
SPONSORS

**THE  
GRACE B. HARRIS  
LEADERSHIP INSTITUTE**  
VCU | Virginia Commonwealth University  
P.O. Box 842534  
916 W. Franklin Street, 1st Floor  
Richmond, VA 23284-2534  
Tel: 804-827-1169  
Fax: 804-827-1238  
email: gehli@vcu.edu  
web: www.vcu.edu/gehli



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Email: [thu7@marykay.com](mailto:thu7@marykay.com)



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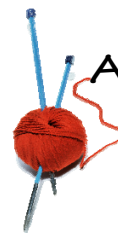
Richmond West  
6400 West Broad Street  
Richmond, Virginia 23230  
(840) 282 1881



Downtown - Richmond  
201 East Cary Street  
Richmond, VA 23219  
(804) 788-1600



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