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2014

## Annual HIGHER Ground Women's Leadership Conference 2014

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

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JANUARY  
31  
2014

Richmond Marriott  
500 East Broad Street  
Richmond, Virginia

# 8th Annual HIGHER Ground

Women's Leadership Conference



2014

A program of the  
The Grace E. Harris  
Leadership Institute



**VCU**

VIRGINIA COMMONWEALTH UNIVERSITY

The Grace E. Harris Leadership Institute

# THE GRACE E. HARRIS LEADERSHIP INSTITUTE

## ABOUT THE INSTITUTE

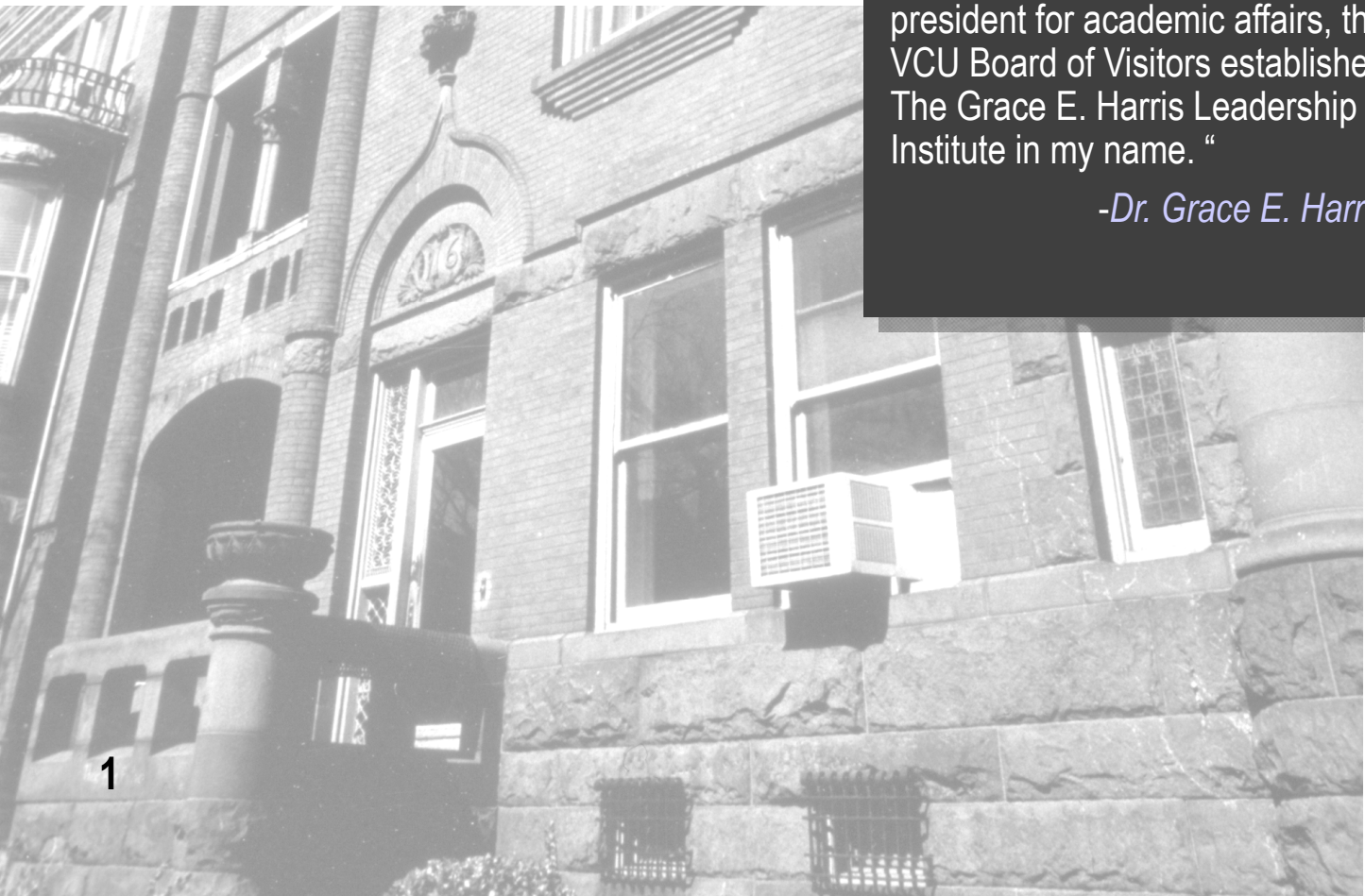
The Grace E. Harris Leadership Institute was established in May 1999 by the Board of Visitors at Virginia Commonwealth University in honor of 32 years of service to the university by Grace E. Harris, Ph.D.

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.



“I was deeply honored when, upon my retirement in 1999 from the position of provost and vice president for academic affairs, the VCU Board of Visitors established The Grace E. Harris Leadership Institute in my name.”

*-Dr. Grace E. Harris*



# THE GRACE E. HARRIS LEADERSHIP INSTITUTE

## ABOUT THE CONFERENCE

The Annual HIGHER Ground Women's Leadership Conference provides high-quality education and networking opportunities for women from across the Commonwealth. Our one day, multi-track format offers a self-directed facilitated learning environment with education sessions and interactive forums.

Key features of our conference include: an opening plenary session highlighting timely issues of importance to women, panel discussions, concurrent morning and afternoon workshops and seminars, and keynote speakers of regional and national prominence. The conference is brought to a close with a networking event. Continuing Education Units (CEU) are available for full participation in this event.



ABOUT THE INSTITUTE

# CONFERENCE SPONSORS



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# ANNE LYNAM GODDARD

Anne Goddard, President & CEO of ChildFund International

KEYNOTE SPEAKER



**A**nne Lynam Goddard is President and CEO of ChildFund International, the global child development organization dedicated to helping children in poverty gain the capacity and opportunity to thrive and bring positive change to their communities. Thought leader and frequent contributor to the national media forum, including the Huffington Post, Goddard has been an articulate voice for the world's most vulnerable children for more than 30 years. Her first-hand experience living in and traveling to developing countries around the world has given her unparalleled insights

into a world that few Americans ever get the chance to see.

Raised by an Irish family who immigrated to the United States when she was a young child, Goddard has spent a lifetime working to improve conditions for children throughout the globe. Her career has been grounded in international development, having served as a Peace Corps volunteer in Kenya where she lived in a mud house and traveled among the remote villages on motorbike. It was there that she met and married her British husband and years later gave birth to her son. The couple later adopted a daughter from Indonesia. As a parent, her life has been profiled in *People* magazine, *Parents* magazine and other outlets.

## KEYNOTE SPEAKER

In 2009, Goddard received an honorary Ph.D. from Assumption College (Mass.) and in 2011 she was named the Influential Woman of Virginia by Virginia Lawyers Media. Goddard is a passionate, involved global citizen. After earning a master's degree in public health from the University of North Carolina at Chapel Hill, she lived and worked overseas for almost 20 years, serving in a variety of roles in Somalia, Bangladesh, Indonesia and Egypt.

In 2007, Goddard joined ChildFund International, the \$238 million global development organization whose work touches more than 13.5 million children in 31 countries. At ChildFund, she has drawn on her personal experiences to direct the organization's targeted efforts toward helping children find greater opportunity, opportunity that leads to hope and self-sufficiency. Building on its 75-year history, she has implemented a strategy that expands and deepens ChildFund's efforts across the globe in improving children's health, education and economic conditions. Goddard is the chair of the Forum Club in Richmond, Va. She is the first woman in its almost 100-year history to serve in that role. Since 2007 Goddard has served on the board of directors for InterAction, the largest coalition of U.S.-based international nongovernmental organization (NGOs). She co-chairs the Basic Education Coalition, is a board member of the U.S. Global Leadership Coalition, serves on the executive committee of the Alliance for International Youth Development and is on the board of directors for the Richmond Forum, an educational organization that brings global influencers to Richmond.

Goddard has viewed first-hand the deprivation that the world's poor experience. "Poverty isn't something you can fully convey in a photo. It's the sights, sounds and smells, it's the touch and feel, it's even the taste," she says. As a global citizen, she has a deep appreciation for the diversity and dignity of people around the globe and a fierce commitment to a world that values and protects the rights of all, particularly children.



KEYNOTE SPEAKER



# OPENING PLENARY SPEAKERS



**Suzette Denslow**  
**Deputy Chief of Staff**  
Office of the Governor, Commonwealth of Virginia

Denslow served as the Chief of Staff to Richmond Mayor Dwight C. Jones. She has a long government background, and she served as Legislative Director for Governors Mark Warner and Tim Kaine. In addition, she was the Deputy Secretary of Education for Governor L. Douglas Wilder. Denslow spent about 15 years lobbying the General Assembly on behalf of local governments. She was Deputy Director of the Virginia Municipal League, and the Director of the Tennessee Municipal League. She has a Master's degree in Public Administration from UVA and an undergraduate degree in Urban Studies from VCU.



**Tiffany Jana**  
**CEO**  
TMI Consulting, INC

Tiffany Jana has directed organizational development, marketing, and community outreach initiatives for over 10 years. She founded TMI Consulting, the world's first Diversity and Inclusion Certified Benefit Corporation. Jana's leadership in community building work has been recognized twice in the Wall Street Journal. The TMI Consulting team recently designed and facilitated a very successful series of transatlantic cooperative civic-engagement workshops in the US and the EU for the German Marshall Fund, and a Congressional Leadership series of bipartisan dialogues on race and democracy. Jana especially appreciates the opportunity to design and facilitate discussions, meetings, and initiatives that help individuals, communities and organizations identify goals and communicate effectively across any demographic divide.



**Ruth Jones**  
**Executive Director**  
YWCA South Hampton Roads

Jones brings more than 15 years of non-profit, social service experience in her role with the premier provider of domestic violence and sexual assault support services in the region. Jones' passion and enthusiasm for the YWCA's mission to eliminate racism and empower women, as well as her professional background, make her poised to catapult the South Hampton Roads association to a new level of service and community impact. Jones manages the day-to-day operations of the organization, working collaboratively with the board of directors on mission-based strategic planning for sustainability and capacity- building. She also leads a staff of 60 individuals to ensure the overall outcomes of each program meet or exceed the needs of the women and children served by the YWCA South Hampton Roads.

# OPENING PLENARY SPEAKERS



**Jennifer McClellan\***  
**Virginia Delegate**  
71st District

McClellan was elected to the Virginia House of Delegates from the 71st District in 2005. She serves on the House Commerce & Labor, Courts of Justice, and Education Committees and serves as the State Director of the National Federation for Women Legislators. Her community service extends to a wide variety of state and local organizations. McClellan is a member of Delta Sigma Theta Sorority, the Junior League of Richmond, the Fan District Association, the Fan Women's Club, the League of Women Voters, and the Richmond Crusade for Voters. She received a Bachelor of Arts from the University of Richmond in 1994 and a Juris Doctorate from the UVA. (\*pending General Assembly obligations)



**Colleen Quinn**  
**Attorney & Partner**  
Locke & Quinn Personal Injury & Law Attorneys

Quinn is a principal of Locke & Quinn, director of The Women's Injury Law Center and The Adoption & Surrogacy Law Center, Quinn holds and has held numerous leadership positions. A "Top 100 Trial Lawyers" by National Trial Lawyers, YWCA Outstanding Woman Award for Law & Government, "Hats Off to Women Award" by the ABWA Cavalier Chapter, "Super Lawyers" Top 100/50 in Virginia, Top 50/25 Female in Virginia, and Top 50/25 in Richmond, "Legal Elite" by Virginia Business magazine, "Leader in the Law" by Virginia Lawyer's Weekly and the Congressional "Angels in Adoption" award, Quinn practices adoption & surrogacy law, personal injury and employment law.



**Gayle Jessup White**  
Communications Consultant, Writer, Realtor

White's 30-year career includes public relations, news reporting and anchoring, and public speaking. White taught journalism at VCU and created training programs for at-risk young adults. A Washington, DC native, White and her family moved to Richmond in 2006. She has embraced the Richmond community, serving on the boards of the Richmond YWCA and Elk Hill Farm, volunteering with the American Heart Association, and teaching at the Richmond Valentine History Center. A direct descendant of Thomas Jefferson's great-great grandson and an African-American family servant, White is currently writing a memoir about her 40-year search tracing her family roots.

# CONFERENCE SPEAKERS



**Marquita Aguilar**  
**Executive Administrative Assistant, College of Humanities and Sciences**  
Virginia Commonwealth University

Aguilar is a graduate of the HIGHER Ground Women's Leadership Program. She is the executive administrative assistant to the Dean of the College of Humanities and Sciences at VCU. During her 28 years at VCU, she has served on several committees, organized multiple events and received several awards. Aguilar is the founder and organizer of the Virginia's Caring University Scholarship Campaign and the Marquita Aguilar Walk-A-thon. The Walk-A-thon raises scholarship funds for undergraduate students attending VCU in need of financial assistance. Aguilar serves as a consultant to the VCU Staff Senate Activities and Events Committee. During VCU's 175th Anniversary Celebration, she was recognized as a staff member who made a difference at VCU.



**Angela Bach**  
**Licensed Professional Counselor**  
Honeywell Corporation

Bach is a Licensed Professional Counselor with over 25 years experience in the mental health and employee assistance field. She is a speaker and has conducted wellness seminars for companies all over the state of Virginia. She has worked as the on-site Employee Assistance Counselor for Dupont Teijin Films and is currently contracted as an onsite Employee Assistance Counselor for the Honeywell Corporation. She is also in private practice.



**Talley Baratka**  
**Founder**  
Impact 100 Richmond

Baratka began her career in nonprofit child advocacy with a Master's degree from University of Illinois, U-C. She has used her passion for community building to create a career in corporate community relations across the last 15 years. The last four years have been spent leading Capital One's grant-making and volunteer programs in Richmond for 10,000-plus associates. Currently, Baratka works with Rhudy & Co. Communications to focus on strategic planning and program design in corporate community relations, nonprofit and foundation settings. Baratka is the founder and chairperson of Impact 100 Richmond. She has held numerous community leadership roles and has won multiple awards for her work in community building.

# CONFERENCE SPEAKERS



**Lauren Bell**  
**Professor of Political Science, Associate Dean of the College**  
Randolph-Macon College

Bell is Professor of Political Science and Associate Dean of the College at Randolph-Macon College. She holds a B.A. from the College of Wooster (Ohio) and M.A. and Ph.D. degrees from the Carl Albert Congressional Research and Studies Center at The University of Oklahoma. In 1997-98 she served as an American Political Science Association Congressional Fellow on the U.S. Senate Judiciary Committee, and in 2006-07 she served as a U.S. Supreme Court fellow at the U.S. Sentencing Commission. Bell has authored or co-authored several books and peer-reviewed articles on American government and politics.



**Guenet Beshah**  
**Executive Coach**  
Capital One

Beshah is a leader with 20 years of experience helping individuals, teams and organizations realize possibilities and achieve their goals. She began her career in 1993 helping clients meet their legal goals as an attorney in private practice. In 1998 she joined Capital One as its first fully dedicated employment lawyer and was ultimately promoted to the executive level and becoming a member of the Department's Senior Leadership team. In 2005, Beshah decided to hang up her legal shingle and pursue her dream job of Executive Coaching and today, she happily serves as an internal executive coach where she gets the opportunity to support executives and their teams with customized leadership development services.



**Shelley Burns**  
**Director of Career Programs in Business**  
University of Richmond

Burns is the Director of the Center for Professional Skills and Development at the University of Richmond's Robins School of Business. Her signature program, Q-Camp, is an interpersonal skills "boot camp" that was noted in Business Week, USA Today, and Forbes, for its success in preparing students to network and successfully transition into the workforce. Her passion for career development extends beyond the student experience, she co-founded a Randolph-Macon College alumni women's networking group, Macon Women, Macon Connections and currently serves on the RMC Alumni Networking Board, Macon Connections. She received her M.Ed. in Counseling Psychology and Higher Education Administration from James Madison University and her B.A. degree in Psychology from Randolph-Macon College.

# CONFERENCE SPEAKERS



**Autumn Cyprès**

**Department Chair of Educational Leadership, School of Education**  
Virginia Commonwealth University

Cyprès is the Department Chair of the Educational Leadership Department in the School of Education at VCU. Her work has been widely published and is recognized for its quality and influence. She is the recipient of several awards in the field of educational administration including the William J. Davis Award for the outstanding article published in Educational Administration Quarterly. Cyprès's research examines the politics of school leadership and school reform with an area of emphasis on the principalship. She received her doctorate from Arizona State University in 1996. Prior to joining academe, she served as a biology/chemistry teacher and school administrator at the Elementary, Middle, and High School level in Phoenix, Arizona.



**Brenda Edwards**

**Senior Research Associate**

House Education/ Senate Education and Health/ House and Senate Rules

Edwards is a Senior Research Associate with the Division of Legislative Services, where she has been employed for over 30 years. She is a specialist on the Education and Health and Special Projects Teams. She is assigned as staff to the House Committee on Education, the Senate Committee on Education and Health, the House Committee on Rules, the Senate Committee on Rules, and the Joint Rules Committee, in addition to interim legislative study committees and commissions. Prior to working for the General Assembly, Edwards worked with the Virginia Department of Behavioral Health and Developmental Services, and the State Council of Higher Education. She is a graduate of Howard University, and attended VCU and UVA.



**Evelyn Glazier**

**Vice President/ Covener**

League of Women Voters of the Richmond Metropolitan Area

Glazier has been a member of the League of Women Voters for more than 30 years and is currently Vice President Administration (2nd VP) of the Richmond Metro Area League. She attended public schools in Cincinnati, Ohio and received a Bachelor's degree in Economics from Vassar College and a Master's degree in Economics from University of Virginia. She retired in 2010 after a 30-year career in economic development research with the Greater Richmond Partnership and the Virginia Department of Economic Development (now the Virginia Economic Development Partnership). She has lived in Richmond's Fan District since 1975.

# CONFERENCE SPEAKERS



**Lisa Hatcher**  
**Founder**  
Hatcher Byles Financial Planning

Hatcher 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. She is a fee-only registered investment advisor, founder of the firm Hatcher Byles Financial Planning. She has taught Personal Financial Planning at VCU and is a speaker at community events. Hatcher volunteers in the classroom with Junior Achievement of Central Virginia and with the Virginia Council on Economic Education, teaching personal finance to high school teachers.



**Rose Hatcher**  
**Procurement Manager**  
Aetna

Hatcher is the Director of Supplier Diversity and Print Management Solutions at Aetna Inc. She has oversight of Aetna's Supplier Diversity Program where she is responsible for driving strategies that increase business relationships with diverse suppliers. In the Print Management Solution position, she leads the company's Print and Forms Management services enterprise-wide, impacting over \$270M in company expense. Hatcher is accountable for developing and executing strategies that promote effective management of Aetna's print-related supply chain. She holds a Bachelor of Science degree in Business Management from Bloomfield College and a MBA in Finance from Fairleigh Dickinson University. Hatcher is also a 2008 Alumnae of the Higher Ground Women's Leadership Development Program.



**Deb Jones**  
**Vice President of Digital Marketing**  
Ledbury

Jones is Vice President of Digital Marketing for the local luxury menswear start-up, Ledbury, where she is responsible for finding customers online and engaging them through email, social media, and Ledbury's e-commerce website. She has had a lengthy love affair with technology, having worked on digital marketing campaigns ranging from some of the largest in the world at Capital One to consulting small businesses and start-ups. Jones graduated from VCU with a BS in Marketing and is currently pursuing her MBA at the University of Virginia's Darden School of Business.

# CONFERENCE SPEAKERS



**Jordan Marotta**  
lululemon  $\Omega$  athletica

Marotta is the Store Manager of lululemon athletica in Short Pump. Lululemon is a yoga and run inspired athletic apparel company with a strong leadership culture. Her work primarily involves developing her team and training new store managers along the east coast on how to hire, train and grow dynamic teams. Prior to lululemon, Marotta coached Division I field hockey as the head recruiting coordinator at Stanford University and led the West Coast Region for US Field Hockey's Olympic development program.



**Mindy Messina**  
**Co-Founder**  
WSI Evolution Digital Marketing

Messina founded Evolution Digital Marketing in 2012, after over 20 years as a senior executive in Fortune 500 Healthcare Companies. She became a Certified Internet Consultant bringing together traditional marketing, with the latest internet technology, to create a full-service marketing agency. Messina began her career as a clinical pharmacist, but quickly learned she enjoyed the business side of healthcare, developing products and leading cross-functional teams. Prior to being CEO of her own company, Messina created a unique dual role at Medco Health combining two Vice President positions leading both clinical and business teams.



**Lisa O'Mara**  
**Vice President Donor Engagement**  
The Community Foundation Serving Richmond & Central Virginia

O'Mara is a fund development professional and behind-the-scenes advocate for charitable giving. As VP of Donor Engagement at The Community Foundation Serving Richmond and Central Virginia, she helps individuals and families ensure their philanthropy is strategic and effective. In this role, O'Mara embraces the opportunity to engage a diverse and new generation in giving back through three giving circles; Impact 100 Richmond, Ujima Legacy Fund, and The Richmond Giving Circle. O'Mara is a volunteer Board member of the Tad DuPriest Foundation, Richmond Police Athletic League, and Virginia Gift Planning Council. She is a 2010 graduate of Leadership Metro Richmond and alumnus of Rochester Institute of Technology.

# CONFERENCE SPEAKERS



**Patty O'Toole**  
**Dean of Students**  
Hollins University

O'Toole has served as Dean of Students at Hollins University since July, 2006. In this administrative role, she serves as the chief student affairs officer, providing strategic and operational oversight to the Offices of Residence Life, Student Activities, Career Center, Campus Ministry, Cultural and Community Engagement, Health and Counseling, Judicial Affairs and New Student Orientation. She received her BA in History and Physical Education as well as her M.Ed in Educational Administration from John Carroll University. O'Toole is presently completing her Ph.D. in Higher Education at Virginia Tech.



**Lakesha Roney**  
**Lead Counseling Coordinator**  
Virginia State University

Roney is a native of Dinwiddie County, VA and is the Lead Counseling Coordinator at Virginia State University. She obtained her Bachelors of Science in Psychology and Masters of Education in Counseling from Virginia State University. Roney is a Licensed Professional Counselor in the state of Virginia since 2005, and is currently a doctoral candidate at Argosy University towards her Doctorate of Education in Counseling Psychology with a concentration in Counselor Education and Supervision. In addition to her role at the university, Roney owns and operates a private counseling practice called Inner Self Counseling and Consulting.



**Ann Rosser**  
**CEO**  
Finding Resolution, LLC

As a leadership development consultant, Ann utilizes her 20 years of executive experience to improve the performance of organizations and individuals by helping them find the courage to communicate about what they want to change. Rosser is a credentialed coach (ACC) by the International Coach Federation, a member of the American Society of Training & Development and a certified mediator (Supreme Court of Virginia). She is a former board member of the Northern Virginia Mediation Service, Vice President of the Women Alliance for Financial Education and is a graduate of Leadership Arlington. Finding Resolution is a SWaM certified business.



# CONFERENCE SPEAKERS



**Danette Travis Sajous**

**Financial Advisor**

The Northwestern Mutual Life Insurance Company

Sajous is a Financial Representative and Field Director with Northwestern Mutual in Richmond. She is a graduate of ODU with a BS in Business Management and a minor in Spanish. She holds security licenses and is a Certified Long Term Care Consultant. Among other accolades, Sajous was recognized by Northwestern in 2012 for being number 4 nationally in one of the company's major production categories for the month of December. As a Field Director, Sajous recruits and develops other young professionals who desire a rewarding career path in financial services. Through passion, integrity, and education, Sajous provides Personal Planning Analyses to help each client achieve the financial goals most important to them.



**Myra Goodman Smith**

**President & CEO**

Leadership Metro Richmond

Smith is the President and CEO of Leadership Metro Richmond (LMR). She leads our region's community leadership development organization which has served this community for over 30 years and has 1800+ members/graduates. Smith has more than 25 years of diverse non-profit management and leadership experience and was recognized in 2013 as one of the Influential Women in Virginia by VA Lawyers Weekly. Today, she serves on the Board of the Alzheimer's Association and the United Way. Smith holds a BS degree in Urban Studies and Planning and a MPA from VCU.



**Jeannae Spence**

**Founder**

IndiSPENCEable Coaching

Spence's motto is "Life is short – so have FUN – and if you're not having fun, life is way too long for the people around you." Spence's business provides IndiSPENCEable Inspiration in her workshops with corporate employees and direction individually with entrepreneurs and executives. She has a master's in Organizational Development and an extensive background in sales and marketing, strategic planning, and client relations. Spence is also an adjunct professor. She is passionate about mentoring, working with women in transition, Armstrong High School students, and displaced workers. She is also the founder of "In Search of AWE, a women's networking group.

# CONFERENCE SPEAKERS



**Jennifer Thompson**  
**Director of External Relations, Wilder School**  
Virginia Commonwealth University

Thompson joined the Wilder School after an extensive career in politics. She was a lobbyist and a lawyer at two of the largest law firms in Washington D.C. She served as deputy campaign manager for Congressman Jim Talent's campaign for the U.S. Senate and also served as a senior counsel in both the U.S. Senate and House of Representatives. Thompson also served as labor counsel to Talent and to the U.S. House of Representatives Committee on Small Business, where she conducted regulatory oversight of a number of federal departments and agencies. Thompson is a regular commentator on national and statewide elections in print media, on television, and on radio.



**Deborah Holcomb Travis**  
**Financial Representative**  
The Northwestern Mutual Life Insurance Company

Travis is a Financial Representative with Northwestern Mutual in Richmond, Virginia with an office in Blacksburg. She holds a BS Degree in Business Administration and a M.Ed in Business Education and has worked in the Financial Services industry for 38 years. Travis holds security licenses, has a Fellow in Life Underwriting and is a Certified Long term Care Consultant. Focusing on Retirement Planning, and Long Term Care. She assists clients throughout Virginia and is licensed for both insurance and securities in 6 other states. Her insurance and investment practice provides guidance for lifetime financial security through planning and implementation, ensuring the right solutions for personal, family and business needs.



**Eileen Truax**  
**Contract Administration Inspector**  
Virginia Commonwealth University

Truax is a Contract Administrator at VCU. In 2009, she received her Masters of Public Administration degree from the Wilder School of Government and Public Affairs at VCU. In 2013 she completed the Grace E. Harris Leadership Institute's Higher Ground program, and the Performance Management Group Fundamentals for Supervisors program. Truax has a professional interest in communications, and is an active member of VCU Staff Senate and VCU Toastmasters.

# CONFERENCE SPEAKERS



**Barb Upchurch**  
**Founder**  
Blueberry Marketing

Upchurch has helped hundreds of entrepreneurs launch and grow their businesses. Her secret is to give practical, everyday advice that she has learned from years of experience, with a bit of fun included! Since 2001, her company Blueberry Marketing has been nurturing and educating business owners through workshops, coaching, and marketing implementation. She served as the Director of the Women's Business Center in Richmond, Virginia, and her clients include Relay Foods, LISC Virginia, FeedRVA, Pizza Tonight, Mark Durham's MAD Studio, and Kelly Rightsell Designs. [www.barbupchurch.com](http://www.barbupchurch.com)



**Beverly Walker**  
**Associate Director, University Student Commons and Activities**  
Virginia Commonwealth University

Walker serves as the Associate Director for the University Student Commons and Activities at VCU and supervises Programs and Educational Services. Her primary interest is assisting young adults prepare for the next phase in life through leadership development. Walker is a member of the Association of College Unions International and was recently selected as the Inclusive Coordinator for region 6, which consist of seven states and 78 colleges and universities. She is an alumna of The Grace E. Harris Leadership Institute HIGHER Ground Women's Leadership Development Program. Walker received a B.S. degree from Virginia State University and a M.Ed. degree from VCU.



**Tracey Webb**  
**Founder**  
Black Benefactors

Webb is the founder and Editor-in-Chief of [BlackGivesBack.com](http://BlackGivesBack.com), the first online source for African American philanthropy, and founder of The Black Benefactors, a philanthropic giving circle that supports nonprofit organizations serving the African American community in the DC region. Webb has written for and has been featured in major media outlets and publications and she was the first recipient of the Black Philanthropic Alliance's Legacy Award. She possesses 20 years of experience in the nonprofit and grant making sectors; received a B.A. degree in Psychology from the University of the District of Columbia and a Master's Degree in Counseling Psychology from Howard University.

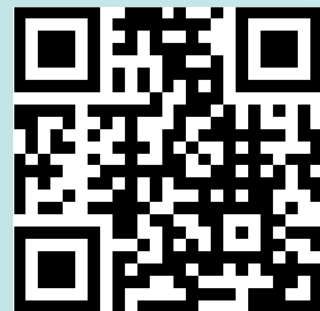
# CONFERENCE SPEAKERS



**Madge Zacharias**  
**Founder & Co-Managing Partner**  
Zacharias Ganey Health Institute

Zacharias is a co-founder of Zacharias Ganey Health institute, a center dedicated to helping individuals improve their health and weight through education, nutrition, training and support. Zacharias completed her medical training and Residency at VCU, and started her medical career as a Board Certified Pediatrician in a private practice in Richmond. She left her medical practice in 2001 to develop a comprehensive program for weight management—the ZG KEY Program. It has successfully empowered over 8000 individuals from the Richmond Area improve their quality of life and health. Zacharias is a member of the American Society of Bariatric Physicians and has successfully completed the Society’s Examination for Board Certification.

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**[www.facebook.com/HGWLC](https://www.facebook.com/HGWLC)**

# SCHEDULE AT A GLANCE

## FRIDAY, JANUARY 31, 2014

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Lower Level Foyer      Conference Check In (7:30 AM - 10:00 AM )

Lower Level Foyer      Continental Breakfast (7:30 AM - 10:00 AM )

### PRE-CONFERENCE SESSIONS 8:00 a.m. - 8:45 a.m.

Dominion                  HIGHER Ground Alumnae Coffee

Commonwealth        About HIGHER Ground

### OPENING PLENARY

Capital Ballroom      Welcome (9:00 AM - 9:20 AM )

Capital Ballroom      Women of Power (9:30 AM - 10:45 AM )

Lower Level Foyer      Morning Coffee Break (10:45 AM - 11:00 AM )

### MORNING CONCURRENT WORKSHOPS 11:00 a.m. - 12:15 p.m.

Madison                  A Dollar's Difference: Resource Pooling for Community Investment

Capitol                    In the Eye of the Storm: Landing in a Controversy That's Not Your Own

Dominion and  
Commonwealth        The Behavioral Side of Finance: What's Holding You Back?

Salon 2                    Women of Politics: Results of the '13 Gubernatorial Election and What  
They Mean For Us

Salon 3                    Women's Leadership: Leaning In or Left Out?

Jefferson & Monroe    How Is Your Attitude?

# SCHEDULE AT GLANCE

**KEYNOTE LUNCH 12:30 p.m. - 1:45 p.m.**

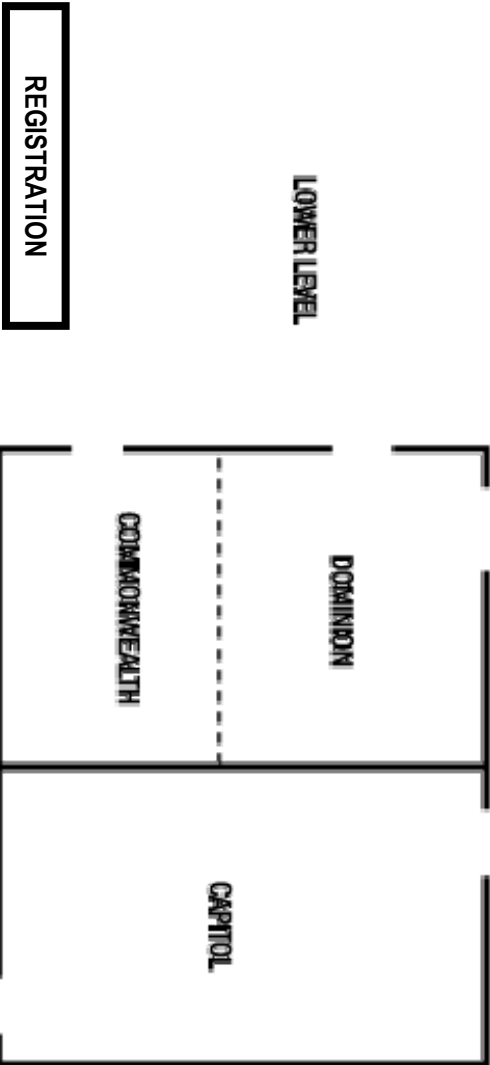
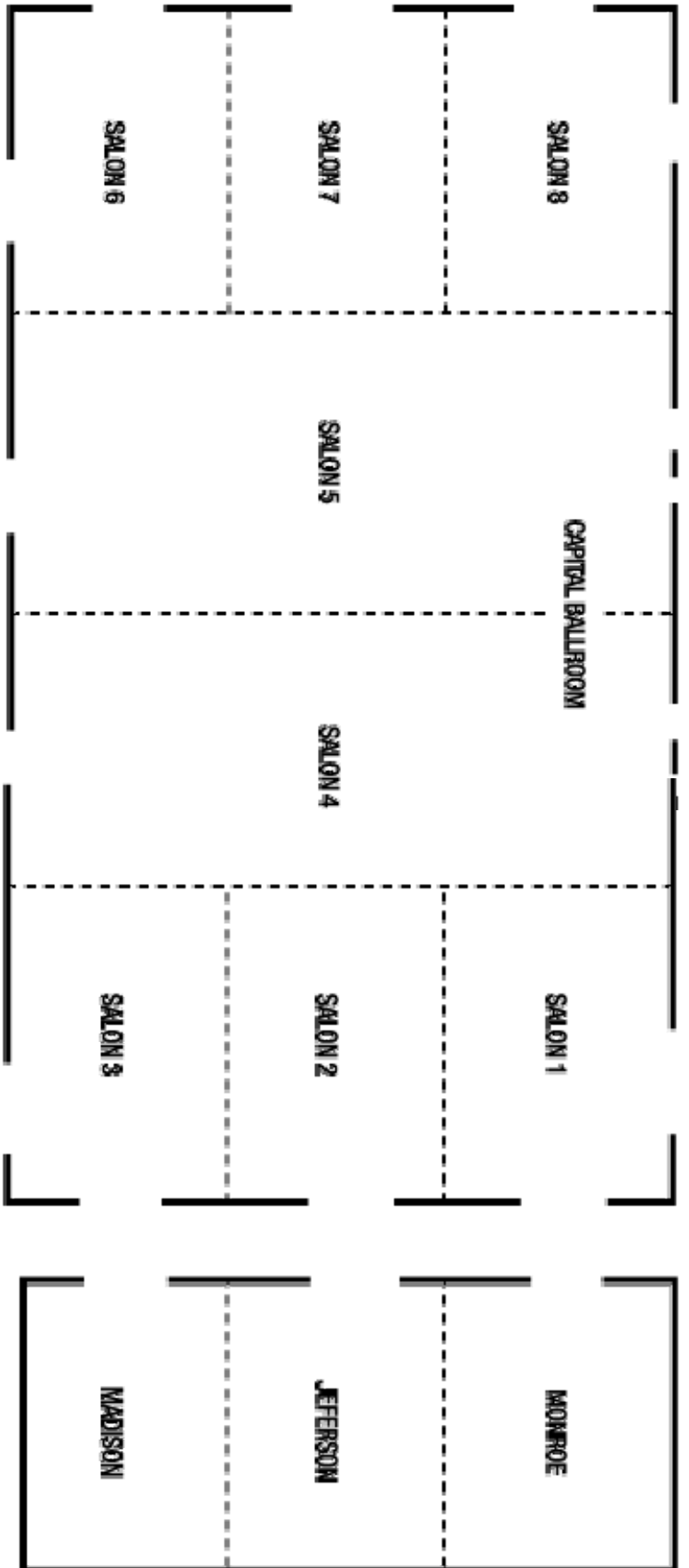
**AFTERNOON CONCURRENT WORKSHOPS 2:00 p.m. - 3:00 p.m.**

Madison	Baker's Dozen: 13 Essential Ingredients for Effective Leadership
Capitol	Five Keys to Building a Disciplined Investment Strategy
Dominion and Commonwealth	Staying Fit and Fabulous at Work
Salon 2	Taking Care of Business: Becoming an Entrepreneur
Salon 3	There's an App for That: Top Apps to Make Your Life Easier
Jefferson & Monroe	Building a Networking Relationship Through Give and Get

**AFTERNOON CONCURRENT WORKSHOPS 3:15 p.m. - 4:15 p.m.**

Madison	Baker's Dozen: 13 Essential Ingredients for Effective Leadership
Capitol	Five Keys to Building a Disciplined Investment Strategy
Dominion and Commonwealth	Staying Fit and Fabulous at Work
Salon 2	Taking Care of Business: Becoming an Entrepreneur
Salon 3	There's an App for That: Top Apps to Make Your Life Easier
Jefferson & Monroe	Building a Networking Relationship Through Give and Get

**NETWORKING RECEPTION 4:15 p.m. - 5:00 p.m.**



During the conference tweet us directly from your smartphone @VCU\_GEHLI with #HGWLC to tell us your favorite session of the day, your favorite quotes, your most memorable moment, and anything else you would love to share about the conference. You can also take pictures of you and your group and include it in your tweet.

Here are the links to get you started:

[www.twitter.com/vcu\\_gehli](http://www.twitter.com/vcu_gehli)

[www.facebook.com/hgwlc](http://www.facebook.com/hgwlc)

[www.linkedin.com/vcugehli](http://www.linkedin.com/vcugehli)

Scan this with your smartphone for direct access to our Facebook page.



Can't access it? That's alright, here is the direct link. Just type it into your browser:

[www.facebook.com/hgwlc](http://www.facebook.com/hgwlc)



# SESSION DESCRIPTIONS

## About HIGHER Ground

Join us for this pre-conference session to learn about the HIGHER Ground Women's Leadership Development Program. Hear personal accounts from alumnae about their experiences during and after the program. Join the conversation to learn how you can participate in the 2015 class!

## Women of Power

Engage with extraordinarily successful women who are having a significant influence on the economic, social, political, and cultural landscape of the Commonwealth. Join us for this roundtable discussion with women powerbrokers from across Virginia as they share their personal leadership insights; experiences about their journey to success; wisdom on what it takes to sustain their position on top; and how they support the career growth of women in their industries and beyond. This lively discussion is sure to leave you with valuable lessons to propel your career.

## A Dollar's Difference: Resource Pooling for Community Investment

From \$1 to \$1,000, individuals are pooling together resources to make strategic differences in their communities. The giving circles phenomenon is helping to transform small neighborhood groups to large metropolitan organizations all across the country. This engaging panel will explore this innovative philanthropic technique, describe how it can help leverage the capabilities of organizations, and ultimately enhance the impact on the causes they promote to better meet the needs of the individuals and communities that they are serving.

## In the Eye of the Storm: Landing in a Controversy That's Not Your Own

Serious workplace gaffes, whether illegal, unethical, or simply unsavory, continue to make national headlines. What happens when the drama hits a little closer to home? While scandals may at first appear unique and unlikely to arise in your workplace, more and more employees are finding themselves in the middle of controversy—that is not their own. Find out what happens when our panelists, drawing on personal experience, are forced to weather raging controversy in the workplace. Join us to hear how they handled workplace controversies when conventional leadership practices weren't enough; how they kept the crisis at bay and avoided becoming part of the sensationalized story; and how preparation and sound judgment were critical for their survival.

## The Behavioral Side of Finance: What's Holding You Back?

When it comes to personal finance, it's often complicated. Sometimes we don't understand our own responses to managing or, in some cases, not managing our money. This session will help you discover unconscious feelings, beliefs systems, and behaviors that sabotage you and prevent you from securing a sound financial future. What is your "financial personality" and how does it manifest in your day to day decisions about money? What are the roadblocks that get in your way? Once identified, we will overcome them with practical tips and easy to implement solutions.

# SESSION DESCRIPTIONS

## **Women of Politics: Results of the '13 Gubernatorial Election and What They Mean For Us**

The ballots have been cast and the votes have been counted – there is a new governor in Virginia with a new agenda. Female participation in politics and government is essential to balanced influence and political objectivity. This discussion will uncover what exit poll results tell us about women's voting behavior in the gubernatorial election; highlight critical issues for women in politics in the Commonwealth for 2014 and beyond; and provide an opportunity for the audience to engage this important topic.

## **Women's Leadership: Leaning In or Left Out?**

To help level the playing field in the workplace, women should, “seek challenges, take risks, and pursue their goals with gusto.” In her best-selling book “Leaning In,” Facebook’s COO, Sheryl Sandberg, argues that women are not leaning in to their careers enough and as a result are unintentionally holding themselves back. Women need to insist on parallel status in business. The book’s premise will be discussed to help uncover the value, or not, of “Leaning In.” Key to this discussion will be unearthing what “Leaning In” means for all women, including women over 50, young women, and women of color. Join the panelists as they bring their distinctive takes on the book to the discussion.

## **How Is Your Attitude?**

Your attitude is the foundation of success in your personal and professional life. Having the “right” attitude in life situations can provide clarity in direction, courage in moving forward and ability to address conflict in productive ways. This session will explore the importance of attitude, how to develop a success-oriented attitude about self and others, and the pattern of thoughts and habits contributing to your attitude. Bring issues to discuss on which you would like an “attitude adjustment”.

## **Baker’s Dozen: 13 Essential Ingredients for Effective Leadership**

Do you read all the leadership books and still feel confused, wondering what exactly differentiates the average person from the high-energy, highly-effective, leader who stands head-and-shoulders above the rest? According to Spence, “We are all leaders – by choice or by default – so the question is not so much “are we leaders” but “how well do we lead?” Effective leaders are conscious of how they impact the people within their sphere of influence. A leader must be vulnerable enough to have an authentic connection, charismatic enough to engage others, and humble enough to realize that true leadership involves being of service to others. In this session you will learn the 13 essential ingredients for becoming a leader who aligns inner passion with outer goals and strategies, motivating and inspiring not only others, but also yourself, to take positive action with sustained momentum toward desired results.

# SESSION DESCRIPTIONS

## **Five Keys to Building a Disciplined Investment Strategy**

In this session, Asset Allocation and Investment Fundamentals will be discussed. Attendees will learn about various asset classifications and will be shown how to choose suitable investment strategies to assist them in reaching their financial goals.

## **Staying Fit and Fabulous at Work**

Do you ever sit and wonder: “When will my waistline and the piles of paperwork on my desk shrink?” “When will my appetite for the sweets in my drawer or the emails in my inbox dwindle down?” Or, “How will I ever manage to find time for the gym in between meetings and conference calls?” If so, this session is exactly what you need! It's no secret that office jobs can lead to weight gain. While we can't help with the ever mounting workload, we can provide you with useful tips that can make creative use of your 9 to 5 space, time, and energy to give workplace weight gain the pink slip.

## **Taking Care of Business: Becoming an Entrepreneur**

Do you dream of taking an amazing idea or business concept to market? If you have thought about becoming an entrepreneur, this session is for you. You will leave with the tools and confidence to move forward towards business ownership. This session will include five practical steps to begin your journey.

## **There's an App for That: Top Apps to Make Your Life Easier**

Between long days at work, zumba on Wednesdays, those two club meetings this week, and those last few pounds you're trying to lose, it's pretty hard for a woman on-the-go to keep up with life's demands. Email, calendars, and to-do lists do a pretty good job of keeping everything in order. However, there are still those moments when you ask yourself, "Is there an app for that?" Need to find a sale? There's an app for that. Need to plan an event? There's an app for that. Wish there was something to make your life simpler? Well, there's an app for that, too! These days, there's practically an app for everything. Apps have become important tools for getting it all done (well, mostly). This workshop will highlight how your mobile devices can make your life easier. Join us to find useful apps that can help you find time, money, and sanity.

## **Building a Networking Relationship Through Give and Get**

It's no secret that to grow a business, break into an industry and succeed, or connect with a desired individual, you need to network. However, how can you move from conversation to connection, in an effort to get results? Successful women recognize the value of building and maintaining relationships to advance their career. This workshop will explore simple but impactful networking strategies to help women build authentic relationships, leverage connections, and achieve results.

# CONFERENCE EVALUATION

# CONFERENCE EVALUATION

<b>Workshops</b>	<b>1 Not Useful</b>	<b>2</b>	<b>3 Somewhat Useful</b>	<b>4</b>	<b>5 Very Useful</b>
A Dollar's Difference: Resource Pooling for Community Investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the Eye of the Storm: Landing in a Controversy That's Not Your Own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Behavioral Side of Finance: What's Holding You Back?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women of Politics: Results of the '13 Gubernatorial Election and What They Mean For Us	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Leadership: Leaning In or Left Out?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baker's Dozen: 13 Essential Ingredients for Effective Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building a Networking Relationship Through Give and Get	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Five Keys to Building a Disciplined Investment Strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How Is Your Attitude?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staying Fit and Fabulous at Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking Care of Business: Becoming an Entrepreneur!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's an App for That: Top Apps to Make Your Life Easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVER—>

Please provide additional comments about these sessions.

What did you like most about the conference?

What improvements would you make to the conference?

Please share your ideas for future keynote or workshop speakers.

Please rate your overall conference experience.

1	2	3	4	5
Not Worthwhile		Somewhat Worthwhile		Very Worthwhile

Do you plan to attend the conference again next year?

Yes	No	Unsure
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How did you learn about the conference

Attended last year	Email	Television	Luncheon mailing
Newspaper	Radio	Friend	Other _____

*Thank you for attending today's conference. The Grace E. Harris Leadership Institute appreciates your comments and suggestions about our Annual Conference in our continuing effort to improve the event.*

# THE GRACE E. HARRIS LEADERSHIP INSTITUTE

## ABOUT THE HIGHER GROUND WOMEN'S LEADERSHIP DEVELOPMENT PROGRAM

The HIGHER Ground Women's Leadership Development Program is a five-month leadership development experience for current and emerging women leaders who are committed to investing in themselves and their organizations. The program is designed to benefit women at all career levels in public, private, nonprofit and entrepreneurial positions. Training opportunities promote personal and professional growth through leadership development, education, coaching and networking. By engaging in intellectual and experiential workshops, participants learn key principles aimed at enhancing their leadership styles to help them successfully leverage opportunities for advancement.

**The HIGHER Ground program content includes lectures, workshops and experiential learning designed to:**

- Develop the skills and methods women employ for engaging in and understanding leadership through practice-in-action and reflective inquiry
- Broaden the capacity of women to model and emulate leadership behaviors and practices designed to strengthen collaboration and transformation
- Strengthen the performance capacities of women as agents of change to help them confidently achieve meaningful, action-oriented results



HIGHER GROUND 2015

## As a participant, you will:

- Investigate your leadership style through assessment instruments and explore aspects of personality and behavior in areas such as problem solving, decision-making and communication styles to increase self-awareness
- Enhance your self-awareness of personal leadership styles and strengths
- Expand your experiential and intellectual analysis of the process of leading through a series of intensive and interactive sessions
- Develop your skills and develop methods to engage and understand leadership
- Increase your skills and abilities to gather and utilize feedback
- Gain greater effectiveness in communication and collaboration
- Obtain broader insights into processes of leading in diverse arenas
- Create a clear vision for self and organization
- Strengthen your performance capabilities as agents of change
- Grow in confidence and comfort in leadership roles

## 2015 Program Dates

**New Participant Kick-Off**  
February 5, 2015

**Strengths-Based Leadership**  
February 6, 2015

**Conflict Management**  
March 5, 2015

**Collaboration and Negotiation**  
March 6, 2015

**Developing your Inner Voice**  
April 9, 2015

**Leading with Mindfulness**  
April 10, 2015

**Leading with Courage**  
May 7, 2015

**Strategy and Team Building**  
May 8, 2015

**Virginia Network Conference**  
May 29, 2015

**Reflective Practice**  
June 4, 2015

**Reflective Practice**  
June 5, 2015

**Closing Ceremony**  
June 19, 2015

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### Application Information

- ◆ Applications are available online at [www.vcu.edu/gehli](http://www.vcu.edu/gehli), or you can request an application by contacting us at (804) 827-1169 or [gehli@vcu.edu](mailto:gehli@vcu.edu).
- ◆ Applications received after **November 1, 2014**, will be considered based on space availability. All applicants will be notified of acceptance by **December 1, 2014**. Once accepted, all HIGHER Ground candidates **must** submit the tuition fee **no later than January 1, 2015**, to secure space as a participant.

### Tuition

The **\$1175.00 participant fee** covers all program costs including an intensive leadership assessment, an overnight retreat, registration for the Virginia Network Conference and meals on program days. Tuition may be paid by either a sponsoring organization or the individual. Participants are responsible for securing their own transportation to program sessions.



# VCU The Grace E. Harris Leadership Institute

Make it real.

## HIGHER Ground Women's Leadership Development Program 2015

### 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.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## **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)
- 1 nomination form
- \$200 Application Deposit (to be applied to the total program fee of \$1175)

### **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 \$975 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.

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Applicant's Signature

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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**

**APPLICATION DEADLINE: November 1, 2014**

*Applications received after the deadline will be considered on a space available basis.*

# Notes

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**2015** **JANUARY 30**

**9TH ANNUAL HIGHER GROUND  
WOMEN'S LEADERSHIP CONFERENCE  
RICHMOND, VA**

The Grace E. Harris Leadership Institute  
Virginia Commonwealth University  
916 West Franklin Street  
P.O. Box 842534  
Richmond, Virginia 23284-2534  
Phone: (804) 827-1169  
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E-mail: [gehli@vcu.edu](mailto:gehli@vcu.edu)  
Website: [www.vcu.edu/gehli](http://www.vcu.edu/gehli)  
Facebook: [www.facebook.com/VCU.GEHLI](http://www.facebook.com/VCU.GEHLI)