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The Grace E. Harris Leadership Institute at Virginia Commonwealth University
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9TH ANNUAL HIGHER GROUND



WOMEN'S

LEADERSHIP

CONFERENCE



2015



VCU

VIRGINIA COMMONWEALTH UNIVERSITY

The Grace E. Harris Leadership Institute | L. Douglas Wilder School of Government and Public Affairs

**REACH YOUR
TARGET AUDIENCE**



The Chesterfield
WOMEN'S JOURNAL



The Women's Journal publications are part of a nationally syndicated publication that has been rated the #1 Educational Newspaper for Women in the United States, according to a survey by U.S. World and Review. We are published quarterly and distributed free of charge throughout Chesterfield County, Virginia.

The Women's Journal seeks to educate and inform women and their families in meaningful ways. We challenge our contributors to demonstrate their expertise, insight, and enthusiasm for their professions and businesses by writing objective and educational articles.

Our contributors become known as "experts" in their field, while providing the readership with valued information about products, services and resources available to them – a huge benefit from a free publication!

Our publication format allows readers to gain an understanding of "who" the contributor is prior to making the first phone call. This is paramount to businesses that rely on the "personal touch." In addition to our readers being able to make educated and informed choices, our contributors benefit by having access to a savvy and discerning readership – the affluent, higher-educated women of Chesterfield County.

Our Mission:

The mission of the Women's Journal is to be the objective and educational resource for the women of each county in which we publish. Our focus is on high-quality articles that are of interest to women of all ages, background, and ethnicity.

A publication dedicated to educating women



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THE GRACE E. HARRIS LEADERSHIP INSTITUTE

ABOUT THE INSTITUTE

Housed in the L. Douglas Wilder School of Government and Public Affairs at VCU, 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.



"Our society has a deep need for visionary leaders who work in concert with others to get results and inspire people to grow, change, and transform organizations."

-Dr. Grace E. Harris



ABOUT THE INSTITUTE

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.

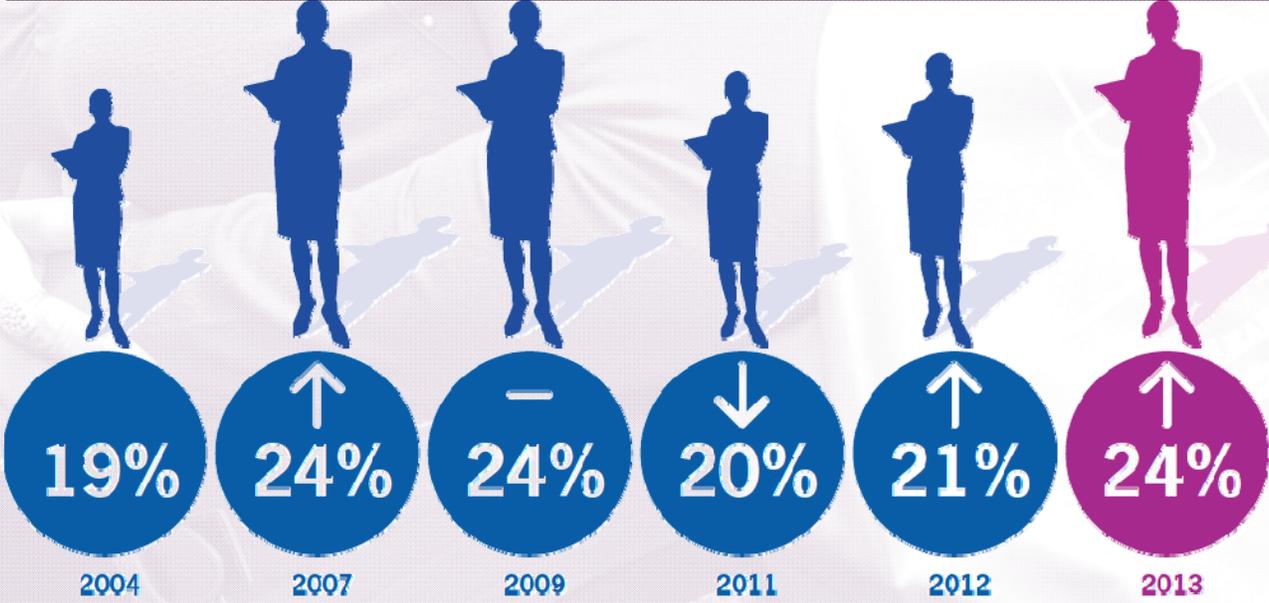


DID YOU KNOW?

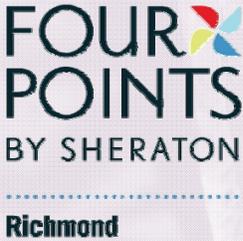


Did You KNOW?

Women held 24% of senior management positions globally in 2013



Source: Grant Thornton IBR, 2013

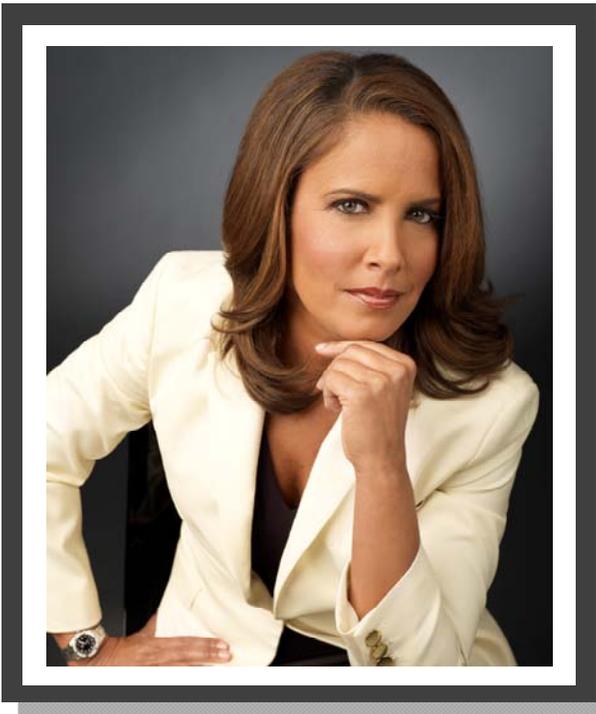


A two night stay with two breakfasts each day has been donated as a door prize by the Four Points by Sheraton, creating opportunities to connect - to home, to colleagues, and to friends, both old and new!

SUZANNE MALVEAUX

CNN AWARD WINNING JOURNALIST

KEYNOTE SPEAKER



Award-winning journalist Suzanne Malveaux serves as Cable News Network's (CNN) national correspondent, covering politics, national news, international events and culture. Previously, she co-anchored CNN's *Around The World* and co-anchored the network's Emmy-winning coverage of the revolution in Egypt and the network's Peabody Award-winning coverage of the Arab Spring.

Malveaux also covered the White House for more than 10 years as a White House correspondent—covering Presidents Bill Clinton, George W. Bush, and Barack Obama traveling to Europe, Africa, The Balkans, Latin America, Southeast Asia, Australia and the Middle East. She has interviewed all 5 living Presidents, and several First Ladies.

In March of 2012, Malveaux returned to Rwanda—the former civil war torn African nation she had covered 14 years ago with then President Clinton, and updated the reconciliation efforts. Later in October, she traveled to South Africa where she interviewed the family of Nelson Mandela and covered Soweto "36 years out of the student uprising".

In September 2011, Malveaux embedded with U.S. troops in Afghanistan for the 10th anniversary of 9/11 where she led breaking news coverage of the Taliban's terrorist attack on the U.S. Embassy there.

Malveaux was recently recognized by Columbia University's Graduate School of Journalism for covering "One of the top 50 stories of the Century" for her reporting on then Senator Obama's 2008 presidential campaign. During that time Malveaux reported and crafted a 90 minute documentary on Senator Barack Obama, and served as a panelist questioning the candidates in the Democratic Presidential Primary Debate in Charlotte, North Carolina in Jan. 2008, and Democratic Presidential Debate in Las Vegas in Nov. 2007. She also played a key role in CNN's Emmy-winning election coverage of 2006 and 2004.

Malveaux covered President Obama's 2013 inauguration in Washington, D.C. and the Democratic National Convention in Charlotte, N.C. In September 2005, Malveaux returned to her family's hometown of New Orleans where she reported on the devastation and recovery following Hurricane Katrina.

KEYNOTE SPEAKER

She was part of the coverage teams that earned CNN a Peabody Award for its Katrina reporting and a duPont Award for CNN's coverage of the tsunami disaster in Southeast Asia. Among the stories Malveaux has broken for CNN are: the retirement of Supreme Court Justice Sandra Day O'Connor, the plea deal of lobbyist Jack Abramoff, and White House personnel changes.

Before joining the network in May 2002, Malveaux was a correspondent for NBC News based in Chicago and Washington, D.C. During her tenure, she traveled the country covering breaking news for MSNBC reporting on 9/11, the Pentagon, politics, the 2000 Ballot recount, and Clinton's impeachment trial.

Malveaux started as a general assignment reporter for WRC-TV in Washington, D.C., and WFXT-TV and New England Cable News in Boston. Before getting into the news business, Malveaux produced documentaries in Egypt and Kenya and worked on a one-hour documentary on the Great Depression with Boston-based Blackside Inc.

Malveaux has been named an Aspen Institute Henry Crown Fellow, an Aspen Global Leadership Network fellow, an Honorary Member of Alpha Kappa Alpha Sorority, and holds 4 Honorary Bachelor degrees.

She has participated in numerous panels at the Aspen Institute Ideas Festival and Brainstorming summits. She serves on the Board of Columbia University's Graduate School of Journalism.

Malveaux will be awarded with a Gracie Award from the Alliance for Women in May for her 2013 ALS series. She has also been recognized as "One of America's Most Powerful Players Under 40" by Black Enterprise, Ebony's "Outstanding Women in Marketing & Communications", The Root.com 100's "Most Influential Young African Americans", and Essence Magazine's "2009 Journalist of the Year".

Malveaux is personally dedicated to promoting awareness and research for ALS (Lou Gehrig's disease). She enjoys participating in marathons and triathlons.

Malveaux returned to Washington, D.C to better care for her mother, who suffers from ALS. Malveaux chronicled her mother's battle against the disease in a series of CNN reports last year ('My Mother's Journey with ALS').

Malveaux earned a Bachelor's degree from Harvard University and a Master's degree in Journalism from Columbia University's Graduate School of Journalism.

OPENING PLENARY SPEAKERS



Angela Wilkes
Director Supplier Diversity & Sustainability
Owens & Minor

Wilkes is known for her skill at forging partnerships with key business leaders to achieve business goals. She has lead the Healthcare Distribution Industry with her experience in driving initiatives that link diversity to an organization's strategic business objectives, its marketplace, and long-term sustained culture change. Wilkes has been with Owens & Minor for 20 years, and has produced substantial sales growth. Currently, she serves as the Director of Supplier Diversity & Sustainability since 2001. She champions profitable business development via diversity and inclusiveness initiatives for Owens & Minor, drawing on her expertise in minority and women-owned business development, community relations, sales, training and customer relations. Her efforts have garnered numerous prestigious national, state and local awards and recognitions for her company and for herself.



Ava-Joye Burnett
Anchor/Video-Journalist
WRIC-TV

Burnett joined WRIC in January of 2012 as a Weekend Anchor and Video Journalist. Prior to joining the 8News team, Burnett worked in a number of newsrooms. She worked at WUSA-TV in the nation's capital. While at WUSA, she did many things, including field producing from the Commerce Building overlooking the White House, for President Barack Obama's inauguration. Burnett also worked as a reporter at CTV-News in Prince George's County, MD, and as a Reporter/Anchor at WHAG-News in Hagerstown, MD. Burnett graduated from American University in Washington, D.C., and is a proud member of Zeta Phi Beta Sorority, Incorporated and the National Association of Black Journalists.



*Thank you to, **Wailing Women Ministries**, IMPACTing our community one person at a time.*

OPENING PLENARY SPEAKERS



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.



Nancy Rodrigues
Secretary of Administration
Commonwealth of Virginia

Rodrigues serves as the Secretary of Administration for Governor Terry McAuliffe, where she has oversight of four state agencies: The Department of General Services, Department of Human Resource Management, The Department of Elections and the State Compensation Board. She served as the Secretary of the Virginia State Board of Elections from 2007 to 2011, following a nearly a decade as the founding executive director of DRIVE SMART Virginia.



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CONFERENCE SPEAKERS



Velma Ballard
Associate Director of Administration
Virginia Department of Housing & Community Development

Ballard is the Associate Director of Administration for the Virginia Department of Housing and Community Development (DHCD). She directs the agency's human resources, information technology, organizational development, procurement, public relations and administrative policy functions. She has over 25 years of HR experience as the HR Manager or Director at several state agencies including Department of Corrections (DOC), Virginia Information Technologies Agency (VITA) and DHCD. She earned a M.A. in HR Development from George Washington University and B.I.S. from Virginia State University. Ballard is currently a Ph.D. candidate in Public Policy and Administration at Virginia Commonwealth University.



Janet Carter
Parent Coach
Our Childish Ways

Carter is a parent coach, writer, speaker, mother of four and grandmother of two. A Richmond native, JMU graduate, and former high school teacher, Carter writes a weekly parenting blog, ourchildishways.com, and has been published in *Style Weekly* and *The Times Dispatch*. She can also be found on rosemond.com and parentguru.com, as well as parentcoachatlanta.com. A Certified Parent Coach, Carter studied under John Rosemond in his Leadership Parenting Institute. She works with parents around the country, breaking through their parenting challenges, helping to dispel cultural pressures and encouraging moms and dads in their roles as leaders in their homes.



Janaka Casper
President & Chief Executive Officer
Community Housing Partners

Casper has navigated CHP through 40 years of housing and community development services. Starting with its humble beginnings, he led expansions of expanded CHP's programs and activities to include architecture, construction management, energy services, development, homeownership opportunities, and housing development. Casper was selected by the Fannie Mae Foundation as one of six community-development leaders to receive the 2001 James A. Johnson Community Fellows Award for his contribution to providing decent and affordable housing. Casper also works closely with partner organizations and currently serves on the following boards: National NeighborWorks Association Housing Assistance Council; New River Valley HOME Consortium.

CONFERENCE SPEAKERS



Tekisha Dwan Everette
Managing Director, Federal Government Affairs
American Diabetes Association

Everette is the Managing Director of Federal Government Affairs at the American Diabetes Association (ADA). Prior to her work at ADA, she worked as one of the federal lobbyists on health care for the Service Employees International Union (SEIU). She has worked on social policy issues with RESI, the Manpower Demonstration Research Corporation, the Center for Law and Social Policy, and the State of Maryland. Everette received her PhD in Sociology from American University, a Master of Public Administration from Virginia Tech, and two B.A.'s in Political Science and Interdisciplinary Studies from Virginia Tech. In 2007, she was awarded the Young Woman of Achievement Award from the Women's Information Network (WIN).



Michelle Ferebee
Manager, Strategy and New Business
Aeronautics Research Directorate
NASA Langley Research Center

Ferebee is currently the lead strategist for the Aeronautics Research Directorate at NASA Langley Research Center. In this position, she aligns and advocates the use of Langley's research assets to support NASA's aeronautics strategy and to partner with academia and industry to advance fundamental research. Ferebee began her career as a computer scientist developing visualization tools to interpret satellite data. She advanced to the Head of the Atmospheric Sciences Data Center, a processing and archival center for satellite telemetry. Committed to inspiring the next generation of explorers, she has mentored many students and early professionals.



*Four complimentary registrations for the United for UNOS 5K and Fun Run has been donated as a door prize by **UNOS (United Network for Organ Sharing)**, a leader committed to advancing organ availability and transplantation by uniting and supporting its communities for the benefit of patients through education, technology and policy development.*

CONFERENCE SPEAKERS



Lauren Fitzgerald
Managing Director
The Mom Complex

As Managing Director, Fitzgerald brings over ten years of account and brand management experience to lead all company operations for The Mom Complex. Throughout her career, she has worked with some of the biggest brands in the industry, including Walmart, Unilever, Chick-fil-A and Playskool, helping them better connect with their mom customers and their mom employees. The Mom Complex uses groundbreaking research and innovation methods to get at the heart of moms' passion and pain points in order to create new products, services, brand positionings, shopper marketing programs, and communication platforms that drive sales for clients while making the lives of moms easier.



Jean Gasen
Director, Leadership and Executive Coaching
Virginia Commonwealth University

Gasen is currently the Director of Leadership and Executive Coaching within the School of Business at VCU. Gasen has more than 30 years experience in creating innovative and energizing learning communities that support transformational growth in leaders and their organizations. She has served as a frequent keynote and featured speaker in conferences with a specialized focus on self-awareness, confidence and authenticity in the development of women leaders. Gasen holds a Ph.D. in Educational Psychology, a Post-Baccalaureate Certificate in Information Systems, is a graduate of Georgetown's Leadership Coaching program and is a certified PCC coach from the International Coaching Federation.



Cheryl Ivey Green
Senior Assistant to Mayor
City of Richmond

Green is the Senior Assistant to Mayor Dwight C. Jones and Executive Minister to First Baptist Church of South Richmond. She has served on staff of Dr. Dwight Jones for 16 years. Green is an active community servant for the Richmond Behavioral Health Authority, Baptist Minister Conference of Richmond and Vicinity as First Vice President, Child Development Center as a board member and Grace Harris Leadership Institute as an advisory board member. Green earned a B.S. in Mathematics from Virginia Commonwealth University, a Master of Divinity degree from the Samuel Dewitt Proctor School of Theology, Virginia Union University, and a Doctor of Ministry from United Theological Seminary, Dayton Ohio.

CONFERENCE SPEAKERS



Julianne Guillard
Visiting Instructor of Women, Gender and Sexuality Studies
University of Richmond

Guillard holds a PhD in Curriculum & Instruction and Women's Studies. She teaches courses in the Women, Gender and Sexuality Studies program at the University of Richmond. Her research includes pedagogical leadership, LGBTQ studies, and childhood studies.



Jane Henderson
President & CEO
Virginia Community Capital

Henderson is President and CEO of Virginia Community Capital and the Community Capital Bank of Virginia. Henderson joined VCC in 2005 to direct its expansion and entry into the regulated financial world. She is the former Community Development Executive for Wachovia Corporation, where for ten years she managed all aspects of Community Development Operations, Lending and Compliance for the \$350 billion corporation. Henderson is a graduate of the Consumer Bankers Association's Graduate School of Retail Bank Management and holds a Certified Risk Management Certification from the American Bankers Association. She graduated from Gettysburg College in Pennsylvania and holds a Masters in Finance from St. Joseph's University.



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CONFERENCE SPEAKERS



Kathy Jenkins
Owner
Come to Order

Jenkins has been busy helping busy families and small business owners simplify and come to order in every aspect of their lives. She works one-on-one with clients in their homes and offices, help organize spaces, create effective systems, and assist with time management so that the result is a more efficient, productive and happy life. Jenkins is a sought after speaker whose advice has been published in books and magazines such as Better Homes & Gardens, Woman's World, Good Housekeeping, Real Simple, Richmond Times Dispatch, and many more. Jenkins has also been featured on CBS6, Raising Great Men Radio show, and the SMEAD blogcast.



Laurie Manns
Licensed Professional Counselor
Discovery Counseling and Consulting

Manns is a Licensed Professional Counselor (LPC) and Certified Substance Abuse Counselor (CSAC). She has served as a Clinical Supervisor in community mental health centers and has directed a variety of programs including Dialectical Behavior Therapy for adolescents. She has over 15 years of experiencing providing counseling, leadership and supervision of clinical staff, and community workshops to promote mental wellness.



Paula Otto
Executive Director
Virginia Lottery

Paula Otto has worked for the Virginia Lottery for 16 years. She was part of the original group who built the Lottery from scratch. She left for an 11-year stint at VCU, rising to the position of Associate Director for the Robertson School of Media & Culture, then returned to the Lottery as executive director in 2008. Paula and her 300 fellow gamers across the Commonwealth take great pride in operating a Lottery known for its innovation, integrity and "We're Game" fun. In FY14, the Virginia Lottery had record sales of \$1.8 billion and raised a record \$538 million in profits for K-12 education.

CONFERENCE SPEAKERS



Susan Perry
Senior Management Analyst, City Manager's Office
City of Norfolk

Perry is a Senior Management Analyst for the Norfolk City Manager. She recently served as the lead planner for the Mayor's Commission on Poverty Reduction, a citywide inter-agency community initiative that resulted in the development of a plan for reducing poverty in Norfolk. Perry is currently leading the plan's implementation and developing community support for it. She is also responsible for developing and executing key city initiatives designed to retain and attract young talent to the city. Perry earned her Ph.D. in Public Administration and Policy at Virginia Tech. She also holds a MSW from Radford University and a B.S. in Psychology and Sociology from Virginia Tech.



Carolyn Robinson
Financial Advisor
MetLife

Robinson is a Financial Advisor, whose goal is to provide families and business owners assistance in building their financial freedom. Her personal goal is to become a lifetime resource for each and every client. Robinson has been featured in Fortune Magazine, Black Enterprise Magazine, she has appeared on the CBS Early Show, and has hosted local radio show "Your Money Message". Robinson earned her B.S. in Finance, and MBA from Virginia Commonwealth University.



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



Terricita Sass
Assistant Vice President
Norfolk State University

Sass has served as the Chief Enrollment Management Officer for Norfolk State University since 2005 where she provides leadership to a team of more than 50 professionals. Sass has served as a member of the Spartan community for over 25 years in multiple capacities. She received a B.B.A from Francis Marion University, an M.A. in Urban Affairs from Norfolk State University, and Post-Master's Certificates in Enrollment Management from Capella University and Noel-Levitz a nationally recognized consulting firm in higher education. Sass received her Ph.D. in Leadership for Higher Education from Capella University with research interests in HBCUs and African American men



Ashleigh Shackelford
Community Organizer
Black Action Now

Shackelford is a community organizer, pop culture enthusiast, and part-time blogger. She identifies as a plus-size Black queer woman and focuses her work on empowerment through intersecting body positivity with gender, sexuality, and race. Shackelford is a lead organizer for Black Action Now and creator of Free Figure Revolution, a body positive organization. She received her Bachelor of Science in Business Administration, with a secondary focus on Gender and Sexuality Studies and African American Studies courses, at Virginia Commonwealth University in 2014.



Susan Sisk
Board of Directors Member
Community Housing Partners

Sisk began her career at CHP in 1993 as the director of Tekoa, Inc., which was once a CHP subsidiary that provided residential treatment and special education services for at-risk youth. She was also instrumental in establishing a resident services department at CHP, of which she was director for several years. She went on to become director of corporate and personnel development, until assuming the position of Chief Administrative Officer in 2011. After 21 years of service, Sisk retired from CHP in 2014. She continues to provide valuable oversight to the organization as a member of CHP's board of directors.

CONFERENCE SPEAKERS



Tristana Trani
Assistant Director of Social Strategy and Integration
Virginia Commonwealth University

Trani has worked at VCU since 2001 but joined the University Public Affairs team in 2012 to direct social media strategy and integration. Trani plans and creates content for the main VCU social media sites, consults on university branding projects and acts as a social media community strategist. Previously, she worked as a strategic planner with VCU University Marketing where she researched and developed brand strategies and integrated communication plans; assisted in concept development and coordination of multimedia advertising campaigns; and wrote copy/script on websites, print materials, advertisements and video productions. Prior to that, she worked as a strategic planner at the Martin Agency.



Anda Webb
Vice Provost for Administration and Chief of Staff
University of Virginia

As Vice Provost for Administration, Webb is the Chief Financial Advisor to the Executive Vice President and Provost. She oversees employment policies/personnel matters, development/revision of academic policies, and administrative functions of the office, managing a staff of fifteen. Webb oversees the University Registrar, Virginia Status and Army, Air Force, and Naval ROTC. She is a member of the executive board of the Virginia Network for Women in Higher Education and a member of the International Coach Federation. Webb earned her B.S. in Computer Science from the University of Southern Mississippi and her M.B.A. from James Madison University.



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CONFERENCE SPEAKERS



Susan Wilkes
Managing Partner
Wilkes Consulting

Wilkes is the owner of Wilkes Consulting, LLC, a firm specializing in strengthening leaders in nonprofit organizations and institutes of higher education. She is a recipient of the Instructor of the Year Award from "Nonprofit Learning Point" and serves as the lead faculty member for the Emerging Nonprofit Leaders Program. Wilkes serves on the Board of Directors for Fan Free Clinic and served on the founding leadership team for "Impact100 Richmond". A Phi Kappa Phi graduate of the doctoral program at Virginia Commonwealth University, Wilkes also holds an undergraduate degree in psychology, with distinction, and masters' degree in counseling from the University of Virginia.



Susanna Wu-Pong
Director, Pharmaceutical Sciences Graduate Program
Virginia Commonwealth University

Wu-Pong is the Director of the Pharmaceutical Sciences Graduate Program at Virginia Commonwealth University and of VCU BEST, a cross-campus collaboration providing innovative career, professional, and personal development for all VCU graduate, professional and postdoctoral students. She has a Ph.D. in pharmacy and pharmaceutical chemistry and a Masters in Applied Positive Psychology from the University of Pennsylvania. Wu-Pong is Gallup StrengthsFinders- and Arbinger Institute -certified and a trained life coach. Her passion is helping others to become the best possible versions of themselves and is involved in student and faculty development across the country.



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Here are the links to get you started:

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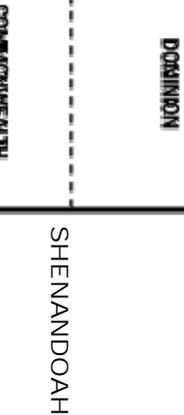
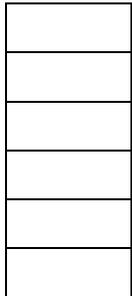
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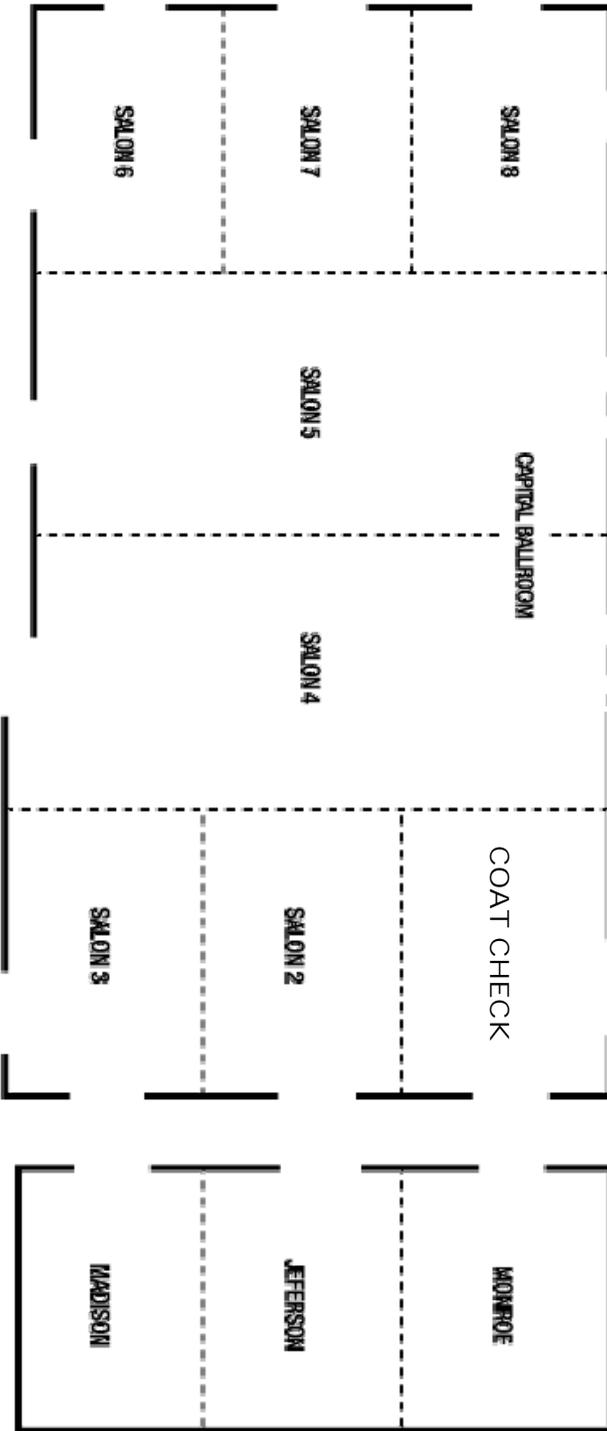
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SCHEDULE AT A GLANCE

REGISTRATION 7:30 a.m. - 10:00 a.m.

Lower Level Foyer Conference Check In (7:30 a.m. - 10:00 a.m.)

Lower Level Foyer Continental Breakfast (7:30 a.m. - 10:00 a.m.)

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 a.m. - 9:20 a.m.)

Capital Ballroom Advancing the Agenda for Women's Leadership (9:30 a.m. - 10:45 a.m.)

Lower Level Foyer Morning Coffee Break (10:45 a.m. - 11:00 a.m.)

MORNING PANEL DISCUSSIONS 11:00 a.m. - 12:15 p.m.

Shenandoah Cracking the Confidence Code

Salon 3 Feminism in a (Post?) Feminism Era

Dominion &
Commonwealth How Game Changers Bring Their A Game

Salon 2 Living Your Leadership Legacy

Jefferson & Madison Winning the Battle Over the Mommy Wars

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

SCHEDULE AT GLANCE

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

Salon 2	7 Ways Social Media Can Boost Your Career and 3 Ways It Can Help You Lose It
Dominion & Commonwealth	Does Your Intent Match Your Impact?
Salon 3	Planning Your Financial Journey, An Interactive Roadmap for Today's Woman
Shenandoah	Successful Recareering
Jefferson & Madison	Top 10 Tips for Busy Professionals

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

Dominion & Commonwealth	Working Moms: How To Find Your Sanity Without Sacrificing Your Job
Salon 3	Becoming Board Ready
Shenandoah	Job Crafting: Turn the Job You Have Into the Job You Want
Jefferson & Madison	Leveraging Employees in the Workplace: Helping Others Find Their Motivation
Salon 2	Taming Toxic Stress

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



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SESSION DESCRIPTIONS

About HIGHER Ground

8:00 a.m. - 8:45 a.m.— Commonwealth

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 2016 class!

Advancing the Agenda for Women's Leadership

9:30 a.m. - 10:45 a.m.— Capital Ballroom

As women continue to advance to the top of their organizations, they are challenged to validate the contributions of their unique leadership styles. This challenge is deeply rooted in the often unconscious gender stereotypes that link masculine qualities with leadership characteristics. The organizational gender gap is supported by traditional belief sets deeply embedded in workplaces that have historically inhibited women's career progression. Hear from a panel of distinguished women who are breaking down stereotypes embedded in workplace culture and creating transformational change. Our guests will discuss key priorities in advancing women's leadership, providing a glimpse into their own journeys. Join us as we explore the contexts in which they develop and support women's leadership, leverage the momentum of their collective power to redefine gender roles, and advance cooperative values that promote the leadership progression of women.

Feminism in a (Post?) Feminism Era

11:00 a.m. - 12:15 p.m.— Salon 3

Women have been divided over feminism, its definition and practice, since the first suffragettes demanded space in politics. If you ask a roomful of women in today's society whether they identify as a feminist, their responses range from: yes, no, and well... maybe. This session will provide a provocative discussion surrounding the idea of feminism, explore its meaning in today's society, and examine whether it is still relevant and for whom.

Cracking the Confidence Code

11:00 a.m. - 12:15 p.m.— Shenandoah

We've all seen the headlines that women are graduating from college at higher rates than men, dominating the workforce, and climbing the corporate ranks. But what does any of that matter if women don't have the confidence to own their accomplishments? Join us for a discussion on the bestselling book, *The Confidence Code*, to explore the role of confidence on women's leadership, success, and fulfillment. This session will also consider other factors such as sexism, racism, and structuralism embedded behind the conversation and the implications for the way women perceive their success in the workplace.

How Game Changers Bring Their A Game

11:00 a.m. - 12:15 p.m.— Dominion & Commonwealth

Every once in a while you encounter a truly remarkable woman for whom excellence is merely a starting point. This fast paced achiever is anything BUT average. She inspires epic levels of innovation where conventional leadership just won't do. She thinks strategically, moves quickly, and acts deliberately. She, is a game changer. In today's fast-paced work environment, she knows that leadership belongs to those who take it. Join us for a panel discussion with women who are changing the leadership game. They will share how they: move the needle even before others realize it's needed; push past the status quo allowing themselves and others to achieve more; and employ tactics that positively transform relationships and situations ultimately changing the game.

SESSION DESCRIPTIONS

SESSION DESCRIPTIONS

Living Your Leadership Legacy

11:00 a.m. - 12:15 p.m.— Salon 2

How might your leadership legacy be different if you were to consciously focus on living your legacy now, rather than leaving one behind? Your legacy should not be defined at the end of your career, but rather by the moments shared, the decisions made, and the actions taken throughout the many phases of your journey. Join us in this discussion with leaders who are living their leadership legacy. Learn how these women are making a real and lasting impact on their organizations and communities and what you can do to move closer to your own legacy.

Winning the Battle Over the Mommy Wars

11:00 a.m. - 12:15 p.m.— Jefferson & Madison

The concept of “Mommy Wars” is most frequently described as the battle between working moms and stay-at-home moms. More recently, child free women have been thrust into this war zone. With women of all types feeling the tension, and yet, few seeing themselves as enemies in this conflict, the question arises, is this struggle real? Join us for this conversation as women challenge stereotypes and explore how being a mommy or not, impacts women’s quest for leadership individually, collectively and structurally.

7 Ways Social Media Can Boost Your Career and 3 Ways It Can Help You Lose it

2:00 p.m. - 3:00 p.m.— Salon 2

Social media has certainly changed how we interact with family and friends, but it also has the power to change how we interact and collaborate in our professional lives. Learn strategies that will help you leverage social media as a tool for career enhancement while avoiding common mistakes that could cost you your job.

Does Your Intent Match Your Impact?

2:00 p.m. - 3:00 p.m.— Dominion & Commonwealth

Sometimes your identity can be misrepresented because your voice does not consistently and effectively communicate what is really on your mind. Being aware about how you express yourself is a direct reflection of how people experience you. Your voice defines the value you bring to the organization and can help mobilize your influence to connect you with the other prominent voices. This session will reveal common mistakes women make to weaken their impact; review the elements of communication, discussing the four basic styles; and provide strategies to deal with individuals of each type for more productive and meaningful interaction.

Planning Your Financial Journey, An Interactive Roadmap for Today’s Woman

2:00 p.m. - 3:00 p.m.— Salon 3

Throughout your life you will encounter numerous milestones and challenges. Many will be financially related, and the more informed you are, the more confident you will feel about the decisions you make. This workshop details some important actions you should consider during each stage of your life and can help guide you as you take control of your financial future.

Top 10 Tips for Busy Professionals

2:00 p.m. - 3:00 p.m.— Jefferson & Madison

Do you work hard, but don’t always feel like you are on top of all that needs to be done. Learn ten approaches that efficient, productive professionals use. Employ these strategies so that you end your work day feeling a full sense of accomplishment rather than overwhelm at all that still needs your attention!

SESSION DESCRIPTIONS

Successful Recareering

2:00 p.m. - 3:00 p.m.— Shenandoah

Today, many professionals find themselves at the start of a new career doing something very different from work they have done for most of their professional lives. While some workers might prefer to retire, many indicate an interest in wanting to try something new before fully transitioning out of the workforce. Others are propelled into making career changes out of necessity. This workshop will highlight near-end career changes that are becoming a natural part of the career process. Learn tips on how to reinvent and refocus your career to find success and satisfaction in work, after work.

Working Moms: How To Find Your Sanity Without Sacrificing Your Job

3:15 p.m. - 4:15 p.m.— Dominion & Commonwealth

Trying to be a good mother, wife, daughter, boss, employee, friend and volunteer can exhaust even the strongest of women. And just like “one size fits all” doesn’t work in department stores, a single strategy for managing a chaotic work and personal life doesn’t fit all either. Come hear about the challenges facing busy working moms today and participate in an interactive workshop to discover practical tips and tricks to apply to your career and your life.

Becoming Board Ready

3:15 p.m. - 4:15 p.m.— Salon 3

Engaging more women as board members enables organizations to capitalize on the opportunities created by a significant talent pool and increase their effectiveness. Many women see themselves as providing leadership to a non-profit as a board member one day but are unsure how to get started. This session will provide practical guidance and tools to help women identify, qualify for, and pursue opportunities to serve on boards. Join us to better understand board roles and responsibilities and how to build networks critical for board visibility.

Job Crafting: Turn the Job You Have Into the Job You Want

3:15 p.m. - 4:15 p.m.— Shenandoah

Have you ever wondered what you could do to make your job more satisfying? What if we told you that it’s easy to do, just by making small changes at work! In this interactive workshop, participants will focus on the practice of reflection and self-assessment to plan their changes at work - whether small or large - to improve job skills, satisfaction, and meaning at work.

Leveraging Employees in the Workplace: Helping Others Find Their Motivation

3:15 p.m. - 4:15 p.m.— Jefferson & Madison

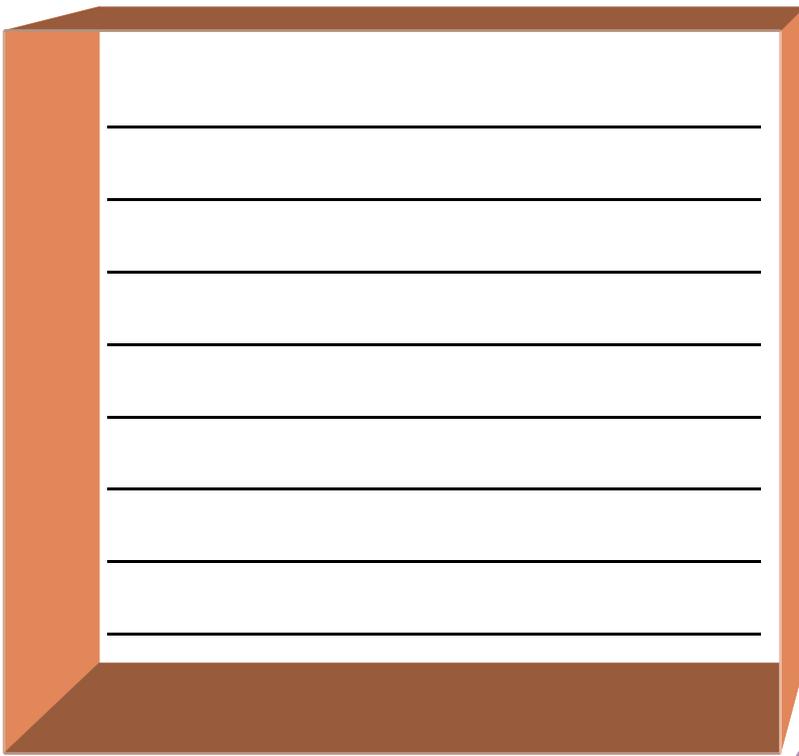
The 8th Habit says leadership is a choice to deal with people in a way that will communicate to them their worth and potential so they come to see it in themselves. This ability is what sets great leaders and their outcomes apart from others. The real challenge lies in figuring out how to motivate, empower, and engage your employees to enable them to do their best work. While these may seem like self-driven concepts, leaders need to know how to create an environment in which everyone can reach their full potential. This workshop explores practical solutions for motivating others to empower their best performance.

Taming Toxic Stress

3:15 p.m. - 4:15 p.m.— Salon 2

Is stress making you sick? Stress is toxic and sneaky. Work stress can cause frustration, insomnia, and can contribute to health problems such as headaches, stomach issues, heart disease, and even strokes. Even women who love their jobs can fall prey to stress induced sickness. This session will offer techniques to help minimize the havoc that stress wreaks on your professional performance, well-being, and personal life to help you perform at optimal levels.

Things that "square" with me



A 3D square frame with orange sides and a brown base, containing horizontal lines for writing.

3 points that are sure to stick



A 3D purple triangle with horizontal lines inside for writing.

What's still circling in my mind?



A large red circular frame with horizontal lines inside for writing.

CONFERENCE EVALUATION

Workshops	1 Not Useful	2	3 Somewhat Useful	4	5 Very Useful
Cracking the Confidence Code	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feminism in a (Post?) Feminism Era	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How Game Changers Bring Their A Game	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living Your Leadership Legacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning the Battle Over the Mommy Wars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 Ways Social Media Can Boost Your Career and 3 Ways It Can Help You Lose It	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does Your Intent Match Your Impact?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning Your Financial Journey, An Interactive Roadmap for Today's Woman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful Recareering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top 10 Tips for Busy Professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming Board Ready	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job Crafting: Turn the Job You Have Into the Job You Want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leveraging Employees in the Workplace: Helping Others Find Their Motivation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taming Toxic Stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working Moms: How To Find Your Sanity Without Sacrificing Your Job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONFERENCE EVALUATION

Please provide additional comments about these sessions.

What did you like most about the conference content?

What improvements would you make to the conference content?

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?

Previously attended	Email	Social Media	Conference Postcard
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 2016

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

2016 Program Dates

New Participant Kick-Off
February 4, 2016

Strengths-Based Leadership
February 5, 2016

Conflict Management
March 3, 2016

Collaboration and Negotiation
March 4, 2016

Developing your Inner Voice
April 7, 2016

Leading with Mindfulness
April 8, 2016

Leading with Courage
May 5, 2016

Strategy and Team Building
May 6, 2016

Reflective Practice
May 26, 2016

Reflective Practice
May 27, 2016

Virginia Network Conference
June 3, 2016

Closing Ceremony
June 17, 2016

Application Information

- ◆ Applications are available online at www.vcu.edu/gehli, or you can request an application by contacting us at (804) 827-1169 or gehli@vcu.edu.
- ◆ Applications received after **November 1, 2015**, will be considered based on space availability. All applicants will be notified of acceptance by **December 1, 2015**. Once accepted, all HIGHER Ground candidates **must** submit the tuition fee **no later than January 1, 2016**, 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.

* Program dates and prices subject to change

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.**

Applicant's Signature

Date

Please submit your application to: **The Grace E. Harris Leadership Institute
L. Douglas Wilder School of Government & Public Affairs
Virginia Commonwealth University
916 West Franklin Street, 1st Floor (In person)
P.O. Box 842534 Richmond, VA 23284-2534 (By mail)
Fax: (804) 827-1238
Email: gehli@vcu.edu**

APPLICATION DEADLINE: November 1, 2015

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

ONE VISION

RADIO ONE TVone one REACH
MEDIA

RADIO ONE RICHMOND



DARE TO LEAD.

JANUARY 29

2016

10TH ANNUAL HIGHER GROUND
WOMEN'S LEADERSHIP CONFERENCE
RICHMOND, VA

The Grace E. Harris Leadership Institute
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LinkedIn: www.linkedin.com/in/vcugehli
Twitter: www.twitter.com/VCU_GEHLI

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Can't access it? That's alright, here is
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browser: www.facebook.com/hgwlc