Special Thanks to our Conference Supporters...

M. Marlow's Tavern

The Siegel Institute for Leadership, Ethics & Character

Presents

The 12th Annual Phenomenal Women's Conference

Keynote Speaker
Haley Kilpatrick
Founder and Executive Director of Girl Talk and Author of The Drama Years (Simon & Schuster, 2012)

Maria L. Britt
Former Commanding General of the Georgia Army National Guard and currently KSU Associate VP of Operations

Luncheon Keynote Speaker
Deborah J. Richardson
Executive Vice President of the National Center for Civil and Human Rights

Create, Innovate, and Collaborate: New Paths in Women's Leadership

Friday
March 23, 2012
8:30-4:00

KSU Center
3333 Busbee Dr, NW
Kennesaw, GA 30144
Welcome to the 12th Annual Phenomenal Women's Conference!

Whether this is the first time you are attending or the twelfth time, I know you will find this day to be educational and fun. You will have the opportunity to meet interesting people, hear excellent presentations, and connect with women who will inspire you personally and professionally. This year’s theme is: “Create, Innovate, and Collaborate: New Paths in Women's Leadership.” We have two concurrent session tracks this year: personal and professional. We hope that you get the opportunity to visit sessions in each track.

Choosing the workshops you want to attend today may be difficult. We have excellent presentations, and you won’t be able to attend them all. We conducted two pre-conference workshops this Spring because people told us they always have a difficult time choosing their workshops. These pre-conference workshops were a success and something that we would like to expand on in the future. So, if there is a session you just couldn’t get to this time, please let us know. It may become the subject of our next pre-PWC!

We will have the opportunity today to hear the experts speak to us about how they lead, their paths into leadership positions, how they feel they have made a difference, who mentored them along the way, and the ways in which they encourage new leadership. Steve Jobs, in his Stanford Commencement address said: “Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

Listen today to the stories these speakers tell us about how they found their path, and take advantage of the connections you make, person to person.

I would like to take this opportunity to tell you about some of the initiatives of the Siegel Institute. We are building on the long and distinguished history of the Siegel Institute in order to plan for the future. We have started a scholarship program for a graduate student interested in doing research on ethics. Our Graduate Certificate in Leadership and Ethics is growing and attracting students from various disciplines. We have also added three new classes to our program this year: a leadership seminar class, a study abroad in leadership and ethics, and a technology and ethics class.

We are taking on more research programs and grant writing projects, as well as interns and graduate research assistants. For example, this Phenomenal Women's Conference and its legacy of involvement allowed us to seek out grant opportunities involving both women's issues and leadership. We are also building on a strong history of promoting ethics in order to apply for grants and contracts. We have collaborated with new partners both at KSU and across the community and world. For example, we are in the process of applying for several grants dealing with environmental leadership training for youth. To see what we are doing, take a look at our website: www.kennesaw.edu/siegelinstitute. We have made many changes this year.

Lastly, we have re-established our Advisory Board and our quarterly newsletter. Our continued success depends on your involvement and support. Don’t hesitate to give us a call about any programing you would like to see.

Dr. Linda M. Johnston, Executive Director

The Siegel Institute strives to be the face of the ethics mission and the embodiment of the leadership and ethics commitment of the University. Our mission is to promote study, reflection, and understanding of ethics and leadership through experiential opportunities and excellence in scholarship and teaching for members of KSU and the metro-Atlanta community. Through course offerings, campus services, and applied research, the Institute supports KSU's campus-wide efforts to prepare ethical leaders who can meet the challenges of increasing global awareness, technology literacy, diversity, integrity, and lifelong learning.

The Siegel Institute for Leadership, Ethics & Character
Kennesaw State University
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Phone: 678-797-2000 Fax: 678-797-2005
www.kennesaw.edu/siegelinstitute
Keynote Speakers

Haley Kilpatrick
Haley, a graduate from Kennesaw State University, founded her organization, Girl Talk, when she was 15 years old. Haley’s vision of an organization that encourages high school girls to mentor middle school girls has gained international support in teaching girls how to embrace who they are in order to overcome obstacles that can hinder their success. Haley has been featured on NBC’s Today Show, NBC Nightly News, CNN, HLN, and TBS. She was also recently named one of Glamour Magazine’s “20 Young Women Changing the World Now” as well as People Magazine’s “All-Stars Among Us.” Haley is celebrating the publishing of her first book *The Drama Years* (Free Press) which is scheduled to be released in April 2012.

Sandy Hofmann, CIO-in-Residence for the Advanced Technology Development Center (ATDC) at Georgia Tech and recipient of the Georgia CIO Leadership Association’s first Lifetime Achievement award, has years of valuable experience as a leader in science and technology business development. Sandy has worked with many businesses, including IBM and Simplex, offering strategic advice and connections which have helped these companies succeed and grow.

Shelley Serdahely, Executive Director of Men Stopping Violence, has, for the last 40 years, been a leader for the expansion of nonprofit organizations dedicated to ending violence against women. Her devotion and tireless efforts have resulted in the expansion of many fundraising projects as well as the openings of several women’s shelters across the country. One of her greatest accomplishments has been the creation of a domestic task force that was successful thanks to the collaboration Ms. Serdahely created between judges, police, shelters, and other social service agencies.

Major General Maria L. Britt (Retired)
Major General Maria L. Britt (Retired) was commissioned from the United States Military Academy, West Point, New York, a Second Lieutenant in May 1983, and culminated her career as the former Commanding General of the Georgia Army National Guard from 2007 to 2011. As of February 1, 2012, Maria became the Associate Vice President for Operations at KSU. Among her awards and decorations are the Legion of Merit, Meritorious Service Medal with four oak leaf clusters, the Army Commendation Medal with two oak leaf clusters, the Army Achievement Medal with two oak leaf clusters and the National Defense Service Medal.

Currently, Major General Maria L. Britt (Retired) is the Associate Vice President for Operations at Kennesaw State University.

Deborah J. Richardson
Deborah Richardson, Executive VP, National Center for Civil and Human Rights, has been nationally recognized for her dedication to social justice for women and children. Prior to joining the Center staff, she was Chief Program Officer at Women’s Funding Network in San Francisco. A native Atlantan, Deborah was the CEO of the Atlanta Women’s Foundation (AWF), Director of Program Development for Fulton County Juvenile Court, and founding Executive Director of the Juvenile Justice Fund. She is currently on the board of the African Women’s Development Fund, a member of the Sister Scholars Advisory Council of the Delta Foundation, and co-author of “Ending Sex Trafficking of Children in Atlanta.” Deborah is now the national spokesperson for *A Future. Not a Past.*, a campaign to stop the prostitution of our nation’s children, and a frequent contributor to Huffington Post.

Stacey Chavis, Political Strategist, Leadership Trainer and Coach, is currently the Chief Strategy Officer with the Campaigns Academy. She is a key figure in preparing leaders to serve in politics and public service. Stacey previously served as the Southern Regional Director for the White House Project and produced the largest training in White House Project history. In two years, she trained over 2,000 women to run for elected office, work on campaigns, and lead in their communities.
Session 1 Workshop Leaders

**Johnnetta McSwain, MSW, CEO and founder of Breaking the Cycle: Bending the Odds and author of Rising Above the Scars**, is truly an inspiration. Having overcome a troubled youth to become a sought-after empowerment and inspiration speaker, Johnnetta is a mother who devotes ample time to her community and maintains a successful organization. Johnnetta’s story, “The Road Beyond Abuse,” an Emmy® Award-winning documentary, aired April 15, 2009, on Georgia Public Broadcasting. Johnnetta resides in Georgia and is ardently pursuing her Ph.D. in Social Work, Policy and Administration.

**Bonnie Buckner Reavis**, founder and CEO of Zenith Design Group, Inc. What began as a small Web development company quickly evolved into a full-service marketing agency thanks to Bonnie’s keen business sense and satisfied clients increasing their service requests. In 2008 Zenith was named by the Atlanta Business Chronicle as one of Atlanta’s Top Ten fastest growing Woman-Owned Firms, and in May 2010, Bonnie was recognized by Cobb Life Magazine as “Top 20 Under 40.”

**Patricia Harris**, co-founder and Chief Executive Officer of The Edge Connection. Under Patricia’s leadership, the organization was awarded the U.S. Small Business Administration’s Women’s Business Center, which is one of only 100 centers in the country. She has been nationally recognized for her efforts in economic development and has numerous awards and merits to her credit. She is also a philanthropist and donates her time in the community with multiple organizations. Patricia is now spearheading the opening of The Edge’s Enterprise Kitchen Incubator that will offer a wide-array of industries.

**Lynn Anderson**, Certified Professional Coach, Energy Leadership Development Expert, Energy Leadership Index Practitioner, Public Speaker, Radio Show Host. Author, Workshop Facilitator, and recognized Executive Leader, is by far one of the leading experts in the field of Leadership and Life Mastery. Her most recent book was released in February 2011. She has been awarded numerous leadership awards and has over 25 years in military, government, corporate, consulting and new entrepreneur experience.

**Connie Duffey**, HRIP, brings more than twenty years of management and technology experience in corporate, consulting, and higher education environments. She is the founding owner of Duff Consulting Services and a founder of the SWIFT Career Movement. She is an experienced human resource technology strategist and has a proven track record of leadership directing large cross-functional teams in major implementation projects and in a large corporate environment across a wide-array of industries.

**Diane Clinton McKenna** is the Wellness Coordinator at KSU and manager of the fitness center designated for employees and their families. Growing up playing outside everyday with her ten siblings, Diane developed a passion for fitness. This passion inspired her to begin her own business called “Don’t Break A Sweat.” This led to the acquisition of full-time employment at KSU. At KSU Diane motivates and empowers students to be healthy body.

**Daniel Niederjohn, Ph.D.,** joined the KSU faculty in the Summer of 2004. His research and practice interests include late-adolescent/early adult development, the transition to college, and the processes of effective teaching and psychotherapy. He has recently presented his research at the Southeastern Conference on the Teaching of Psychology and co-authored an article accepted for publication in the Journal for the Teaching of Psychology. Dr. Niederjohn is presently serving as the faculty advisor for Psi Chi, the honors organization for psychology majors. Dr. Niederjohn is a licensed psychologist in the state of Georgia.

**Kirk Bogue, VP Technology Services, ClearStar, and Leadership Trainer, will teach you about the “Three Essential Steps to Increasing Lifestyle Peace and Freedom.” Kirk brings more than 25 years of experience in corporate leadership, faith-based organizations, and coaching of business owners and executives to foster personal and professional growth. He has held an array of leadership roles and senior management positions and is currently a member of the Advisory Board of the Siegel Institute for Leadership, Ethics & Character at Kennesaw State University.

Session 2 Workshop Leaders

**Peggy M. Parks, AICI CIP,** and owner of The Parks Image Group, Inc., comes by her sense of style imately. Her passion of effortlessly blending style and civility are what cause her personal clients to stand out in a crowd. Peggy is a member of The Association of Image Consultants International, the Atlanta Women’s Network, and Atlanta Women in Business. With generosity, passion and creativity, Peggy guides The Parks Image Group, Inc. to empower individuals to stand out in a crowd with impeccable style and grace.

**Kirk Bogue, VP Technology Services, ClearStar, and Leadership Trainer,** will teach you about the “Three Essential Steps to Increasing Lifestyle Peace and Freedom.” Kirk brings more than 25 years of experience in corporate leadership, faith-based organizations, and coaching of business owners and executives to foster personal and professional growth. He has held an array of leadership roles and senior management positions and is currently a member of the Advisory Board of the Siegel Institute for Leadership, Ethics & Character at Kennesaw State University.

**Dr. Betty L. Siegel, Distinguished Chair of the Siegel Institute for Leadership, Ethics & Character and President Emeritus at KSU,** was the first woman to head an institution in the 35-unit University System of Georgia and was the longest serving woman president of a public university in the nation. Dr. Siegel continues to serve, lead, and inspire with passion. As an international motivational speaker on ethics, leadership, character education, and the concerns of women, she has delivered keynote addresses at hundreds of national, regional and state conferences throughout 50 states, Puerto Rico, and eleven foreign countries.

**Shauna Carmichael** is a mediator, facilitator, and consultant specializing in conflict resolution for educational settings. Ms. Carmichael is a registered mediator in Georgia. She has developed and conducted conflict resolution trainings for several organizations, including Mentors, Inc., Fairfax County Public Schools, Queen of Apostles Catholic School, and Corcoran College of Art and Design. Ms. Carmichael currently serves as Support Program Manager for the Master of Science in Conflict Management at KSU.

**Christopher Burell, Certified Life Coach and President of InspireU,** has mastered the Five Principles from John C. Maxwell’s book, “Everyone Communicates, Few Connect.” Christopher coaches his clients on how to utilize these practices to develop the crucial skill of connecting with others. Being able to connect with others is a powerful skill in reaching full leadership potential. Christopher teaches individuals how to recognize the importance of these principles in their personal, professional, and family relationships in order to cultivate and enrich their relationships.

**Did you know??

Forbes.com reports, “The Guardian Life Small Business Research Institute projects that, based on a rigorous analysis of converging factors such as graduation rates, female-owned business growth rates, and the predicted growth of women dominated industry sectors, female-owned small businesses, now just 16% of total U.S. employment, will be responsible for creating one-third of the 15.3 million new jobs anticipated by the Bureau of Labor Statistics by 2018.”

So Create, Innovate, and Collaborate!!!
### Friday Conference Schedule - March 23, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:30 - 9:00 AM</td>
<td><strong>Continental Breakfast and Registration</strong></td>
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<tr>
<td>9:00 - 9:15 AM</td>
<td><strong>Welcome and Introduction of Keynote Speaker</strong> - Linda Johnston, Executive Director, Siegel Institute, Room 300</td>
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<tr>
<td>9:15 - 10:00 AM</td>
<td><strong>Opening Keynote Presentation</strong> - Today's Girls, Tomorrow's Leaders - Haley Kilpatrick, Founder and Executive Director of Girl Talk and Author of <em>The Drama Years</em> (Simon &amp; Schuster, 2012)</td>
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<tr>
<td>10:00 - 10:45 AM</td>
<td><strong>Panel Discussion</strong> - Create, Innovate, and Collaborate: New Paths in Women's Leadership, Room 300</td>
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<tr>
<td>Facilitator: Shauna Carmichael</td>
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<tr>
<td>Panelists: Sandy Hofmann, CIO-in-Residence, ATDC; Shelley Serdahely, Executive Director, Men Stopping Violence; Stacey Chavis, Political Strategist, Leadership Trainer and Coach</td>
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<tr>
<td>10:45 - 11:00 AM</td>
<td><strong>Break</strong></td>
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<tr>
<td>11:00 - 12:00 PM</td>
<td><strong>Concurrent Session I</strong></td>
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<tr>
<td><strong>Track A - Personal</strong></td>
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<tr>
<td>1. <strong>Keepin' It Real</strong> - Johnnetta McSwain, Author, National Speaker and 2009 Phenomenal Woman Awardee, Room 182</td>
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<tr>
<td>2. <strong>Choosing a Partner Who Supports Your Work Life</strong> - Daniel Niederjohn, KSU Associate Professor of Psychology, Room 461</td>
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<tr>
<td>3. <strong>Healthy Body, Healthy Mind, Healthy Life</strong> - Diane Clinton, KSU's Center for Health Promotion and Wellness Coordinator, Room 400</td>
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<tr>
<td><strong>Track B - Professional</strong></td>
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<tr>
<td>1. <strong>Innovative Entrepreneurship: Vision, Value, and Passion</strong> - Patricia Harris, Executive Director and CEO, The Edge Connection, Room 462</td>
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<tr>
<td>2. <strong>Women's Ways of Leading</strong> - Bonnie Buckner Reavis, Founder and CEO, Zenith Design Group, Inc., Room 464</td>
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<tr>
<td>3. <strong>Keys to Your Success: Your WOW - Building A 360° Personal Brand (Online &amp; Off)</strong> - Lynn Anderson and Connie Duffey, Chief Talent Partners, SWIFT Talent Movement, Room 242</td>
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<tr>
<td>12:00 - 1:30 PM</td>
<td><strong>Networking Luncheon and Presentation of Phenomenal Woman Award,</strong> Room 400</td>
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<tr>
<td>12:30 - 1:15 PM</td>
<td><strong>Luncheon Keynote Presentation</strong> - A Strategy to Create Your Own Success Stories - Major General Maria L. Britt (Retired), The Georgia Army National Guard, and currently KSU VP for Operations, Room 400</td>
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<tr>
<td>1:15 - 1:25 PM</td>
<td><strong>Presentation of the 2012 Phenomenal Woman Award,</strong> Room 400</td>
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<tr>
<td>1:30 - 2:30 PM</td>
<td><strong>Concurrent Session II</strong></td>
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<tr>
<td><strong>Track A - Personal</strong></td>
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<tr>
<td>1. <strong>Three Essential Steps to Increasing Lifestyle Peace and Freedom</strong> - Kirk Boque, VP Technology Services, ClearStar, and Leadership Trainer, Room 461</td>
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<tr>
<td>2. <strong>The Three Acts of Life and Transitional Phases</strong> - Betty Siegel, KSU President Emeritus and holds the Betty L. Siegel Endowed Chair of Leadership, Ethics and Character, Room 462</td>
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<tr>
<td>3. <strong>Everyone Communicates, Few Connect</strong> - Christopher Burell, Life Coach / President, InspireU, Room 464</td>
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<tr>
<td><strong>Track B - Professional</strong></td>
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<tr>
<td>1. <strong>Rediscovering Civility, Respect, Restraint and Responsibility</strong> - Peggy Parks, Author and President, The Parks Image Group, Inc., Room 242</td>
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<tr>
<td>2. <strong>A Women's Guide to Negotiating Successfully</strong> - Shauna Carmichael, Trained Mediator and Program Manager, KSU Center for Conflict Management, Room 182</td>
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<tr>
<td>3. <strong>What It Takes to Be Politically Active</strong> - Stephanie Davis, Executive Director, Georgia Women for a Change, Room 460</td>
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<tr>
<td>2:30 - 2:45 PM</td>
<td><strong>Break</strong></td>
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<tr>
<td>2:45 - 3:45 PM</td>
<td><strong>Closing Keynote Presentation</strong> - Leading from the Edge - Deborah Richardson, Executive VP, National Center for Civil and Human Rights, Room 300</td>
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**SAVE THE DATE**

The 13th annual Phenomenal Women's Conference will be held March 22, 2013, at the KSU Center!
Congratulations to the 2012 Phenomenal Woman’s Award Nominees!

2012 Phenomenal Woman Nominees:
Jane Chumley Ammons ........................................ Barbara Christopher
Ginger Armstrong ............................................... Alan Armstrong
Stephanie Barra ............................................... Blair Barra
Mary Frances Bowley ........................................ Laurie Sussman
Pamela Breeden ............................................... Sheila Perkins
Lisa P. Crossman ............................................. Jan Heidrich-Rice
Melissa B. Czekalla .......................................... Carmen Marshall
Tricia Dempsey ............................................... Gene M. Gallivan
Patsy Driver .................................................. Alan Armstrong
Deni Elliott ................................................... George Sherman
Shirley Franklin ............................................... Isha Lee
Eva Galambos .................................................. Alan Armstrong
Jennifer Greene ............................................... Lewis A. Myers, Jr.
Robin Hensley ............................................... Beverly Molander
Ruth Helper ..................................................... Renee Wright
Anne Hicks-Coolick ......................................... Judith Slater
Marina Koether ............................................... Ivan Stefanov
Nysia Lanier ................................................... Terri McClellan
Janice Long ................................................... Diane Keen
Leslie Marler .................................................. Tracey Carter
Roxanne Martinez ............................................. Bridget Humphery
Tommie Nelms .................................................. Rebecca Green
Tillie O’Neal Kylen ............................................ Kay Evans
Sheri Oppenheimer .......................................... Margaret Thompson
Lynn M. Patterson ............................................. Nancy Barfield Bauer
Heather S. Rocker ............................................. Judy Bowers
Laura F. Searcy ................................................ Al Searcy
Roxanne Spillett ............................................... Jan Still-Lindeman
Bonnie Lavon Phillbrook Stivers ................................ Sue Bowron
Sandra Thompson ............................................. Frances Roberson

Nominated by:

Pretty women wonder where my secret lies.
I’m not cute or built to suit a fashion model’s size
But when I start to tell them, They think I’m telling lies.
I say,
It’s in the reach of my arms
The span of my hips,
The stride of my step,
The curl of my lips.
I’m a woman Phenomenally,
Phenomenal woman,
That’s me.

I walk into a room
Just as cool as you please;
And to a man,
The fellows stand or Fall down on their knees.
Then they swarm around me,
A hive of honey bees.
I say,
It’s in the click of my heels,
The bend of my hair,
The palm of my hand,
The need of my care,
’Cause I’m a woman Phenomenally.
Phenomenal woman,
That’s me.

By Maya Angelou

Men themselves have wondered
What they see in me.
They try so much
But they can’t touch
My inner mystery.
When I try to show them
They say they still can’t see.
I say,
It’s in the arch of my back,
The sun of my smile,
The ride of my breasts,
The grace of my style.
I’m a woman Phenomenally.
Phenomenal woman,
That’s me.

Now you understand
Just why my head’s not bowed.
I don’t shout or jump about
Or have to talk real loud.
When you see me passing
It ought to make you proud.
I say,
It’s in the click of my heels,
The bend of my hair,
The palm of my hand,
The need of my care,
’Cause I’m a woman Phenomenally.
Phenomenal woman,
That’s me.

Congratulations to the 2012 Phenomenal Woman Award Nominees:

Patsy Driver, RN, BSN!