Special Thanks to Conference Sponsors...

THANKS TO...
Patricia DeWitt, President
American Association of
University Women of Georgia
Georgia AAUW Members
Cobb County Chapter AAUW
For your support of the
Phenomenal Women’s Conference and collaboration with the Siegel Institute

Special Thanks to Conference Supporters...

Liz’s Arts and Crafts
KSU Press
Georgia Writers Association
E Commerce
Independent Broker
Wild Blossoms
Antiques & Gifts
Adriana’s
fine furniture and home decor
KSU Bookstore
Cobb Symphony Orchestra
Cappot Vermont
Bowery State University
Alumni Association

Special Thanks for the Gifts for our Guests...

KSU Press
Presents
The 9th Annual
Phenomenal Women’s
Conference
WOMEN LEADING SOCIAL CHANGE

Thursday, April 23, 2009
KSU Center
3333 Busbee Dr NW
Kennesaw, GA 30144

Concurrent Session Panelists and Speakers

Thursday, April 23, 2009
KSU Center
3333 Busbee Dr NW
Kennesaw, GA 30144

Morning Session
Keisha Hoerrner    Stephanie Davis
Debra Potter    Linda Johnston
Patricia Harris    Sandra Stone

Afternoon Session
Judy Manning
Renee Untermann
Patty Durand
Alisha Thomas Morgan
Stacey Chavis

KEYNOTE SPEAKER
LISA BORDERS
President
Atlanta City Council

KEYNOTE SPEAKER
KELLY DOLAN
Executive Director
Susan G. Komen for the Cure
Greater Atlanta Affiliate

KEYNOTE SPEAKER
JOHNNETTA MCSWAIN
CEO and Founder
Breaking the Cycle, Beating the Odds
Hello everyone!

It is my sincere pleasure to welcome you to the Siegel Institute’s 9th Annual Phenomenal Women’s Conference. Begun just a short nine years ago, the PWC has grown and evolved into a leadership conference that is attended by powerful and successful women who are interested in enhancing both their professional and personal lives.

The PWC helps support the Siegel Institute’s focus and efforts on developing and promoting leadership and ethics among individuals and organizations that are members of Kennesaw State University and that are part of the greater metro-Atlanta community. We believe that part of our mission is to be an educational resource to the University community, to regional educational institutions, and to the local public.

To support this laudable mission, we launched an online Graduate Certificate in Leadership and Ethics, the only program of its kind at the master’s degree level in the southeastern United States. Now in its second year, this thriving program enables participants to create, influence, and sustain both personal and business-related ethical leadership traits under a credential valued by employers. The Siegel Institute additionally supports research and hosts seminars and workshops that allow us the opportunity to serve the community through awareness and education.

In that effort, today’s conference presents to you a number of successful leaders, women who continue to inspire, empower, and educate others to develop and improve their personal and professional lives and communities. Accomplished keynote speakers, workshop facilitators, and session panelists will deliver information and discuss issues on a number of topics to include social abuses and inequality, our environment, and healthcare.

Victims of social abuses many times are living in confinement through deception by those who claim to offer reprieve from poverty, other social disorders or calamitous personal choices; the environment can no longer protect itself from its biggest predator: human-created activities resulting in abuse of our natural resources; and many of our community members are still unable to identify and receive appropriate healthcare treatment. It is through education and awareness that we are able to recognize and confront new and ongoing issues that negatively impact lives in our communities and beyond.

Creating ethical, actionable, result-driven leaders is a good start to help improve and/or eliminate them.

Determination, purpose, and effort can make positive changes in order to create a thriving and ethically sound communal environment. It is my hope that today’s Phenomenal Women’s Conference will increase your awareness and instill in you a desire to take an active role in leading social change for the betterment of society. As so aptly stated by Harriet Tubman, escaped slave, Civil War soldier and Abolitionist, 1820-1913: “Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”

I hope that you’ll look into the programs that the Siegel Institute offers. Our newly designed website (www.kennesaw.edu/siegelinstitute) provides professional development opportunities and resources in leadership and ethics, as well as opportunities to support and partner with us. If the Institute can help in any way, please contact us.

Patricia Harris
Interim Executive Director

“Courage allows the successful woman to fail-and learn powerful lessons-from the failure-so that in the end, she didn’t fail at all.”
- Maya Angelou

THURSDAY

CONFERENCE SCHEDULE, CONTINUED

APRIL 23, 2009

11:45 AM – 12:35 PM
NETWORKING LUNCH
Room 400

12:35 PM – 12:45 PM
PRESENTATION OF THE PHENOMENAL WOMAN AWARD
Room 400

12:45 PM – 1:45 PM
Keynote Speaker- Johnnetta McSwain, CEO and Founder, Breaking the Cycle, Beating the Odds
Room 300

1:45 PM – 2:00 PM
BREAK

2:00 PM – 2:45 PM
CONCURRENT SESSION II

Room 300
Panel Discussion: Alisha Thomas Morgan, Renee Unterman, Judy Manning, Stacy Chavis
Add Women, Change Everything
This panel will discuss the importance of women in elected political office. Panel participants Rep. Judy Manning, Rep. Alisha Thomas Morgan, and Sen. Renee Unterman all have vast experience in the legislative arena and will share their experiences with conference participants. The panel is presented by The White House Project, a national, nonpartisan, not-for-profit organization which aims to advance women’s leadership in all communities and sectors, up to the U.S. presidency.

Room 462
Patty Durand, State Director, Georgia Chapter of the Sierra Club, Women’s Impact on the Environmental Movement
This workshop will explore the Sierra Club and the work that they do to protect the environment. It will also focus on women whose work made a lasting impact on the way humans interact with the environment. Some of these women from the environmental movement who inspire and motivate include: Rachel Carson, author of Silent Spring; Majora Carter, an African-American environmental justice advocate; Wangari Maathai, 2004 Nobel Peace Prize Winner; Diana Fossey, primatologist; Jane Goodall; and Judy Bari.

2:45 PM – 3:45 PM
Keynote Speaker- Lisa Borders, President Atlanta City Council, Listen, Learn, Lead

3:45 PM – 4:30 PM
RECEPTION SPONSORED BY THE KSU ALUMNI ASSOCIATION AND CABOT CHEESE

Save The Date!
The 10th Annual Phenomenal Women’s Conference has been scheduled for Friday, April 16, 2010, at the KSU Center!
THURSDAY  APRIL 23, 2009

8:30 AM - 9:00 AM  CONTINENTAL BREAKFAST, REGISTRATION, AND NETWORKING

9:00 AM - 9:15 AM  Welcome and Opening Remarks — Dorothy Zinsmeister, Interim Executive Director, Siegel Institute for Leadership, Ethics & Character
Room 300

9:15 AM - 9:30 AM  Introduction of Opening Keynote Speaker — Betty Siegel, President Emeritus, Kennesaw State University, and Distinguished Chair, Siegel Institute
Room 300

9:30 AM - 10:30 AM  Opening Keynote Speaker — Kelly Dolan, Executive Director, Susan G. Komen for the Cure Greater Atlanta Affiliate, The Importance of Women as Social Agents
Room 300

10:30 AM - 10:45 AM  BREAK

10:45 AM - 11:30 AM  CONCURRENT SESSION I
Room 300  Panel Discussion: Keisha Hoerrner, Stephanie Davis, Debra Potter, Linda Johnston  Combating Slavery in Our Backyard: Today's Abolitionist Movement
Many Americans believe that slavery is an appalling issue from our past, not a tragedy that impacts our communities today. Yet, there are 27 million men, women, and children enslaved around the globe, and hundreds of thousands of them are right here in the U.S. Most of today's slaves are female, many of them girls. Meet three women who are leading the charge to fight slavery in Georgia — and around the world — and learn how you can join them.

Room 462  Patricia Harris, Executive Director and CEO of the Edge Connection  Igniting Social Change: Women with the Entrepreneurial Spirit
Patricia will present a workshop on how social impact is achieved by women who use entrepreneurship to lead socially, economically, and politically.

Room 464  Sandra Stone, Interim Director, Applied Research Center, Southern Polytechnic State University  Leadership Qualities of Higher Education Presidents
By all accounts, the major social institutions in the U.S. are currently experiencing a leadership crisis, higher education included. Since many, if not most, leaders are products of our post-secondary institutions, college and university presidents have a unique opportunity to influence not only the impact of their own organizations, but also the preparation of the leaders of the future. Thus, those who lead our institutions of higher education are important. This presentation will summarize the research on executive leadership in general, as well as presidential leadership in higher education. The organizational characteristics of higher education that set it apart from other institutions and pose particular leadership challenges will be discussed, and suggestions will be offered regarding a possible model to gauge presidential effectiveness and improve the presidential selection process.

11:30 AM - 11:45 AM  BREAK

Table of Contents

Welcome Message from Dorothy Zinsmeister……………………………………….2
Mission and Objectives of the Siegel Institute……………………………………....3
Keynote Speakers, Concurrent Sessions, & Workshop Leaders…………………….4-5
Conference Agenda………………………………………………………………..6-7
Thanks to our Supporters and Sponsors………………………………………………8
Door Prize Sponsors……………………………………………………………………8

MISSION
The Siegel Institute exists to develop and promote leadership and ethics among individuals and organizations that are members of Kennesaw State University and part of the greater metro-Atlanta community. Through the courses that it offers, the services that it provides, and the programs and applied research that it supports, the Institute will inspire, enable, and promote ethical conduct, leadership, and decision-making for all its constituents.

The mission of the Institute will be accomplished through the following objectives:

* To provide an educative and scholarly resource to the University community, regional educational institutions, and the local public
* To offer a Graduate Certificate in Leadership and Ethics
* To foster and develop conferences/seminars/workshops internally with faculty and students and externally with community constituents, in practical and professional ethics and leadership
* To establish, support and publicize opportunities for faculty research in practical and professional leadership and/or ethics
* To provide resources to enhance the role of ethics and leadership to the University community
* To assist in the development and promotion of interdisciplinary, ethics-related curricular initiatives

The Siegel Institute for Leadership, Ethics & Character
Kennesaw State University
1000 Chastain Road, MD 5500, Kennesaw, GA 30144
Phone: 678-797-2000 FAX: 678-797-2205
www.kennesaw.edu/siegelinstitute
4

Keynote Speakers
Lisa Borders
Lisa Borders is the President of the Atlanta City Council. As Council President, her initiatives in the community include increasing the availability of affordable housing, as well as promoting neighborhood safety and preservation. Lisa also serves as President of the Henry W. Grady Health System Foundation, a philanthropic institution whose mission is to maximize donations for the benefit of the health system, while upholding public accountability and institutional integrity. Her work in the community focuses on family issues such as education, healthcare and housing. Lisa serves as a trustee at the Westminster schools, a board member at Clark Atlanta University, and as a director of Saint Joseph’s Healthcare System.

Johnnetta McSwain
Johnnetta McSwain is the Founder and CEO of “Breaking the Cycle, Beating the Odds,” an organization which empowers women to break the negative and self-destructive cycles that restrict them from reaching their full potential. Having witnessed and experienced physical, sexual, and emotional abuse firsthand as a child, Johnnetta decided to break her own cycle and move to Atlanta to pursue a bachelor’s degree in Communication from Kennesaw State University. She achieved this goal in 2006 then went on to obtain her masters at Clark Atlanta University in May 2008. Currently, Johnnetta is locally and nationally promoting “12 Steps Toward Self Awareness,” a mentoring program for women which launched in January 2009. She is also writing two books and pursuing her PhD and non-profit status. Her life story is the focus of a Georgia Public Broadcasting documentary which premiered on April 15, 2009, entitled “The Road Beyond Abuse”.

Kelly Dolan
Kelly Dolan is the Executive Director of the Susan G. Komen for the Cure Greater Atlanta Affiliate, the largest breast cancer organization in the state, providing breast cancer screening, treatment, and education programs for the local community, as well as funds national cutting edge research to find a cure. Kelly was named by Atlanta Woman Magazine as one of the 2009 WOW Women of Atlanta. She has won several awards from the Public Relations Society of America, including the prestigious Phoenix Award for overall excellence in public relations. An active community volunteer, Kelly is a member of the Atlanta Convention and Visitors Bureau Cultural Tourism Committee, the Cancer Survivor Leadership Coalition of Georgia, and the Children’s Healthcare of Atlanta Auxiliary, as well as other organizations.

Kelly Dolan
Kelly Dolan is the Executive Director of the Susan G. Komen for the Cure Greater Atlanta Affiliate, the largest breast cancer organization in the state, providing breast cancer screening, treatment, and education programs for the local community, as well as funds national cutting edge research to find a cure. Kelly was named by Atlanta Woman Magazine as one of the 2009 WOW Women of Atlanta. She has won several awards from the Public Relations Society of America, including the prestigious Phoenix Award for overall excellence in public relations. An active community volunteer, Kelly is a member of the Atlanta Convention and Visitors Bureau Cultural Tourism Committee, the Cancer Survivor Leadership Coalition of Georgia, and the Children’s Healthcare of Atlanta Auxiliary, as well as other organizations.

LINDA M. JOHNSTON- Dr. Linda M. Johnston is the Director of the Masters of Science in Conflict Management Program, the Director of the Center for Conflict Management, and an Associate Professor of Conflict Management at Kennesaw State University. She is a trained mediator, negotiator, ombuds, and facilitator. She has worked both domestically and internationally. Dr. Johnston currently serves as President of the International Peace Research Foundation, is a member of the Small Research Grant Committee, and administers the International Senesh Fellowship Program. She has done on the work in Ukraine, the Republic of Georgia, Barbados, Nigeria, Egypt, and the United States.

Afternoon Panel Discussion: Add Women, Change Everything
ALISHA THOMAS MORGAN- Alisha Thomas Morgan is a champion for justice, equality, and empowering communities. She made history in November 2000, by becoming the first African-American to serve in the Georgia House of Representatives for Cobb County. At 30, she is also the youngest female member of the entire Georgia General Assembly. Morgan has spent her life building bridges between people and the political process by educating citizens with her activism. As a member of the House, Morgan serves on the Children and Youth, Education, and Governmental Affairs Committees.

JUDY MANNING- Judy Manning represents District 22 in the House of Representatives. She has over 12 years of experience and has recently been appointed Chairwoman for the Interstate Cooperation Committee. She is also serving her constituents by serving on several House committees. These include her position as Vice Chairman for the Interstate Cooperation Committee, as well as membership on the Appropriations Committee and the Natural Resources & Environment Committee. In addition to the legislative field, Judy has been a member of the Cobb Republican Women’s Club and in positions for the Women’s Legislative Caucus. She is a two-time recipient for the “Legislator of the Year” award.

LINDA M. JOHNSTON
Dr. Linda M. Johnston is the Director of the Masters of Science in Conflict Management Program, the Director of the Center for Conflict Management, and an Associate Professor of Conflict Management at Kennesaw State University. She is a trained mediator, negotiator, ombuds, and facilitator. She has worked both domestically and internationally. Dr. Johnston currently serves as President of the International Peace Research Foundation, is a member of the Small Research Grant Committee, and administers the International Senesh Fellowship Program. She has done on the work in Ukraine, the Republic of Georgia, Barbados, Nigeria, Egypt, and the United States.

Stacey Chavis is the Southern Regional Director for The White House Project. She directs the “Vote, Run, Lead” training program for the Southeast region. Previously, Stacey was the Deputy Finance Director for the Democratic Party of Georgia. During the 2006 election, she served as the Finance Director for Congressman Hank Johnson for both the primary and runoff elections. Stacey also directed the entire Georgia delegation selection process for the 2008 Democratic National Committee Convention in Denver. Stacey is a former Georgia State Senator and a long-time Democratic politician. She is also a tireless advocate for women’s rights and women’s issues. She currently serves as the Executive Director of the Women’s Policy Group Policy Women’s Policy Education Fund. She became director 20 years after helping to launch the organization in hopes of creating a new voice for women’s issues in Georgia. Stephanie also serves as the Policy Advisor on Women’s issues to the Mayor of Atlanta and is charged with helping to end child prostitution and human trafficking, empowering women through financial literacy, and institutionalizing the living wage. Stephanie currently serves on the board of The White House Project, helping to promote women’s leadership in all spheres.

PATRICIA HARRIS- Patricia Harris is the Executive Director and CEO of The Edge Connection, a non-profit, entrepreneurial center located at Coles College of Business, Kennesaw State University. Her mission is to assist women and men in the start-up, expansion, retooling, and transition of small business ventures. Patricia has helped over 1,000 entrepreneurs in the Atlanta area create revenues of over $20 million. Under her leadership, The Edge Connection was awarded a “Women’s Business Center” designation by the U.S. Small Business Administration. Patricia is nationally recognized for her efforts in economic development and has numerous awards and merits to her credit.

PATRICIA HARRIS
Patricia Harris is the Executive Director and CEO of The Edge Connection, a non-profit, entrepreneurial center located at Coles College of Business, Kennesaw State University. Her mission is to assist women and men in the start-up, expansion, retooling, and transition of small business ventures. Patricia has helped over 1,000 entrepreneurs in the Atlanta area create revenues of over $20 million. Under her leadership, The Edge Connection was awarded a “Women’s Business Center” designation by the U.S. Small Business Administration. Patricia is nationally recognized for her efforts in economic development and has numerous awards and merits to her credit.

Workshop Leaders
SANDRA STONE- Dr. Sandra S. Stone is the Interim Director for the Applied Research Center at Southern Polytechnic State University. Dr. Stone’s areas of interest and research are: juvenile delinquency, the juvenile justice system, gangs, family violence, women in the criminal justice system, child welfare, and public policy. She has made numerous presentations at a variety of meetings about her research interests and has various publications, including a book on the criminal justice system in Georgia, as well as an edited book as an editor. Dr. Stone currently serves on several boards such as the National Implementation Committee for the American Democracy Project and the Advisory Board for the Early Learning Center at Kennesaw State University.

DURREN WALKER- For the last four years, Durren has been Director of the Georgia Chapter of the Sierra Club, the nation’s largest and oldest grassroots advocacy organization. Previous to this position, Durren was Program Director for the Sandy Springs Community, a greenspace nonprofit organization devoted to parks and green space in Sandy Springs. Patty has a business background. Before entering the nonprofit field, she worked for Hynman Merger. She graduated with a degree in political science and a minor in Latino American studies. She is a member of the Sierra Club’s National Board of Directors and the Sierra Club’s Environmental Justice Committee. She is also a member of the American Legislative Exchange Committee.

LINDA M. JOHNSTON
Dr. Linda M. Johnston is the Director of the Masters of Science in Conflict Management Program, the Director of the Center for Conflict Management, and an Associate Professor of Conflict Management at Kennesaw State University. She is a trained mediator, negotiator, ombuds, and facilitator. She has worked both domestically and internationally. Dr. Johnston currently serves as President of the International Peace Research Foundation, is a member of the Small Research Grant Committee, and administers the International Senesh Fellowship Program. She has done on the work in Ukraine, the Republic of Georgia, Barbados, Nigeria, Egypt, and the United States.

STACY CHAVIS- Stacey Chavis is the Southern Regional Director for The White House Project. She directs the “Vote, Run, Lead” training program for the Southeast region. Previously, Stacey was the Deputy Finance Director for the Democratic Party of Georgia. During the 2006 election, she served as the Finance Director for Congressman Hank Johnson for both the primary and runoff elections. Stacey also directed the entire Georgia delegation selection process for the 2008 Democratic National Committee Convention in Denver. Stacey is a former Georgia State Senator and a long-time Democratic politician. She is also a tireless advocate for women’s rights and women’s issues. She currently serves as the Executive Director of the Women’s Policy Group Policy Women’s Policy Education Fund. She became director 20 years after helping to launch the organization in hopes of creating a new voice for women’s issues in Georgia. Stephanie also serves as the Policy Advisor on Women’s issues to the Mayor of Atlanta and is charged with helping to end child prostitution and human trafficking, empowering women through financial literacy, and institutionalizing the living wage. Stephanie currently serves on the board of The White House Project, helping to promote women’s leadership in all spheres.

PHILIP DURAND - For the last four years, Philip Durand has been Director of the Georgia Chapter of the Sierra Club, the nation’s largest and oldest grassroots advocacy organization. Previous to this position, Patty was Program Director for the Sandy Springs Community, a greenspace nonprofit organization devoted to parks and green space in Sandy Springs. Patty has a business background. Before entering the nonprofit field, she worked for Hynman Merger. She graduated with a degree in political science and a minor in Latino American studies. She is a member of the Sierra Club’s National Board of Directors and the Sierra Club’s Environmental Justice Committee. She is also a member of the American Legislative Exchange Committee.

Morning Panel Discussion: Combating Slavery in our Backyard: Today’s Abolitionist Movement
KEISHA HOERNER- Dr. Keisha L. Hoerner is the Chair of the Helen Boyd panel, the largest breast cancer organization in the state, providing breast cancer screening, treatment, and education programs for the local community, as well as funds national cutting edge research to find a cure. Keisha was named by Atlanta Woman Magazine as one of the 2009 WOW Women of Atlanta. Currently, Keisha is locally and nationally promoting “12 Steps Toward Self Awareness,” a mentoring program for women which launched in January 2009. She is also writing two books and pursuing her PhD and non-profit status. Her life story is the focus of a Georgia Public Broadcasting documentary which premiered on April 15, 2009, entitled “The Road Beyond Abuse”.

STEFANIE DAVIS- Stephanie Davis is the Executive Director of the Women’s Policy Group Women’s Policy Education Fund. She became director 10 years after helping to launch the organization in hopes of creating a new voice for women’s issues in Georgia. Stephanie also serves as the Policy Advisor on Women’s issues to the Mayor of Atlanta and is charged with helping to end child prostitution and human trafficking, empowering women through financial literacy, and institutionalizing the living wage. Stephanie currently serves on the board of The White House Project, helping to promote women’s leadership in all spheres.