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Presents

The 10th Annual Phenomenal Women's Conference
Women Leading in Challenging Times

Friday, April 16, 2010
8:30—5:00

KEYNOTE SPEAKER
SHIRLEY GARRETT
Author & National Speaker

KEYNOTE SPEAKER
AMY WHITLEY
VP, Corporate Human Resources, UPS

Concurrent Session Panelists and Speakers

Morning Session
Betty Siegel
Lyn Turknett
Patricia Harris

Debbie Sessions
Elizabeth Fairchild
Yolanda Watson Spiva

Afternoon Session
Rhea Gordon
Lisa Boone
Elizabeth Appley
Stephanie Davis
Flora Divine
BryAnn Chen
Elizabeth Neely
Diane Cox

KSU Center
3333 Busbee Dr NW
Kennesaw, GA 30144
Good Morning Everyone!

It is my sincere pleasure to welcome you to the Siegel Institute’s 16th Annual Phenomenal Women’s Conference. Begun just a short ten 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 increase their 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 John Quincy Adams, the sixth President of the United States (1825-29) “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

I hope that you’ll visit our website (www.kennesaw.edu/siegelinstitute) and look into the programs that the Siegel Institute offers. The Institute provides professional development opportunities and resources in leadership and ethics, as well as opportunities to support and partner with us. If you support the work of the Institute and are interested in sponsoring the events that we offer, please contact us. We look forward to hearing from you.

Panel discussions and workshops will address the experiences of refugee and immigrant women in the workplace; the challenges of maintaining leadership and ethics in today’s economy; and the fact that many of our community members are still unable to receive appropriate healthcare and economic justice. 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, results-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 John Quincy Adams, the sixth President of the United States (1825-29) “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

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Dorothy Zinsmeister
Interim Executive Director

“A woman is the full circle. Within her is the power to create, nurture and transform.”

~ Diane Mariceich ~
FRIDAY  
CONFERENCE SCHEDULE  
APRIL 16, 2010

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

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

9:15 – 9:30 AM  
Introduction of Opening Keynote Speaker – Dorothy Zinsmeister

9:30 – 10:30 AM  
Opening Keynote Speaker – Shirley Garrett, Author and National Speaker, It's a Juggle Out There!

10:30 – 11:00 AM  
BREAK; Author Book Signing, Networking & Exhibitor Showcase

11:00 – 12:00 NOON  
CONCURRENT SESSION I

Room 300  
Panel Discussion: Workplace Ethics, Leadership and Trust – Betty Siegel, Distinguished Chair of the Siegel Institute for Leadership, Ethics and Character and President Emeritus of Kennesaw State University; Debbie Sessions, partner and COO of Porter Keade Moore, Accounting; Lyn Turknett, principal of Turknett Leadership Group. Elizabeth Farokhi, 2010 Democratic Candidate for Georgia State School Superintendent, will moderate.

Room 460  
Patricia Harris, Executive Director and CEO, The Edge Connection  
Leveraging American Recovery for Women in Small Businesses

Room 462  
Yolanda Watson Spiva, Executive Director, Project GRAD Atlanta  
Why Phenomenal Women Must, Can, and Do Lead In the Non-Profit Sector

12:00 – 1:30 PM  
NETWORKING LUNCH WITH PHENOMENAL WOMAN AWARD PRESENTATION

Johnnetta McSwain, 2009 Phenomenal Woman Awardee, to present the 2010 Award

Betty Siegel, KSU President Emeritus, to present the Honorable Mentions

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OUR MISSION

The Siegel Institute’s 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, support programs, and applied research, the Institute supports KSU’s campus-wide efforts to prepare ethical leaders who can meet the challenges of increasing global awareness, technological literacy, diversity, integrity, and lifelong learning.

OUR OBJECTIVES

The Siegel Institute strives to be the face of the ethics mission and the embodiment of the leadership and ethics commitment of the University. The Institute strives to explore, advance, and support our understanding of ethical issues by:

*Providing an academic and scholarly resource to the University community, regional educational institutions, and the local public
*Offering a Certificate in Leadership and Ethics to all University System graduate students
*Sponsoring and developing conferences/seminars/workshops internally with faculty and students and externally with community constituents, in practical and professional ethics and leadership
*Establishing, supporting and publicizing opportunities for faculty research in practical and professional leadership and/or ethics
*Providing resources to enhance the role of ethics and leadership to the University community
*Assisting in the development and promotion of interdisciplinary, ethics-related curricular initiatives
*Providing discussion opportunities in leadership and ethics for faculty, administrators, and students

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
Keynote Speakers

Shirley Garrett
Shirley Garrett is a full-time professional speaker and author who helps audiences create compelling connections with themselves, and most importantly, the people in their lives and the professions they serve. Shirley is a graduate of Samford University, the State University of West Georgia, and the University of Georgia. She is the former Director of Tanner Women’s Center, has served on the Board of Directors for the National Association of Women’s Health Professionals, and was named a Georgia Woman of Achievement. She is co-founder of Forever Families, Inc., a company dedicated to helping today’s changing families create a healthy and supportive environment for children and adults.

Amy Whiteley
Amy Whiteley is Vice President of Corporate Human Resources for United Parcel Services (UPS), the world’s largest package delivery company and a global leader in supply chain solutions. UPS services 7.9 million customers daily in over 200 countries and employs over 420,000 employees globally. During her 26-year UPS career, she has held a variety of positions. In her current position, Amy oversees Succession Planning, Organizational Training and Development Programs, Employee Relations, Workforce Planning, and Diversity. She also is responsible for UPS’s Global HR Systems and HR Technology Solutions. Amy lead the effort to create the first Women’s Leadership Development Program at UPS, which unites women globally across UPS to network internally, and also provides opportunities for business leadership and community volunteerism externally.

Dr. Betty Siegel
Dr. Betty Siegel is the Distinguished Chair of the Siegel Institute for Leadership, Ethics & Character, and President Emeritus of Kennesaw State University. Dr. Siegel 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 state. She continues to spread the message of leadership, ethics and character in South Africa, China and beyond.

Debbie Sessions
Debbie Sessions is a Partner and Chief Operating Officer at Porter Keable Moore, LLP, a large regional accounting firm in the Top 25 in Atlanta. As COO, she is responsible for managing the human capital as well as the financial and facility aspects of the firm. She has been recognized by the American Women’s Society of CPAs as Woman CPA of the Year.

Beth Farokhi
Beth Farokhi is a native of Augusta, Georgia. After completing her master’s degree from Emory University and her doctorate degree from the University of Georgia, Beth began a career as an administrator in the College of Education at Georgia State University where she was honored for exemplary long-time service and dedication to the college. In 2004, Beth created the Georgia State University Leadership Academy for Women, a year long program focused on professional and personal skill development.

Rhea Gordon
Dr. Rhea Gordon is a licensed Clinical Psychologist with over 20 years experience. Her specialties areas are women’s emotional health, recovery from trauma; identity - including racial, sexual and multicultural; and personal growth and empowerment. Rhea is an Adjunct Faculty Member at Kennesaw College and the University of North Carolina at Chapel Hill. She trained at Beth Israel Hospital in Boston and at Harvard Medical School. Rhea emphasizes on comprehensively personal financial planning, her approach allows clients to make informed, proactive, and disciplined decisions towards reaching their financial goals.

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Betsey Hill
Betsey is an adjunct faculty member in the Forensic Psychology Program at Agnes Scott College. Her specialties areas are justice, law and policy, resolving conflict. A former community lawyer and educator, her career in education includes executive-level administrative positions in legal affairs, organizational planning and marketing, diversity leadership, and human resources. As KSU’s Vice President for Global Diversity, Legal and Community Affairs, she established the university’s first strategic plan for managing diversity (2001).

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Flora Devine
Dr. Flora B. Devine, University Attorney and Special Assistant to the President for Legal Affairs at Kennesaw State University, is an attorney and educator. Her career in education includes executive-level administrative positions in legal affairs, organizational planning and marketing, diversity leadership, and human resources. As KSU’s Vice President for Global Diversity, Legal and Community Affairs, she established the university’s first strategic plan for managing diversity (2001).

Elizabeth Healy
Elizabeth Healy, an experienced attorney, now combines her legal expertise with a Master’s Degree in Professional Counseling and many years of advocacy for alternative methods of resolving conflict. A former community lawyer and Volunteer Assistant Chaplain for Legal Affairs with Special Populations of Bishops of the University System of Georgia, she is a skilled presenter. She is also a personal resource in solving employment issues; coaching clients for courtroom appearances; advising on personal, educational, and career development; and addressing family issues related to mental illness. Beth is an adjoint faculty member in the Forensic Psychology Program at Agnes Scott University.

Lisa Boone
Lisa is a Vice President for Morgan Stanley Smith Barney and a CERTIFIED FINANCIAL PLANNER™. Having been with Morgan Stanley Smith Barney since 1998, Lisa manages over $100 million in client assets. Her experience lies in working with complex multi-generational family financial issues. She has focused her practice on helping women take charge of their financial future and has written extensively on comprehensive personal financial planning, her approach allows clients to make informed, proactive, and disciplined decisions towards reaching their financial goals.

Stephanie Davis
Stephanie Davis is the Executive Director of Georgia Women For A Change, a non-profit public policy institute with a gender lens that represents Georgia activities on issues across a spectrum of issues including health care, economic justice, and challenging violence against women and girls. Georgia Women has introduced legislation to set a minimum age for prostitution in Georgia as a way to denormalize minors who can be directed to Social Services instead.

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