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The Siegel Institute for Leadership,  
Ethics & Character

Presents

The 11th Annual  
Phenomenal Women's  
Conference



Keynote Speaker  
**Carol Hunstein**  
Chief Justice  
Supreme Court of Georgia



Keynote Speaker  
**Jacqueline M. Welch**  
Senior Vice President  
Human Resources  
Turner Broadcasting Inc.

Concurrent Session Panelists and Workshop Leaders



From Left to Right: Raquel Durden; Patricia Harris; Linda Johnston; Annabelle Malins; Johnnetta McSwain; Lisa Rossbacher; Betty Siegel; Karen Weatherington

Friday  
April 8, 2011  
8:30-5:00

KSU Center  
3333 Busbee DR NW  
Kennesaw, GA 30144



Welcome to the 11<sup>th</sup> Annual Phenomenal Women's Conference!

It is my pleasure this year, as the new Executive Director, to welcome you to this conference. I have attended this conference myself for several years and am excited this year to welcome you. Whether this is the first time you are attending or the 11<sup>th</sup> time, I know you will find it to be an informative day. You will have the opportunity to meet interesting people, hear excellent presentations, and connect with women who will inspire you personally and professionally. Our focus this year is on "Women Leading in the New Millennium." 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.

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. Take time at breaks and during lunch to connect with your colleagues to find out what they learned at the sessions you were not able to attend. Also after the conference, take time to look at the websites of these women to find out more about the work they do. Mother Teresa said: "Do not wait for leaders; do it alone, person to person." Take advantage of the connections you make today, 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. Our Graduate Certificate in Leadership and Ethics, the only one of its kind in the Southeastern United States, is growing and attracting students from various disciplines. It is rewarding for me to see graduate students coming together from several backgrounds all interested in ethics. They bring their work backgrounds, their talents, and their personal experience to bear on the issues and challenges that face leaders in today's world. It is encouraging for me to know that these same students will be our leaders of tomorrow and will be approaching their life work having an ethics framework as a foundation for all they do.

As Kennesaw State University grows, we are positioning ourselves to grow with it. We are taking on more research programs and grant writing projects. For example, this Phenomenal Women's Conference and its legacy of involvement is allowing us to seek out grant opportunities involving both women's issues and leadership in general. We are also building on a strong history of promoting ethics in order to apply for grants and contracts. We are looking to collaborate with other organizations, both domestically and internationally, who share our vision and mission.

Dr. Linda M. Johnston, Executive Director



**Siegel Institute**  
for Leadership, Ethics & Character

**Friday Conference Schedule April 8, 2011**

1:30 - 2:30 PM	<p><b>Concurrent Session II</b></p> <p>Workshop: Women Leaders Making a Difference - Patricia Harris, Co-founder and CEO of The Edge Connection</p> <p>Workshop: Sports as a Vehicle for Developing Young Women Leaders - Karen Weatherington, Coach, KSU Women's Volleyball</p> <p>Workshop: Developing Leaders in the International Arena - Betty Siegel, Distinguished Chair of the Siegel Institute for Leadership, Ethics &amp; Character and President Emeritus of Kennesaw State University</p>
2:30 - 3:00 PM	Break: Author book signing, networking, and Exhibitor Showcase
3:00 - 4:00 PM	<p><b>Closing Keynote Speaker</b> - Jacqueline Welch, SVP, Human Resources, Turner Broadcasting System, Inc.</p>
4:00 - 5:00 PM	<p><b>Conference Reception</b></p> <p><i>Please take a moment to view the banner exhibit in room 400 entitled "Her Daily Concerns: An Interdisciplinary Study of Worldwide Issues Affecting Women." This global collaborative project is an installation of work created after the student/artists researched issues that women face around the world and created the artwork elements inspired by their research. The students used these elements to create seven different banners, each addressing issues specific to the women on the continent the students researched. This is the final piece from a semester of work that was funded by a Global Initiatives Grant through the Quality Enhancement program that was received by Professors Valerie Dibble and Jeanne Sperry in the Visual Arts Department.</i></p>



**SAVE THE DATE**  
The 12th annual Phenomenal Women's Conference will be held March 23, 2012, at the KSU Center!

**Friday Conference Schedule April 8, 2011**

8:30 - 9:00 AM **Continental Breakfast, Registration and Networking**  
 9:00 - 9:15 AM Welcome and Opening Remarks - Linda Johnston, Executive Director, Siegel Institute for Leadership, Ethics & Character  
 9:15 - 9:30 AM Introduction of Keynote Speaker - Linda Johnston  
 9:30 - 10:30 AM **Opening Keynote Speaker** - Carol Hunstein, Chief Justice, Supreme Court of Georgia  
 10:30 - 11:00 AM Break: Author book signing, networking and Exhibitor Showcase  
 11:00 - 12:00 PM **Concurrent Session I**  
 Panel Discussion: Women Leading in the New Millennium  
 Panelists: Annabelle Malins, British Consul General, British Consulate-General; Lisa Rossbacher, President, Southern Polytechnic State University; Raquel Durden, Lieutenant Colonel, U.S. Army National Guard; Moderator: Patricia Harris, Co-founder and Chief Executive Officer of the Edge Connection  
 Workshop: Conflict Management and Cultural Diversity in the Workplace - Linda Johnston  
 Workshop: 12 Step Self-Awareness Model - Johnnetta McSwain, Author and 2009 Phenomenal Woman Award Recipient  
 12:00 - 1:30 PM **Networking Lunch and Phenomenal Woman Award Presentation**  
 Presented by Tammy Cohen, 2010 Phenomenal Woman Awardee



Tammy Cohen  
2010 Phenomenal Woman



Kimberly Gresh  
2011 Phenomenal Woman

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*Our Mission*

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 life-long learning.



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[www.kennesaw.edu/siegelinstitute](http://www.kennesaw.edu/siegelinstitute)

## Keynote Speakers



### Carol Hunstein

Carol Hunstein, Chief Justice, Supreme Court of Georgia, was appointed to the Supreme Court by Governor Zell Miller in 1992, making her the second woman in history to serve as a permanent member of the Court. Chief Justice Hunstein currently serves as Chair of the Judicial Council of Georgia and the Chief Justice's Commission on Professionalism. She is a master in the Bleckley Inn of Court and is active in the National Association of Women Judges. Chief Justice Hunstein holds a Juris Doctor from Stetson University College of Law and a Bachelor of Science Degree from Florida Atlantic University. Throughout her career Chief Justice Hunstein has been presented with numerous awards. Most recently, in 2010, Justice Hunstein accepted the Georgia Legacy Award by the Georgia Commission on Women and Georgia Osteoporosis Initiative, the Wayne Shackelford Excellence in Public Service Award by the Association County Commissioners of Georgia and the Volunteer Award given by the Georgia Association for Women Lawyers.



### Jacqueline M. Welch

Jacqueline M. Welch is the senior vice president of human resources for Turner Broadcasting System, Inc. (TBS, Inc.). In this capacity, Welch is responsible for leading Turner's corporate-level global talent management, diversity and development functions. Welch earned a Bachelor of Arts degree in English at Syracuse University and a Master's degree in human resources management at Milano The New School for Management and Urban Policy in New York. An alumna of Leadership Atlanta, her community involvement includes, a board membership in The United Way of Metropolitan Atlanta Alexis de Tocqueville Society, The Partnership Against Domestic Violence, The Children's Museum of Atlanta and Zoo Atlanta. Additionally, Welch is Immediate Past Chair of the Woodruff Arts Center Global Firms Committee.

#### "Leadership from the Inside Out"

Jacqui Welch will share leadership tips and insights she's gathered over the years as a wife and mother who works outside of the home as well as from her years as a corporate human resources executive.

## Panel Discussion: Women Leading in the New Millennium



### Raquel Durden

LTC Durden graduated with honors from both the University of Wisconsin (BA Degree) in 1991 and the State University of New York (MBA Degree) in 1998. Currently, she is assigned as the 221st Military Intelligence Battalion Commander and serves simultaneously as the 560th Battlefield Surveillance Brigade Administrative Officer.



### Annabelle Malins

Annabelle Malins took up her appointment as Her Majesty's Consul General in September 2009. She leads a staff working throughout the Southeast on a wide range of issues, including support for British nationals, public diplomacy on the UK government's policy priorities, scientific co-operation, and trans-Atlantic trade and investment.



### Patricia Harris

Patricia Harris is the co-founder and Chief Executive Officer of The Edge Connection. The Edge Connection is a non-profit entrepreneurial center located at Coles College of Business, Kennesaw State University, with a mission to assist individuals in the start-up, expansion, and growth of microenterprise and small business ventures.



### Lisa Rossbacher

Lisa A. Rossbacher became the President of Southern Polytechnic State University in Marietta, GA in 1998. She graduated from Dickinson College (Geology, *summa cum laude*), received Masters' degrees from the State University of New York at Binghamton and Princeton University and earned her Ph.D. (Geological and Geophysical Sciences) at Princeton University.

## Workshop Leaders



### Patricia Harris

Patricia Harris is the co-founder and Chief Executive Officer of The Edge Connection. Ms. Harris holds degrees in organizational development and business management from Augsburg College in Minneapolis, MN, a music degree from the Chicago Conservatory of Music, and is the recipient of an organizational development fellowship

whereby she studied in Europe at the Landmark Center – "The Forum."

#### "Women Leaders Making a Difference"

Women are the forward thinkers in today's business world, and their leadership is making a significant impact in our communities. This workshop will illustrate principles on effective leadership and highlight women who are leaders in the business and entrepreneurial world. You will also learn some keys to their success in leadership, mentoring, overcoming obstacles, and being change agents.



### Linda Johnston

Dr. Linda M. Johnston is the Executive Director of the Siegel Institute for Leadership, Ethics & Character and an Associate Professor at Kennesaw State University in Atlanta, Georgia.

#### "Conflict Management in the New Millennium"

Leaders in the workplace need to be aware of the benefits of cultural diversity in the workforce and also how to deal with the conflicts that can occur related to culture. How can leaders demonstrate that they are serious about attracting a culturally diverse workforce? How do potential employees know that their contributions will be welcome in a particular workplace? How are issues handled in culturally diverse workforces? Experience tells us that offering diversity training is not enough. Creating a culture that welcomes and takes full advantage of diversity remains a challenge. As our workplaces become increasing global and inclusive in nature, leaders who can handle diversity-related conflicts will be sought after.



### Johnnetta McSwain

Johnnetta McSwain, the author of *Rising Above the Scars*, is a motivational and inspirational speaker, philanthropist, facilitator, mother, and wife. She earned a Bachelor's degree in Communication from Kennesaw State University and a Master's in Social Work (MSW) at Clark Atlanta University.

#### "Breaking the Cycle, Beating the Odds, 12 Step

#### Self Awareness Model (SAM)"

Breaking the Cycle, Beating the Odds workshop introduces attendees to a groundbreaking Self-Awareness Model (SAM) that teaches individuals to overcome and triumph over unforeseeable, extraordinary circumstances and social ills in life by breaking those negative cycles that cripple and encumber one's ability to beat the odds. SAM is a program created from the personal life experience of Johnnetta McSwain, a woman who overcame a vicious cycle of poverty, violence, sexual, mental and physical abuse, and self destruction. Through a presentation of the Self Awareness Model, discussion, personal life experiences, and examples, attendees will gain vital skills needed to empower themselves to break the vicious cycles that hold them hostage and rid themselves of the negative messages and demeaning scripts that restrict their success.



### Betty Siegel

From 1981 to 2006, Dr. Betty L. Siegel served as the first woman to head an institution in the 35-unit University System of Georgia. In addition, she holds the record as the longest serving woman President of a public university in the nation. She currently serves as the President Emeritus and Distinguished

Chair of the Siegel Institute for Leadership, Ethics & Character. **"Developing Leaders in the International Arena: The Key Ingredients to Successful Leadership"**

There is an ethical principle that states that all people are "able, valuable, and responsible." Ethics, therefore, is about character, commitment, choices, and conduct; a system of moral principles and values. Moral principles include trust: people are able, valuable, and responsible and should be treated accordingly; respect: education should be a cooperative, collaborative activity; optimism: people possess untapped potential in a worth-while human endeavor and intentionality: human potential can be best realized by creating and maintaining places, policies, processes, and programs specifically designed to invite development and by people who are intentionally inviting with themselves and others, personally and professionally.



### Karen Weatherington

2010 Atlantic Sun Conference Volleyball Coach of the Year

Karen Weatherington recently completed her second season as Head Coach of the Kennesaw State volleyball program. Weatherington graduated from New Mexico State University with degrees in journalism and psychology and a minor in marketing. She completed her Master's of Science in Education with an emphasis in instructional technology at Butler in The College of Education's Masters in Effective Teaching and Leadership program (METL).

**"Sports as a Vehicle for Developing Young Women Leaders"**  
This workshop will provide insight into the development of young women as leaders using sports as a vehicle. Ms. Weatherington will share the founding principles of KSU Women's Volleyball and their role as leaders on the KSU campus. The workshop will also include information and resources from some of the top women leaders in sports and business.

