Special Thanks to our Conference Supporters...

The Siegel Institute for Leadership, Ethics & Character

Presents

The 13th Annual Phenomenal Women's Conference

Keynote Speaker
Ms. Linda Anderson
Linda discovered her gift for painting some 20 years ago. A native of Clarksville in Floyd County, she is a self-taught artist whose work is published in “Flashes of Memory: An Appalachian Self Portrait” published by the KSU Press in 2009.

Keynote Speaker
Dr. Elizabeth (Beth) Hackett
Associate Professor of Women's Studies and Philosophy, Chair of the Women's Studies Program, and Director of the Center for Teaching and Learning at Agnes Scott College. Dr. Hackett is a fearless crusader for the empowerment of women.

Partner, Inspire, Change!
New Paths in Women's Leadership

Friday
March 22, 2013
8:30-3:00
KSU Center
3333 Busbee Dr. NW
Kennesaw, GA 30144
Welcome to the 13th Annual Phenomenal Women’s Conference!

You can look forward to a very exciting day. Whether this is the first time you are attending or the 13th time, I know you will find this day to be educational as well as 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: “Partner, Inspire, Change! Leading from Where You Are.” We have two tracks this year: personal and professional, as per your request. I would encourage you 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 six pre-conference workshops during 2012-2013 based on the evaluations and recommendations from last year. These pre-conference workshops were a great success and something that we will continue to expand on in the future. So, if there is a session you just couldn’t get to this time or an outstanding speaker you hear in another venue, 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, how their paths led 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. Listen today to the stories these speakers tell us about how they found their different paths and take time at breaks to connect with your colleagues and share your PWC experiences!

We are taking on more research programs and grant writing projects, as well as interns and both undergraduate 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 continue to offer a scholarship to a deserving graduate student interested in doing research on ethics. We are also building on a strong history of promoting ethics in order to apply for grants and contracts. To see what we are doing, have a look at our website: www.kennesaw.edu/siegelinstitute.

Lastly, we are meeting yearly with our Advisory Board and offer a quarterly newsletter. If you would like to be on our email list, please let us know. Our continued success depends on your involvement and support. Don’t hesitate to give us a call about any programming you would like to see.

Dr. Linda M. Johnston, Executive Director

Save the Date!
2014 Phenomenal Women’s Conference
Friday, March 21, 2014

Keynote Speaker Introduction
Ms. Susan Mitchell Crawley, Former Curator of Folk Art, High Museum
Ms. Crawley was the Curator of Folk Art at the High Museum of Art from September 2004 until March of this year. During her tenure at the museum, Ms. Crawley was instrumental in bringing some of the world’s most amazing collections and exhibitions of folk, self-taught, and outsider art to the area.

Phenomenal Woman
by Maya Angelou

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 the fire in my eyes,
And the flash of my teeth,
The swing in my waist,
And the joy in my feet.
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 2013 Phenomenal Woman Awardee
Dr. Taunya A. Lowe, CEO Resurgent Group!

Congratulations to the 2013 Phenomenal Woman’s Award Nominees!

2013 Phenomenal Woman Nominees:  Nominated by:
Miriam Boeri  Paul Boshears
Deane Bonner  Tanya Lafleur
Judy Brown-Allen  Miriam Boeri
Lisa Crossman  Lauri Ross
Lauren Curry  David Crass
Jackie Duncan  Jan Wilson
Robin Hensley  Peggy Parks
Teresa Joyce  Joseph Meeks and Tim Ste. Marie
Heather Lawder  William Lawder
Emily Lembeck  Pam Flournoy
Taunya A. Lowe  Selena Lowe
Kim Menefee  Katie Lopez
Jan Russell  Mike Russell
Robin Saunders  Troy Saunders
Jane E. Smith  Rita Vice
Lori Thompson  Mike Thompson
Christine Williams  Heather Beckham

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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 lifelong learning.

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Keynote Speakers

Ms. Linda Anderson
Linda is a visual storyteller whose paintings (with accompanying text sketches) evoke childhood scenes of growing up in North Georgia. She has captivated viewers with her homespun, yet spunky, images of her North Georgia childhood. Demand for Linda’s paintings far exceed supply. Her paintings have been exhibited in the High Museum of Art Photography and Folk Art Galleries and her work is published in “Flashes of Memory: An Appalachian Self Portrait” (2009).

Linda’s riveting story and artistry is an inspiration to Phenomenal Women everywhere.

Dr. Elizabeth (Beth) Hackett
Beth is the Associate Professor of Women's Studies and Philosophy, Chair of the Women's Studies Program, and Director of the Center for Teaching and Learning at Agnes Scott College. She earned her B.A. from the University of Notre Dame and her M.A. and Ph.D. in Philosophy from the University of Pennsylvania. Her teaching and scholarly interests include: feminist theory, feminist legal theory, philosophy of race, feminism and sexuality, and mindfulness. She is the co-author of Theorizing Feminisms: A Reader (Oxford University Press, 2006), and her article “Gender as Mere Difference” appears in Men and Masculinities, Vol. 11, No. 2, Dec. 2008.

In a 2010 interview, Dr. Hackett speaking about Women’s Studies at Agnes Scott said, “We have made the decision to call it a Women’s Studies program, and we are unapologetic about putting women at the center of the conversations.”

Conference Schedule

Friday, March 22, 2013

11:15 - Noon
1. Business Women as Change Agents in the Community
   Kathy Schwaig, Dean, KSU Coles College of Business, Room 462
2. Gendered Leadership Visions: What We Know About Women in the Academy
   Erik Malewski, KSU Chief Diversity Officer, Room 464

Noon - 1:30 PM
Lunch and Keynote Speaker, Room 464

Presentation of the 2013 Phenomenal Woman Award, Room 400
The 2013 Award will be presented to Dr. Taunya A. Lowe, CEO of Resurgent Group of Metro Atlanta by Patsy Driver, R.N., B.S.N., our 2012 Phenomenal Woman Award Recipient.

Lunch Keynote - Elizabeth Hackett, Chair, Agnes Scott Women’s Studies
Miss or Ms. Representation: Deconstructing Images of Women in the Media

1:30 - 1:45 PM
Break

1:45 - 2:45 PM
Panel Discussion - MissRepresentation: An Intergenerational Conversation
   Exploring Mainstream Media’s Dominant Messages About Women
   - Elizabeth Hackett, Agnes Scott
   - Whitney Peoples, Emory University
   - Gina Perleoni, Kennesaw State
   - Patricia Harris, The Edge Connection
   - Patricia Alvarez McHatton, Kennesaw State

2:45 - 3:00 PM
Wrap Up

SAVE THE DATE
The 14th annual Phenomenal Women’s Conference will be held March 21, 2014 at the KSU Center!
Friday

Conference Schedule March 22, 2013

8:30 - 9:00 AM
Continental Breakfast and Registration

9:00 - 9:05 AM
Welcome - Linda Johnston, Executive Director, Siegel Institute, Room 300

9:05 - 9:15 AM
Introduction of Keynote Speaker with GPB segment about Linda Anderson-Susan Crawley, Former Curator of Folk Art, High Museum, Room 300

9:15 - 10:00 AM
Opening Keynote Presentation - Born to It: My Art to Talk About Life in the Georgia Mountains
Linda Anderson, Folk Artist and Memory Painter is a visual storyteller who discovered her gift for painting some 20 years ago. She has captivated viewers with images of her North Georgia childhood ever since. Room 300

10:00 - 10:15 AM
Break

10:15 - 11:00 AM
Concurrent Session I

Track A - Personal
1. The Best You! Energize Your Day and Boost Productivity
   Tammi Hill, Personal Trainer, Room 182
2. Up Is Not the Only Way Forward
   Elizabeth Chester, Founder, Maddy Moo Purses, Room 460

Track B - Professional
1. Language, Communication and Influence
   Erin Wolf, Managing Partner, Suite Track, Room 462
2. Leaders in Pearls: Using Positive Energy to Affect Change
   Lynn Anderson, Chief Talent Partner, The Mentis Movement, Room 464

11:00—11:15 AM
Break

11:15 - Noon
Concurrent Session II

Track A - Personal
1. Unleash the Power of “I CAN”
   Katie McMahon, Future Senior Sales Director, Mary Kay, Room 182
2. Mastering the Art of Bragging: What Today’s Leaders and Other Humble Professionals Need to Know
   Darcy Eikenberg, Founder, Red Cape Revolution, Room 460
Founder  & Chief Erin will introduce the Personal Trainer, a radio show each Wednesday and accessories are handmade in a suburb North of purse parties across the United States. All the handbags Moo now has over for women professionally, financially and socially. Moo Creations are proudly creating new opportunities designing their own handbags. Ms. Chester and Maddy trends hitting the home party scene. Today, Maddy Moo Creations is one of the hottest young children while remaining financially secure. Today, Maddy Moo Creations is one of the hottest trends hitting the home party scene — with customers Elizabeth began Maddy Moo Creations in her Woodstock, GA home as a way of being able to be home more for her young children while remaining financially secure. Maddy Moo Creations is one of the hottest trends hitting the home party scene — with customers designing their own handbags. Ms. Chester and Maddy Moo Creations are proudly creating new opportunities for women professionally, financially and socially. Maddy Moo now has over 150 consultants who host the purse parties across the United States. All the handbags and accessories are handmade in a suburb North of Atlanta.

Erin Wolf, Managing Partner, Suite Track, LLC. Language. Communication and influence. Erin will introduce the audience to aspects of communication in the workplace that everybody should know. In today’s business environment, it’s often not just about how hard you work but rather how you get heard. Erin has 25 years in organizations such as Bain & Company, Goldman Sachs, Accenture, and Children’s Healthcare of Atlanta. Erin holds a BA from Duke University and MBA from Harvard.

Tammi Hill, Personal Trainer, The Best You! Energize Your Day and Boost Productivity. Tammi will share tips to naturally increase your energy levels during the day to accomplish more. Topics covered will include what to eat to have more energy, as well as stretches and simple exercises you can do right at your desk to reduce aches and fatigue. Tammi is a nationally certified Personal Trainer who is certified by both the National Council on Strength and Fitness (NCSE) and the American College of Sports Medicine (ACSM).

Lynn Anderson, Chief Talent Partner, The Mentis Movement. Leaders in Pearls: Using Positive Energy to Affect Change. Lynn is committed to helping busy professional women align their passions to their life purpose. Lynn has over 25 years in military, government, corporate, and consulting for large companies such as Southern Company Services, Ernst & Young LLC, and Capgemini LLC. Lynn authored “Be a Woman Warrior: Twelve Tips & Sips for Unleashing the Power Within You” and is a contributor to “Madam CEO: How to Think and Act Like a Chief Executive.” Lynn also hosts Woman Warriors, a radio show each Wednesday at noon.

Elizabeth Chester, Founder, Maddy Moo Purse, Alternative Career Paths: Up is Not the Only Way Forward. Elizabeth began Maddy Moo Creations in her Woodstock, GA home as a way of being able to be home more for her young children while remaining financially secure. Today, Maddy Moo Creations is one of the hottest trends hitting the home party scene — with customers designing their own handbags. Ms. Chester and Maddy Moo Creations are proudly creating new opportunities for women professionally, financially and socially. Maddy Moo now has over 150 consultants who host the purse parties across the United States. All the handbags and accessories are handmade in a suburb North of Atlanta.

Darcy Eikenberg, Founder & Chief Creative Officer, Red Cape Revolution. Mastering the Art of Bragging: What Today’s Leaders and Other Humble Professionals Need to Know. Associate Certified Coach (ACC). Darcy Eikenberg seeks to offer practical, real-life perspectives, based on today’s realities, pressures, and challenges. With over 20 years’ experience working with top companies such as the Coca-Cola Company, Microsoft, Deloitte Consulting, and State Farm, Darcy’s clients consistently grow to greater levels of clarity, confidence, and control in their work and lives—all leading to better business results.

Concurrent Session I Workshop Leaders

Concurrent Session II Workshop Leaders

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Kathy Stewart Schwaig, Dean, Coles College of Business, Kennesaw State University, Business Women as Change Agents in the Community. Kathy Stewart Schwaig has more than 20 years of experience that she brought to KSU when she was named Dean of the Coles College of Business in May 2012. During Schwaig’s tenure as interim dean, the college’s national reputation rose: Coles’ Executive MBA (EMBA) and part-time MBA programs were ranked among the best in the nation in 2011 by Bloomberg Business Week. Its EMBA program also has been recognized by CEO Magazine as one of the best in the U.S. Dean Schwaig holds a bachelor’s degree in accounting and an MBA in information systems, both from Baylor University. She’s also earned a Ph.D. in Management Information Systems from the University of South Carolina.

Erik Malewski, KSU Chief Diversity Officer, What We Know About Women Chief Diversity Officers in the Academy. An accomplished scholar of diversity and multicultural studies, Erik was appointed Chief Diversity Officer at Kennesaw State University in July 2012. Erik’s primary responsibilities include coordination of diversity oriented programs and initiatives, as well as developing and implementing a strategic plan for diversity and inclusion. Erik is also responsible for enhancing cross-cultural understanding across the university by developing policies, procedures and curriculum activities guided by the principles of diversity, inclusion, transparency and shared governance.

Erin Wolf, Managing Partner, Suite Track, LLC. Language. Communication and influence. Erin will introduce the audience to aspects of communication in the workplace that everybody should know. In today’s business environment, it’s often not just about how hard you work but rather how you get heard. Erin has 25 years in organizations such as Bain & Company, Goldman Sachs, Accenture, and Children’s Healthcare of Atlanta. Erin holds a BA from Duke University and MBA from Harvard.

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Katie McMahon is best described as “Energy in Motion!” She is a renowned motivational speaker, a Future National Sales Director with Mary Kay, Inc. and is considered an expert in the fields of motivation, self-esteem, and relationship development training.

Lynn Anderson, Chief Talent Partner, The Mentis Movement. Leaders in Pearls: Using Positive Energy to Affect Change. Lynn is committed to helping busy professional women align their passions to their life purpose. Lynn has over 25 years in military, government, corporate, and consulting for large companies such as Southern Company Services, Ernst & Young LLC, and Capgemini LLC. Lynn authored “Be a Woman Warrior: Twelve Tips & Sips for Unleashing the Power Within You” and is a contributor to “Madam CEO: How to Think and Act Like a Chief Executive.” Lynn also hosts Woman Warriors, a radio show each Wednesday at noon.