The Siegel Institute for Leadership, Ethics and Character Presents...

The 16th Annual Phenomenal Women’s Conference

Program Guide

Friday
March 18, 2016
8:30 a.m. - 3:00 p.m.

KSU Center
3333 Busbee Dr. NW
Kennesaw, GA 30144
Welcome to the 16th Annual Phenomenal Women’s Conference!

I think this year’s theme is a challenge to all of us. We have all had those moments in our personal and professional lives when we have had to ask ourselves: Do I stay in this comfortable spot because I know it so well, OR do I make a leap into the unknown? You will listen today to many people who have made such leaps. They will speak honestly to you about the joys and the challenges. In speaking with many of these women, I discovered that some of them reached a point when they “couldn’t not do it.” That really struck me: when do we reach a point when we have to make a move for ourselves? How do we know when it is the right time? Are we aware of all the challenges before we make the move? Do we ever look back with envy on what we had in the past? Some of us will choose to stay where we are and that is ok. Others will make the leap for reasons they may only understand in retrospect. As Robert Frost said in The Road Not Taken:

“I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.”

We have two tracks again this year: personal and professional. I would encourage you to visit sessions in each track. Take some time now to choose what you would like to attend. We have excellent presentations and you won’t be able to attend all of them. We conducted five pre-conference workshops this year based on the evaluations and recommendations from last year. These pre-conference workshops are two hours in length, include a box supper, and are an opportunity to experience a topic in greater depth. We will continue to offer these workshops, as they have been very well attended. If there is a session that was full at this conference or an outstanding speaker you heard in another venue, please let us know. That workshop may be offered at next year’s conference or as a pre-conference workshop.

Lastly, if you would like to receive our quarterly newsletter or follow us on social media, please sign up at the registration desk. Our continued success depends on your involvement and support. Thank you for being with us today!

Dr. Linda M. Johnston, Executive Director

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,

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.

Congratulations to the 2016 Phenomenal Woman Award Nominees!

Jennifer Hicks
Jennifer Wade-Berg
Kim Menefee
Rhonda Travett
Elisa Covarrubias
Petrina Fowler
Davia Lassiter
Cheryl Stiles
Barbara S. Calhoun
Linda Golian-Lui
Shondrae Knight
Arlinda Eaton
Julie Newell
Susan B. Brown
Meredith Leapley
Carissa Gray
Allison K. Giddens
Robin Carey
Lynn Stallings
Jacqueline Duncan
Mary de Chesnay
Nisa Peek
Sunny Mangat
Teresa Johnston
Ashley Nealy
Keisha Hoerrner
Yvette Pegues

Save the Date!
March 17, 2017

Welcome Message from Dr. Linda Johnston
Mission and Objectives of the Siegel Institute
Keynote Speaker, Concurrent Sessions, and Workshop Leaders
Conference Agenda
2016 Phenomenal Woman Nominees
“Phenomenal Woman” A Poem by Maya Angelou

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.

The Siegel Institute for Leadership, Ethics and Character
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Follow us on Social Media: www.facebook.com/siegelinstitute
Keynote Speaker

Katie Hart Smith

What keeps me grounded and motivated as a writer?
Having a mission and a vision for my work. I understand that my words, spoken or written, have power. I am passionate about writing stories that touch the heart, inspire, and entertain the reader.

~ Katie Hart Smith

Born in 1964 in San Diego, California, Smith had the opportunity to live all over the United States as a young girl. It wasn’t until 1976 that her family moved to Atlanta, Georgia which she has called home ever since.

Smith loved writing as a child, creating her own story and picture books at a very early age. As a young adult, she pursued a nursing career and in 1987 obtained a B.S. in Nursing from Georgia State University. In 2002, she received a MBA from Troy State University. Throughout her professional career, Smith continued to write and lecture for the medical community and even served as a guest speaker at Emory University, Nell Hodgson Woodruff School of Nursing for ten years. In 1995, Smith published, “In the Face of Disaster: Personal Reflections” in the Orthopedic Nursing Journal. The article recounted Smith’s work with the Red Cross to lead a group of volunteers from Atlanta to assist with the Flint River Flood recovery efforts. During the 4-hour commute home on a city commuter bus, Smith wrote on scratch pieces of paper to journal the day’s events.

Smith continued to expand her literary efforts and published and illustrated her first children’s poetry book, “From the Heart,” in 2006. In 2014, she released a memoir, “Couch Time with Carolyn,” for which Smith was nominated for the Georgia Author of the Year Award in the Memoir/Autobiography category in 2015 by the Georgia Writer’s Association.

Currently, Smith is finalizing the first in a historical fiction series focusing on the medical community in Atlanta in the early 1900’s titled, “Aspirations of the Heart.”

Smith’s inspiration for this series was her grandmother, “Gigi,” a strong-willed woman who, despite her father’s objections, left the family farm to pursue an education and become a nurse.

Smith is also working on a non-fiction book, collaborating with Fallon Coody, Georgia’s 2nd & 4th Liver Transplant recipient, to share her incredible journey and promote the importance of organ donation. This is a special privilege and an honor for Smith. Why? Smith was one of the many pediatric nurses who cared for Fallon when she was hospitalized almost 30 years ago. To learn more about this miraculous story, visit Smith’s “From the Heart” blog.

In her spare time, she is an active member in her community and enjoys speaking to book clubs and community and civic organizations on a variety of topics.

2016 Conference Schedule

Friday, March 18, 2016

11:45 a.m. - 12:45 p.m.  Concurrent Session II

Personal
1. Embrace Your Space: Feng Shui Tips for Phenomenal Living
   Harrah Brown, Atlanta Fine Homes
2. Creating a Culture of Change: Community Based Interventions to Prevent Interpersonal Violence
   Shameka Wilson, Director of Women’s Resource Center, KSU

Professional
1. Harnessing the Power of People
   Katherine Reed, Retired CocaCola Executive
2. The Power to Change your Story
   Rhonda Bennett, Author and Motivational Speaker

12:45 - 1:30 p.m.  Lunch and Door Prize Drawing

1:30 - 2:15 p.m.  Panel

Transitions Throughout a Woman’s Life: Making the Tough Choices
Facilitator: Dr. Linda M. Johnston
Panelists: Martha Ezzard, Owner of Tiger Mountain Vineyards
           Vikki Hughes, TESOL Graduate
           Mera Cardenas, Executive Director for the Arabia Mountain Heritage Area Alliance

2:15 – 2:20 p.m.  Precious Williams, Reading of “Phenomenal Woman”

2:20 - 2:45 p.m.  Presentation of the 2016 Phenomenal Woman Award

2:45 - 3:00 p.m.  Wrap Up
2016 Conference Schedule
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8:30 - 9:00 a.m.  Registration and Networking

9:00 - 9:10 a.m.  Welcome
Dr. Linda M. Johnston, Executive Director of the Siegel Institute

9:10 - 10:00 a.m.  Keynote
Katie Hart Smith, 2015 nominee for the Georgia Author of the Year Award and author of “Couch Time with Carolyn,” will discuss how she found the “Extraordinary in the Ordinary” during major transitions in her life.

10:00 - 10:30 a.m.  Break

10:30 - 11:15 a.m.  Concurrent Session I

Personal
1. You are HERE: Make the Rest of Your Life the BEST of Your Life
   Amy Magner, Certified Health Coach
2. Your Authentic Self
   Jenny Brown, Assistant Director - Housing and Res Life, KSU

Professional
1. Thriving in Stressful Times
   Dr. Roxanne Donovan, Associate Professor of Psychology and Interdisciplinary Studies at KSU
2. Empowering the Next Generation of Women Leaders
   Sarah Woodward, stable/kernal Business Development

11:15 - 11:45 a.m.  Break

Panel Discussion: Transitions Throughout a Woman’s Life: Making the Tough Choices

Martha Ezzard
Martha Ezzard- an Atlanta native, lawyer, and writer, once slept in the top of a tulip poplar, backpacked 80 miles on the Appalachian Trail, entered law school while raising three children, served in the Colorado Senate and ran for the U.S. Senate, losing the nomination by 19 votes... but those challenges were nothing compared to planting a fine wine vineyard on a family farm in North Georgia where sweet tea is still the drink of choice!

Ezzard was an award winning columnist for the Atlanta Journal-Constitution, following a career in politics and law in Denver. She gave it all up to help her husband, Dr. John Ezzard, save a five-generation-old 100-acre family farm near the tiny town of Tiger, GA where he was born.

Vikki Hughes
Vikki Hughes has been a small retail business owner for 20 years. After receiving TESOL certification from KSU, she channeled her leadership and organizational skills into developing an ESL program at her parish that serves 50 students each semester. She oversees the program as the ESL Coordinator and is a member of the teaching staff. Her transformation story was recently highlighted in the KSU CCPE Course catalogue. Her love of family and commitment to her students, clients and community continue to inspire her to learn and grow.

Mera Cardenas
Mera Cardenas figuratively jumped out of a plane several years ago - leaving a successful long-term career at CNN to pursue her passion in heritage preservation. Not knowing if - or how - she would land, through a series of fortunate events, Mera accepted a position as the Executive Director of Arabia Mountain Heritage Area Alliance in 2010. She now leads this non-profit that preserves, protects and promotes history, culture and nature in a congressionally-designated National Heritage Area. Mera holds a Master’s Degree in Heritage Preservation from Georgia State University with a concentration in non-profit management.
Amy Magner is a Certified Integrative Nutrition Health Coach and Speaker. As a health counselor she supports and motivates women to improve their health and overall wellbeing, in order to live a vibrant life with a body that will keep going for the long haul. During her training, she studied over 100 dietary theories, practical lifestyle management techniques, and innovative coaching methods with some of the world’s top health and wellness experts. Her education has equipped her with extensive knowledge in holistic nutrition, health coaching, and preventive health. Drawing on these skills and her knowledge of different dietary theories, she works with clients to help them make lifestyle changes that produce real and lasting results.

Amy Magner

You are HERE: Make the Rest of Your Life the BEST of Your Life

Jenny Brown is an educator and TEDx speaker, with a passion for financial literacy. Named the 2015 Outstanding Professional by the Georgia Housing Officers, she has dedicated her career to helping students, and professional staff alike, grow and develop into their most authentic self, while simultaneously teaching them how to maximize their financial resources and live the life of their dreams. As an aspiring foodie, she loves to travel and explore dining establishments near and far.

Jenny Brown

Assistant Director - Housing and Res Life, KSU

Embrace Your Space: Feng Shui Tips for Phenomenal Living

Feng Shui Author and Expert, Harrah Brown, has taught hundreds of women how small changes in their environment can create BIG changes in their life. Having studied in the US and China, Harrah has keen insights into the connection between home, habits and happiness. She is an expert in helping people create an abundant lifestyle from the ground floor up.

Harrah Brown

KSU campuses. Prior to working at KSU, she was the Sexual Health Coordinator for Campus Wellness at the University of South Carolina. Shameka attended Francis Marion University, where she earned a Bachelors Degree in Sociology. She later received her Master of Public Health Degree from the University of South Carolina.

Shameka Wilson

Creating a Culture of Change: Community Based Interventions to Prevent Intergenerational Violence

Dr. Roxanne Donovan earned a Ph.D. and MA in Clinical Psychology and a Graduate Certificate in Women’s Studies from the University of Connecticut. She also earned a BBA in Marketing from the University of Miami and a BA in Psychology from Rutgers University. Her scholarship and teaching are interdisciplinary with a focus on psychology, ethnic studies, particularly Black studies, and gender studies. In all of her professional endeavors, whether scholarship, teaching, or professional service, she strives to make visible the influence of access and power on whose voices are typically heard, valued, and normalized and whose are typically silenced, ignored, and pathologized.

Dr. Roxanne Donovan

Concurrent Session I: Professional

Thriving in Stressful Times

Sarah Woodward

Dr. Woodward

Concurrent Session I: Personal

You are HERE: Make the Rest of Your Life the BEST of Your Life

Dr. Woodward

Thrive in Traumatic Times

Empowering the Next Generation of Women Leaders

Recently named one of Mobile Marketer’s “Mobile Women to Watch in 2016,” Sarah is a passionate marketer who believes in the power of storytelling to connect with and engage audiences. Her strengths lie in bringing together the right expertise to the right business opportunity. Sarah applies more than 16 years of managing client relationships and business development efforts to her role as director of business development for Stable Kernel, a mobile app strategy, design and development company, based in Atlanta, Georgia. Sarah’s favorite part of her job is evangelizing Stable Kernel’s story and finding new ways to achieve client goals.

Sarah Woodward

Concurrent Session II: Professional

Harnessing the Power of People

Katherine Reed

Katherine spent the first 10 years of her career as a successful art director in Manhattan. She joined The Coca-Cola Company in the early 1990’s and stayed with them for over 20 years. While at Coke, Katherine was given the opportunity to grow her creative thinking as well as her strategic and analytical skills. She led both complex innovation teams and individual direct reports. Through these experiences, Katherine gained insights on different thinking styles and how to use those differences to understand and motivate the people with whom you closely interact.

Katherine Reed

Rhonda Bennett is a native of Tuskegee, Alabama and received a Bachelor of Arts degree from Stillman College, where she became a member of Delta Sigma Theta Sorority, Inc. As a mother of two extremely charismatic boys, Rhonda understands the importance of creating an environment that promotes success in an atmosphere where self-confidence and purpose can thrive. She has a strong belief that her role as a parent is not to limit her children’s abilities and dreams to make life more convenient for her, but to make adjustments in her life that will incorporate her children and create opportunities for them. Rhonda founded two educational programs: Camp Xander-Well and F.O.C.U.S. Academy. Rhonda desires for all children to realize the greatness within themselves.

Rhonda Bennett

The Power to Change your Story

Based Interventions to Prevent Interpersonal Violence

S.P.H.E.A.R. Enhances Interpersonal Violence Prevention Center, she works to provide a safe space to address women and gender issues, supports victims and survivors of interpersonal violence, and collaborates with campus and community partners to create a safe and inclusive environment for the KSU campuses. Prior to working at KSU, she was the Sexual Health Coordinator for Campus Wellness at the University of South Carolina. Shameka attended Francis Marion University, where she earned a Bachelors Degree in Sociology. She later received her Master of Public Health Degree from the University of South Carolina.

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