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

The 17th Annual Phenomenal Women’s Conference

Program Guide

Friday
March 17, 2017
8:30 a.m. - 3:00 p.m.

KSU Center
3333 Busbee Dr. NW
Kennesaw, GA 30144
Welcome to the 17th Annual Phenomenal Women’s Conference!

This year’s theme, Women Supporting Women, is something we can all identify with. We have all been helped by other women and hopefully we have also done our part to assist others. I am so grateful to the women in my past who have shown me the way. Once I attended a workshop where they had us introduce ourselves by our female lineage. So, it went like this: “Hi, I am Linda, the daughter of Rosemarie, and granddaughter of Grace and Antoinette.” Then they had us talk about the life lessons we got from each of those women. They also asked us to recognize one woman who was not a relative. I chose my academic advisor for my Bachelor’s degree: Dr. Grace Miller. No one in my family had ever gone to college and Dr. Miller modeled for me how to be a college student and helped me form those habits which I use to this day. Take time today to think about the important women in your life and how they have influenced who you have become.

We have two tracks again this year: personal and professional. I would encourage you to visit sessions in whichever track speaks to you. Or mix and match. We have excellent presentations and you won’t be able to attend all of them. We conducted five pre-conference workshops again this year based on the evaluations and your recommendations from last year. 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.

If this is your first Phenomenal Women’s Conference, please try to connect with someone who has attended several time. Each year’s theme is unique and offers different “take aways”.

Please follow us on social media; you can sign up at the registration desk. Our continued success depends on your involvement and support. Thank you for being a Phenomenal Woman today!

Dr. Linda M. Johnston, Executive Director

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*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,  
The flash of my teeth,  
The swing in my breasts,  
The grace of my style.  
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,
Congratulations to the 2017 Phenomenal Woman Award Nominees!

Angela Hertado  
Penny Warren  
Kathy Rechsteiner  
Nichole Guillory  
Iyonka Strawn-Valcy  
Gwen Freeman  
Jenny Brown  
Delendra Peterson  
Mia McGee  
Katerina Taylor  
Mariah Williams  
Cara Lea Black

Save the Date!  
March 16, 2018

Welcome Message from Dr. Linda Johnston  
Mission and Objectives of the Siegel Institute  
Keynote Speaker, Concurrent Sessions, and Workshop Leaders  
Conference Agenda  
2017 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  
Kennesaw State University  
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Phone: 470-578-2000 Fax: 470-578-9178  
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www.facebook.com/siegelinstitute
In May of 2009, Berenato was awarded an honorary Doctorate of Humane Letters from Seton Hill University and delivered the commencement speech to its spring graduates. She also holds an honorary Doctorate of Humane Letters from her alma mater, Mount St. Mary’s. The charismatic Berenato has a proven reputation of building programs. Within three years of assuming head-coaching duties at Georgia Tech, she led the Yellow Jackets to the 1992 WNIT championship. The next year, Tech made its first-ever NCAA Tournament appearance. Two years after taking the helm at Pitt, the Panthers rattled off five consecutive post-season berths, including back-to-back NCAA Sweet 16’s in 2008 and 2009.

Berenato has won 444 games in her 29-year head coaching career that spans 4 years at Rider University, 15 at Georgia Tech and 10 at Pitt. Her teams have competed in the postseason on 11 different occasions.

Berenato emphasizes the development of the total person, and her student-athletes have complimented athletic success with academic achievement. She proudly boasts a 100% graduation rate of every student-athlete who completed their eligibility.

She is recognized as an inspirational leader, motivator, and a dynamic public speaker. In her three years since leaving Pitt, Berenato has been an analyst for the American Sports Network, has continued to remain active in the Women’s Basketball Coaches Association (WBCA), spoken to Fortune 500 companies and University commencements, and presented at the Final Four.

In the community and abroad, her extensive list of volunteer work includes a medical mission with Surgicorps to Vietnam in 2015, a 2009 college basketball tour in the Middle East, and a mission trip to Jamaica in 2003. She has been a spokesperson for the Pittsburgh Opera, while offering her time with the Girl Scouts of America, the Susan G. Komen Foundation, the Pittsburgh Food Bank, Big Brothers/Big Sisters, and Girls on the Run, among many others.

A 1980 graduate of Mount St. Mary’s University in Emmitsburg, Md., Berenato earned a bachelor’s degree in Sociology and was a three-year starter on the basketball team. Playing for former NBA star Fred Carter, she was a two-time captain for the Mountaineers. Following eight years of service on the college’s Board of Trustees, she is now a Trustee Emeritus.

Named an ACC Women’s Basketball Legend in 2014, Berenato was recognized on two occasions as a Division I Coach of the Year by the Atlanta Tip-Off Club. She has been inducted into the South Jersey Hall of Fame, the Rider College Hall of Fame, and the Mount St. Mary’s Athletic Hall of Fame.

Berenato is a member of the WBCA, the Women’s Law Project, and the Girl Scouts Alumnae Association. In the past, she has been a member of the Kodak All-America Selection Committee, the Naismith Memorial Basketball Hall of Fame committee, the Atlanta Women’s Network, Inc., the Georgia Women’s Intersport Network, Atlanta Women in Sports, and on the board of the McGee Women’s Hospital.

She received the Jackie Joyner-Kersee Volunteer Award for exemplary volunteerism from the Jesse Draper Boys’ and Girls’ Club of Atlanta while at Georgia Tech. Additionally, she was selected by the Institute of International Sports as one of its Sports Ethics Fellows in 1996.

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A native of Gloucester City, N.J., Berenato and her husband, Jack, have five children: Theresa Marie, Andrew, Joey, Clare, and Christina.
2017 Conference Schedule
Friday March 17, 2017

8:30 - 9:00 a.m.  Registration and Networking

9:00 - 9:10 a.m.  Welcome—Room 400
Dr. Linda M. Johnston, Executive Director of the Siegel Institute

9:10 - 10:00 a.m.  Keynote—Room 400
Agnus Berenato, the winningest coach at the University of Pittsburgh and the second-winningest women’s basketball coach at Georgia Tech. Berenato became the new women’s basketball coach at Kennesaw State University in the Spring of 2016.

10:00 - 10:15 a.m.  Break

10:15 - 11:15 a.m.  Concurrent Session I
Personal
The Human Experience—Room 182
Charlotte and Morgan of Moon Farm

I AM My Sister’s Keeper—Room 460
Raushanah Butler, MPM, MBA
Alumni Engagement and Relations Coordinator—Coles College of Business, KSU

Professional
Developing The “I.T.” Factor—Room 462
Ashley Nealy, Web Team Lead for a federal government agency and the Founder and Chief Creative Officer of Mindly Maven, LLC

Women Leaders: Starting and Growing Your Own Successful Business—Room 464
Panel: Little Brown, Krista Martin, Marcy Fortnow, and Mara Lane. Facilitated by Charla Mahon

11:15 - 11:30 a.m.  Break

Panel Discussion: Women Supporting Women: Inspiring through Organization

Alicia Jones
Alicia Grahn Jones is a Partner on the Trademark Team at the law firm of Kilpatrick, Townsend & Stockton in Atlanta. She is also the President of the Board of Directors for the Georgia Association for Women Lawyers (GAWL) and serves on the Board of Directors of the Dian Fossey Gorilla Fund.
Ms. Jones concentrates her law practice in the areas of trademark clearance, prosecution, global portfolio strategy, and trademark litigation. Ms. Jones also helps clients determine the availability of trademarks, develop and implement appropriate trademark registration programs, monitor and enforce trademark rights, and manage trademark disputes throughout the world.

Denise Smith
Founder and CEO of Peace of Thread, Inc. She is a woman who loves the oppressed and brokenhearted with deep passion. She has traveled to more than 12 countries sharing with the poor. Her last adventure God took her and her husband to the Near East where they lived for almost 7 years.
Her education and love for the nations started early in life where she left her small town in Ohio and traveled to Miami, Florida. There, she found her wonderful husband, Art, to who she has been married to for 39 years.

Shar Bates
Shar Bates aka “Red Carpet Slayer” is a Radio & TV Broadcast graduate, Founder of the nonprofit: Breaking the Chains, where she mentors and educates young adults 11-23. She is also a Media Correspondent for The HYPE Magazine. Shar sets trends with SharBates.com by entertaining, connecting and promoting indie and other up and coming Artists and Entrepreneurs who want to become household names and build their brand.
Shar has been featured in several publications and Networks like BET, VH1, Rolling Out, MediaTakeOut, CBS, Bossip, OK Magazine and more.

DeAnna Headrick
DeAnna Headrick is a Muralist and Imaginative Thinker. She lives to paint and has logged, an estimated, 30,000 hours of practice. Besides painting, she raises two small children with the help of her husband. DeAnna loved college and graduated Cum Laude from Kennesaw State University with a BA in Fine Art and a minor in Art History in 2010. She works with the Creative Mothers group on various projects, such as art installations and children's books. The Mural House, Inc. is her brain child, and she has grand plans for its future, including creating an interactive art museum and school.
Concurrent Session I: Personal

Charlotte and Morgan of Moon Farm

The Human Experience

Sustainability is more than a trend; it’s a lifestyle. We bring to the table a grounding breakthrough meaning of and issues surrounding sustainability, promote thought about working with the earth and offer resources for how to make a change in your community. Pulling together knowledge from history, anthropology, environmental science, public health, world politics, foreign policy, psychology, philosophy, apathy studies, organic gardening, and the true story of two women with a dream to change the world through cultural gems of music, art, entertainment, and expression, we bring you the festival of your lifetime: The Human Experience. Journey with us.

Concurrent Session II: Personal

C. Renee McLain

I Am Not Beautiful Like You, I Am Beautiful Like Me

Renee is an Author, Certified Life Coach and Career Strategist, Mentor, Minister and Motivator. Her combined experience of more than 20 years as a Human Resources Professional and 15 years as a Minister, has afforded her a career of coaching, mentoring, and motivating many across the country. Cooperatively, with her gift of organizational excellence, she equips primarily women, with the proper tools to develop spiritually, professionally, and personally, encouraging, enlightening, and empowering them to reach their fullest potential.

Renee is happily married to Robert J. McLain, Sr. They are blessed with one son, Robert, Jr., and a grandson, Robert, III.

Lynne Watts

Women Supporting Women: How an Encourager Can Change Your Life

Lynne Watts is president and founder of Dream Achiever Coaching. Here she helps creative, purpose-driven clients who are struggling in work that is unfulfilling and energy draining to reinvent their lives and create work they can love. Through her coaching practice, her popular women’s conferences, meet-ups and online programs, she teaches clients how to work in their strengths, be leaders in their own lives and move forward with confidence and courage. Lynne’s intention for her clients is to create work that is a reflection of an intentional and purpose filled life.

Website: http://www.dreamachievercoach.com/

Concurrent Session I: Professional

Ashley Nealy

Developing the “I.T.” Factor

Ashley Nealy is the web team lead for a federal government agency and the Founder and Chief Creative Officer of Mindly Haven, LLC. Ashley is an Outstanding Atlantan Class of 2015 and has been in many publications. She is involved with many initiatives across metro-Atlanta including serving as President of Young Government Leaders - Atlanta and Vice President of the Urban League of Greater Atlanta Young Professionals. Ashley holds a special passion for exposing students to STEM through her fund at Kennesaw State University, where she holds both a Bachelor's and Master's in Information Systems.

Concurrent Session II: Professional

LaDonna Collins

Life is But a D.R.E.A.M

LaDonna has been working with women of all ages and from all walks of life for the past 12 years. Through the years, she has served in many different capacities, however, all of the roads she's journeyed has led her to creatively helping people develop themselves from within. She creates and delivers products and services that include but are not limited to: seminars, workshops, curricula, and training that are developed for professional women, millennials and youth. Her programs are also oriented towards enriching the lives of professional women seeking personal growth.

LaDonna, her husband, and her 1-year-old son reside in Rome, GA.

Dr. Chinasa Elue

Imposter Be Gone

Dr. Chinasa Elue is a professor, author, speaker, coach, and the Founder of the God Resume coaching program. She brings her professional background in educational leadership and her decade-long ministry experience into her commitment to support professional women of color thrive in high stress and high powered positions. Her expertise is on the impact of microaggressions and negative work experiences on the overall health, work life balance, and productivity of professional women.

Dr. Elue earned her Ph.D. in Educational Leadership from Clemson University with a certificate in Policy Studies. She received her M.Ed. degree from Valdosta State University in Educational Leadership and her Bachelors of Science degree in Psychology from the University of Georgia. She is a faculty member at Kennesaw State University as an assistant professor in Educational Leadership and Higher Education.