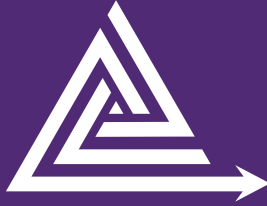


A collaboration among the Women's Center, Leadership Programs, Alumni Association,
and J. Whitney Bunting College of Business



Leading Change

WOMEN'S LEADERSHIP CONFERENCE

FRIDAY, MARCH 6, 2020

11:30 a.m. to 6 p.m.

Peabody Auditorium



Think Independently. Lead Creatively.

Georgia College | www.gcsu.edu/womensleadership

Conference Agenda

11:30 a.m. - Noon **Check-in and Vendor Fair**

Location: Peabody Auditorium

Noon - 1:30 p.m. **Keynote Speaker: Dr. Juanita Johnson-Bailey**

Lessons on Gender and Power in Leadership: A Global Perspective

Location: Peabody Auditorium

Josiah Meigs Distinguished Teaching Professor and Director of the Institute for Women's Studies at the University of Georgia

1:40 p.m. - 2:30 p.m. **Session One**

Building Your Brand

Location: Kilpatrick 227

Presenters: Erin Andrews, *CEO of Erin Andrews Media*; Julie Martin, *Production Director, Erin Andrews Media*

Description: In this session, participants will learn about the importance of developing and creating a personal brand across multiple platforms. Erin Andrews and Julie Martin will guide participants through the building blocks of creating professional Facebook, Instagram, and LinkedIn presences, allowing attendees to better understand the importance of building their brand.

Power and Personality: Discovering Your Leadership Style

Location: Kilpatrick 125

Presenters: Cathy Alford, *Executive Coach with The International Coach Federation*; Kim Cantrell, *CEO of 2 Impact*; Dr. Sheri Noviello, *Dean of the College of Health Sciences at Georgia College*

Description: In this session, participants will discover and understand qualities, based on a variety of personality and skills assessments, that contribute to their leadership styles. Led by Kim Cantrell and Cathy Alford, with Dr. Sheri Noviello, participants will leave this session being able to identify strategies to overcome leadership challenges using the knowledge of personality types. *Please know your Myers-Briggs personality type or complete a free version at www.16personalities.com prior to attending.*

Art of Positivity

Location: Kilpatrick 226

Presenters: Deb Wallace, *CIG, CFE, State Inspector General, Georgia*; Jenna Wiese, *CPA, CFE, Deputy Inspector General of Georgia*

Description: This session will focus on how a positive attitude can lead to change and overcome barriers to leadership. Participants will focus on issues that include: handling difficult situations in male-dominated spaces, interpersonal competence, and using their unique traits to make themselves stand out. Presented by State Inspector General Deb Wallace and Deputy Inspector General Jenna Wiese, this workshop will equip attendees with the tools to identify their self-worth and achieve their leadership goals. Bring your smartphone to engage in the interactive polls.

Finding Success in New Environments

Location: Kilpatrick 223

Presenter: Yvonne Ferrell, *Retired Service Director, Central State Hospital*

Description: This workshop delves into key elements of personal success: acceptance, self-confidence, determination, and tolerance, and how those values play a critical role in professional development. Yvonne Ferrell will detail experiences that present challenges in the workplace and how these key values promote future success.

2:40 p.m. - 3:30 p.m.Session Two

Learning Everyday Activism from Global Resistance Movements: Female Artists, Writers, and Bloggers

Location: Kilpatrick 227

Presenter: Dr. Stefanie Sevcik, *Lecturer, Department of English, Georgia College*

Description: In Dr. Stefanie Sevcik's workshop, participants will discuss methods for identifying and disrupting oppressive social, cultural, and political structures through "creative insurgency." The workshop will consider the examples of women in Egypt, Liberia, and Syria as participants develop strategies for empowering work all women can undertake in their daily lives—linking self-expression with community engagement.

The Pathway to Transformational Leadership

Location: Kilpatrick 226

Presenter: Dr. Tsu-Ming Chiang, *Professor of Psychology, Georgia College*

Description: Humans tend to seek stability and prefer staying the same. Therefore, to progress in an everchanging world, it is pivotal to motivate people to embrace innovations and new ideas as a transformational leader. In this presentation, the audience will first learn about individual leadership styles in a hands-on interactive activity. Dr. Tsu-Ming Chiang will introduce attendees to strategies on how to use their leadership strengths and orientations to become a transformational leader in leading changes in their respective areas will be discussed.

Working While Female - Interrupting Gender Bias in the Workplace

Location: Kilpatrick 125

Presenter: Dr. Joanna Schwartz, *Professor of Marketing, Georgia College*

Description: Women often face barriers to success in the workplace that range from how to convey ideas to ways that our voices can be minimized by others. Dr. Joanna Schwartz will discuss the biases inherent in a male-dominated workforce that foster competition over collaboration and assertiveness over preparedness, as well as strategic approaches that can be utilized to overcome those challenges.

What Does It Mean to Be a Servant Leader?

Location: Kilpatrick 223

Presenter: Lori Burns, *Director of Residence Life, Georgia College*

Description: In this session, Lori Burns will review the basic principles of Servant Leadership as defined by Robert K. Greenleaf. Participants will engage in a discussion around the concept of Servant Leadership and how it can impact the ways in which people function in the workplace. Session attendees will also learn how Servant Leadership can be applied in their community as a holistic practice and how small actions can lead to large impacts.

3:40 p.m. - 4:30 p.m.Session Three

Conflict Management

Location: Kilpatrick 227

Presenter: Susan Kerr, *Chief Information Officer, Georgia College*

Description: This session, led by Susan Kerr, will allow participants to explore how to be more self-aware of their own motives and sensitivities while using active learning techniques to enhance communication and resolve conflict. Attendees will actively participate in exercises to practice these techniques and grow in their comfortability addressing conflict in their social and academic lives.

Financing Your Future

Location: Kilpatrick 125

Presenter: Crystal Law, *Financial Advisor, Edward Jones*

Description: This workshop will allow participants to gather a unique perspective on the process women can use to identify and implement strategies around their financial goals. Crystal Law will

discuss the Rule of 72, systematic investing, employer-sponsored retirement plans and IRAs, as well as strategies for saving. Participants will leave feeling more confident in their ability to advocate for themselves and their future financial goals.

The Stalled Gender Revolution

Location: Kilpatrick 226

Presenters: Dr. Eryn Viscarra, *Lecturer of Sociology, Georgia College*; Dr. Sandra Godwin, *Professor of Sociology, Georgia College*

Description: Inspired by Jada Pinkett Smith's Red Table Talk conversations, this panel discussion led by Dr. Eryn Viscarra and Dr. Sandra Godwin, will bring together panelists to discuss issues related to the "stalled gender revolution" and what life is like professionally and socially for women today. The diverse backgrounds, age groups, sexual orientations, and genders represented will allow for a robust conversation. Panelists will include Georgia College faculty, students, and members of the Milledgeville-Baldwin County Community.

The Path Less Traveled: Community Activism and Volunteerism

Location: Kilpatrick 223

Presenter: Roseann Squire, *Community Activist, Maryland*

Description: In this interactive session, participants will enter into a discussion about leadership in one's community through service and volunteerism. Drawing on her 20 years of experience as a homeschool educator and community activist, Roseann Squire will lead a discussion about following a less traditional career path and leading as a volunteer and activist, helping participants understand and acknowledge the multitude of ways in which women lead in their communities.

4:40 p.m. - 5:30 p.m.Alumni Panel

Perspectives on Leadership and Diverse Communities

Location: Peabody Auditorium

Panelists:

Amber Bennett, '09 '10: Amber works at the University of Georgia as a Business Consultant for the Small Business Development Center. Amber received her bachelor's and master's degrees in Accounting from Georgia College.

Pamela Booker, '97: Pam served as the Talent Acquisition Assistant Vice President for AT&T for twelve years before retiring. Pam received a master's degree in Public Administration from Georgia College.

Kristen Chapman, '08: Kristen currently works at the Center for Disease Control serving as a Public Health Advisor. Kristen received a Bachelor of Science in Health Education from Georgia College. She also has a master's in Public Health and DrPH.

Sarah Rose Harrill, '14 '18: Sarah works at Emory Healthcare as a Program Manager. Sara received her Bachelor of Science in Health Education and MBA from Georgia College.

Jennifer Pollard, '95: Jennifer is the Executive Director of Lockerly Arboretum in Milledgeville. Jennifer received her Bachelor of Arts in History from Georgia College and has since worked in various non-profit roles.

5:30 p.m.Closing

Location: Peabody Auditorium

6 p.m.Post-Conference Networking Reception

Location: Atkinson Hall Front Porch