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.
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.

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