



## 2016 Conference Agenda

### Thursday, May 19th

- 2:00-5:00 pm Vendor Set-Up – Constitution Hall/Colonnade Ballroom
- 6:30-8:30 Conference Preview/Trattoria Networking Dinner LIFeSTYLE  
108 East Pitt Street – Downtown Bedford. Ticket Required. (\$65ea)

### Friday, May 20<sup>th</sup>

- 7:00-7:45 Vendor Set-Up
- 7:45-8:30 Arrivals/ Registration/Continental Breakfast /Exhibitor Visits
- 8:30-9:00 Welcome/Ice Breaker/Business Card Exchange Colonnade Ballroom
- 9:00-10:00 **Featured Morning Speaker: Ayana Ledford, PROGRESS** Colonnade Ballroom

#### ***Dollars & Sense: The Value of Asking for What You're Worth***

In recent years, research has uncovered some startling facts: 1) men are about four times more likely than women to initiate negotiations to ask for what they want; 2) this disparity between men and women not only occurs at middle and older ages but also among young men and women; 3) even women who negotiate brilliantly on behalf of others hold back when it comes to negotiating for themselves. This gender difference in the initiation of negotiations helps contribute to the persistence of the wage gap and to the glass ceiling in organizations and to inequities in the division of family responsibilities. During this featured morning session, Ms. Ledford will explore this phenomenon and its root causes, discuss the consequences for women, and describe the strategies that women can use to negotiate more frequently and more effectively.

*As Founding Executive Director of PROGRESS, Ayana Ledford is a highly sought out national lecturer by nonprofit, corporate, government agencies, and academic institutions who seek to address the need for greater diversity. She is an expert on multiple factors influencing women's long-term career success and utilizes negotiation as an essential leadership tool in her trainings. The PROGRESS mission is to improve society by empowering women and girls through the art of negotiation; Ms. Ledford's fulfills this mission by providing negotiation training and self-sufficiency to women that are in all stages of their life. She has presented to over 500 for profit and nonprofit organizations.*

- 10:00-10:15 **Beverage Break/Networking/Exhibitor Visits** Constitution/Colonnade  
*Sponsored by UPMC Altoona & UPMC Bedford Memorial*

**Breakout Session I (Rooms TBA)**

**Be YOU-SMART First – Brand Yourself as the Revered Leader Mary Lee Gannon, ACC, CAE**  
People connect, work with and buy from people they trust. Learn how to systematically build that trust so you will be top of mind when they need someone who can provide the experience they need. Leave this session with the same strategies that led Mary Lee to be the CEO of a \$26 million organization. You will have your own well-defined “Value Proposition” – reason people should buy from you, work with you or engage your services. Be able to position your company for leads and business with social media. Know how to describe what you do in such a unique way that your competition becomes irrelevant. Bring a pencil to fill in your YOU-SMART plan.

*Mary Lee Gannon, ACC, CAE is an award winning Mindful Executive Leadership Strategist, certified coach, author and president of StartingOverNow.com – a consulting firm that helps people and organizations position their Mindful Leadership Impact to enthruse transformational change. In addition to her consulting practice she is also CEO of St. Margaret Foundation at UPMC St. Margaret Hospital in Pittsburgh, bringing to bare 18 years of executive management team experience. She is a graduate of the Duquesne University Professional Coaching Program, a Certified Association Executive, a Leadership Pittsburgh XXV graduate, a certified coach by the International Coach Federation and an alumnus of the Harvard Medical School and McLean Hospital Coaching in Medicine & Leadership Conference.*

**Tools for Building Your Next Power Play – Doug Christy, Pro/Vision Coaching**

Gain access to the tools you need to make your business even stronger than it already is. Christy will provide the marketing and sales techniques that will put the power in “power play,” by delivering information about how to identify your target market, as well as how to lead your prospect to close the deal themselves.

*Doug Christy founded Pro/Vision Coaching in 2007. The firm has coached hundreds of business owners, specializing in helping family business owners successfully transition their business. Doug is a Licenses Business Coach, Certified Family Business Advisor, Certified Guerilla Marketing Coach, Sales Trainer and voted “2009 Coach of the Year” by the Professional Business Coaches Alliance.*

**The Energy Behind the Smile****Nancy Pyle, Well Done, LLC**

In this dynamic break-out session, Nancy Pyle will embrace various strategies and tactics of how to be well, both mentally and physically, causing one to exude a genuinely radiant smile. Within the presentation, she will share several personal experiences, including the of climbing Everest, violin and piano competitions, running a marathon, a near drowning experience, helping families with organ procurement of a loved one, and other examples and methods of conquering issues in life. It’s not what you experience in time; it’s how you respond to it that gives you the smile.

*Nancy Pyle, MSN, NC-P, is the Director of HealthForce Occupational Medicine and Employee Health for UPMC Altoona & Bedford Hospitals. Her professional credentials include nearly three decades of nursing and leadership experience, ranging from Surgical Intensive Care Liver Transplant Unit to Cardiac Care to Worksite Wellness and much more. Her commitment to the community and life experiences is equally vast, including numerous leadership positions and awards in association with Bedford County region non-profit and community service organizations. An avid outdoor sports enthusiast, she and her family have enjoyed trips around the world, soaking in other cultures and devouring adventurous experiences. She is the mother of three and resides in Bedford, PA.*

**Professional Photography Tips for Business****Della Watters, WatterWorks & Company, LLC**

Join esteemed local photographer Della Watters for breakout session that will benefit your business as well as your personal photo archives. Revisit basic photography tips that will help you present the best possible image for your business, particularly on social media sites.

*Della Watters is the owner of WattersWorks & Company, LLC and is an award-winning photographer serving the Bedford County region, including Central PA and Western MD, as well as destination locations. She specializes in wedding, event and portrait photography and has served as the official photographer of the Omni Bedford Springs Resort, one of the east coast's most sought-after wedding and event destinations.*

11:15-11:50 **Breakout Session II (Rooms TBA)**

### **Dollars & Sense: The Value of Asking for What You're Worth**

**Ayana Ledford, PROGRESS:**

In a highly interactive discussion, develop skills to see beneath the surface of apparent conflicts, and gain a framework for analyzing and shaping negotiations. This session will also highlight different negotiation styles through cases and role play activities. We hope that through this session you will be able to transition workplace obstacles into opportunities

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### **The KEY to Unlocking the Potential of Your Successful Business**

**Tim Rooney, PeopleMation**

You made a big choice to be in business whether part/full time; self-employed or building an organization with employees/partners. You also have made an investment and sacrifice for the promise of success. Our session, "The KEY to Unlocking the Potential of a Successful Business", is all about YOU and fueling your journey towards success. Join Tim Rooney to unlock some secrets of success and leave with greater clarity on the "next steps" to building the business of your dreams.

*"Making a difference in the lives of all the people" he meets is Tim Rooney's life-long purpose. His company, PeopleMation, is focused on "releasing human potential" and "inspiring people to action". Tim has held leadership positions in Fortune 100 companies to large and small privately held businesses. He has been recognized for his innovative development of workforces and rapid company performance improvement. Tim was the founding partner of ActionCOACH of Central Pa whose mission was the success of all businesses they served. He led that organization to be recognized as the most successful business coaching firm in all of America for over 6 years. Tim serves as an executive coach to senior managers and business owners, a business improvement coach and team development expert. A sought after speaker, he inspires audiences of any size to see potential and take action, the necessary first steps to SUCCESS. While Tim has a long and accomplished career in business, the most important thing in his life is his family. Tim and Chris (his wife of 42 years) have 8 children and 19 grandchildren. He looks forward to getting to know the attendees of the conferences and "making a difference" in their lives.*

### **Entrepreneurship 101: Starting Your Business and Getting Funding**

**Terri Brumbaugh, BCDA & Jeff Boldizar, St. Francis SBDC**

This breakout session will give aspiring entrepreneurs valuable information on finding funding for the business of their dreams, including: 1) low-interest loan programs for eligible businesses that commit to creating and retaining full-time jobs, 2) a variety of different industry sectors are eligible for this financing including manufacturing, industrial, agricultural, research and development, hospitality, defense conversion, recycling, construction, child day-care, retail and service, export, and computer-related service enterprises; 3) types of projects include: Land and building acquisitions; Construction and renovation costs; Machinery and equipment purchases; Working capital and accounts receivable lines of credit.

*Terri Brumbaugh, Vice President of the Bedford County Development Association, has been with BCDA for eight (8) years and is responsible for developing projects and grants, and maintaining contacts with local, state and federal economic development programs. She brings a great deal of economic development experience to this position. For nearly 15 years she served in the business-lending program at Southern Alleghenies Planning and Development Commission in Altoona, PA. There she served in the vital role of helping companies to access state, regional and federal funding sources.*

*Jeff Boldizar is a senior consultant for the Small Business Development Center at St. Francis University, serving Bedford, Blair, Cambria, Somerset, Huntingdon and Fulton Counties. The Pennsylvania Small Business Development Centers (SBDC) provides education and no-cost consulting services to entrepreneurs and small business owners. The SBDC's one-on-one management consulting emphasizes education and guidance in finding practical solutions to business problems. Consulting is confidential and provided at no-charge by a staff of skilled professionals.*

### **Dressing for (Business) Success**

#### **Gloria Smouse, Gigi's Store**

In a time when it seems like more and more "anything goes" in terms of workplace attire, Gloria Smouse of Gigi's Store reminds us that clothes just may make the woman, or at least make an important impression. In this entertaining, informative and interactive breakout session, Gloria will share: 1) The Do's & Don'ts of Office Attire, 2) Avoiding the "Three B's"; 3) The four types of dress for business and 4) What message are you sending? You'll leave this session with good suggestions to make your best workplace impression.

*Gloria Smouse spent over three decades in the corporate world, including serving as Business Liaison for Southern Alleghenies Planning & Development Commission, prior to owning her own business in downtown Bedford. For three years she's been the owner of GiGi's Store, carrying women's clothing, jewelry and accessories, making it a point to carry many brands made in the USA and Canada. While working for SAP&DC, Gloria interviewed more than 1,000 CEO's and business executives throughout the region, gaining vast knowledge about various workplaces, dressing appropriately for work, and how to present oneself in the best light. Gloria is a 15-year breast cancer survivor who, along with her daughter, Abby, is active in various organizations who are raising money to find a cure. Gloria is a wife, mother of two daughters and a grandmother to 5-year old Paige.*

12:00-1:30

#### **Lunch/Keynote Speaker: Dana Brown, PhD Pennsylvania Center for Women & Politics**

Colonnade Ballroom

In this most unusual of presidential election cycles, Dana Brown of the Pennsylvania Center for Women and Politics has a unique perspective on the political landscape both locally and nationally. Despite what appears to be a neutral and unbiased electoral system, a glance at the top elected offices in the US reveals a deep gender disparity, including 86% of US Senators and members of Congress, 88% of governors and large city mayors, and 78% of state legislators are male. Pennsylvania ranks among the worst states in the US for the percentage of women running for political office. Why? In a non-partisan forum, Dr. Brown discusses the state of politics, the power women have in influencing elections, and the opportunities for serving in public office in the future.

*Dana Brown, Ph.D. is the executive director of the Pennsylvania Center for Women and Politics and assistant professor of political science at Chatham University. Dr. Brown earned her doctorate in American Politics and Women and Politics at Rutgers University where she also received her master's degree in political science. Dr. Brown has presented research on women in politics, political psychology, political media, and political participation by women of color. The White House has acknowledged her work at the Center by inviting her to participate in a conference on girls' leadership and civic education. In 2014 Dr. Brown was recognized in Pittsburgh Magazine as one of Pittsburgh's <sup>3</sup>40 Under 40<sup>2</sup> and currently serves on the Pennsylvania Commission for Women. Dr. Brown is currently a member of the Community Advisory Board for the YWCA Greater Pittsburgh's Center for Race & Gender Equity, the Executive Women's Council and its Women on Boards Committee, and 74% Kitchen Cabinet at Robert Morris University Bayer Center*

*for Nonprofit Management. Dr. Brown is also a Pennsylvania delegate to the Vision 2020 program at the Institute for Women's Health and Leadership at Drexel University, the Ellis School's Council on Innovation, and serves on the Pennsylvania Advisory Committee to the U.S. Global Leadership Coalition.*

1:30-1:45 **Dessert/Chocolate Break & Exhibitor Visits** Constitution/Colonnade  
*Sponsored by Bedford Candies*

1:45-2:30 **Breakout Session III (Rooms TBA)**

### **Culture vs Competency: Creating a High Performance Team**

#### **Corey Christman, Vethos, LLC**

High performing teams are no longer the exception – they are quickly becoming the norm. Corey Christman offers his executive insights, behavioral analysis expertise and he provides a candid atmosphere for leaders to realize greater individual and organizational successes. Leaders must frame their culture, build it slowly and protect it with every resource in their arsenal. Attendees will depart with clarity, actionable behaviors and a roadmap to increase their capacity to lead.

*Corey M. Christman serves as the Chief Executive Officer of Vethos, LLC, a leadership consulting and executive strategy firm. He's served as a guest speaker for the Cambria County Chamber of Commerce and the Chambers of the Alleghenies as well as UPJ, St. Francis, and Youngstown State University. He is a retired Federal Law Enforcement Officer and Special Agent from the US Air Force Office of Special Investigations. He has served in executive level capacities for 15+ years, and led teams comprised of 3 members to over 400 in size in both combat and domestic environments. He is the recipient of numerous awards for leadership, human resources management and innovation. He holds an MBA in entrepreneurship and BA in Criminal Justice.*

### **Healthy Meal Planning: Save Time & Money**

#### **Kim Hengst, Wildtree**

Are you ever asked the question, "What's for dinner?" 75% of Americans ponder that question around 4pm each day. Join Kim Hengst for a demonstration to help you take the stress of out meal planning and offer quick and simple solutions to the dinner dilemma through meal prep, menu items and healthy ways to get dinner on the table in less than 30 minutes.

*Kim Hengst joined Wildtree in January of 2015 because she loves having dinner solutions that are quick, easy and HEALTHY! She was also seeking a way to safely reduce the inflammation in her body by reducing the amount of chemically processed food she was eating daily. By April of 2015, she was off her blood pressure medications with eating reduced sodium and natural Wildtree food products. In June of 2015, she was promoted to Team Leader with Wildtree, and continues to build and lead a team of 18 Wildtree Representatives across the State. She has presented at events including the "Taste of the Alleghenies: in Altoona, as well as the Bedford County Chamber Home & Garden Show.*

### **Discover Acupuncture**

#### **Elisa Miller, Bedford Acupuncture with Arela Rivas**

Whether you've had acupuncture in the past or are completely new to the medicine, this presentation will introduce you to ways acupuncture can help with pain or stress management, preparing for pregnancy, post partum recovery, and major transitions like puberty and menopause. Also, workplace wellness with acupuncture.

*After struggling with her own health issues and running the gamut of tests and procedures, Elisa Miller stumbled upon Chinese medicine. Not only did it help, but she was inspired and re-energized by this ancient medicine and its power to heal. She made the decision to go back to school and received her Master's degree in acupuncture and Chinese medicine from the Finger Lakes School of Acupuncture and Oriental Medicine of New York Chiropractic College. She has returned to the Bedford area in order to provide this*

*healing medicine to the community. Throughout her schooling, Elisa received over 3,000 hours of training in both Chinese and biomedicine, studied abroad in China in an integrative Chinese medicine hospital, studied dispensing and safety of Chinese herbs, and gained hands-on experience treating a myriad of disorders such as chronic pain, anxiety, depression, PTSD, hot flashes, insomnia, and digestive disorders. A decade-long resident of Bedford County, she is excited to help the community regain their health and wellness using natural medicine!*

*Arela Rivas is a Pennsylvania State Licensed Acupuncturist (L.Ac.) and Practitioner of Oriental Medicine. She is nationally certified by the National Certification Commission of Acupuncture and Oriental Medicine (NCCAOM). She holds a Master of Science degree in Traditional Oriental Medicine from Pacific College of Oriental Medicine (PCOM) and has been honored as a Diplomate of Oriental Medicine (Dipl. OM.) from the NCCAOM. Arela is certified in Clean Needle Technique with the Council of College of Acupuncture and Oriental Medicine (CCAOM). Arela is a member of the American Association of Acupuncture and Oriental Medicine (AAAOM). Additionally, she is a certified birth doula by Dona International.*

### **The Acorn Principal of Life Balance: Charlene Dodson, Charlotte's Trove**

Years ago, Charlene Dodson bought a book called "The Acorn Principle", by Jim Cathcart. It's a book that she used to help (personally) balance her life, become more self-aware and improve her overall quality of life. She has since used these tools/book as a guide to help employees, co-workers, family, friends and/or acquaintances that have struggled in these same areas. For the Women in Business Conference, Dodson will share this book, the tools, and her personal journey to help and inspire others toward continued self improvement to conference attendees.

*Charlene Dodson is the owner and visionary behind Charlotte's Trove, a unique gift shop and event space in Roaring Spring, PA. The boutique is a tribute to Charlene's fabulous mother, Charlotte Barnhart, and includes a variety of event spaces for corporate and social gatherings, in addition to the charming boutique. Charlene's life journey has included a myriad of professional experiences, including serving in leadership, management, sales and marketing positions for her family's businesses, NPC and Barneywood. She is also an entrepreneur, having owned Experience It, LLC, and online jewelry business, as well as Charlotte's Trove. Charlene is also active in the community, serving in leadership roles for the Printing Industry of America's Government Printers Peer Networking Group, as well as a board member for Penn Mont Academy, Spring Cove Educational Foundation and the Spring Cove School District. She resides in Morrison's Cove with her husband of 28 years, Dean Dodson, and is very proud of her two biological sons, Drake and Brock, and Alejandro, her exchange student son from Spain.*

### **Exhibitor Visits & Professional Photography Sessions Available**

2:30-2:45

**Afternoon Tea Break/Exhibitor Visits *Sponsored by Wholesome Living Marketplace***

2:45-3:30

**Conference Professional Panel: "The Secret to My Success"**  
**Facilitated by Beth Caldwell and Featuring:**

Colonnade Ballroom

*Ayana Ledford, Dana Brown, Mary Lee Gannon, Corey Cristman, Tim Rooney, Doug Christy*

Beth Caldwell leads a dynamic discussion with some of the day's presenters on the secrets of their success. This panel of leaders, influencers and visionaries in their fields will join in review of some of the day's themes, as well as reinforce powerful take-aways from the conference.

*Beth Caldwell is an author, speaker and influencer. She is a columnist for the Pittsburgh Business Times newspaper and Smart Business magazine, but is best known as the founder of Pittsburgh Professional Women and Leadership Academy for Women. She is the author of 5 popular business and inspirational books. Beth teaches workshops on leadership, business and inspiration to*

*audiences worldwide for the Steve Harvey Institute. She is the mom of two college-age sons and lives in Pittsburgh with the mischievous adolescent and frequent webinar participant, JJ Kitty.*

3:40-4:15

**Accessorize for Success:** *Sponsored by Juli's Wearable Art/Brighton* Colonnade Ballroom

As professional women, we wear lots of different "hats" and lots of different "uniforms." From business mogul to soccer mom, we all want to look (and feel) our best, no matter what the task at hand. Join Juli Dull of Juli's Wearable Art, Brighton's Meredith Brill, and friends for a fun and interactive "fashion show" that will help you make the best impression from the board room to the baseball field, and beyond.

*Juli Dull is known for her exquisite taste and classic style, which she is glad to share with friends and customers as owner of Juli's Wearable Art and Welcoming Designs by Juli in Bedford. Whether she is helping you pick out the perfect outfit for a business or social affair, or re-styling your home or office, she makes everything around her look the very best. A successful entrepreneur, real estate agent with ten years of experience and million-dollar producer status, and award-winning Main Street Manager of Downtown Bedford, Juli has always found ways to give back to the community, including serving on the Fall Foliage Festival and Making Strides Against Breast Cancer Committees, helping with church and civic events, and holding leadership roles the sports booster clubs for her two teenage sons. She is a graduate of the University of Pittsburgh at Johnstown and Staging Diva Home Staging Program*

4:15 p.m.

**Door Prize Drawings, Closing Comments**

4:30 p.m.

Conference Closes