

Power Your **POTENTIAL**

GET FOCUSED ON THE THINGS THAT MATTER

A lifelong learning conference
for women, sponsored by the
Women's Alumnae Network
at RIT E. Philip Saunders
College of Business

**Friday,
June 5, 2009**

11:30 AM - 6:00 PM
at the Saunders College of Business
on the RIT campus



Featuring
Keynote Speaker
Maggie Brooks
Monroe County
Executive

Details and registration info inside



R·I·T

E. PHILIP
SAUNDERS
COLLEGE OF BUSINESS

2009 WOMEN'S LEADERSHIP CONFERENCE

Message from the Dean



Dr. Ashok Rao,
Dean, E. Philip Saunders
College of Business

Please join us for an exciting event — The Inaugural Women's Leadership Conference at the Saunders College of Business. This year's theme is **Power Your Potential**.

During the conference you will meet several women who are well on their way to reaching their potential. The conference starts with a keynote by Maggie Brooks, followed by a panel of some of the leading women in the Rochester business community. The afternoon is designed to give you practical tips. I know you'll find the time spent to be rewarding. Looking forward to seeing you on June 5.

Keynote Speaker



Maggie Brooks,
Monroe County Executive

Maggie Brooks has earned a reputation as a dedicated and effective leader since being sworn in as Monroe County's fifth County Executive in January 2004. The first woman to hold this office, she was re-elected to a

second term in 2007 by an historic 74 percent of the vote. By bringing an inclusive, collaborative leadership style and energizing new vision to County government, Maggie has been able to involve the entire community in shaping the future of Monroe County.

Maggie's top priority is strengthening the local economy through job creation. At the start of her Administration, she convened an Economic Development Strategy Team to work with her to attract and retain jobs in our area. She was instrumental in establishing the County and City partnership with Greater Rochester Enterprise to streamline local economic development efforts and attract new business investment. In 2006, Maggie launched The Entrepreneurs Network to grow the region's innovation economy. Under her leadership, Monroe County has assisted hundreds of companies in improving and expanding their operations, retaining and creating thousands of local jobs.

She is also a driving force behind Renaissance Square, and is committed to environmental protection of our area's resources.

Maggie resides in the Town of Webster with her husband, Robert Wiesner, and two daughters, Julia and Jensen. She is a graduate of Ithaca College where she earned a Bachelor of Arts degree.

Educational Workshops

Choose a total of three Educational Workshops – one from each session.

Session 1: 2:00-3:00 PM

WORKSHOP A

Managing the Asset of YOU

Bobbie Goheen, CEO/President, Synthesis Management Group

Learn, affirm, and remember the time-honored practices of reflection, listening to your voice, defining your path, adjusting your course, and maintaining your career. Concepts include developing clarity on your leadership story and its impact in your profession, and reflecting on actions and behaviors to ensure alignment with values and beliefs.

WORKSHOP B

Personal Branding in Cyberspace – The Age of Web 3.0

Neil Hair, Assistant Professor, Saunders College of Business

Victor Perotti, Associate Professor, Saunders College of Business

Use Twitter, LinkedIn, Facebook and blogs to your advantage. Learn how to engage your online social networks while protecting your reputation online. This session explores personal branding and what can go wrong when presenting yourself online. You'll also receive a personal branding analysis to help you benchmark your performance.

Session 2: 3:00-4:00 PM

WORKSHOP C

How NOT To Get Cut Breaking the Glass Ceiling

Dr. Mary-Beth Cooper, VP Student Affairs, RIT

Women leaders face higher standards and lower rewards than men leaders, and are often perceived as either competent or likeable, but rarely both. This session discusses these and other findings, and offers strategies for individuals and organizations to assist women leaders in navigating the path to success...and not getting hurt by breaking the glass ceiling.

WORKSHOP D

Understanding Credit: When Credit & Finances Meet

Cheryl McKeiver, BA & Economics, MCC

Credit is the new buzz word! Understand the power of credit by familiarizing yourself with consumer laws, how to interpret a credit report and the credit scoring process. Walk away feeling credit approved!

Session 3: 4:00-5:00 PM

WORKSHOP E

REINVENT Your Career

Marguerite Ashby, CPM, MBA, Harry I. Sealfon, CPA, PC

Ready for change? Thinking of launching your own company? Then join us for an informative recipe for your success, and learn the tools necessary to make the changes required to get what you want for your future.

WORKSHOP F

Power of Prevention

Susan Grace, MEd, RD, MVP Health Care (formerly Preferred Care)

You have the power of leading a healthy, happy and productive life. In this presentation you will learn what preventive screenings are recommended for you. Screening and early intervention are key to improving health outcomes and reducing the incidence of disease. You will also learn how to make healthy choices to maintain a good quality of life. The latest nutrition, physical activity and work/life balance tips will be explored.

Power Your POTENTIAL

GET FOCUSED ON THE THINGS THAT MATTER

A lifelong learning conference for women at the Saunders College of Business on the campus of RIT.

Directions and parking information available on-line:

<http://saunders.rit.edu/alumni>

Schedule

- 11:30 AM - Noon.....Registration and Lunch
- 12:00 - 12:45 PM.....Welcome & Opening Speaker
- 1:00 - 1:50 PM.....Panelist Discussion
- 2:00 - 3:00 PM.....Educational Workshops: Session 1
- 3:00 - 4:00 PM.....Educational Workshops: Session 2
- 4:00 - 5:00 PM.....Educational Workshops: Session 3
- 5:00 PMNetworking Reception & Book Signing

Registration

Power Your Potential – Women’s Leadership Conference

at Rochester Institute of Technology E. Philip Saunders College of Business, Building 12, 107 Lomb Memorial Drive, Rochester, NY 14623

Registration fee includes all materials, luncheon, break, reception and tote bag

To register on-line (credit card payments only), visit our secure web site at

<http://saunders.rit.edu/alumni>

\$40 Early Bird Special Register by May 15 — on-line registration only

\$50 After May 15 or for all mailed or faxed registrations

NAME _____

JOB TITLE _____

EMPLOYER _____

BUSINESS ADDRESS _____

HOME ADDRESS _____

DAYTIME PHONE _____

E-MAIL _____

CONFIRMATION:

You are enrolled as soon as we receive your registration form and fee. You will receive an E-mail confirmation. If you do not receive this confirmation one week prior to the program, please contact us at (585) 475-2199.

CANCELLATION:

Refunds will be provided up to four working days prior to the program less a \$20 administration fee.

Educational Workshops

Please select a total of three Educational Workshops – one from each session. We will do our best to honor your preferences.

SESSION 1: 2:00 - 3:00 PM (choose one)

WORKSHOP A

Managing the Asset of YOU

WORKSHOP B

Personal Branding in Cyberspace – The Age of Web 3.0

SESSION 2: 3:00 - 4:00 PM (choose one)

WORKSHOP C

How NOT To Get Cut Breaking the Glass Ceiling

WORKSHOP D

Understanding Credit: When Credit & Finances Meet

SESSION 3: 4:00 - 5:00 PM (choose one)

WORKSHOP E

REINVENT Your Career

WORKSHOP F

Power of Prevention

Payment Information

Enclosed is a check payable to: Saunders College/PYP

– OR –

Please bill my: Visa MasterCard

CARD NUMBER _____

EXP. DATE _____

CVV# (3-DIGIT CODE ON BACK OF CARD) _____

SIGNATURE _____

Mail payment and registration to:

Ms. Donna Slavin
RIT E. Philip Saunders College of Business
107 Lomb Memorial Drive
Rochester, NY 14623

Fax registration (Visa/Mastercard only) to: (585) 475-7055

REGISTER BY MAY 15 AND SAVE!

2009 WOMEN'S LEADERSHIP CONFERENCE

Don't miss the informative panel discussion "Survival in Turbulent Times"

1:00 - 2:00 PM

Top women leaders share their perspectives in these uncertain times, where the business environment is changing and posing very tough challenges to traditional business models and leadership. How do they make it work and create the competitive advantage for survival?

The featured panelists are:

- Lauren Dixon, CEO of Dixon Schwabl
• Susan Holliday, President & Publisher, Rochester Business Journal
• Christine Whitman, CEO & President, Complemar Partners, Inc.

The Moderator is Suzanne Clarridge, President & CEO, My Brands Inc.



Lauren Dixon



Susan Holliday



Christine Whitman



Suzanne Clarridge



Bonus Book Signing!

Meet Anna Gill, local author of The Tale of Dickie Short.



The Women's Alumnae Network is pleased to sponsor its first Women's Leadership Conference

Power Your Potential.

Any proceeds from the conference will go directly to the Women's Alumnae Network Endowed Scholarship Fund.