



13th Annual
**ST. LOUIS BUSINESS JOURNAL
WOMEN'S CONFERENCE**

Friday, January 26, 2018

7:00 a.m. – 4:00 p.m.

St. Louis Union Station

www.slbjwomensconference.com

#STLWomen

Our 2018 [Conference](#) kicks off with registration, networking and breakfast at 7:00 a.m., followed by the general opening session from 8:00 a.m. to 9:45 a.m. The opening session includes interviews with the finalists in our Catapult Competition followed by a keynote address given by Sheena Greitens, First Lady of the State of Missouri. Sheena graduated from Stanford University and then attended the University of Oxford, where she studied as a Marshall Scholar. She earned a PhD in Government from Harvard University, and published a book based on her doctoral research on East Asia last year. Today she serves as an assistant professor at the University of Missouri. As an educator and a mother, Sheena believes strongly in the importance of protecting our most vulnerable children and strengthening families across the state. She is also the first known working spouse in the Governor's Mansion, and, as a working mother, is a strong advocate for women's participation and leadership in public life.

Our lunch keynote features Jennifer Hyman, CEO of Rent the Runway. RTR, the so-called "Netflix for dresses" that allows women to rent designer gowns and other apparel, has disrupted the fashion industry and grown into a profitable company valued at nearly \$1 billion. You don't want to miss Hyman's inspiring story of their journey into the fashion world, with lessons on entrepreneurship, marketing and customer service – and maybe a few fashion tips as well!

You'll hear from experts on various topics during breakout sessions throughout the day, including but not limited to: women in the workplace, behavioral science, company transitions, health and wellness, leadership, time management, philanthropy and entrepreneurial aspirations. [REGISTER](#) today!

AGENDA

REGISTRATION: all day (Midway)

BREAKFAST: 7:00 a.m. – 8:00 a.m. (Pegram Room)

EXHIBITS: 7:00 a.m. – 4:00 p.m. (Midway)

GENERAL OPENING SESSION: 8:00 a.m. – 9:45 a.m. (Grand Ballroom D)

Catapult Competition – finalist intros & original videos

Sheena Greitens, First Lady, State of Missouri

MORNING SESSIONS: 10:00 a.m. – 10:45 a.m. (*sessions run concurrently, attendees choose 1 of 3*)

Breaking the Culture of Silence: How to Prevent & Respond to Sexual Harassment in the Workplace (Regency AB Ballroom)

Featuring Jovita Foster (Armstrong Teasdale) and Bonnie Daniels (MiTek Industries, Inc.)

The "#METOO" campaign proves that sexual harassment occurs every day in many industries across the country. Companies are battling very public harassment scandals and accusations that their leaders turned a blind eye to the horrible misconduct of their top executives for years. As a consequence, these employers have lost brand reputation, customers, employees and revenue and they will likely incur legal expenses for years to come. What your company does before a complaint is lodged – and how your company handles sexual harassment complaints – can help you avoid these problems. This panel will provide legal context for the #metoo campaign

and practical suggestions for preventing harassment in your organization.

Ignite Your Idea (Regency C Ballroom)

Featuring our alumni Catapult finalists and winners: Nancy Cripe (GRS Auction Services), Sonia Deal (DEAL C-2), Cherie Summa (St. Louis Radon), Pravina Pindoria (Tallyfy), Stacy Taubman (RISE Workspace); moderated by Donna Erbs (Chief Marketing Officer, Anders CPAs + Advisors)

You've read the stories, seen the videos, now hear best practices from participants in the Business Journal's Catapult Competition by Mastercard! Catapult finalists, champions and one of the winning coaches from the 2016 & 2017 Catapult Competitions will share their insights for startups, including the dos and don'ts for mentoring and sponsorship. It's great guidance wherever you are on the journey to catapult yourself, your idea or our community to success!

Wind at Your Back: Behavioral Science Insights to Help you Unleash your Potential (Midway 5)

Featuring Charlotte Blank (Maritz)

In business and in life, do things ever just feel harder than they should be? Sometimes, it's our own brains getting in our way. Join us for a talk about behavioral science, and what the field has to teach us about retraining the way we think, to live into our values and perform our very best.

MORNING SESSIONS: 11:00 a.m. – 11:45 a.m. *(sessions run concurrently, attendees choose 1 of 3)*

Own it! Take charge of your health (Regency AB Ballroom)

Featuring Kristen Fisher, MD, (pulmonologist at St. Luke's Hospital), Shalini Paruthi, MD, (sleep medicine specialist at St. Luke's Hospital), Ji Huang, MD, (Internal Medicine Physician at St. Luke's Hospital) and moderated by Jan Hess

When it comes to your personal brand, good health is your most valuable accessory. No one has more control over your health than you do. Let this lively Q&A physician panel help ignite you to take charge: learn about the top health concerns for women, get tips to be a more educated healthcare consumer and discover how to best advocate for your best health.

Reclaim Your Time: How to Accomplish More Meaningful Work in Less Time (Midway 5)

Featuring Jill Farmer

In this dynamic presentation, Jill Farmer will show you how to create the optimal mindset for launching action and prioritizing your time. You'll learn strategies for getting what matters done in a more effective and less stressful way. It is powerful information delivered in a way that inspires attendees to make meaningful shifts.

Participants will:

- Have a clear understanding on how their mindset affects productivity.
- Discover how to make decisions and launch action from their most productive zone.
- Learn effective tools for moving through difficult tasks.

Leading Ladies: Women Igniting Change in State Government (Regency C Ballroom)

Featuring Women Leaders of the State of Missouri – Chris Chinn (Dept. of Agriculture), Carol S. Comer (Dept. of Natural Resources), Anne Luedtke Precythe (Dept. of Corrections), Zora Mulligan (Dept. of Higher Education); moderated by Kellie Ann Coats (Missouri Women's Council)

Missouri Governor Eric Greitens has appointed a number of strong female leaders to his cabinet. Hear from these women on what it's like to blaze the trail for women in traditionally male roles.

LUNCHEON KEYNOTE: 12:00 p.m. – 1:30 p.m. (Grand Ballroom D)

Catapult Competition – formal pitch

Jennifer Hyman, Rent the Runway

EXHIBITS/NETWORKING: 1:30 p.m. – 2:15 p.m. (Midway & Pegram Room)

AFTERNOON SESSIONS: 2:15 p.m. – 3:00 p.m. (*sessions run concurrently, attendees choose 1 of 3*)

Women at the Negotiation Table (Midway 5)

Featuring Hillary Anger Elfenbein (Washington University)

According to common wisdom, women face special challenges at the negotiation table. In this session, Prof. Hillary Anger Elfenbein shares an evidence-based account of these challenges as well as solutions that are surprisingly straightforward to implement without changing your authentic self.

Ignite Your Passion (Regency AB Ballroom)

Featuring Amy Inman (Spirit of St. Louis Women's Fund), Dedee Lhamon (The Covering House), Betsy Reznicek (Home Sweet Home), Jennifer Ibanez Whitlock (Whitlock Gray)

Women have long taken the lead in philanthropy, advocating giving in their families and workplaces. These leading ladies have taken center stage in supporting causes close to their hearts by founding nonprofits, initiating giving circles and championing for the rights of the disenfranchised. Their stories will move you and motivate you to ignite your passion.

STEM Solutions: Women in STEM Solving World Challenges (Regency C Ballroom)

Featuring Elzandi Oosthuizen (Monsanto), Nicole Young (Lion CSG)

As our global community continues to face challenges spanning world hunger to climate change, there's never been a more important time to develop a strong, sustainable STEM-centric workforce – both in the U.S. and around the world. Our panelists will share their experiences and insight on building successful careers in historically male dominated industries. Oosthuizen and Young will also discuss working and transitioning from careers abroad to the U.S. They will outline their unique approaches to attracting, retaining and nurturing STEM talent within their organizations and the importance of championing the ways women in STEM are making a difference in our world.

CATAPULT COMPETITION WINNER ANNOUNCEMENT: 3:15 p.m. (Midway steps to hotel)

COCKTAIL RECEPTION: 3:30 p.m. (Midway & Pegram Room)