



15th Annual
**ST. LOUIS BUSINESS JOURNAL
WOMEN'S CONFERENCE**

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

BREAKFAST: 7:00 a.m. – 8:00 a.m. (Midway)

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

GENERAL OPENING SESSION: 8:00 a.m. – 10:00 a.m. (Midway West)

Gayle King, Co-host, “CBS This Morning” and Editor-at-Large, *O, The Oprah Magazine*
(pre-recorded video interview)

Panel discussion with past Most Influential Business Women:

Lauren Herring

CEO

IMPACT Group

Jan Hess

Vice President of Network Integration and Professional and Administrative Services
St. Luke's Hospital

Missy Kelley

President and CEO

Downtown STL, Inc.

Delene Musielak, MD, FACP, FAAP, Internal Medicine & Pediatrics, St. Luke's Hospital

Live Your Best Life: Mind, Body and Soul

Ann Gaffigan, Gazelle Inc.

Finding your Champion's Heart

EXHIBITS/NETWORKING: 10:00 a.m. – 10:30 a.m. (Midway East)

MORNING SESSIONS: 10:30 a.m. – 11:15 a.m. (*sessions run concurrently, attendees will choose 1 from 3*)

Living Mindfully: Less Stress, More Joy (Midway 5)

Featuring: Laurie Chappell, St. Luke's Hospital

Research shows that mindfulness can have numerous benefits, including less stress, increased focus and productivity and reduced risk for many chronic conditions such as heart disease, diabetes and even some cancers. Our certified holistic stress management instructor will review some of the strategies to cultivate mindfulness in your everyday living like relaxation breathing, meditation, gratitude, connecting with nature and more.

Fiscal Fitness for the Life you Deserve (Midway 6)

Featuring: Brooke Hunady, Moneta Group

The considerations for being fiscally fit for women are different than they are for men. Gain understanding about the meaning of money in your life and its impact on you, your career and your family. Learn about your fiscal future from a Partner at one of the nation's Top 5 Independent Registered Investment Advisory firms in Barron's 2019 rankings. The presentation will explore the top 10 considerations for women to be fiscally fit in 2020 and beyond while making the connection between financial wealth and their overall health and wellbeing.

Learning Objectives

1. Define what wealth means to you and the purpose behind it
2. Top 10 considerations for being fiscally fit
3. Be fully aware of the connection between your financial wealth and health

Exploring the Story: Why the Narrative is Important to Authentic Branding (Midway 9)

Featuring: Judy Glik, Arcturis

The success of a brand is so much more than a logo, tagline, or name. The most memorable brands leverage storytelling to connect with the consumer. This talk will explore how a compelling narrative can bring a brand to life. It will reveal why facts and figures may not stick in our minds, but a good story is never forgotten.

Learning Objectives

1. Why storytelling is at the core of successful brands
2. The construction of a solid brand narrative
3. Local (and personal) examples of well-crafted brand narratives

LUNCHEON KEYNOTE: 11:30 a.m. – 1:00 p.m. (Midway West)

Celine Cousteau: On Being a Woman in the Field

Scientific research and exploration is typically considered a male field. Céline Cousteau has broken ground and become a successful explorer both above and below the sea. She shares stories of her groundbreaking career, encouraging women to find their passion and stick with to it, regardless of the obstacles in their way.

EXHIBITS/NETWORKING: 1:00 p.m. – 1:30 p.m. (Midway East)

AFTERNOON SESSIONS: 1:30 p.m. – 2:15 p.m. (*sessions run concurrently, attendees will choose 1 from 3*)

Serve Your Way to Success: Discovering New Levels of Leadership Through Service in Your Community (Midway 5)

Featuring: Vanessa Cooksey, Washington University in St. Louis

As businesses strive to find new ways to attract, retain and engage talent, many are providing generous resources to support employee giving and volunteerism. Research also shows that women who actively volunteer in their community and serve on non-profit boards are uniquely positioned to be successful advocates and ambassadors in their company and community. In this interactive session, we will explore ways to leverage community service to improve your life, benefit your family and excel in your profession!

Learning Objectives

1. How to incorporate community service into your short-term and long-term leadership development plan
2. Connecting your personal passion to business objectives
3. How to avoid the pitfalls of non-profit board service

Exploring Human Creativity: The Ultimate Advantage (Midway 6)

Featuring: Kelly Pollock, COCA

In a fast changing and complex world, creativity and the ability to innovate are arguably the most critical skills to 21st-century leadership. Across industries, those who have the ability to problem solve, adapt quickly and design the future will hold a competitive advantage. Kelly Pollock, Executive Director of COCA, a national leader in arts

learning, will expand upon why creative leadership is more important than ever and how these skills can be developed. Participants will be shaken out of stale thinking habits to unlock their own creative energy and rediscover spirit of experimentation. The session will wrap with practical takeaways necessary to cultivate and sustain a culture of creativity back at the office.

Learning Objectives

1. Work with an experienced teaching artist and gain hands-on experience with how the arts can be used to boost creativity in the workplace.
2. Gain the confidence to attack intractable problems and collaborate with colleagues throughout their organizations.
3. Understand why by 2020, creativity is one of the top three skills workers will need, as reported by the World Economic Forum report, *The Future of Jobs, 2016*.

Everybody Matters: “Discovering” Your Impact as a Leader (Midway 9)

Featuring: Rhonda Spencer, Chapman & Co. Leadership Institute

Learn from St. Louis-based Chief People Officer of Barry-Wehmiller, Rhonda Spencer, on how to effectively transform and sustain people-centric cultures. Discover the ways you can begin to create a culture where people feel cared for and hold themselves accountable. Learn how care and accountability can exist in harmony and leave with the tools to make an impact in your organization.

Learning Objectives

1. Be challenged on your personal leadership responsibility for those in your span of care
2. Understand the steps leaders must take to create a culture of care and accountability
3. Leave inspired to improve your organization

AFTERNOON SESSIONS: 2:30 p.m. – 3:15 p.m. (*sessions run concurrently, attendees will choose 1 from 2*)

5 Steps to Navigate a Successful Job Search (Midway 9)

Featuring: Bernie Frazier, CAREERCompass LLC

Has your job search stalled out? Do you now need to look for a job but haven't done so in years, and don't know how? Are you still angry because you didn't know (how) to negotiate for more money with your last job offer? Many people struggle with their job search because they lack the know-how to conduct an effective search, but don't have to. By gaining the right insights, you can turn the silence into interviews and the interviews into “You're Hired!” With the right knowledge, you can earn more money than you ever have!

Learning Objectives

1. Who you should target in your job search and how!
2. How to create a great resume that recruiters will love!
3. Why you should network and, more importantly, how!
4. What recruiters wish you knew about interviewing!
5. How to negotiate to earn more money and perks!

Exploring Your Values and Strengths and Reflecting on How They Align with Your Career (Midway 6)

Featuring: Shelley Seifert, First Bank

Self-awareness is critical in helping us make the right professional career decisions throughout life, which can ultimately lead to greater success. Reflecting on our values and using tools to help us identify our strengths ensures we make better choices when deciding where to work, who we want to work with and what work will allow us to be our best selves. During this program, we will explore easy to use tools that will help us identify our values as well as our strengths. We will also explore activities we should implement, year-over-year, to foster professional growth and enhance career opportunities.

Learning Objectives

1. Be more aware of how your values and strengths impact your career
2. Better understand how your career fits into your life's vision
3. Understand the importance of setting goals and taking the time to develop yourself year-over-year

Utilizing Equity, Inclusion and Person to Act on Disparities (Midway 5)

Featuring: Esther Shin, Urban Strategies, Inc.

USI is actively positioning ourselves as change-leaders through the equitably inclusive and transformed communities where we partner with children, families and stakeholders, across the country. Through our large-scale human capital and housing redevelopment work, we lean on the significance that equity and inclusion tactics provide to our data-driven strategies, which supports the growth of the person and community, simultaneously. USI's ability to utilize our person, which contains one's story, traumas and triumphs in concert with inclusion and equity strategies, ensures that ALL individuals who partner with USI are creating an individually designed pathway towards a life that is both stable and thriving.

Learning Objectives

1. The importance of equity and inclusion
2. Strategies for increasing inclusion in your workplace
3. Why utilizing yourself as a person in your role is critical to achieving inclusion and equity

COCKTAIL RECEPTION/EXHIBITS/NETWORKING: 3:15 p.m. – 4:00 p.m. (Midway East)