Since 2001, the Siegel Institute has been celebrating women through their annual Phenomenal Women’s Conference, where women of all backgrounds come together to exchange ideas about leadership, motivation and progress in the world. Below, you will find the agenda for our 2013 conference with yet another phenomenal group of experts joining the conference to lead from where they are by partnering, inspiring and changing the lives of phenomenal women.

13th Annual Phenomenal Women’s Conference

AGENDA

Registration: 8:30 - 9:00

Welcome: 9:00 - 9:10 Linda Johnston, Executive Director, Siegel Institute

Introduction of Keynote Speaker: 9:10 - 9:15 Susan Crawley, Curator of Folk Art, High Museum of Art

Keynote: 9:15 - 10:00 Memory Artist Linda Anderson - Born to It: Using My Art to Talk About Life in the Georgia Mountains

Break: 10:00 - 10:15

Concurrent Session I: 10:15 - 11:00

Personal
1. Nutrition / Fitness: Tammi Hill, Personal Trainer, The Best You! Energize Your Day and Boost Productivity
2. Alternate Career Paths: Elizabeth Chester, Founder of Maddy Moo Purses - Up Is Not the Only Way Forward

Professional
1. Language, Communication and Influence: Erin Wolf, Managing Partner, Suite Track
3. Unleash the Power of “I CAN”: Katie McMahon, Future Senior Sales Director, Mary Kay - How to Harness the “I CAN” Attitude to Achieve Success in Every Facet of Your Life
4. Mastering the Art of Bragging: Darcy Eikenberg, Founder, Red Cape Revolution - What Today’s Leaders and Other Humble Professionals Need to Know
5. Business Women as Change Agents in the Community: Kathy Schwaig, Dean, KSU Coles College of Business
6. Gendered Leadership Visions: Erik Malewski, KSU Chief Diversity Office - What We Know About Women Chief Diversity Officers in the Academy

Break: 11:00 - 11:15

Concurrent Session II: 11:15 - Noon
Partner, Inspire, Change!

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March 22, 2013
8:30 am - 3:00 pm
KSU Center
3333 Busbee Drive, NW
Kennesaw, GA 30144

AGENDA CONT’D

Lunch and Keynote Speaker: Noon - 1:30

Presentation of 2013 Phenomenal Woman Award

Keynote: Elizabeth Hackett, Chair, Agnes Scott College
Women’s Studies Program
Miss or Ms. Representation: Deconstructing Images of Women in the Media

Break: 1:30 - 1:45

Panel Discussion: 1:45 - 2:45

MissRepresentation: Intergenerational Conversation
Exploring Mainstream Media’s Dominant Messages About Women
• Elizabeth Hackett, Agnes Scott
• Whitney Peoples, Graduate Student, Emory University
• Gina Perleoni, Undergraduate Student, Kennesaw State
• Patricia Harris, CEO, The Edge Connection
• Patricia Alvarez McHatton, Chair, Department of Inclusive Education, Kennesaw State

Wrap Up: 2:45 - 3:00

Keynote Speaker, Linda Anderson is a visual storyteller whose paintings (with accompanying text sketches) evoke childhood scenes of growing up in North Georgia.

Luncheon Keynote, Dr. Elizabeth Hackett is Associate Professor of Women's Studies and Philosophy, Chair of the Women's Studies Program, and Director of the Center for Teaching and Learning at Agnes Scott College.