6th ANNUAL

WOMEN BUSINESS LEADERS FORUM

SEPTEMBER 8-11

READY TO LAUNCH – VIRTUALLY
READY TO LAUNCH – VIRTUALLY

The largest professional women’s conference in New Jersey is now virtual! We’re thrilled because it means even more of you can take part. This forum brings the business community together to get inspired and empowered, to form an agenda that will increase gender diversity in corporate leadership, and to build successful businesses. Join us for this incredible, weeklong, virtual event!

REGISTRATION NOW OPEN!
NJBI.A.ORG/WBLF2020
### 2020 WBLF Agenda

**Schedule Overview**

Get years of experience packed into four days! Register now at [NJBIA.ORG/WBLF2020](https://NJBIA.ORG/WBLF2020)

Starting Tuesday, Sept 8, and running all week

<table>
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<tr>
<th>All Day</th>
<th>Coaches Corner</th>
<th>LinkedIn Profile Makeover</th>
<th>Résumé Building</th>
<th>Networking 10-11 AM</th>
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</thead>
</table>

#### Wednesday, Sept 9

- **9:00 AM**
  - WBLF Marketplace Shopping
  - LIVE Virtual Exhibit Tables
- **10:00 AM**
  - Champagne Toast Opening
  - Networking via Zoom with Breakout Rooms
- **10:30 AM**
  - Opening Keynote LIVE
    - EMILY CHANG
    - Anchor, Bloomberg Technology
    - Author, Brotopia
    - Via GoToWebinar Platform
- **11:00 AM**
  - Opening Remarks
    - Michele Siekerka, NJBIA
  - Four Breakout Sessions
    - 1 LIVE, 3 On-Demand
- **11:30 AM**
  - Dance Break/Lunch Break
- **Noon**
  - Networking via Zoom with Breakout Rooms
- **12:30 PM**
  - 3 TED-Style Talks LIVE
    - With Q&A
- **1:00 PM**
  - Networking via Zoom with Breakout Rooms
- **1:30 PM**
  - Networking via Zoom with Breakout Rooms
- **2:00 PM**
  - Networking via Zoom with Breakout Rooms
- **2:30 PM**
  - Networking via Zoom with Breakout Rooms

#### Thursday, Sept 10

- **9:00 AM**
  - WBLF Marketplace Shopping
  - LIVE Virtual Exhibit Tables
- **10:00 AM**
  - Opening Remarks
    - Michele Siekerka, NJBIA
  - Networking via Zoom with Breakout Rooms
- **10:30 AM**
  - Four Breakout Sessions
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- **2:00 PM**
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- **2:30 PM**
  - Networking via Zoom with Breakout Rooms

#### Friday, Sept 11

- **9:00 AM**
  - WBLF Marketplace Shopping
  - LIVE Virtual Exhibit Tables
- **10:00 AM**
  - Opening Remarks
    - Michele Siekerka, NJBIA
  - Networking via Zoom with Breakout Rooms
- **10:30 AM**
  - Four Breakout Sessions
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- **2:30 PM**
  - Networking via Zoom with Breakout Rooms

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### 4-Day Pass

- **$150**
  - Watch! Michele Siekerka Opening Remarks On-Demand!

### Registration

- **Includes**
  - 22 sessions
  - Access to all sessions
  - Access to WBLF Marketplace
  - On-Demand video recordings
  - PDF resource guide with useful materials from our speakers
  - FREE one-on-one coaching

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**Sponsoring the 2020 Women's Business Leadership Forum**

**NJBIA**

**New Jersey Business & Industry Association**

**Brook Valley Bank**

**Chamber**

**Cyan Solutions**

**Deloitte**

**Holly & Smith**

**KPMG**

**VentureNj**

**Wire的一站式解决方案**
MEET OUR 2 KEYNOTE SPEAKERS
HEAR FROM TWO NATIONAL FIGURES.

ANCHOR, BLOOMBERG TECHNOLOGY – AUTHOR, BROTOPIA
LIVE: GOTOWEBINAR PLATFORM
WEDNESDAY 11:00 AM - 12:00 PM

Anchor and Executive Producer at Bloomberg TV Emily Chang is an Emmy Award-winning journalist reporting on global technology and media companies, startups, and the future of business. Her first book, Brotopia: Breaking Up the Boys’ Club of Silicon Valley, was an instant national bestseller. Business Insider called her “the star Bloomberg anchor that everyone in tech needs to know.” She ranks among the top journalists followed by major CEOs on Twitter.

With her ability to synthesize complex information and communicate it in an accessible way, Chang sheds a bright, objective, and journalistic light on issues such as the gender gap in Silicon Valley, the future of work, diversity, and tech trends you need to know.

As executive producer and host of daily show Bloomberg Technology and the interview series Studio 1.0, Chang speaks to top tech executives, investors, and entrepreneurs, including Apple CEO Tim Cook, Facebook CEO Mark Zuckerberg, and CEO Sheryl Sandberg.

CEO OF THE
DALLAS MAVERICKS
LIVE: GOTOWEBINAR PLATFORM
FRIDAY 12:00 PM - 1:15 PM

Cynthia Marshall has been a dynamic force for inclusion and diversity within the Mavericks organization and over a 36-year career at AT&T. When Cynt was hired as new the CEO of the Mavs in March 2018, she set her sights on a culture transformation. Her vision was for the Mavericks organization to become the NBA standard for inclusion and diversity, and brought transparency, trust and her values-based leadership style that evolved the company culture in her first 100 days.

Recognized for her visionary leadership and ability to get things done Cynt is the recipient of several honors and awards. Cynt was touted as one of Adweek’s 30 Most Powerful Women in Sports and was selected as one of the 2019 Women of Power Legacy Award honorees by Black Enterprise. In 2017, she was honored by The Network Journal as one of the 25 Most Influential Women in Business. In 2017, Cynt was awarded the ATHENA® Leadership Program Award by the Dallas Regional Chamber. In 2019 and three times prior, she was selected as one of the “50 Most Powerful Women in Corporate America” by Black Enterprise magazine and named to Ebony magazine’s 2016 “Power 100” list.
### COACH & NETWORKING DETAILS

**On Tuesday, learn how to fine-tune your profiles, résumés and growth – one-on-one with top experts.**

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<tr>
<th>COACHES CORNER</th>
<th>RÉSUMÉ BUILDING</th>
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<tr>
<td>ZOOM</td>
<td>ZOOM</td>
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<tr>
<td>Coaching and mentoring is so important for our continued personal and professional growth. That is why we have handpicked a team of professionals to work with you. We have moved this popular session to the beginning of the week so that you can maximize your time at the event. Schedule your appointment with a coach or mentor.</td>
<td>Of course, some things about job hunting haven’t changed – the importance of networking and properly branding yourself, for instance – but it’s also important to keep up with the latest job market trends to give yourself a competitive edge. Hear from those who’ve made the switch on how to set yourself up for a successful move.</td>
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<tr>
<th>GET A LINKEDIN PROFILE MAKEOVER</th>
<th>NETWORKING</th>
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<tr>
<td>ZOOM</td>
<td>VIA ZOOM WITH BREAKOUT ROOMS</td>
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<tr>
<td>Let the experts help you take your LinkedIn profile to the next level and impress your network and connections. Schedule your appointment with a LinkedIn specialist and don’t miss a minute of the event.</td>
<td>Throughout the week at various times through the day, we’ll be offering networking options allowing you time to pitch and make a connection or two, and enjoy.</td>
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* MUST REGISTER FIRST.
EXECUTIVE TED-STYLE TALKS

TAKE PART IN THIS HOUR-LONG LIVE SESSION WHERE SPEAKERS PRESENT SHORT, POWERFUL TALKS.

LIVE
WEDNESDAY
SEPT. 9TH
12:30 PM

MICHELLENE DAVIS, ESQ.
EXECUTIVE VP & CHIEF CORPORATE AFFAIRS OFFICER, RWJBARNABAS HEALTH

Davis is listed in several Top Lists, including Top 25 Most Influential Minority Leaders in Healthcare in the Nation, Top Lobbyist In The Healthcare Industry, and one of the Most Influential Black Women in Business. She is a noted thought leader on health equity and change agency and as a co-author.

JESSICA GONZALEZ
FOUNDER & CEO, INCHARGED-LUX DISINFECT – VENDX

A lifelong New Jersey entrepreneur and self-starter, Gonzalez has never fit the mold of a “typical” business leader, but she prefers it that way. She brings a fresh, think-outside-the-box approach to every problem she tackles. Gonzalez is ready to leverage her experience and perspective to help keep New Jersey moving forward and safe.

ARA TUCKER
SVP, HEAD OF TALENT AND CULTURE, AUDIBLE

Tucker leads an integrated group focused on attracting, hiring, developing and engaging employees at all stages of their careers and ensuring that Audible is an inclusive and progressive workplace. She regularly shares her story as an openly gay leader of color in a variety of settings including LinkedIn and her website, ‘I’m Here Too.’

GO TO NJBIA.ORG/WBLF-SPEAKERS TO LEARN MORE ABOUT OUR EXECUTIVE SPEAKERS.
## THURSDAY BREAKOUTS

FROM NEW TO EXPERIENCED, OUR 4 BREAKOUT SESSIONS WILL HELP YOUR CAREER DEVELOPMENT.

<table>
<thead>
<tr>
<th>FRONT LINE / ENTRY LEVEL</th>
<th>MIDDLE MANAGEMENT</th>
<th>SENIOR MANAGEMENT</th>
<th>SPECIAL SESSION</th>
</tr>
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| **How Coaching and Mentoring Can Benefit You and Your Organization**<br>ON-DEMAND  
Edina Brown, Kerri Chewning, Valerie Dolan, Dana N. Moore  
Coaching and mentoring can provide an array of benefits for organizations of all sizes, especially small businesses. When conducted in an efficient and productive manner, it provides employees a way to connect, learn and grow within the company and along their own career paths. In these changing times, virtual working has added an additional layer of difficulty to both coaching and mentoring. Hear from experts who’ve been there about the differences between coaching and mentoring and learn how you can use each to take you and your organization to the next level. | **How to Manage Culture in Virtual Teams**<br>ON-DEMAND  
Clelia Pergola, Rachel Durkan, Donna Miller, Laura Osborn  
You’re responsible for your virtual team’s performance – and you have a critical job in the company. Leading a virtual team can be challenging. You’re expected to maintain morale, keep communication open, overcome technological glitches, keep your workers on task, and meet project objectives. This session will identify ways in which you can manage culture in virtual teams. | **Be a Leader who Strives for Excellence**<br>LIVE: GOTOWEBINAR PLATFORM  
11:00 - 11:45 AM  
Dr. Ginny Baro, Lisa Nelson, Lori Roth, Judy Sailer  
To strive is to thrive. An organization is either regressing, static in a changing world, or leading. In today’s world of constant change, creativity and innovation, one cannot truly lead without being excellent. That simply means being better than expected. Hear from leaders how you can be better than your competitors by seeing and tapping the potential in the team around you – even when they can’t see it themselves. Find out how you can be the first at being the best and how this theme can apply to any discipline in any organization. The rewards are innumerable. | **A Businesswoman’s Voice in Public Policy**<br>ON-DEMAND  
Moderator and 3 Speakers  
The public policy arena offers many career opportunities, but women are often underrepresented in this space. During this session you will hear how to build your professional network from current elected officials, how they got their start and their recipe for success. |
## FRIDAY BREAKOUTS

Tackle challenges and adversity head on with these 4 breakout sessions to help your company succeed.

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<tr>
<th>MONEY MATTERS</th>
<th>ONLINE STRATEGY</th>
<th>ADVERSITY</th>
<th>COMMUNICATION &amp; NEGOTIATION</th>
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<tr>
<td><strong>How To Find It, Spend It Wisely, and Manage it as an Entrepreneur</strong>&lt;br&gt;ON-DEMAND</td>
<td><strong>Creating a Diverse Online/Social Media Presence that is Memorable and Helps Women Thrive in the New Normal</strong>&lt;br&gt;ON-DEMAND</td>
<td><strong>Strengthening Your Resilience</strong>&lt;br&gt;LIVE: GOTOWEBINAR PLATFORM&lt;br&gt;11:00 - 11:45 AM&lt;br&gt;Michelle Bajwa, Osato Chitou, Taneisha Laird, Rachel Wilner</td>
<td><strong>Getting to Yes</strong>&lt;br&gt;ON-DEMAND&lt;br&gt;Rina Desai, Jackie Lue Raia, Susanne Svizeny</td>
</tr>
</tbody>
</table>

Mary Baker, Lindsey C. Holmes, Shy Hopkins, Joyce Rojas

No matter what stage your company is in, during these difficult times, having sufficient capital is a top priority. The challenges in gaining access to and securing capital are multiplied for women entrepreneurs, and once you get the funds you need, the next step is determining how best to use them. Whether you’re bootstrapping or have a venture capitalist lined up, learn from our all-star panel of entrepreneurs and financial experts about savvy ways to maximize your money to accomplish your business goals.

Angela Harrington, Rachel Schulties, Syleecia Thompson, Adel Wilson

In a work-from-home environment, women must be at the top of their game in managing their online presence along with their social and professional networks. Hear from the leading experts on how to develop a memorable online presence that elevates your personal brand. Participants will learn how to build their brand, improve their on-camera confidence and grow their businesses. This session is designed for established professionals, business owners and community-based leaders poised for success.

People that keep their cool in the face of adversity have what psychologists call resilience. This is an ability to cope with setbacks and problems. Instead of hiding from their problems with unhealthy coping strategies or falling into despair, resilient people choose to face life’s difficulties head on. They handle these difficulties in ways that foster growth and strength, and can emerge stronger than they were before. Learn the tips and tools to strengthen your resilience and stay cool in the face of adversity.

Negotiation is essentially an exercise in communication. The underlying objective is to use communication techniques to convince, persuade, or alter the perceptions of another. How do you position yourself for a powerful negotiation, a new role, a promotion, a business deal, buying a home, a car? Learn from our panel of experts some tried and true strategies for building rapport and breaking down the barriers.
MEET MORE OF OUR SPEAKERS
LEADERS AND EXPERTS FROM TOP INDUSTRIES.
GO TO NJBIA.ORG/WBLF-SPEAKERS TO LEARN MORE ABOUT THEM.
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GO TO NJBIA.ORG/WBLF-SPEAKERS TO LEARN MORE ABOUT THEM.
Browse and shop our virtual exhibit tables from vendors around the state. Have questions about their products? Not finding what you’re looking for? No problem! Our virtual exhibit tables have individual LIVE Zoom Rooms from 9 AM to 10 AM every day!