Women's Leadership Conference

by **Strategic Alliances** at **Bay Path University**

BE *Curious*

KEYNOTE SPEAKERS:

LENA WAITHE & AMY CUDDY

Women's Leadership Conference
by Strategic Alliances at Bay Path University

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RAFFLE PRIZES:

- 14 Karat White Gold Rose Quartz Set from Michael Szwed Jewelers
- A basket of baked deliciousness from Pop's Biscotti
- A teeth-whitening treatment from Dr. David Peck (you know, for after all that coffee & biscotti)
- A Two (2) night complimentary stay at Harrah's Atlantic City to include tax, resort fee and complimentary valet parking at Harrah's Atlantic City (subject to availability and black-out dates) with a $250.00 food and beverage credit to be used at any Caesars Entertainment-owned Restaurant along with a Red Door Spa credit of $250.00 for spa services, compliments of Caesars Entertainment.
- A Three (3) night complimentary stay at Caesars Palace Las Vegas to include tax and resort fee (subject to availability and black-out dates) with a $250.00 food and beverage credit to be used at any Caesars Entertainment-owned Restaurant and Two (2) Show Tickets to any Caesars Entertainment-owned Show, as well as Qua Spa access and a credit of $250.00 for spa services and Roundtrip limousine transportation to and from McCarran International Airport. Compliments of Caesars Entertainment.

CHARGING STATIONS

*Find our charging station in the lower level lobby.

You come to the conference to recharge yourself.

You go to the charging station to recharge your phone.

No charge to charge.

SAVE THE DATE

24th Annual Women's Leadership Conference, Friday, March 29, 2018

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MEDIA WILL BE ATTENDING

Bay Path University's 23rd annual Women's Leadership Conference.

BE ADVISED

Your name or image MAY appear in print, radio, television, social media or web coverage.

Disclaimer: The opinions expressed by our speakers are their own personal views and do not necessarily reflect those of Bay Path University. Speakers named are subject to change.

WELCOME

APRIL 2018

Dear attendees,

I want to share a personal story about this year's conference theme, Be Curious. As an introvert, I have never enjoyed traditional networking opportunities and over the years, found myself avoiding them. I foresaw my world shrinking and knew I would miss out on meeting more interesting people and having new experiences.

Later in life, I learned to enter social/work events with more peace and confidence by planning to talk to just one person who was standing alone. I was only able to walk into the room by telling myself I was going to meet at least one fascinating person, and leave with an interesting story, a shared laugh, and maybe a real connection.

After many years of using this technique, I now look forward to these opportunities because I have met extraordinary people, learned about their incredible lives, and in some cases, made lifelong friends. My curiosity for those new experiences and relationships won out over my introversion. I wish I had come to this realization much earlier.

If we approached life more curiously, how much richer would our experiences be? Volunteer for a new project at work. Start a conversation with someone who doesn't look like you. Take a class in a new subject. Travel. You made the choice to attend this conference today, where you will hear many speakers share their diverse stories and expertise. It is your curiosity that will fuel what you learn and implement from this day.

This year look for one new thing you've wanted to know more about ...and then a second... and third, until you get hooked on how much more colorful and wide your world becomes when you exercise your curiosity.

Thank you to our generous sponsors for enabling us to produce this conference again this year. Please give your business to the companies and vendors who support our community and champion professional development.

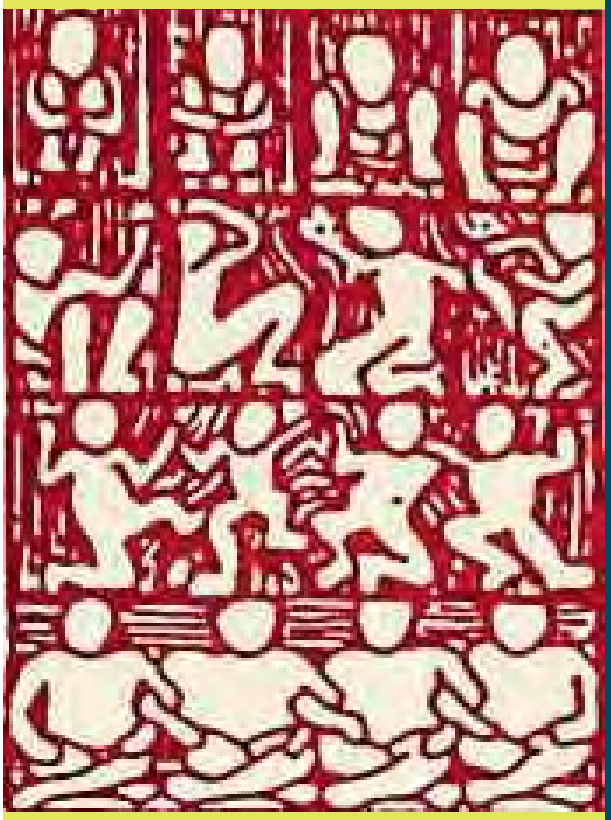
I thank my Strategic Alliances team starting with Briana Sitler, who directs the day-to-day logistics surrounding all aspects of this event; Stephanie Bradshaw and Sarah MacDonald who help with the marketing creativity and social media communications; and Stephen Brand for contributing his expertise on creativity and curiosity to put together a focus session for today. The Bay Path marketing team collaborates with us seamlessly on advertising, PR, social media, organizing photography, and writing the script.

We hope your curiosity is piqued throughout the day! Thank you for your attendance.

Caron T. Hobin
Vice President of Strategic Alliances
Bay Path University

NON-PROFIT SPOTLIGHT

NEW NORTH CITIZENS COUNCIL



NewNorthCC.org
New North Citizens' Council

In its 45th year of existence, New North Citizens' Council, Inc. (NNCC) is a not-for-profit, SOMBWA (minority) certified organization that was established in 1973 as the Memorial Square Citizens' Council to address issues in the Memorial Square neighborhood, soon thereafter it merged with Brightwood neighborhood and began conducting business as New North Citizens' Council. Beginning in 1989, the agency broadened its mission from neighborhood issues to the strengthening of families, particularly Latinos and other people of color from the greater Springfield area.

NNCC HAS SIX MAJOR SOCIAL SERVICE DEPARTMENTS:

- HIV/AIDS Addiction Prevention and Recovery Support Services
- Developmental Services
- Walk-in Homeless Prevention/Puerto Rico Welcome Center
- Community-based Child Care
- Youth and Young Adult Services and Social Service Home Visiting

The agency serves the Springfield Metropolitan Service Area and is located in a neighborhood where many people live at or below the federal poverty level, many are under or unemployed, and where the residents are disproportionately impacted by the HIV/AIDS and addiction pandemics and a number of other preventable illnesses. The Board of Directors is comprised of local citizens that are elected by the neighborhood residents annually, demonstrating a commitment and deep level of involvement in a grassroots community-based process, which is rooted in the culture of the community at large.

GENERAL INFORMATION

Please review the following information, designed to make your day more enjoyable.

CELL PHONE USE: Please be respectful of speakers and other attendees and remember to *silence your cell phones while in keynote or focus sessions*.

SEATING: Your table is listed on your name badge, or you may check with the volunteers in the ballroom.

FOCUS SESSIONS: The Focus Sessions you selected are listed on your name badge.

LUNCH: Your lunch option is indicated on your badge.

PLEASE RECYCLE YOUR NAME BADGES IN THE DESIGNATED BOXES AS YOU LEAVE.

CONTINUING EDUCATION UNIT (CEU) INFORMATION: Attendees are eligible for six Continuing Education Units (CEU) or for six qualifying hours through the Board of Registration in Public Accountancy only for full-day attendance at this conference. To obtain credit, please turn in your name badge at the end of the conference in the bins with a handwritten note reading "Need CEU Certificate." Please be sure to include your email address and mailing address on the back of the badge.

HR CERTIFICATION INSTITUTE INFORMATION: This activity, ID No. 347147, has been approved for 4.50 HR (General) recertification credit hours toward aPHR™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®). Please make note of the activity ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at hrci.org.

THE CONFERENCE IS SHRM CERTIFIED: Bay Path University is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP℠ or SHRM-SCP℠. This program is valid for 5 PDCs for the SHRM-CP℠ or SHRM-SCP℠. For more information about certification or recertification, please visit shrmcertification.org.

MASSMUTUAL EMPLOYEES: Employees who attend the entire day may use the day as PDU's for their PMP certificate. To obtain credit you must show your emailed confirmation statement and program to your certification contact at MassMutual.

LOST AND FOUND: Lost and Found will be located at the Information desk on the lower level. After the conference you will need to call the MassMutual Center for items.

NURSING MOTHERS: There is a room for nursing mothers on the lower level. Please ask at the information desk, or one of the volunteers, for the location.

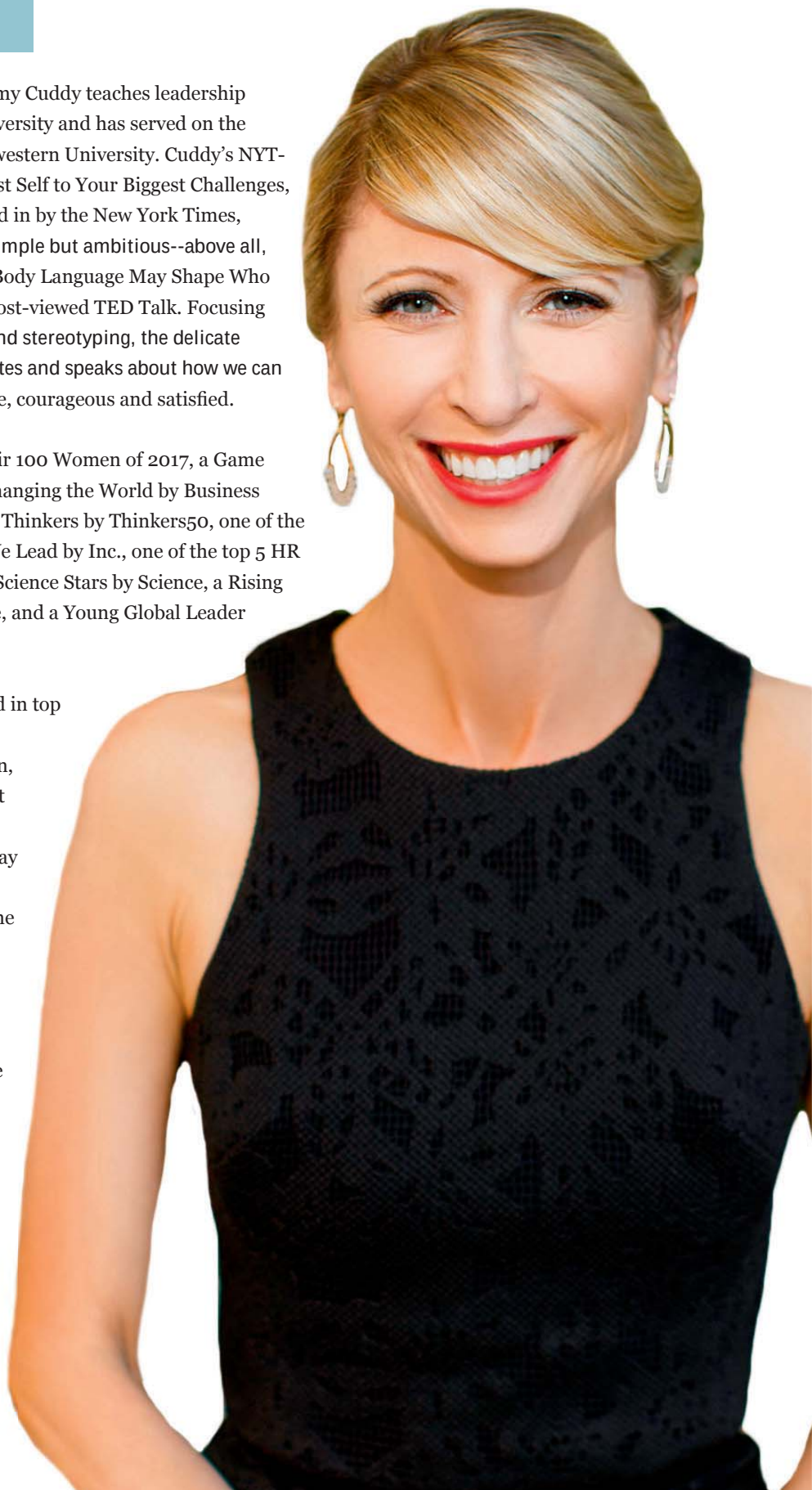
MEDIA WILL BE ATTENDING. Be advised your name or image MAY appear in print, radio, television, social media or web coverage.

CONFERENCE AGENDA

7:30am – 8:30am	**REGISTRATION, NETWORKING & CONTINENTAL BREAKFAST** *Upper & Lower Level Foyers*
8:30am – 8:45am	**WELCOME AND INTRODUCTION** *Exhibition Hall, Lower Level*
8:45am – 9:45am	**MORNING KEYNOTE ADDRESS: Amy Cuddy** *Exhibition Hall, Lower Level*
9:45am – 10:05am	BREAK – SHOP – NETWORK
10:05am – 11:15am	**MORNING FOCUS SESSIONS:** A. **Curiosity at the Core:** Cultivating Innovation with Dr. Stephen Brand *Lower Level, Meeting Rooms 4 - 5* B. **The Power of Insight:** How Self-Awareness Helps Leaders Succeed at Work and Life with Dr. Tasha Eurich *Lower Level, Meeting Rooms 1 - 3* C. **Reality-Based Leadership:** Ditching the Drama with Cy Wakeman *Upper Level, Ballroom C* D. **Accountable Leadership:** How to Increase Productivity and Improve Performance with Linda Galindo *Upper Level, Ballrooms 1A-B*
11:15am – 11:30am	BREAK – SHOP – NETWORK
11:30am – 12:30pm	**LUNCH** *Exhibition Hall, Lower Level*
11:50am – 12:15pm	**21ST CENTURY WOMEN BUSINESS LEADERS HALL OF FAME INDUCTION** *Exhibition Hall, Lower Level*
12:15pm – 1:15pm	**LUNCHEON WOMEN LEADERS PANEL:** Kirk Arnold, Nancy Shendell-Falik and Lisa Tanzer *Exhibition Hall, Lower Level*
1:15pm – 1:35pm	BREAK – SHOP – NETWORK
1:35pm – 2:45pm	**AFTERNOON FOCUS SESSION: Repeat of Morning Sessions** *(See Above)*
3:00pm – 3:15pm	**PRESIDENT'S ADDRESS**: **Bay Path University President Dr. Carol A. Leary** *Exhibition Hall, Lower Level*
3:15pm – 4:15pm	**CLOSING KEYNOTE ADDRESS: Lena Waithe** *Exhibition Hall, Lower Level*
4:15pm – 4:30pm	**CLOSING REMARKS** *Exhibition Hall, Lower Level*

AMY Cuddy

MORNING KEYNOTE SPEAKER
8:45 – 9:45 AM Exhibition Hall



Social psychologist and bestselling author Dr. Amy Cuddy teaches leadership at Harvard, earned her PhD from Princeton University and has served on the faculties of Harvard Business School and Northwestern University. Cuddy's NYT-bestselling book, Presence: Bringing Your Boldest Self to Your Biggest Challenges, has been published in 30 languages. As described in by the New York Times, "Presence feels at once concrete and inspiring, simple but ambitious--above all, truly powerful." Cuddy's 2012 TED Talk, "Your Body Language May Shape Who You Are" with more than 44 views, is the 2nd-most-viewed TED Talk. Focusing on the power of nonverbal behavior, prejudice and stereotyping, the delicate balance of trustworthiness and strength, she writes and speaks about how we can become more present, influential, compassionate, courageous and satisfied.

Cuddy has been named by the BBC as one of their 100 Women of 2017, a Game Changer by Time, one of 50 Women Who Are Changing the World by Business Insider, one of the World's Top 50 Management Thinkers by Thinkers50, one of the Top 50 Leadership Innovators Changing How We Lead by Inc., one of the top 5 HR Thinkers by HR Magazine, one of Twitter's 100 Science Stars by Science, a Rising Star by the Association for Psychological Science, and a Young Global Leader by the World Economic Forum.

Cuddy's highly cited research has been published in top academic journals and featured in the New York Times, Wall Street Journal, Economist, Guardian, NPR, BBC, and many more. She has been a guest on the Late Show with Stephen Colbert, The Today Show, Good Morning America, CBS Sunday Morning, BBC World News, Morning Joe, 60 Minutes, CNN, and others. She has written for the New York Times, New York Magazine, Harvard Business Review, and CNN.

She is the co-founder of the New Citizenship Center, a World Economic Forum-YGL Initiative that champions improved measures of nations' societal and economic prosperity.

amycuddy.com
@amycuddycommunity
@amyjccuddy
@amycuddy

LENA Waithe

CLOSING KEYNOTE SPEAKER
3:15 – 4:15 PM Exhibition Hall

Lena Waithe is making history. But the writer, producer and actress is thinking outside of conventional norms to do so.

As Denise in the Netflix series Master of None, the Chicago native took a role originally intended for a straight, Caucasian woman and made her queer, black identity an essential part of the beloved character's story line. Lena also wrote an episode of the series that chronicled Denise coming out to her family. Based on her own personal experience, the episode led to Lena becoming the first-ever African-American woman to win an Emmy Award for best comedy series writing. Lena is also the creator and executive producer of the critically acclaimed Showtime series The Chi.

Lena is ready to bring her personal stories, unique perspective and sharp wit to an array of organizations to speak about LGBTQ+, diversity and women's issues, as well as entertainment, pop culture and more.

We are excited to have Lena close out this year's Women's Leadership Conference to bring us inside her story, to learn how she "crafts multifaceted human beings who inspire compassion and curiosity," and to be inspired by the firsts that she has accomplished, through hard work and authentic storytelling. Adding to her list of impressive achievements, Lena was recently featured on the groundbreaking April cover of Vanity Fair.

Lena Waithe
@lena.waithe
@lenawaithe
@lenawaithe

Strategic Alliances
at Bay Path University

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Inspiring people, businesses and organizations through innovative learning experiences.

Office of Strategic Alliances
588 Longmeadow Street Longmeadow, MA 01106
www.BayPath.edu/SA

FOCUS SESSIONS

Morning Sessions: 10:05 – 11:15 AM
Afternoon Sessions: 1:35 – 2:45 PM

SESSION A

Curiosity at the Core:
Cultivating Innovation

Dr. Stephen Brand | Lower Level, Meeting Rooms 4 - 5

SESSION B

The Power of Insight:
How Self-Awareness Helps Leaders Succeed at Work and Life

Dr. Tasha Eurich | Lower Level, Meeting Rooms 1 - 3

SESSION C

Reality-Based Leadership:
Ditching the Drama

Cy Wakeman | Upper Level, Ballroom C

SESSION D

Accountable Leadership:
How to Increase Productivity and Improve Performance

Linda Galindo | Upper Level, Ballrooms 1A-B

FOCUS SESSION A

Curiosity at the Core: Cultivating Innovation

10:05 – 11:15 AM | Repeats 1:35 – 2:45 PM
Lower Level, Meeting Rooms 4 - 5

Curiosity can power new ideas. New ideas presented in a supportive environment can transform your work and your company. In this session, we will explore how to create an environment where ideas can thrive. We will also give examples of organizational and procedural barriers that can impede curiosity, and how to overcome them.

A survey on curiosity conducted by Harris Poll, found two in three workers (66 percent) report they face barriers to asking more questions at work, and only one in four workers (22 percent) describe themselves as "curious" at work. In fact, in every industry included in the survey, employees ranked themselves personally as being more curious than their employers.

If we believe that a diversity of ideas results in the best innovations, why and how do our actions subtly silence input in the workplace? To be a forward-thinking business it is critical to encourage as much questioning and ideation as possible. Attendees will learn techniques to get their ideas heard. Attendees who are managers, will develop strategies to spur curiosity throughout their teams. All in attendance will leave with better ways to question.

WHAT YOU WILL TAKE AWAY FROM THIS SESSION:

- Develop techniques to help more reserved team members become idea generators
- Understand how risk-taking ideas can fuel innovation
- Learn how to better observe the world to spark new ways of thinking and new offerings to better engage those you serve
- Explore how creativity at all levels will increase employee engagement and dedication to company/organization

sbrand@baypath.edu
@StephenBrand

Dr. Brand received his BA from The Ohio State University; his EdM from Harvard University Graduate School of Education; and his doctorate from Weatherhead School of Management at Case Western Reserve University. He is currently the Executive Director of Global Learning & Development in the Strategic Alliances division of Bay Path University.

Stephen is an expert in new venture creation in non-profits, start-ups, and corporate environments and brings to Bay Path extensive consulting experience. He has a specific focus in earned revenue and scaling existing organizations. He worked for the Creative Education Foundation and produced the Creative Problem Solving Institute annual conference. Additionally, he developed Design Thinking curricula for a new university in Saudi Arabia and has taught creative problem solving and entrepreneurship at UMASS, Case Western, Babson College and Olin College of Engineering. He was also the co-director of the Summer Venture Program at Babson College.

His research has allowed him to interview hundreds of innovators about what inspired them as children to be who they are today and these are featured in his recent TEDx talk called The Innovators Journey. He volunteers with Valley Venture Mentors as part of a mentor team that supports emerging entrepreneurs in developing and launching their new ventures. He is the Past President for the Springfield Public Forum. Some of his past consulting clients include: WGBH, WNET, Sesame Workshop, Anchorage Museum, US Olympic Committee and the Jim Henson Company where he was the Educational Advisor for Doozers, a new show featuring the Doozers – of Fraggle Rock fame—reimagined as inventors vs. their history as builders.

FOCUS SESSION B

The Power of Insight: How Self-Awareness Helps Leaders Succeed at Work and Life

10:05 – 11:15 AM | Repeats 1:35 – 2:45 PM | Lower Level, Meeting Rooms 1 - 3

@TashaEurich @tashaeurich
@tashaeurich tashaeurich.com

Research shows that self-awareness is the meta-skill of the 21st century. Women who know who they are and how they're seen are more successful, more confident, build better relationships, and are more respected and effective leaders than those who don't. There's just one problem: most of us don't see ourselves quite as clearly as we could. Fortunately, organizational psychologist, Dr. Tasha Eurich, reveals that self-awareness is a surprisingly developable skill. Drawing on her research with thousands of people around the world, hundreds of scientific studies, and 15 years of working with Fortune 500 clients, she helps audiences discover the surprising myths, unforeseen roadblocks, and a scientifically proven path to self-awareness.

WHAT YOU WILL TAKE AWAY FROM THIS SESSION:

Objectives related to *internal* self-awareness:

- Understand what self-awareness is (and isn't) and how it's foundational to becoming a successful leader
- Identify the 4 archetypes on the path to self-awareness and where to focus your energy for the most improvement
- Discover the 7 pillars of internal self-awareness
- Recognize the difference between internal and external self-awareness, and why you need both
- Review the surprising myths about, and roadblocks to, attaining more self-awareness
- Acquire a few battle-tested tools to improve your self-awareness, and therefore your happiness, interpersonal relationships, work performance, leadership, and more

Objectives related to *team* self-awareness

- Evaluate the 5 cornerstones of collective awareness and 3 building blocks of team insight
- Learn a few examples of leaders who model the way
- Share a team self-awareness assessment with your colleagues

Tasha Eurich is an organizational psychologist, researcher, and NewYork Times best-selling author. She's built a reputation as a fresh, modern voice in the business world by pairing her scientific grounding in human behavior with a pragmatic approach to solving problems.Over her 15-plus-year career, she's helped thousands of professionals—from Fortune 500 executives to early stage entrepreneurs—improvetheir self-awareness and success.

With a PhD in Industrial-Organizational Psychology and BAs in Theater and Psychology, Dr. Eurich has contributed to The Huffington Post, Entrepreneur Magazine and CNBC.com, and has been featured in outlets like Forbes, The New York Times, Fast Company, and Inc. She has been named a "Top 100 Thought Leader" by Trust Across America, a "Leader to Watch" by the American Management Association, and one of Denver Business Journal's "40 Under 40." Her 2014 TEDxMileHigh talk has been viewed more than one million times.

Dr. Eurich's first book, Bankable Leadership, debuted on the New York Times best-seller list. Her latest book, INSIGHT, delves into the connection between our self-awareness—what she calls the meta-skill of the twenty-first century—and performance and success, both in and out of the workplace. Fortune calls it a "sprawling exploration of the psychic frailty that leads to self-delusion and self-aggrandizement, and—importantly—a compassionate, helpful guide for avoiding that path (or reversing it)."

As a passionate, often humorous and always enlightening speaker, Dr. Eurich blends scientific savvy, hands-on tools, and powerful stories of transformation from real people. She has a unique ability to engage her audiences through interactive discussions, real-world application, and experiential activities. Knowing that no two audiences are ever alike, Dr. Eurich is also known for meticulously customizing her programs, and it's not uncommon for people to ask, "Are you sure you don't work here?" Even more importantly, her audiences walk away enlightened, entertained, and inspired to transform.

FOCUS SESSION C

Reality-Based Leadership: Ditching the Drama

10:05 – 11:15 AM | Repeats 1:35 – 2:45 PM | Upper Level, Ballroom C

@CyWakeman @CyWakeman

realitybasedleadership.com

Recent research conducted by Cy Wakeman in conjunction with the Futures Company, has discovered that rather than driving performance and creating efficiencies for the organization, conventional leadership strategies and philosophies are actually fueling drama in the workplace. In fact, research indicated that under currently prescribed leadership philosophy and strategic best practices, up to three months per year of each employee's time – potentially billions of dollars annually in the U.S. alone – is wasted in drama. In this session, Cy proposes a radically different approach to core leadership philosophies such as engagement, change management, and accountability.

A Reality- Based Leader is one who is able to quickly see and radically accept the reality of the situation, conserve precious team energy, and use that energy instead to impact reality. Better yet, a great Reality-Based Leader anticipates the upcoming changes and capitalizes on the opportunity inherent in the situation without drama or defense.

WHAT YOU WILL TAKE AWAY FROM THIS SESSION:

- Develop and utilize metrics to evaluate leadership's contributions to the achievement of the organization's strategic goals and objectives.
- Identify the reasons the current leadership model is failing and provide professionals with an innovative and revolutionary new look at their roles in the organization.
- Understand the principles of Reality-Based Leadership and how to apply them in your work place and in your coaching opportunities.
- Re-evaluate the work leaders have done to date in their companies so that they can transform their tools, programs, and philosophies into ones that actually work and that leaders will actually use.

Cy Wakeman is a dynamic international keynote speaker, drama researcher, New York Times best-selling author and trainer who has spent more than 20 years cultivating a revolutionary approach to leadership. Grounded in reality, Wakeman's philosophy teaches people how to turn excuses into results and transform unhappy employees into accountable, successful members of the workforce. Through her prolific work with companies such as Bayer, New York Presbyterian, National Institutes of Health, Hallmark, Verizon Wireless, TD Ameritrade and Wells Fargo, Wakeman has helped eliminate tired, impersonal management techniques in favor of a reality-based revolution.

An expert blogger on FastCompany.com, Forbes.com and The Huffington Post, Wakeman's ideas have been featured on the TODAY Show, The Wall Street Journal, The New York Times, Business Insider, The Daily Muse, Success.com, and SHRM.com. She's written two books, Reality-Based Leadership: Ditch the Drama, Restore Sanity to the Workplace, & Turn Excuses into Results (Jossey-Bass; 2010) and The Reality-Based Rules of the Workplace: Know What Boosts Your Value, Kills Your Chances, & Will Make You Happier (Jossey-Bass; 2013).

Wakeman is a highly sought-after conference headliner and holds a Certified Speaking Professional (CSP) designation from the National Speaker's Association, placing her within the top 3%of speakers. She was also voted #15 on the Global Guru's list of Top 30 Leadership Professionals for 2017.

For more information, please visit realitybasedleadership.com.

FOCUS SESSION D

Accountable Leadership: How to Increase Productivity and Improve Performance

10:05 – 11:15 AM | Repeats 1:35 – 2:45 PM | Upper Level, Ballrooms A-B

@RUAccountable **lindagalindo.com**

@Linda.Galindo.TheVoiceofAccountability

Accountability is serious business. Nothing wastes more time and money than a lack of accountability. Nothing causes top-performing employees to leave more often than a lack of accountability from their managers. Lack of accountability is often behind everything from business scandals, negative news headlines, court cases and even bad social media reviews.

There are so many ways that individuals and organizations can display a lack of accountability, and this session will delve into them all:

- Aversion to conflict.
- Habit of "rescue, fix and save" underperformers instead of holding them accountable.
- More important to be liked than to be effective.
- Claim that human resources won't let them hold people accountable.
- Don't like to be clear about what is expected so they can keep their options open.
- Prefer to hope things work out versus getting an up-front commitment to success.

WHAT YOU WILL TAKE AWAY FROM THIS SESSION:

- How to adopt personal responsibility and accountability as the foundation for team success.
- Tools to help you lead, follow and support your team.
- Personal strategies for improving accountability and recognizing the importance of making and keeping promises.
- An understanding of team roles and how clarity can have a positive influence on success.

What follows are effective, hands-on, real-world tools and solutions for attendees to take home and put into practice in their offices and organizations. Workforces are inspired. Teams are motivated. Cultures are transformed. Leaders are stronger with a bedrock of accountability under their feet. And most importantly, results are achieved.

A former radio news personality, Linda Galindo made the shift to consulting, speaking and writing about accountability 20 years ago.

With a refreshingly direct and dynamic style, Linda teaches leaders how to bring accountability into their organizations to significantly improve performance in ways that lower stress, increase productivity and are sustainable.

Galindo inspires leaders to empower themselves, and those that follow them, to speak the truth, focus on what matters and be fully accountable for the results they agree to produce. She consults to clients in a variety of verticals including healthcare, energy, education, financial services, transportation, insurance and the arts.

Linda has authored 3 books and over 100 management articles on Accountability. Her data-based work links increased personal accountability to productivity, lower stress and high employee engagement.

Linda serves as faculty for the Governance Institute, the Institute of Management Studies and the University of Dayton Executive Leadership Program. She speaks to leadership conferences internationally and is a founding Board Member for the NASBA Center for Public Trust.

WOMEN BUSINESS LEADERS

HALL OF FAME

11:50 AM - 12:15 AM | Exhibition Hall, Lower Level

The Twenty-First Century Women Business Leaders Hall of Fame concept at Bay Path University was originally conceived as a way to encourage and motivate students, especially those in the business curriculum, by profiling inspiring businesswomen in a virtual hall of fame for our students to emulate.

The criteria for nomination to this virtual hall of fame came about through a class project in the spring of 2004, whereby Bay Path business students contacted female senior executives at Fortune 500 companies via email and asked them for their thinking on the makings of a great leader. After compiling the responses, seven key characteristics appeared repeatedly. These characteristics, listed below, now form the basis for nomination to Bay Path's Twenty-First Century Women Business Leaders Hall of Fame.

Nominees for Bay Path's Twenty-First Century Women Business Leaders Hall of Fame will possess the following characteristics:

- Takes risks and assumes responsibility
- Possesses an innovative and entrepreneurial spirit
- Maintains an optimistic attitude that creates a positive workplace
- Adheres to a collaborative management style that fosters teamwork as well as individual excellence
- Serves as a mentor to others
- Incorporates integrity, accountability and a strong sense of business ethics in her day-to-day management style
- Values education as a way to learn new ideas, improve communication and remain curious and open-minded

DISCOVER MORE

Visit **Baypath.edu** and click "About" for more information on the Hall of Fame and to view the stories of past inductees.

WOMEN LEADERS PANEL

Kirk Arnold, Lisa Tanzer, and Nancy Shendell-Falik
12:15 – 1:15 AM | Luncheon | Exhibition Hall, Lower Level

Three regional women leaders will discuss the road to success in the fields of retail, healthcare and technology along with the obstacles they have overcome and their own use of curiosity along the way to achieve their goals. *This session will be in interview format.*

KIRK ARNOLD

Technology Executive and Independent Board Member

Kirk Arnold is an experienced CEO with a demonstrated history of leadership in the technology industry. Skilled in strategy, sales, customer relationship management, and operations, Kirk has a passion for delivering the value of transformative technologies to enterprise customers and consumers.

Most recently, Kirk was the CEO of Data Intensity, a cloud-based data, applications and analytics managed service provider. Prior to joining DI, she was COO of Avid, a technology provider to the media industry. Before Avid, Kirk was the CEO and President of Keane, Inc., then a publicly traded billion-dollar global services provider. She has held senior leadership roles at Computer Sciences Corp, where Kirk was President of the Consulting and Systems Integration Division, Fidelity Investments and IBM. In addition, she was a founder and CEO of NerveWire Inc.

Kirk has also been active as a Board Member and advisor. She was recently named an Independent Director on the Ingersoll Rand Board. She has been a member of the Board at Cramer Marketing for over a decade and serves on the Executive Committee and the Board of Trustees of the Massachusetts Technology Leadership Council, the Mass TechHub and is a member of the Board of Directors of the Commonwealth Institute. She also served as an Independent Board Member at EnerNOC, a provider of Energy Intelligence Software, where she chaired the Nominating and Governance Committee. In addition, Kirk is a Lecturer at MIT Sloan School of Management, and an advisor to the Center for MIT Entrepreneurship.

She received a Bachelor's Degree from Dartmouth College. Kirk and her husband have two children and reside in Boston.

NANCY SHENDELL-FALIK

President of Baystate Medical Center

Nancy Shendell-Falik is responsible for the coordination and integration of clinical operations across Baystate Health hospitals ensuring operational efficiency and sustainability of the Baystate Health enterprise. She provides leadership for the development of a comprehensive operating strategy within the academic center, Baystate Medical Center, the three community hospitals and Baystate Home Health with a focus on care delivery, growth, financial performance, development of the leadership team, building a rewarding work environment and patient satisfaction. Ms. Shendell-Falik collaborates with senior leaders to align the strategy of the hospital and specialty enterprise to advance population health and ensure appropriate deployment of specialty resources to optimize safety, quality, experience and value. Ms. Shendell-Falik earned a bachelor's degree in nursing from Rutgers College and a master of arts degree in nursing administration from New York University. She is a Fellow of Robert Wood Johnson Executive Nurse Program, an advanced leadership program for nurses in senior executive roles who aspire to help lead and shape the US healthcare system.

LISA TANZER

President of *Life is Good*

Lisa Tanzer, President of Life is Good, has over 25 years of consumer brand experience. Prior to becoming President, Lisa served as the Head of Marketing at Life is Good and has also been on the Board of Directors of the Life is Good Kids Foundation for over 20 years. Lisa has held executive positions in the entertainment, ecommerce and education sectors and earlier in her career worked in strategy and marketing at PricewaterhouseCoopers, Hasbro, Staples and The Gillette Company. Lisa received her BA from Tufts University and MBA from Harvard Business School.

CONFIDENCE FOR A CONSTANTLY CHANGING WORLD

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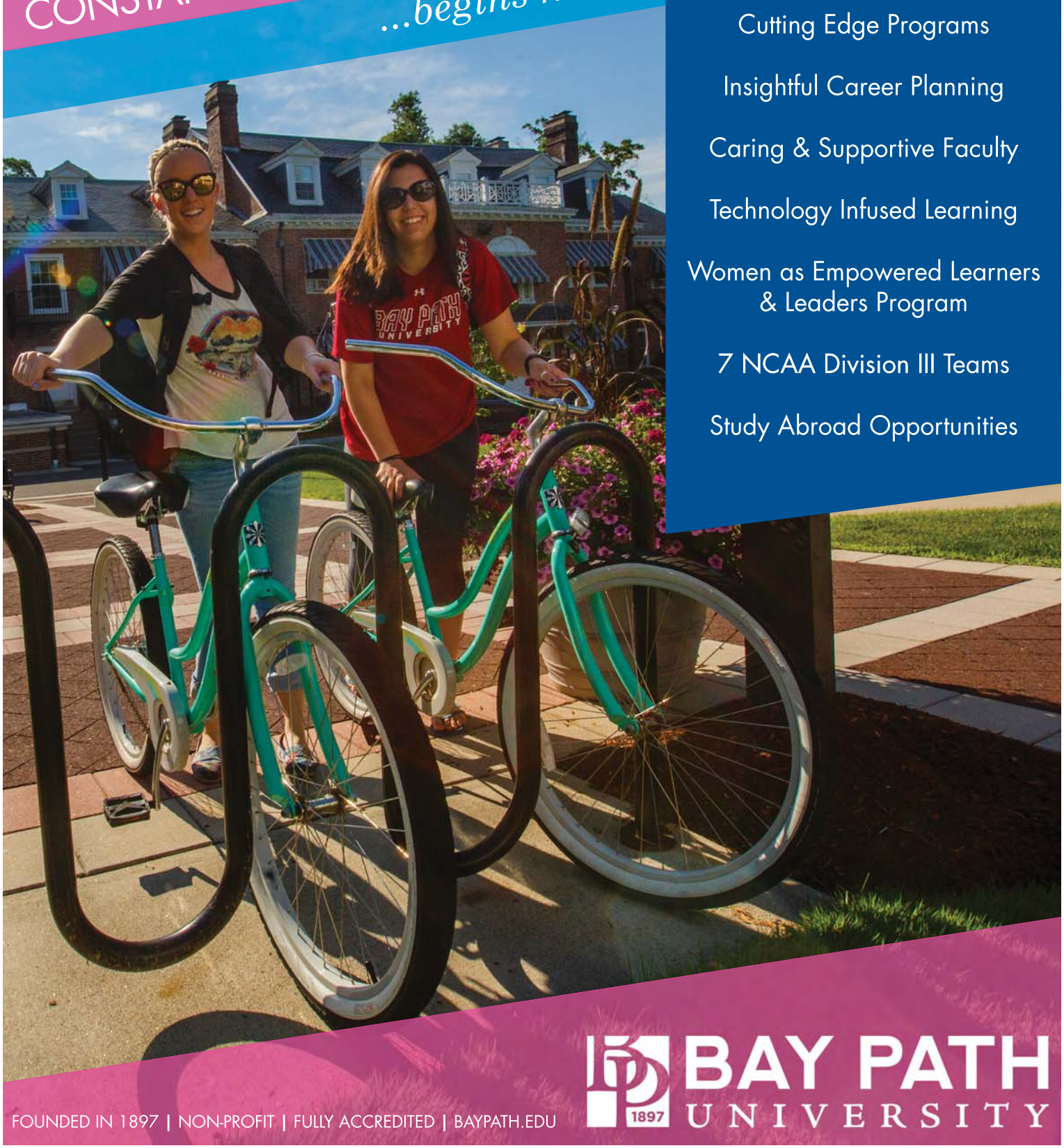

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As a woman-owned, Supplier Diversity Office (SDO)-certified business, we are proud to serve the greater Western Massachusetts and Northern Connecticut area with offices in West Springfield, Northampton, and Pittsfield. Because whether it's about finding that one of-a-kind opportunity for a particular job candidate or helping an organization simply and easily manage changing productivity demands, we know – in the end – it's all about making the right connections.

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For well over a century, Baystate Health has provided high quality, compassionate care to those ill, critically injured or just looking to maintain their good health. Recognized nationally as a leader in the healthcare industry, Baystate Health ranks among the top 15 health systems in America. Locally, it is the largest private employer in Western Massachusetts with a workforce of nearly 12,000 team members serving the health care needs of over 800,000 people throughout Western New England. From humble beginnings with the founding of Springfield City Hospital in 1873, Baystate Health today improves the health of many diverse communities it serves through Baystate Medical Center, which is home to the area's only adult and pediatric trauma center, as well as through Baystate Children's Hospital, three community hospitals, home care and hospice services, a network of more than 80 medical practices, and several community centers. Baystate Health is also owner of the health insurance provider here in Springfield known as Health New England. Regard for its academic innovation, Baystate Medical Center is the regional campus of the University of Massachusetts Medical School educating and training current and future caregivers to serve the community.

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PeoplesBank
A passion for what is possible℠

PeoplesBank, the premier bank in the Pioneer Valley, is a leader in green values, sustainable-energy financing, and charitable giving. Founded in 1885, the bank considers its responsibility to the community to be a top priority, whether that is by helping people qualify for their first mortgage, helping small businesses have access to the capital they need to grow, or by supporting scores of local community non-profit organizations in pursuing their missions to improve the lives of area residents. The bank has also been recognized by the Boston Business Journal as a top corporate charitable contributor in Massachusetts, and has been recognized as a Top Place to Work by the Boston Globe for five consecutive years.

Tom Senecal, President and CEO of PeoplesBank, believes a community bank should fulfill the dual responsibilities of being a stable financial institution and a trusted neighbor. "The traditional measures of a community bank are asset size, branches, footprint, and lending power. But we think it goes beyond that. We believe that we have a responsibility to this region and its people to create a better and healthier place to live. That is not only part of our philosophy; it is part of our mission as well."

As part of that mission, PeoplesBank is proud to be a sponsor of the 2018 Bay Path University Women's Leadership Conference – Be Curious.

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The mission of the Beveridge Family Foundation, Inc. is to preserve and enhance the quality of life by embracing and perpetuating Frank Stanley Beveridge's philanthropic vision, through grant making incentives in support of programs in youth development, health, education, religion, art and environment, primarily in Hampden and Hampshire counties, Massachusetts.

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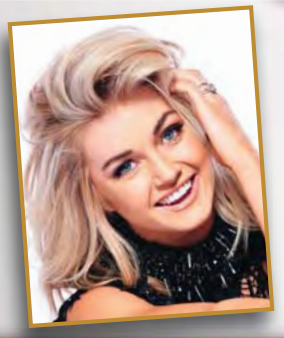

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