# Conference Agenda

**The 29th Annual Women’s Business Leadership Conference**  
Wednesday, March 4, 2020  
Hyatt Regency Hotel  
Tulsa, Oklahoma  
8:30 a.m. – 3:30 p.m.

**Dare to grow...**

## Registration
8:30 a.m.

**Welcome and Introductions**
9:00 a.m.

**Facilitator:** Dr. Alexis Smith Washington, Associate Professor of Management  
Spears School of Business, Oklahoma State University, Stillwater, OK

Dr. Ken Eastman, Dean, Spears School of Business, Oklahoma State University, Stillwater, OK

Mary Frates, President, Oklahoma International Women’s Forum, Oklahoma City, OK

**Brenda Freeman,** Chief Marketing Officer, Magic Leap, Ft. Lauderdale, FL
9:15 a.m.

**Ollie Christina Starr,** Interior Designer, Philanthropist, Actor, member of Cherokee Nation, Claremore, OK
10:00 a.m.

**Break**
10:45 a.m.

**Lisa Osborne Ross,** President, Edelman, Washington, D.C.
11:00 a.m.

**Break**
11:45 a.m.

**Luncheon**
12:00 p.m.

**Welcome:** Lou C. Kerr, President and Chair, The Kerr Foundation, Inc., Chair, Oklahoma International Women’s Forum, Oklahoma City, OK
1:15 p.m.

Colette Herrick, Chief Executive Officer, Insight Shift, Salt Lake City, UT
1:15 p.m.

**Karyl Innis,** Chief Executive Officer and Founder, The Innis Company, Dallas, TX
2:00 p.m.

**Shannon Block,** President and Chief Executive Officer, World Forward Foundation, Golden, CO
2:45 p.m.

**Wrap-up/Adjourn**
3:30 p.m.

Dr. Alexis Smith Washington  
Spears School of Business, Oklahoma State University, Stillwater, OK
A veteran brand marketing and promotions executive, Brenda Freeman joins Magic Leap from her most recent post as Chief Marketing Officer for National Geographic Channel and Nat Geo WILD, where she oversaw the channel’s marketing efforts, including brand development and strategy, consumer on-air and off-air campaigns, trade marketing, digital marketing, digital content, social media, media strategy, partnership marketing and all creative efforts.

Previously, Freeman has held positions such as Global Head of Television Marketing for DreamWorks Animation, Chief Marketing Officer for Turner Animation, Young Adults and Kids Media, President of Integrated Marketing and Promotions for Nickelodeon and the MTVN Kids and Family Group and many more.

Freeman currently serves on the board of directors for Herman Miller Inc. and the global advisory board for Savannah College of Art and Design. Freeman previously served on the board of directors for Under Armour, the entertainment industry organization PromaxBDA, the national board of directors for Girl Scouts USA, board of trustees for the National Fernbank Museum in Atlanta and previous advisory member for the University of Maryland College of Engineering.

Shannon Block is a human-centered, systems leader with more than 15 years of experience building award-winning teams in high-pressure environments, while managing a variety of complex issues. She has board experience governing companies over 1 billion in revenues, over 2 trillion in member revenue and over 3K employees. Block is a driven and accomplished chief executive championing system-wide excellence in both for-profit and non-profit organizations. She has CEO experience managing 900+ employees, 16 departments, 21 locations and cross-functional teams across 30 countries and serves 2.44 million customers annually. Block has Big 4 leadership experience at both PwC and Deloitte leading Innovation, M&A, and Data Management teams and has founder experience in managing success in a startup environment.

Block is a Lean Six Sigma black belt that leverages a variety of change management tools to create actionable strategic plans, workforce alignment, and rapid growth across complex industries from health care to zoos. She is a global keynote speaker on strategy, innovation, and workforce development and has presented at conferences hosted by Bloomberg, CNBC, and YPO.

She is seasoned in leading companies by developing and executing enterprise-wide strategic plans that deliver significant financial returns through mission-based programming, cultural transformation, teamwork, external stakeholder management, and marketplace differentiation.

Colette is the CEO of Insight Shift, a Utah-based firm since 2003. A uniquely experienced Executive Leadership Coach, Strategic Facilitator and Organizational Consultant, her clients have described her as “compassionately insightful.” She builds trust quickly, evoking courageous conversations through the art of skillful questions, mindful attention, and a thoughtful curiosity of each client’s unique experience and aspirations.

From seasoned academic department chairs and physicians to educational leaders and corporate directors, she partners with clients’ guiding transformational learning through best practices, evidence-based methods, and a wealth of professional and practical knowledge.

As a facilitator, she taps the collective intelligence of groups through an engaging, co-creative, and strengths-based approach. Her clients benefit from greater alignment, innovation, and the energy to move vision to action. Early in her career, she served as the Chief Cardiac Transplant Coordinator at the University of Utah Health Sciences Center, and was a pivotal contributor to the development and success of that world renowned transplant program. In 1990 she joined a biotech organ transplant division of Johnson & Johnson and managed a team in more than half the geographic United States. In that leadership role, she had front line responsibility for 18-20 million dollars of revenue per year.
Lisa Ross is the President of Edelman, Washington D.C Office. Edelman’s DC office is one of the firm’s global hubs and a center of excellence for integrated advocacy programming, reputation, issues and modern crisis management as well as home to integrated brand marketing for several leading companies.

Ross, a D.C. native, joined Edelman from APCO Worldwide where she was the managing director of its Washington, D.C. office. Earlier, Ross had a 15-year career at Ogilvy, culminating in her role as head of public affairs. Earlier, she served in the first and second terms of the Clinton Administration, specializing in policy development and issues management. During this time, she was communications director for the U.S. Department of Labor’s effort to promote high-performance workplaces, deputy director of the bipartisan Federal Glass Ceiling Commission and chief of staff of the White House Office of Women’s Initiatives and Outreach.

As a “personal brand” expert, Innis uses business principles and brand management techniques to clarify clients’ marketplace appeal and enhance their personal careers. Innis’ deep knowledge of corporations and careers, coupled with her personal presence, places her in hundreds of venues: stages, boardrooms, convention halls, interview rooms, conference centers, training rooms, sound stages, radio stations, local and national television studios.

Karyl Innis knows why successful people succeed and when they don’t, how to help them. She is a career expert, the CEO and Founder of The Innis Company, which is a global career management consulting company and one of the most successful woman-owned businesses in the country. Every year thousands of people create strategies and take action to accelerate their careers fueled by Innis’ coaching, advice, speeches and workshops.

Innis works with business executives to break through the “barriers” that prevent them from succeeding to the highest corporate levels. She creates breakthrough strategies for executives seeking to grow and transform their work lives. Innis is an advisor to executives around the world on issues of their own career success and the career development and management of their employees.

It was 1941, the beginning of empowerment for women when Ollie Christina Starr, the sixth child in a family of 8 with one brother and six sisters was born. Native of Mayes County, Oklahoma raised by a Cattleman father and a Mother who taught at a local two-room schoolhouse. Starr learned early in life, boundaries are limitless; this has made her the “darling” of getting things done.

While raising her family in Rogers County, Starr built a successful interior design company, which she operated for 25 years. Starr took a leap of faith and relocated to Atlanta, Georgia working as a house manager began an acting career. She then moved to Hollywood, Florida, and became a Starr, marrying Mr. Starr. Florida is where she became a landlord in a declining area. She took on the task of bringing the community together to reclaim the neighborhood. Starr was honored by the City of Fort Lauderdale, the State of Florida and several national organizations for her community leadership.

After 10 years, Starr returned to Oklahoma to be near her family and the Cherokee community. Starr has a heart for service and is an asset to her tribal nation and her surrounding community. She continues to work tirelessly promoting care issues for older Cherokees, secure grant money to enable young women to pursue higher education and help improve living conditions in Cherokee senior facilities. In addition, she was instrumental in helping revitalize the Indian Women’s Pocahontas Club a century-old organization. Starr has a demonstrated ability to empathize with all people, overcoming obstacles, raising awareness, and promote unity in cross-cultural, multi-diverse settings to accomplish amazing tasks.

Ollie received the 2014 Cherokee National Community Leadership Award, received a nomination for the 2015 Andrus Award for Community Service and was an honoree at the 2015 AARP Oklahoma Indian Elder Honors.
The IRS requires us to inform you the extent to which your gift for this event is tax deductible. The fair market value of benefits you will receive is listed within each level; therefore the amount of your gift greater than the benefit amount listed may be considered tax deductible.
29th Annual
WOMEN’S BUSINESS LEADERSHIP
Conference

REGISTRATION FORM
March 4, 2020 • 8:30 a.m. - 3:30 p.m.
Hyatt Regency Hotel, 100 E 2nd St • Tulsa, OK
Copy for additional applicants or register online:
business.okstate.edu/cepd

REGISTRATION FEES:
(includes electronic materials, goody bags, refreshments and lunch)
$225 per person if registered by:
$275 per person if registered after:
Registration closes: March 2, 2020.

[ ] A check payable to Oklahoma State University is enclosed for the amount of $ ________________.

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CONFERENCE MATERIALS:
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[ ] Hard copy $15
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If you are interested in becoming a sponsor, please contact Holly Bergbower, Program Coordinator at 405-744-4055 or holly.bergbower@okstate.edu. Also, please contact us if you need special meals, services, or assistance.

Please mail or fax: Center for Executive and Professional Development
Oklahoma State University, Spears School of Business
294 Business Building | Stillwater, OK 74078-4014
Fax: 405-744-6143

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29th Annual
WOMEN’S BUSINESS LEADERSHIP Conference

WEDNESDAY,
MARCH 4, 2020
HYATT REGENCY HOTEL
TULSA, OK

Dare to grow...

Presented by
The Oklahoma International Women’s Forum,
The International Women’s Forum Leadership Foundation,
and the Center for Executive and Professional Development,
Spears School of Business, Oklahoma State University
29th Annual
WOMEN’S BUSINESS LEADERSHIP Conference

Wednesday, March 4, 2020
Hyatt Regency Hotel | Tulsa, Oklahoma

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If you are interested in sponsorship, please check the following: (Please make checks payable to OSU Foundation and send to OSU Center for Executive and Professional Development, 294 Business Building, Stillwater, OK 74078)

For additional questions, please call Holly Bergbower at 405-744-4055 or holly.bergbower@okstate.edu

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Please complete this form and fax to 405-744-6143 (credit card) or mail with check to the address below. You may also call 1-405-744-5208.

[ ] Yes! Please register me for the 29th Annual Women’s Business Leadership Conference on Wednesday, March 4, 2020, from 8:30 a.m. - 3:30 p.m.
(Fee includes materials, refreshments and lunch.)

[ ] $225 per person if registered before February 21, 2020.
[ ] $275 per person if registered after February 21, 2020.
[ ] $600 Booth sponsor (includes one registration). [Booth Space is all non-gift]

If you need special services, assistance or accommodations to attend, please contact the OSU Center for Executive and Professional Development 405-744-5208.

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