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

27th Annual
WOMEN’S BUSINESS LEADERSHIP
Conference

March 7, 2018 | Hyatt Regency Hotel | Tulsa, Oklahoma
Learn more about moving toward your career goals, developing yourself and others,
and enhancing your leadership skills from expert women leaders.

Conference Speakers

Cindy Morrison
Wanda Schiller
Ramunda Lark Young
Candice Carlyon
Rebecca Armen Lyman

Luncheon Speaker

Kim Coles

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## Conference Agenda

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:30 a.m.</td>
<td>Registration</td>
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<tr>
<td>9:00 a.m.</td>
<td>Welcome and Introductions</td>
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<td>Facilitator: Alexis Smith Washington – Assistant Professor of Management</td>
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<td>Spears School of Business</td>
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<td>Ken Eastman – Dean</td>
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<td>Mary Frates – Former President of Oklahoma Arts Institute, and President, Oklahoma International Women’s Forum</td>
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<tr>
<td>9:15 a.m.</td>
<td>“Authentic Connections: Your Secret Sauce to Business Success”</td>
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<td>Ramunda Lark Young – CEO and Connections Strategist</td>
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<td>10:00 a.m.</td>
<td>“Mentoring – The Value of It, How Best to Do It, Benefits to the Mentor and Mentee”</td>
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<td>Wanda Schiller – Managing Counsel</td>
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<td>10:45 a.m.</td>
<td>Break</td>
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<tr>
<td>11:00 a.m.</td>
<td>“How to Become a Social Media Rockstar: Tips and Tricks that Work”</td>
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<td>Cindy Morrison – Owner/Founder</td>
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<tr>
<td>11:45 a.m.</td>
<td>Luncheon</td>
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<td>Welcome: Lou C. Kerr – President and Chair, The Kerr Foundation, Inc.</td>
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<td>Luncheon Speaker: “Live, Love and Laugh ... Outloud”</td>
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<td>Kim Coles – Actress</td>
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<tr>
<td>1:45 p.m.</td>
<td>“Reaching a Balance Between Career and Life: Ways to Help You Succeed in Both Worlds”</td>
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<td>Candice Carlyon – Managing Attorney</td>
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<tr>
<td>2:30 p.m.</td>
<td>“The Critical Need to Reinvent: You Cannot Stay Complacent in this Rapidly Changing World”</td>
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<td>Rebecca Armen Lyman – Principal/Cofounder</td>
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<tr>
<td>3:15 p.m.</td>
<td>Wrap-up</td>
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<td>Alexis Smith Washington – Spears School of Business</td>
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<tr>
<td>3:30 p.m.</td>
<td>Adjourn</td>
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How to Become a Social Media Rockstar: Tips and Tricks that Work

Cindy Morrison
Tulsa, Oklahoma

Are you having a hard time getting fans, followers and friends on social media? Are you afraid of TMI - “too much information” that will turn off customers? Not sure where to even start when it comes to social media, much less how to do it successfully?

Emmy award winning journalist and Social Media strategist Cindy Morrison has the “secret sauce” that can help even beginners become social media rock stars. You’ll leave with action steps that demystify social media, save you time and look like a pro in no time.

Cindy Morrison – Tulsa, Oklahoma, has worked with everyone from Priscilla Presley to Billy Bob Thorton, and reality TV stars to country music artists. Cindy has successfully built her company where she teaches brands how to strategically use social media. Prior to running her own business, Cindy spent 20 years as a TV News Anchor and Investigative Reporter for KOCO and KTUL.

Mentoring - the Value of It, How Best to Do It, Benefits to the Mentor and Mentee

Wanda Schiller
Hinsdale, Illinois

Regardless of whether you are a mentor or a mentee, mentoring is a two-way street. Participating in a mentoring program can provide growth benefits for both participants. As an experienced professional in the role of mentor, you have just as much to gain in experience, knowledge and confidence in the mentoring relationship.

Wanda Schiller – Hinsdale, Illinois, is Managing Counsel with the legal department of BP in Chicago. She supports the Global Oil Americas trading team and manages the Master Agreement Specialists team, who negotiate master trade agreements. Wanda has been with BP for nine years and supports the trading activity of the Crude, Distillate and Residuals benches in drafting and negotiating a variety of agreements.

Authentic Connections: Your Secret Sauce to Business Success

Ramunda Lark Young
Washington, D.C.

It’s true, no one has the goods to deliver your business with the same perspective, insight and swag quite like you! We’re often told, fake it until you make it, or put your game face on to succeed in business. Truth is, authenticity cultivates connection and impacts personal and professional relationships more than knowledge or skill set ever will, yet many of us are held captive by other people’s perceptions of us. Join Connection Strategist Ramunda Lark Young as she shares her triumphant journey to build an authentic business with great success and her passion to equip other women to do the same.

Ramunda Lark Young – Washington, D.C., is the CEO and Connection Strategist of Ramunda Young, Inc. where she passionately helps women craft their Value Voice© to building business relationships that increase sales and master confidence. Ramunda and her husband Derrick co-founded the award winning MahoganyBooks.com and recently opened their first physical bookstore in Washington, DC.
Reaching a Balance between Career and Life: Ways to Help You Succeed in Both Worlds

Candice Carlyon
Fairlawn, Ohio

Do you catch yourself in a balancing act between career and personal life? Insights and helpful strategies will be shared to help you achieve your goals in both areas.

Candice Carlyon – Fairlawn, Ohio, is managing attorney for FedEx Custom Critical, a FedEx Corporation affiliate where she provides legal counsel and business advice. She is a 2016-2017 Fellow in the International Women’s Forum Leadership Foundation Fellows program.

The Critical Need to Reinvent: You Cannot Stay Complacent in this Rapidly Changing World

Rebecca Armen Lyman
Seattle, Washington

In today’s digital transformation, it doesn’t matter what industry you are in; it is changing. How do businesses keep the pulse on what is happening in order to meet the evolving landscape? Rebecca will share her reinvention journey through the last 25 years and discuss the critical need to continue to examine—every day—the value you are creating for your customers.

Rebecca Armen Lyman – Seattle, Washington, is principal and cofounder of The Garrigan Lyman Group (GLG), a strategic digital agency moving brands forward with digital marketing, advertising, and integrated technology solutions. Her eclectic career path, from a New York City actress to a marketing and advertising agency owner, has been a journey of discovery, exploration, and learning. Rebecca’s unmatched work ethic, her values-led leadership, and her focus on customer service have built a company that has been the number-one-rated agency in the Pacific Northwest for seven years.
Kim Coles – Los Angeles, California, is a beloved multifaceted actress, comedian, author and speaker who has delighted audiences all over the world for over 32 years including ground-breaking shows like In Living Color and Living Single. A sought-after online academy teacher and intuitive strategic coach, Kim also guides women on the incredible healing journey “Broadcasting their Brilliance” by telling and leveraging their own authentic stories to inspire others to learn, laugh and leave their own powerful legacy. Her third book “Open Your G.I.F.T.S” is an Amazon Bestseller. Kim resides in Los Angeles with her husband, Reggie Mckiver. Website: www.kimcoles.tv

Live, Love and Laugh ... Outloud!

Kim Coles helps bring life back into the workplace by connecting people to the heart and mission of the organization through laughter while celebrating similarities verses differences. Kim will also share how laughter can be healing to any discord or disagreements within the office environment.

International Women’s Forum

The International Women’s Forum is an organization of preeminent women of significant and diverse achievement. Members come together across national and international boundaries to share knowledge and ideas, to enrich each other’s lives, to provide a network of support, and to exert influence. Through the Leadership Foundation, the International Women’s Forum helps prepare future generations of women leaders.

IWF Members

Barbara J. Gardner Anderson | Financial Services/Government Relations | Tulsa
Freda Deskin | CEO/Founder | ASTEC, Inc. | Oklahoma City
Gordona Duca | Realtor® | Tulsa
Pat Evans | Owner/Board Member | Evans & Associates Enterprises, Inc. | Ponca City
Tricia Everest | Attorney, Philanthropist, and Entrepreneur | Oklahoma City
Dindy Foster | President/Owner | Dindy Foster Interiors, Inc. | Tulsa
L. Lloys Frates | Principal | Renewable Resources Group | Los Angeles, CA
Mary Y. Frates | Former President | Oklahoma Arts Institute | Oklahoma City
Jane Jayroe Gamble | Author | Oklahoma City
Ann Felton Gilliland | CEO | Central Oklahoma Habitat for Humanity | Oklahoma City
Dee Hays | CEO | Excellence Engineering, Inc. | Tulsa
Sue Hale | President | Sue Hale, Inc. | Oklahoma City
Linda C. Haneborg | President | Haneborg Holdings | Oklahoma City
Christine Hansen | Washington, D.C.
Lynne Hardin | President | Magic of Why | Oklahoma City
Nancy Hyde, CPA | President | Hyde and Company | Oklahoma City
Yvonne Kauger | Justice | Oklahoma Supreme Court | Oklahoma City
Laura Kerr | Vice President | The Kerr Foundation, Inc. | Oklahoma City
Lou C. Kerr | President/Chair | The Kerr Foundation, Inc. | Oklahoma City
Jill King | Community Volunteer | Oklahoma City
Ruth Leeborn | (Retired) Dean of International Programs | Oklahoma City University | Oklahoma City
Mary Frances Michaelis | Mack Oil Company | Duncan
Debra Murray | President | Blue Spring International, LLC | Oklahoma City
Lindy Ritz | Former Director | Federal Aviation Administration | Oklahoma City
Patty Roloff | Retired | Former Owner | Oklahoma City 89er Baseball Club | Guthrie
Jenelle S. Schatz | (Retired) Tax Partner Deloitte and Touche | Tulsa
Mary Ellen Ternes | Shareholder | Attorney | Earth and Water Group | Oklahoma City
Gina Volturo-Ellis | Executive Director | JP Morgan Chase & Company | Oklahoma City
Carol Wilkinson Troy | Principle | Troy Consulting | Oklahoma City
Teresa S. Weber | Chief Executive Officer | Amen Clinics | Costa Mesa, CA
Tracey Wills | Founder and CEO | OptionOne | Edmond
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# 27th Annual Women’s Business Leadership Conference

## Registration Form

March 7, 2018 • 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: February 23, 2018.
- $275 per person if registered after: February 23, 2018.

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

[ ] Fee will be wired.

[ ] Bill my company for the amount of $ ______; Company Federal Identification Number (FEI) _________________________.

[ ] Charge $ _______ to my
  [ ] Visa [ ] MasterCard [ ] Amex
  Number __________________________
  Expiration ____________
  CVV ____________

### Conference Materials:
Please indicate your preference of format for your conference materials.

[ ] Hard copy $15
[ ] Digital copy via box.com

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<tr>
<td>TITLE</td>
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If you are interested in becoming a sponsor, please contact Kelle Scott at 405-744-5208 or kelle.scott@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
215 Business Building
Stillwater, OK 74078-4014
Fax: 405-744-6143

REGISTER ONLINE AT: BUSINESS.OKSTATE.EDU/CEPD

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