Women's Business Leadership Conference

Wednesday, March 7, 2018
Hyatt Regency Hotel | Tulsa, Oklahoma

To receive a discount, please register by February 16, 2018

How to Become a Social Media Rockstar: Tips & Tricks that Work
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 Thornton & reality TV stars to country music artists. Cindy has successfully built her company where she teaches brands and how to strategically use social media. Prior to her running her own business, Cindy spent 20 years as a TV News Anchor and Investigative Reporter for KOCO & KTUL.

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

Authentic Connections: Your Secret Sauce to Business Success
It’s true, no one has the goods to deliver your business with the same perspective, insight and swag quite like you! 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 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 self-confidence. Ramunda and her husband Derrick co-founded the award winning, MahoganyBooks.com.

Reaching a Balance between Career and Life: Ways to Help You Succeed in Both Worlds
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
In today's digital transformation, it doesn't matter what industry you are in, it is changing. How do today’s 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.

Luncheon Speaker - Kim Coles
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.

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
REGISTRATION FORM | 27th Annual Women’s Business Leadership Conference

SPONSORSHIP OPPORTUNITIES
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, 215 Business Building, Stillwater, OK 74078)

For additional questions, please contact Kelle Scott, Program Coordinator, at 405-744-5208 or email kelle.scott@okstate.edu

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For online registration, please visit: www.cepd.okstate.edu/women

Please complete this form and fax to 405-744-6143 (credit card) or mail with check to the address below.

[ ] Yes! Please register me for the 27th Annual Women’s Business Leadership Conference on Wednesday, March 7, 2018, from 8:30 a.m. - 3:30 p.m.

(Fee includes electronic materials, continental breakfast, refreshments and lunch.)

[ ] $225 per person if registered before February 16, 2018.
[ ] $275 per person if registered after February 16, 2018.
[ ] $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.

Program Materials: The program fee includes materials in electronic format. If you would prefer a hard copy of conference materials in a binder, please check the information below for an additional fee.

[ ] If paying by credit card, please register online at the web address shown below or call 405-744-5208 or fax registration form to 405-744-6143.

Charge $____ to my [ ] Visa [ ] MasterCard [ ] American Express Card No._________________ Expiration date _____ Security Code_____ Zip________

[ ] Yes! I would like to have a binder of program materials provided for an additional $25.

[ ] A check payable to Oklahoma State University is enclosed for the amount of $_________________. Mail registration form and check to:

OSU Center for Executive and Professional Development | 215 Business Building | Oklahoma State University | Stillwater, OK 74078-4011 USA

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.

REGISTRATOLINE: www.cepd.okstate.edu/women