

11th Annual Greater Dallas Women's Summit



**CELEBRATING LEADERSHIP:
THE POWER OF WOMEN IN THE WORKPLACE**

FRIDAY, MARCH 27, 2015 • 7:30 A.M. – 12:00 NOON

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Dennis Kennedy
Founder & CEO
Texas Diversity Council

Welcome

Dennis Kennedy

Founder & CEO, Texas Diversity Council



Greetings,

Welcome to our 11th Annual Women's Summit hosted by the Greater Dallas Advisory Board of the Texas Diversity Council. This great event offers an opportunity for you to observe, learn, network and hear different perspectives from a diverse mix of executives who have made the climb up the "corporate ladder".

The theme for today's Symposium is "*Celebrating Leadership: The Power of Women in the Workplace*". You will gather a wealth of knowledge, experience and expertise from some of the best female executives speaking on topics pertinent to today's women leaders as well as personal and professional challenges faced while successfully rising to the top in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today's topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women's Summit and the Texas Diversity Council. I would like to thank our corporate sponsors, planning committee, program participants, and volunteers for your support and participation. Without each of you, this event would not be a success.



President's Welcome

Tammy Jones-Still

*Sr Director of Accounting Shared Services, Brinker International, Inc.
President, Greater Dallas Advisory Board*



Greetings!

I would like to personally welcome each of you to the 2015 Greater Dallas Women's Summit as we celebrate Women's History Month. March is the declared month dedicated to highlight the contributions of women, and in "Celebrating Leadership: The Power of Women in the Workplace", our Summit is aimed to celebrate, share advances, and challenges with aspiring, new, and tenured Leaders.

Today's lineup includes a phenomenal opportunity to learn from and participate in Questions & Answers with a distinguished Panel, with an amazing Moderator, Shivaun Palmer, who is CEO and Co-founder of Plaid for Women, Inc. They will be discussing topics

ranging from how to display confidence and creating visibility in a competitive environment, to the Superwoman dilemma many of us face on a routine basis.

If this is not your first time attending a Women's Summit, welcome back and continue to expand your network by introducing yourself to someone new. First-time attendees, thank you for joining us today! We are hopeful you will feel the value of your attendance through networking and any "nuggets" you are able to take away.

On behalf of the Greater Dallas Advisory Board, we would also like to extend a special thank-you to our generous sponsors. Your ongoing support is appreciated and we could not accomplish what we do without you.

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Moderator

Shivaun M. Palmer

President & Co-Founder, Plaid for Women, Inc.



Shivaun Palmer is an entrepreneur with over 25 years experience in marketing, public relations, broadcast media and large- scale trade show and special event production.

She co-founded and serves as President of Plaid for Women, Inc., a digital media company focused on women to help them become

pioneers of their own lives to achieve goals, gain influence and be heard.

The Mission of Plaid for Women is to provide inclusive communities and transformational connections.

Plaid for Women assets include an interactive website PlaidforWomen.com; Plaid for Women Radio; Plaid for Women LIVE Monthly Groups (with eight chapters launching in the DFW Metroplex since January, 2013); Plaid for Women Publishing and in Fall of this year, the company will be launching Plaid for Women TV.

Palmer served as general manager for a financial talk radio network and produced and hosted two weekly live radio shows heard in the Dallas/Fort Worth and Houston markets: “Everything Fort Worth” and “Pinnacle: Stories of Success.”

She was nominated as a Dallas Business Journal “Woman to Watch” and honored as a “Great Woman of Texas—Woman of Influence” by the Fort Worth Business Press.

She is married and has six grandchildren.



Panelists

MIYA MAYSENT



Miya Maysent serves as VP of Talent Development and OD for JCPenney. In this role, she is responsible for the Talent Management and OD strategies including, performance management, succession and talent planning, organizational effectiveness and assessment / selection strategies. Miya’s team also includes the Talent Development team that is accountable for all organizational education efforts both for the corporate and field organizations. Her team is responsible for designing training delivery methodologies including ILT, virtual and eLearning platforms. The team also includes the Diversity and Inclusion group which drives efforts to align and expand understanding of diversity in the workplace.

Additionally, Miya works with the Broadcast and Production teams that are responsible for developing and deploying a variety of programs and channels used for education and organizational communication to the stores, warehouse facilities and home office. Prior to joining JCPenney, Miya served as VP of People and Organizational Development at 7-Eleven for 5 years and Executive Director of Talent and Organizational Performance for Valero Energy Corporation in San Antonio, TX for 7.5 yrs. In these roles, she was responsible for starting up OD functions as well as overseeing the Technical Training (Safety, Operational, and Regulatory), Training Design, e-Learning and Leadership and Executive Education.

Miya began her career in consulting, working with Drake Beam Morin for and Personnel Decisions International. Her degrees are in Psychology with a Bachelor’s Degree in Psychology from UT Austin, and two Masters – one in Counseling Psychology and one in Industrial Organizational Psychology, both from the University of North Texas.

Miya has 2 kids, Robbie and Emily, a dog and cat...that’s her other job.

SPRING G. WILLIAMS



Spring is the Executive General Manager for the Gulf South District. Spring has the responsibility for the Houston, New Orleans, Shreveport and Lafayette Gateways.

Spring started her career with UPS in 1978 as a package driver in the Tulsa Facility, Oklahoma district. She was promoted to the management ranks in 1983 in Package Operations. In January, 2001, Spring was promoted and relocated to Package Division Manager in the Southeast Texas District. She was the Package Division Manger responsible for beta testing of four major projects within the organization. In 2006, she rotated from a Package Division Manager to her current assignment as the Gulf South Executive General Manager.

She has been involved in several assignments throughout her career which assisted in her development as a leader.

- 1991 1st quarter lead auditor on a National Air Audit
- 1995-96 Supervisor Leadership School facilitator
- 2000 District Grant committee member awarding an Oklahoma recipient a \$100,000 grant
- 2005-06 Congressional Awareness coordinator
- 2007 United Way Coordinator for Southeast Texas Districts
- 2007 District Women’s Leadership Development Coordinator
- 2007 District Centennial Coordinator
- 2011-12 Who’s Who in Black Houston

All of these contributed to her being listed as a member of the National Registers Who’s Who in Executive and Professionals in 2006/2007.

Outside of her UPS responsibilities, she is very active in her role as a mother of two adult children, Aric Gaines and Sparkle Gaines and three wonderful grandchildren. Spring is deeply involved in her church, Payne Chapel A.M.E. She is a licensed minister as well as volunteers with various youth groups.

Spring has been committed to UPS for over 34 years. She is committed to making a difference by constantly communicating the company’s vision to her employees.



Panelists



LISA FIRMIN, MS, MHRM, COLONEL, USAF, RETIRED

As the Associate Provost for Diversity and Recruitment at the University of Texas at San Antonio, Lisa Firmin led development of the first ever Presidential level diversity awards program for faculty, staff and students at UTSA. She has been instrumental in enhancing student veteran programming, educating faculty and staff on this nontraditional student and serves as co-chair of UTSA's Veteran Student Advisory Committee. In 2013, she co-authored a book chapter titled "Serving Student Veterans at the University of Texas at San Antonio: Accomplishments and Challenges," in *Building Bridges for Student Success: A Sourcebook for Colleges and Universities*. Firmin was a key player in UTSA being honored by Minority Access Inc., in *American Colleges and Universities Committed to Diversity*. She co-chaired a Diverse Faculty Recruitment Task Force which resulted in enhancements in the

overall recruitment of underrepresented faculty and helped establish a recruitment initiative that contributed to an increase in the quality of the incoming freshman class. She created the university's first top scholar program combining merit scholarships with student enrichment experiences.

Firmin retired from the United States Air Force as a Colonel and its most senior ranking Latina officer. She held key leadership and command positions and has extensive recruiting, retention and diversity management expertise at the highest levels of the Air Force and the Department of Defense. As a commander in a combat zone, she led efforts to build up Balad Air Base in Iraq and was awarded the Bronze Star medal. She led the UTSA Air Force Reserve Officer Training Corps program to national distinction as the *Best Large Detachment in the Nation*.

Firmin has been featured in local print, radio, television and national magazines and received many honors and accolades such as the United States Hispanic Chamber of Commerce National Latina Leader award, the Governor of Texas' Yellow Rose award, the National Diversity Council's Trailblazer and Most Powerful and Influential Women in Texas awards, as well as the Northside Foundation's Pillar of Character award. She is a member of the Board of Directors for the Texas Diversity Council, a member of the National Association of Diversity Officers in Higher Education, a member of the Undergraduate Scholars Program Administrators Association and a member of Phi Kappa Phi.

KIMEL U. HODGES, MSA, CDE

Kimel Hodges is the Assistant Vice President of Diversity & Inclusion and Equal Opportunity at the University of Texas Southwestern Medical Center in Dallas, Texas. She joined UT Southwestern in September 2012 and oversees several divisions including Diversity & Inclusion, Equal Opportunity, and Supplier Diversity.

Kimel leads the strategic development of the organization's diversity and inclusion strategy. She oversees investigations of discrimination, harassment or retaliation. She's responsible for Affirmative Action Planning, and ensures compliance with laws, regulations, organizational policies and contracts. Kimel also provides strategic direction in the development of initiatives for the Historically Underutilized Businesses (HUB) program, and enterprise-wide Minority, Women, Service Disabled Veterans Business Enterprise (MWSDVBE).

Prior to joining UT Southwestern, Kimel served as Director of Diversity & Inclusion at CHRISTUS Health; and has held leadership positions at Kellogg Company including Diversity Business Partner, EEO/AA Manager, and Human Resources Manager.



Panelists



EARSA JACKSON

Earsa Jackson is a partner at Strasburger & Price, LLP in Dallas, Texas, and she is a Certified Franchise Executive. As the leader for the firm's Franchise & Distribution team, she orchestrates business development efforts for growth of franchise practice. She handles transactional and litigation matters for franchisors of all sizes ranging from a few to hundreds of units. She regularly speaks at conferences across the country to educate small business owners about franchising.

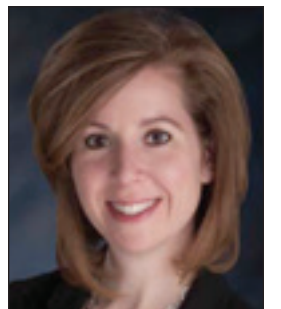
Earsa is a former director of the Litigation and Dispute Resolution Division of the American Bar Association Forum on Franchising. She serves as First Vice Chair of the board of the Diversity Institute created by the International Franchise Association's Educational Foundation. She serves on Strasburger's Diversity Committee.

She also serves on the board for two nonprofit organizations: Dallas Children's Theatre and Dallas Christian Women's Job Corp.

She has been recognized for franchise work among "Legal Eagles" by Franchise Times, "Best Lawyers in America" by Best Lawyers and "Texas Rising Stars" by Texas Monthly magazine. She is named among "Most Power and Influential Women in Texas" by Texas Diversity magazine.

She received her law degree from the University of Virginia.

DR. CATHERINE KILMAIN



Dr. Catherine Kilmain was named Senior Vice President of Engineering for Bell Helicopter in August 2013 and is a member of Bell Helicopter's Executive Leadership Team

In her current role, Cathy leads the Engineering organization and is responsible for providing strategic direction for designing, developing and integrating technologies for use in Bell Helicopter's current and next generation products.

Previously Cathy was the Vice President of Xworx and Research Development Previously, Research, Development, Test and Evaluation for

Bell Helicopter. She joined Bell Helicopter in 1997. In this position Cathy was responsible for developing and tracking emerging technologies, including basic research through concept development, rapid prototyping and testing. She also oversaw the successful execution of all technology and manufacturing development programs at Bell Helicopter including all aircraft test and evaluation programs.

She is a recipient of the prestigious Francois Xavier Bagnoud Award, which is presented to an American Helicopter Society (AHS) member under the age of 30 who has made a significant contribution to the advancement of the rotorcraft industry. She has also earned the Harry T. Jensen award for her work supporting Rotorcraft Damage Tolerance efforts. Cathy is a member of the Expanding Your Horizons program, which is designed to encourage young women to pursue careers in science and engineering.

Cathy received her Master of Science and Ph.D. in aerospace engineering from Georgia Tech, and her Bachelor of Science in Aerospace Engineering from Syracuse University. She is an active member of the American Helicopter Society where she served as the Deputy Director of Vehicle Integrity on the Technical Council and currently serves as the Southwest Director at Large on the Board of Directors.

Schedule of Events

- 7:30 – 8:30 a.m. **REGISTRATION AND NETWORKING**
- 8:30 – 8:40 a.m. **WELCOME**
Angeles M. Valenciano – *President & EVP, National Diversity Council*
Tammy Jones-Still – *President, Greater Dallas Advisory Board, Brinker International, Inc.*
- 8:40 – 8:45 a.m. **TXDC BOARD OF DIRECTORS' REMARKS**
Ellen Torbert – *Vice President-Diversity & Inclusion, Southwest Airlines*
- 8:45 – 8:55 a.m. **INTRODUCTION OF PANELISTS AND TOPICS**
Shivaun Palmer – *CEO and Co-Founder, Plaid for Women, Inc.*
- 8:55 – 9:15 a.m. **CRACKING THE CONFIDENCE CODE: WHAT WOMEN NEED TO KNOW**
Miya Maysent – *Vice President – Talent and OD Development, JCPenney*
- Introduction*
Why is it that women feel they have to have 100% of the qualifications before asking for a promotion, while men will go for that new job with only 60%? Surprising new research suggests that confidence may well be what's missing - women today still doubt their ideas, their abilities, and their right to lead. While part of confidence is hardwired, learn how to adopt new behaviors that involve risk-taking and giving up on perfectionism. No matter what stage you are in your career, acting on your best instincts and daring to be authentic lets you feel the transformative power of a confident life.
- 9:15 – 9:35 a.m. **CORPORATE PLAYBOOK FOR WOMEN**
Earsa Jackson – *Partner, Strasburger & Price, LLP*
- Introduction*
Just as athletes need a play book to be successful on the field, so do professionals. This session will feature prominent female executives, who will address topics regarding the personal and professional challenges they faced while successfully rising to the top in their respective fields. Join the discussion to gain insight and reflect on your own goals and status, in an effort to help catapult you to the top in your own career development.
- 9:35 – 9:55 a.m. **SUPERWOMAN: FACT OR FICTION**
Lisa Firmin, MS, MHRM, Colonel, USAF, Retired
Associate Provost for Faculty/Student Diversity and Recruitment, The University of Texas at San Antonio
- Introduction*
In the late 1970's, as more women began entering the workforce, Superwoman emerged as a pop-culture and advertising fixture. At first portrayed as a glamorous figure, Superwoman embodied the idea that a woman could "have it all." By the late 1990's, the mood had changed and Superwoman became a destructive icon perpetuating overwhelming and unattainable expectations. This topic is a lively discussion of the modern woman's take on the Superwoman dilemma.
- 9:55 – 10:15 a.m. **QUESTIONS & ANSWERS SESSION**

Schedule of Events

- 10:15 – 10:30 a.m. **BREAK**
- 10:30 – 10:50 a.m. **MY STYLES, MY SUCCESS**
Spring Williams – *Executive General Manager, UPS*
- Introduction*
Everyone has preferred styles of risk-taking, delegating, decision-making, communication, etc. Our styles are usually changed only when we have a strong motivation to adapt them. Our success at work is connected to how well our styles interact with the natures of our colleagues and business partners. Hear from panelists who examined their own behavioral attributes and thought about how those "mesh" with the styles of people who impacted their success.
- Discussion will center on differentiating business styles, how they contribute to success or challenges, and considering "why can't other people just adjust to me?"
- 10:50 – 11:10 a.m. **WOMEN AND WEALTH: ESTABLISHING A GAME PLAN THAT ALIGNS WITH WHAT YOU WANT MOST**
Dr. Catherine Kilmain – *Senior Vice President of Engineering, Bell Helicopter, Textron*
- Introduction*
You're in charge of your financial future. Your financial success is woven into a unique set of circumstances, responsibilities and goals. In this topic, we'll discuss managing for what you value most. Our panelist will provide you with some moving insights on why financial planning is so critical for women.
- 11:10 – 11:30 a.m. **NOW YOU SEE ME: A WOMAN'S GUIDE TO CREATING INFLUENCE & VISIBILITY**
Kimel U. Hodges, MSA, CDE
Assistant Vice President, Office of Diversity & Inclusion and Equal Opportunity, UT Southwestern Medical Center
- Introduction*
How do women fashion the opportunities to expand their skills and take on visible roles where they are encouraged to integrate work and life in a way that works for them? This topic focuses on how our panelist manages her visibility and influence within her organization. She will then discuss the challenges of being too visible or not visible enough. Tempered visibility, which involves both standing out and blending in, is described; our panelist will identify actions she can take to temper her visibility.
- 11:30 – 11:50 a.m. **QUESTIONS & ANSWERS SESSION**
- 11:50 – 11:55 a.m. **SPONSOR RECOGNITION**
Tammy Jones-Still
- 11:55 – 12:00 Noon **CLOSING REMARKS**
Angeles M. Valenciano
- 12:00 Noon **ADJOURN**

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If you are interested in becoming a member, please contact Jason deGroot at:
jason.degroot@texasdiversitycouncil.org or 281.984.7043

TXDC Insight

The Texas Diversity Council (TXDC) is committed to fostering a learning environment for organizations to grow in their knowledge of diversity. The TXDC provides a great opportunity for organizations to learn from some of the top corporate leaders in the area of diversity. It currently consists of six advisory boards in the Gulf Coast, North Texas, San Antonio, Austin, Fort Worth and Corpus Christi areas.

:: Our Vision ::

We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness and are secure in the knowledge that their efforts make a difference.

:: Our Mission ::

We will enhance appreciation and understanding for the value of diversity and inclusion. We will achieve success through efforts and activities which:

- Advance corporate leadership and education/awareness of the varied dimensions of diversity
- Commit leaders to discuss issues and challenge attitudes in an effort to promote organizational change that supports diversity
- Promote outreach efforts to our youth that inspire mutual respect and understanding

:: Our Goals ::

- Promote diversity in the workplace and community by partnering with corporate entities and community organizations
- Develop leaders who are educated in and aware of the importance of diversity and proactively support cultural change within their environments
- Develop youth programs that support diversity education and build self esteem

:: We Value ::

- Leadership that values diversity and inclusion and stimulates the potential of all individuals to contribute and achieve their goals
- Ethical leadership that promotes trust, mutual respect, and understanding
- Teamwork and alliances that cultivate diversity and inclusive work environments
- Networking and mentoring opportunities with corporate leaders and peers
- Scholarship programs for deserving high school and college students
- Awards and recognition programs in order to promote diversity initiatives

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