



6TH ANNUAL GREATER FORT WORTH

W O M E N



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WOMEN OF VISION: LEADING TRANSFORMATION IN THE WORKPLACE

FRIDAY, SEPTEMBER 19, 2014

TEXAS CHRISTIAN UNIVERSITY (TCU), BROWN-LUPTON UNIVERSITY UNION
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The Neeley School of Business at TCU welcomes you to the Texas Diversity Council's Women in Leadership Symposium.

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|  <p>Ellen Torbert Vice President Diversity & Inclusion Southwest Airlines </p> |  <p>Dennis Kennedy Founder & CEO Texas Diversity Council </p> | |

Welcome

Dennis Kennedy

Founder & CEO, Texas Diversity Council



Dear Participants,

Welcome to our 6th Annual Women in Leadership Symposium hosted by the Greater Fort Worth 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 “*Women of Vision: Leading Transformation 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 in Leadership Symposium 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.

Include Dennis’ signature



President’s Welcome



Greetings!

I am so pleased to welcome you to the sixth annual Women in Leadership Symposium hosted by the Greater Fort Worth Advisory Board of the Texas Diversity Council. As the new incoming President, it is my privilege to represent the Advisory Board and members as we thank you and for your attendance and we invite you to join us on the exciting journey of diversity and inclusion.

This symposium is especially gratifying as it continues our history of providing an exciting and thought-provoking event for our region. I especially thank our Co-title sponsors, the Neeley School of Business at TCU and my company, GameStop, as well as all of our sponsors. My sincere gratitude is extended to the Neely Business School for again hosting this special event. Lastly, I offer my appreciation to all organizations represented here today.

The Texas Diversity Council includes a cross-section of companies and organization from the public and private sections, as well as government and academia. Our propose is to foster diversity progress, to provide a broader of inclusion, and to encourage dialogue around vital topics.

Today’s symposium theme of “*Women of Vision: Leading Transformation in the Workplace*” will address key issues in the workplace and the critical roles women have in business leadership. We trust that this topic will provide tips to leverage back at the office and to further your career journey. Also, this venue provides a wonderful opportunity to network and share best practices with other dynamic attendees.

I look forward to meeting and working with you at this year’s Women in Leadership Symposium and in the future as partners.

Juna Jones-Moore
President, Great Fort Worth Advisory Board
GameStop, Inc.

Welcome from the Neeley School of Business

Dear Women in Leadership Symposium Participants,

A hallmark of the Neeley School has always been the close relationships formed between students and Neeley faculty and staff. We say that “It’s More Than Business. It’s Personal®. Indeed, we believe something very special happens when we bring together dedicated faculty and staff and highly motivated students.

At the Neeley School, you will find students engaged in active learning and with challenging projects in and outside the classroom. You will find faculty and staff fulfilling their role of being an essential resource to business and other organizations and providing premium management education. You will find thought leaders who create world class research and engage with the region, nation and world through executive education programs and service on boards and other venues.

Every year provides us with the opportunity to celebrate the significant accomplishments of our graduates and an occasion to frame a bold new future. Of one thing I am sure – with your continued support of the Neeley School, we will have a nationally ranked school that is known for innovation and leadership. In a real sense, we are all about promoting “Business Not as Usual.”



O. Homer Erekson
John V. Roach Dean of the Neeley
School of Business at TCU



Jeff Waite
Director, External Relations, Neeley
School of Business at TCU

Moderator



BRENDA TEELE

Owner, Aegis Title Company, LLC

Brenda Teele is the owner of Aegis Title Company, LLC. Her experience in the title industry is immense, overseeing more than 25-thousand Real Estate transactions as the Contract Manager for a multi-million dollar government contract.

Prior to leading offices in Dallas, Fort Worth, and Houston for Jackson Law Firm, Brenda gained a wealth of knowledge of Texas real estate and lending from the news anchor desk. She is a 25 year veteran in the television industry starting in Baltimore, Maryland as a news desk editor before becoming a news writer in Los Angeles and ultimately a news anchor in the Dallas Fort Worth market.

She became a part of the Dallas/Fort Worth community in 1995 and has enjoyed on-air positions at WFAA-TV, NBC5, CBS11, ABC Radio Networks, and KKDA-Radio.

During her tenure, she's enjoyed television conversations with President George W. Bush, Bill Cosby, Maya Angelou, George Foreman, Kenny Loggins, Wyclef Jean, Amy Grant, and Arriana Huffington, Russell Simmons, John Legend, and Paula Dean., just name a few.

Brenda also values gives back to the community. She is a featured speaker for a non-profit organization that helps teens break the cycle of teen pregnancy. She's also active in her church and always willing to volunteer her time hosting the events like the UNCF Telethon, MDA Telethon, and emceeding galas for the Urban League, Dallas Arts Community, and JL Turner League of African American Attorneys.

Born in Los Angeles, CA, Brenda is a graduate of Howard University with a Bachelor of Arts degree in Broadcast Journalism.

She has received a variety of honors and awards including an Emmy, Golden Mike Award, Los Angeles Press Club Award, National Association of Black Journalists Award, and numerous Associated Press Awards.

Brenda is the proud mother of three sons, Evan, Pierce, and Chase. They are members of Oak Cliff Bible Fellowship Church in Dallas, Texas.

Panelists



LISA KEGLOVITZ

Lisa Keglovitz is the Vice President of Store Operations and Strategic Initiatives for GameStop. Lisa leads the operations team to improve day-to-day store communication, process efficiency and labor budget management. Her unique position allows her to work cross-functionally and to be the catalyst of translating big ideas into action. Lisa has made it a point to emphasize a cultural expectation to keep stores and customer's best interest in perspective when it comes to decision making and influencing initiatives.

Prior to joining GameStop in July of 2011, Lisa served as the Regional HR Director for Home Depot, a home improvement retailer that consists of over 2,000 stores in the United States, Canada, and Mexico. She was responsible for the Diversity and Inclusion Council along with Women in Leadership-programs designed to create awareness, promote hiring initiatives that better served their customers, and to develop, promote and retain diverse talent. Lisa held a variety of positions in Human Resources and Operations, which gives her a unique perspective of the business.

Lisa received a Bachelor of Science in Accounting from the University of Texas at Dallas and she recently earned a Master's of Business Administration from Texas A&M, Commerce.

Lisa is a native of Dallas and currently lives in Trophy Club with her family. She enjoys traveling, riding bikes with her family, and running with her dogs.

SHARON M. LEITE



As Executive Vice President, Sales and Customer Experience, Sharon Leite brings more than 25 years of retail and leadership experience to the original global importer of decorative home furnishings and gifts. Ms. Leite is responsible for all sales and customer strategy for Pier 1 Imports. Her responsibilities include oversight to the organization's more than 1,060 store locations in North America, Pier 1's E-commerce business and Support functions, including Store Operations, Field Communication, Field Education and Customer Relations. Prior to this role, she was Pier 1 Imports' Executive Vice President of Stores.

Prior to joining Pier 1 Imports in 2007, Ms. Leite served as the Vice President of Sales and Associate Marketing at Bath & Body Works in Columbus, Ohio. In that role, she was responsible for driving sales strategy for all store formats and multi-channel environments. She previously served as Vice President of Store Operations, driving operational strategy for all store support functions for 1,600 stores. Ms. Leite was with Bath & Body Works/Limited Brands for more than 8 years.

Before joining Bath & Body Works, Ms. Leite held various sales and operations positions with several prominent retailers, including Gap, Inc. and The Walt Disney Company. She began her stores career at Limited Brands, Inc.

She attended Loyola University, Kent State University and Delgado College. She has a degree in Business Management.

Professionally, Ms. Leite is one of the founding members of the Store Operations Council, a world-wide professional organization for Store Operations executives. She is certified to teach Senn Delaney Leadership Training and Blanchard's Situational Leadership Training. She is a member of the American Society of Training and Development (ASTD).

Ms. Leite is very active in the local community. She has been involved with the United Way for more than 12 years. She has served on numerous United Way committees during her tenure and has been involved in their Affinity groups, such as Young Leaders Society, Women's Leadership Council and Tocqueville Society. She is one of the founding members of the Women's Leadership Council in Tarrant County and currently serves as the Council's Chair and she serves as a current Board Member of the United Way of Tarrant County. She has co-chaired Pier 1 Imports' annual United Way campaign the last 4 years. She serves on additional Boards such as the International Board of Visitors for TCU's Neeley School of Business and the Fort Worth Symphony Orchestra. She is a current member of Women Steering Business and The American Heart Association's Go Red Campaign. Ms. Leite's been involved in other community activities, including Communities in Schools and Daggett Elementary School, as well as other Pier 1 Imports philanthropic priorities.

Ms. Leite is married to Joseph Leite and they have a daughter, Megan, who is a student at Texas Christian University in Fort Worth, Texas. In her personal time she enjoys spending time with family and friends, music and the arts, gardening, decorating and design, restoring/remodeling vintage homes, reading/learning and traveling.

Panelists



LISA FIRMIN, 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.

GREER CHRISTIAN

Greer Christian is the Community Development Officer for Wells Fargo Government and Community Relations. As Vice President, she represents the company in business, community and economic development activities in Fort Worth, Arlington and Denton markets.

Prior to joining Wells Fargo, Greer spent three years with the Tom Joyner Foundation, where she was Director of New Business Development with a national responsibility for generating revenue for the organization by cultivating new business opportunities with Fortune 500 corporations and government entities. Prior to her work at the Tom Joyner Foundation, she worked in community relations at Citibank and JPMorgan Chase. With 20 years of experience in financial services, Greer has also managed teams in sales and credit management, cash management and investor services.

Greer earned a B.A. degree in accounting from Grambling State University in Grambling, LA, and earned a Graduate Marketing Certificate and Masters of Negotiation Certificate from Southern Methodist University Cox School of Business in Dallas, TX. She is anticipating completion of her M.B.A. from the University of Dallas in Irving, TX in the summer of 2015.

Active in the community, Greer is on the boards of the Greater Fort Worth Texas Diversity Council and Dallas Black Dance Theater. She also serves on United Way of Tarrant County's Income Council and United Negro College Fund Leadership Council; plus co-chairs both the United Way of Denton County Bank on Denton County's Financial Education Committee and Dallas Black Dance Theater's Aspiring Leaders Society. In 2014, Greer was selected as a DiversityFIRST Award winner from the Texas Diversity Council.

Greer is from Bonita, Louisiana and lives in Dallas, Texas.



Panelists



CYNTHIA ODOM, SPHR

Cynthia is a nonprofit executive, wife, mother and community volunteer who brings a unique blend of business acumen, passionate leadership and a big picture perspective to her role as Chief Financial and Administration Officer of Girl Scouts of Texas Oklahoma Plains. In addition to financial oversight of the council, her responsibilities include human resources, strategy and the organizations business functions. She also serves as a thought partner to Girl Scouts of the USA on their national strategy and cookie advisory committees.

Cynthia is a graduate of Leadership Arlington and is a current member of the Society of Human Resource Managers, Institute of Management Accountants, United Way of Tarrant County Women's Leadership Council, Women's Policy Forum and The Fort Worth Links. She has also served her community on the Board of Directors for nonprofits including Aids Outreach Center, Greater Texas Community Partners, past president of the Junior League of Arlington and was elected to the national board of the Association of Junior Leagues International. She and her husband of 33 years, Cliff, live in Arlington, Texas and have two adult sons.



CAPTAIN KATHI DURST

A 1981 U.S. Air Force Academy graduate (only the 2nd class that admitted women), Capt. Kathi Durst spent her seven year Air Force career flying the Northrop T-38 at Williams AFB, Phoenix and serving in many leadership roles. While in Arizona, she earned a Master's in Aeronautical Science from Embry-Riddle Aeronautical University.

Capt. Durst's joined American Airlines in 1988. Kathi has been a 727 and DC-10 Flight Engineer, a S80, 757/767 First Officer, and Captain on the 727, 737, 757/767, and A300. She flew for 19 years before becoming a Check Airman on the A300 in 2007, then on the 737 in 2008 and was selected as a Designee performing type ratings for the FAA.

Captain Durst exemplifies diversity within the American Flight Department. Kathi is the first female pilot in a Flight Operations management leadership role - with the support of many co-workers, she stepped up to assume the Fleet Captain position for the 737 fleet. And she has just been named as a Chief Pilot for American's largest hub - DFW. She's very active with Women in Aviation, International,

leading career improvement presentations, resume building workshops and mentoring young pilots. Captain Durst also understands that to run a successful, global company one must have diversity of ideas and thought. She encourages members of her fleet to share that knowledge with others, using their expertise to write educational articles for the 737 pilots.

Kathi consciously chose to step up to serve as a very visible role model and continually holds her hand out to pull up others. She has broken barriers and serves as inspiration for female leadership in our flight department and across our company.

Capt. Durst lives in Las Colinas, TX with her wife Sheri.

Planning Committee Members

Juna Jones-Moore – GameStop, Inc.

Jeff Waite – Neeley School of Business at TCU

Jason deGroot – Texas Diversity Council

Mae Marshall – Texas Diversity Council

Angeles M. Valenciano – National Diversity Council

David Vanek – Texas Diversity Council



Schedule of Events



- 7:30 – 8:30 a.m. **REGISTRATION AND NETWORKING**
- 8:30 – 8:35 a.m. **WELCOME**
Angeles M. Valenciano – *President & EVP, National Diversity Council*
Juna Jones-Moore – *President, Greater Fort Worth Advisory Board, GameStop, Inc.*
- 8:35 – 8:40 a.m. **TXDC BOARD OF DIRECTORS' REMARKS**
Jean M. Hood, SPHR – *Vice President, Human Resources, The University of Texas at Arlington*
- 8:40 – 8:50 a.m. **WELCOME & CO-TITLE SPONSOR REMARKS**
Ray Pfeiffer – *Associate Dean for Undergraduate Programs, Neeley School of Business at TCU*
Iris Ho-Palma – *VP of Financial Planning & Analysis, GameStop, Inc.*
- 8:50 – 8:55 a.m. **INTRODUCTION OF PANELISTS AND TOPICS**
Brenda Teele – *Owner, Aegis Title Company, LLC*
- 8:55 – 9:15 a.m. **LEADERSHIP BEYOND SURVIVOR: USING THE POWER OF ALLIANCES**
Lisa Keglovitz – *Vice President, Store Operations and Strategic Initiatives, GameStop, Inc.*
Introduction
The publication of Sheryl Sandberg's Lean In: Women, Work, and the Will to Lead sparked a heated national debate. From that debate, we learned that Lean In offers good tips for women who want to rise to the top but many pain points are ignored, which could prove to do women a huge dis-service.
- 9:15 – 9:35 a.m. **GENDERED LEADERSHIP: HOW TALENTED WOMEN THRIVE**
Lisa Firmin, MHRM, Colonel, USAF, Retired – *Associate Provost for Diversity and Recruitment The University of Texas at San Antonio*
Introduction
Today, women make up half of the U.S. workforce. They start careers in business and other professions with the same level of intelligence, education, and commitment as men. However, according to Catalyst, women in Fortune 500 Companies only make up 16.9 percent of board of directors, 14.6 percent of executives and 4.6 percent of CEOs. There is a significant gap.
- 9:35 – 9:55 a.m. **THE NEW WORKPLACE: LEADING SUCCESSFULLY ACROSS GENERATIONS**
Sharon M. Leite – *Executive Vice President-Sales and Customer Experience, Pier 1 Imports*
Introduction
For the first time in history, four generations are working side by side in the U.S. workplace. Each generation, rooted in their era's historical trends and social forces, brings its own set of values, ethics and styles to the workplace, which has created both challenges and opportunities.



Schedule of Events



- 9:55 – 10:15 a.m. **QUESTIONS & ANSWERS SESSION**
- 10:15 – 10:30 a.m. **BREAK**
- 10:30 – 10:50 a.m. **GREAT LEADERSHIP: CREATING CHANGE FOR THE BETTER**
Cynthia Odom – *Chief Financial and Administration Officer, Girl Scouts of Texas Oklahoma Plains*
Introduction
Whether you are a company or an individual going through a transition, change can be difficult. It can also profoundly reduce an organization's performance and productivity. People need support and guidance when going through major changes, which can range from mergers and acquisitions to transitioning into new leadership positions or changing careers. Great leadership is key to overcoming obstacles and creating transformational change.
- 10:50 – 11:10 a.m. **A WOMAN'S SECRET TO SUCCESS: DEVELOPING AND BALANCING SELF-CONFIDENCE**
Captain Kathi Durst – *Chief Pilot-DFW, American Airlines*
Introduction
Self-confidence is extremely important in almost every aspect of our lives. People who lack self-confidence struggle to achieve success at work and in their personal life. But the good news is that self-confidence can be learned and developed by following some concrete steps. With the right amount of confidence, people are able to take informed risks and stretch themselves to reach their goals.
- 11:10 – 11:30 a.m. **PURPOSEFUL LIFE: LIVING AND FOLLOWING YOUR DREAMS**
Greer Christian – *Vice President, Community Development Officer, Wells Fargo*
Introduction
Clarity, focus and direction are essential to understanding what you really want – and to taking the steps to make it happen. Find out what female leaders in today's workforce have done to achieve their dreams and to create a more successful life of meaning, fulfillment and purpose.
- 11:30 – 11:50 a.m. **QUESTIONS & ANSWERS SESSION**
- 11:50 – 11:55 a.m. **SPONSOR RECOGNITION**
Juna Jones-Moore
- 11:55 – 12:00 Noon **CLOSING REMARKS**
Angeles M. Valenciano
- 12:00 Noon **ADJOURN**

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 four advisory boards in the Gulf Coast, North Texas, San Antonio, and Austin 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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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 their knowledge that their efforts make a difference.



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