Waves of Change

Oceans of Opportunities

July 23—26, 2014

Hosted by the Florida Commission on the Status of Women

Hyatt Regency Sarasota/Manatee
1000 Boulevard of the Arts
Sarasota, FL 34236
July 2014

Dear NACW Members & Colleagues:

Welcome to NACW’s 44th Annual Conference & Business Meeting. On behalf of the Officers and Board of Directors, I welcome you to Sarasota, Florida, for an exciting, informative and energizing experience. As women in public service, we have planned a conference that promises to bring you professional development workshops, as well as many opportunities for stimulating dialogue on the important women’s issues that we all work on in our local communities.

We’re all so pleased you’re here and we look forward to meeting each and every one of you, whether this is your first conference or you’re a returning attendee.

We thank this year’s Conference Host, the Florida Commission on the Status of Women for coordinating this year’s event. Along with assistance from the local Florida commissions and their community partners, Executive Director Kelly Sciba and Assistant Director Michele Manning have worked hard to make our conference a success. NACW extends our sincerest gratitude and thanks for the Conference Planning Team, co-facilitated by Michele and NACW Interim Director Mary Molina Mescall. You’re in for an amazing array of impressive speakers, breakout sessions and official NACW business.

Please take time to review this binder and other packet materials. We are looking forward to revealing the results of our 2-year Strategic Planning process with recommendations that will help sustain NACW and its mission to support the work and value of women’s commissions across the country. I know you will be excited to journey down this path with us.

The Annual Conference is a moment in time to come together and share our best practices, increase our professional networks, forge new relationships and visit with old friends. This conference provides you with the incredible opportunity to not only hear and learn from nationally recognized experts, but to re-discover your passion for improving the lives of women and girls.

Our mantra: Connect, grow, share and learn…and also have fun! If this is your first conference, I know it won’t be your last!

With warm regards,

Cecilia Zamora
President
July 23, 2014

Dear Friend:

On behalf of the Florida Commission on the Status of Women and all our volunteers; welcome to the great state of Florida! It is our pleasure and honor to host the 44th Annual Conference and Business Meeting of the National Association of Commissions for Women (NACW). We hope you, the officers and directors of the NACW, all the attendees, and the dignitaries from across our beautiful state find your time well spent – intellectually, spiritually and entertainingly – during our time together.

It is our goal to provide you with insight from local and national leaders who have made proven contributions to women's empowerment and leadership. I am sure that over the next three days you will receive valuable information and resources critical to the development and implementation of successful programs to benefit women and girls in your community.

None of this would be possible without our many partners and volunteers. Thank you for the commitment and support that made this conference possible. It would be my hope to thank you personally over the next three days.

Sincerely,

Yvonne Fry, Chair
Florida Commission on the Status of Women
January 10, 2013

Michele Manning, CPM
Assistant Director
Office of the Attorney General
Florida Commission on the Status of Women
The Capitol, PL-01
Tallahassee, Florida 32399-1050

Dear Ms. Manning:

As Governor and First Lady, we are always honored to welcome visitors from across the United States and around the world to experience Florida’s great weather, beautiful beaches, and rich cultural heritage. For this reason, it is our distinct pleasure to support the Florida Commission on the Status of Women’s proposal to host the National Associations of Commissions for Women 2014 Conference in Sarasota, Florida.

Around the globe, Florida is known as a premier travel destination, and in 2011 our state welcomed more than 87 million visitors. Guests attending the National Associations of Commissions for Women in Sarasota will have the opportunity to enjoy firsthand our state’s top-rated hospitality, as well as many beautiful beaches, including Siesta Beach, which was named as the No. 1 beach in America in 2011.

In addition, members of the Commissions for Women will have the opportunity to learn more about Florida’s top-rated workforce and the strategies we have put in place to make the Sunshine State’s business climate the best in the nation. By eliminating burdensome government regulations and focusing on tax relief for small businesses, Florida’s unemployment rate has dropped faster than any state in the nation, and more than 200,000 private-sector jobs have been created since December 2010.

Thank you for your efforts to bring this national conference to the Sunshine State. Please let us know how we can further assist you and your office in this endeavor.

Sincerely,

Rick Scott
Governor

Ann Scott
First Lady
### Conference Schedule

**WEDNESDAY, JULY 23, 2014**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 AM – 5:00 PM</td>
<td><strong>Registration</strong>&lt;br&gt;Upper Lobby</td>
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<tr>
<td>3:00 PM – 5:00 PM</td>
<td><strong>Pre-Convention NACW Board Meeting</strong>&lt;br&gt;(NACW Board Members Only)&lt;br&gt;Florida</td>
</tr>
<tr>
<td>6:00 PM – 7:30 PM</td>
<td><strong>Welcome Reception</strong>&lt;br&gt;The Toasted Mango Café&lt;br&gt;430 N. Tamiami Trail, Sarasota, FL 34236</td>
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**A Special Thanks To The Following Sponsors For Making the FCSW Florida Achievement Awards Luncheon Possible:**

- Spottswood Company
- McKinnon Associates, Inc.
- The Hillsborough County Commission on the Status of Women
- Yvonne Fry
- Drs. Mona and Anila Jain
- &
- Video Production by METV
**THURSDAY, JULY 24, 2014**

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<th>Time</th>
<th>Event</th>
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<tr>
<td><strong>8:00 AM - 3:00 PM</strong></td>
<td>Registration&lt;br&gt;Upper Lobby</td>
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<tr>
<td><strong>8:00 AM - 8:30 AM</strong></td>
<td>Breakfast&lt;br&gt;The Corridor</td>
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<tr>
<td><strong>8:30 AM - 10:15 AM</strong></td>
<td>NACW Business Meeting I&lt;br&gt;Salon G Ballroom</td>
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<tr>
<td><strong>10:30 AM - Noon</strong></td>
<td><strong>Breakout</strong>&lt;br&gt;Networking with a Purpose&lt;br&gt;Salon G Ballroom&lt;br&gt;Jessica Rivelli&lt;br&gt;Founder of Working Women&lt;br&gt;Networking is critical to the growth of any business and should be a major part of any strategic sales and marketing plan. To be successful, you have to do more than just network, you have to connect! Working Women of Florida Founder, Jessica Rivelli will show you how to radiate professional strength &amp; confidence right from your first impression. Whether you are a veteran or a networking newbie, you'll be sure to learn a few tips on how to make connections that count.</td>
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<tr>
<td><strong>Women’s Health and Wellness</strong></td>
<td><strong>Tropics</strong>&lt;br&gt;Elsie B. Crowell, Ph.D.&lt;br&gt;Judy Sedgeman, Ed.D.&lt;br&gt;Anila Jain, M.D., MBA&lt;br&gt;What keeps women healthy, happy and productive in the workplaces? This session will examine health and wellness opportunities that benefit the health of women. A special focus will be on The Affordable Care Act (ACA,), which contains numerous provisions to promote women’s health such as preventable services and regular check-ups at no additional costs. This session will give an overview of the law and how it affects women and families.</td>
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<tr>
<td><strong>12:15 PM - 1:45 PM</strong></td>
<td>FCSW Florida Achievement Awards Luncheon&lt;br&gt;Salon AB Ballroom&lt;br&gt;Welcome Remarks: Florida State Representative Kathleen Passidomo&lt;br&gt;Keynote Address: The Joy of Giving is the Joy of Living&lt;br&gt;Betty Schoenbaum, Honorary Conference Co-Chair&lt;br&gt;The annual event recognizes dedicated women and girls throughout Florida for their contributions to their communities and who serve as positive role models for women and girls with the FCSW Florida Achievement Award. These women are the embodiment of dedicated community service and positive role models for our youth.</td>
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<td>Time</td>
<td>Session</td>
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| 2:00 PM - 3:30 PM | Breakout  
*The Nuts & Bolts of Planning Issues Forums in Your Community*  
*Tropics*  
Yvonne Fry  
Ann W. Madsen  
Mindy Murphy  
Dotti Groover-Skipper  
Hillsborough County Commission on the Status of Women | Members of the Hillsborough County COSW (Tampa, FL) will share expertise gleaned from four years of positioning issues. Their annual fall forums have explored Women Veterans’ Affairs; Domestic Minor Sex Trafficking; Domestic Violence and, this fall, the Economic Empowerment of Women. Along the way, they have developed credibility in their community due to their follow-through and warm handoffs to partner agencies who provide direct service in each issue area. YOUR COMMISSION is the expert in issues that matter in YOUR community. The Hillsborough COSW is an expert in how to engage key constituencies - and they'll teach you the nuts & bolts of effective advocacy on whatever issue matters to you! |
| 3:45 PM - 5:15 PM | Plenary Session  
*The Growing Clout of Women in Politics*  
*Tropics*  
Susan A. MacManus, Ph.D.  
Distinguished Professor,  
University of South Florida | Dr. Susan MacManus, a political analyst and professor of political science at the University South Florida will speak in depth about the growing clout of women in American politics. |
| 7:00 PM - 9:30 PM | Opening Dinner Plenary Session  
*Salon AB Ballroom*  
**Welcome Remarks:** Genean Hawkins McKinnon, FCSW Commissioner  
**Keynote Address:** *game on! Using Game Dynamics to Encourage & Empower Women*  
Blair Bloomston, Vice President of game on Nation | Join Blair for a dynamic, interactive session sharing communication techniques to help you further advocate for women, while inspiring them to have strong voices in their communities. |
# FRIDAY, JULY 25, 2014

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 AM - 3:00 PM</td>
<td>Registration</td>
<td>Upper Lobby</td>
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<tr>
<td>7:30 AM - 8:00 AM</td>
<td>Breakfast</td>
<td>The Corridor</td>
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<tr>
<td>8:00 AM - 9:30 AM</td>
<td>NACW Strategic Planning Session: Simple and Smart</td>
<td>Salon G Ballroom</td>
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<td><strong>Attend this session to gain a wider perspective and understanding of NACW Strategic Plan! Bring your strategic questions and dilemma and get help to focus your efforts on what is most important to our future success.</strong></td>
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<tr>
<td>9:45 AM - 10:45 AM</td>
<td>Director’s Exchange</td>
<td>Salon G Ballroom</td>
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<td><strong>Moderators, Lesley Guthrie Executive Director</strong></td>
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<td><strong>Texas Governor’s Commission for Women</strong></td>
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<td><strong>Romona S. Fullman, Director</strong> Delaware Commission for Women</td>
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<td><strong>Sharing the best practices of Commissions from across the country. Be sure to bring examples of the extraordinary work your Commission has done this year and be prepared to share. This is a great time to seek solutions to challenges as well!</strong></td>
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<tr>
<td>11:00 AM - 12:15 PM</td>
<td>NACW Business Meeting II</td>
<td>Salon G Ballroom</td>
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<tr>
<td>12:30 PM - 2:00 PM</td>
<td>Plenary Luncheon</td>
<td>Salon F Ballroom</td>
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<td><strong>Panel Discussion: Women and the Workforce...Attracting and Retaining Top Talent to Your State</strong></td>
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<td><strong>Renee H. Dabbs, Principal, The Voyageur Company</strong></td>
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<td><strong>Briley Cienkosz, Senior Vice-President of Marketing, Laser Spine Institute</strong></td>
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<td><strong>Roberta Zenn Phillips, Executive Director, Center for Women in Business (CWB)</strong></td>
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<td><strong>at the U.S. Chamber of Commerce</strong></td>
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<td><strong>Gale McKay Wilkins, Executive Director North Carolina Council for Women</strong></td>
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<td><strong>Kathleen Shanahan, Chairman and CEO, URETEK Holdings, Inc.</strong></td>
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<td><strong>Women are a powerful and valuable force in today's workplace. They represent some of the best and brightest that industry has to offer, but many organizations are not able to properly attract and retain them. In 2013, the 2020 Women on Boards Gender Diversity Index of Fortune 1000 companies showed that 16.6% of corporate directors were women. This dynamic panel will discuss the best ways to attract and retain top talent to your state.</strong></td>
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### FRIDAY, JULY 25, 2014 CONTINUED

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<tr>
<th>3:00 PM to 4:30 PM</th>
<th>Offsite Event: Mote Marine Laboratory and Aquarium Tour</th>
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<td>Board the Siesta Trolley for a free trip to the Mote Marine Aquarium. Explore the secrets of the sea through touch pools, viewable-working labs, and high-tech interactive exhibits that showcase the world-renowned research of Mote Marine Laboratory. See sharks, manatees and sea turtles, along with more than 100 other species of marine life. Included in the trip is an opportunity to meet Dr. Eugenie Clark, known worldwide as “The Shark Lady”. Genie loves sharks...and fish...and people in general. As an explorer, marine biologist and teacher, she is a perfect example of the heights women can attain in scientific field. Dr. Clark was inducted into the Florida Women's Hall of Fame in 2010.</td>
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<tr>
<th>5:30 PM - 7:00 PM</th>
<th>Offsite Event: Reception</th>
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<tr>
<td></td>
<td>Hosted by: University of South Florida/Women in Leadership &amp; Philanthropy</td>
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<td>University of South Florida Sarasota Manatee Community Leadership Council</td>
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<td>Manatee and Sarasota Commissions on the Status of Women</td>
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<td>The Siesta Trolley will transport attendees from the Mote Marine Aquarium to the University of South Florida for a special reception with remarks by Dr. Anila Jain, Honorary Conference Chair, Dr. Arthur Guilford, Regional Chancellor of the University of South Florida Sarasota-Manatee, Florida State Senator Nancy C. Detert, and other regional dignitaries. It will be an evening of great food, friends and networking. The trolley will return attendees to the Hyatt following the reception.</td>
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### SATURDAY, JULY 26, 2014

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<th>8:00 AM - 2:00 PM</th>
<th>Registration</th>
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<td>Upper Lobby</td>
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<tr>
<th>8:00 AM - 8:30 AM</th>
<th>Breakfast and Election of Officers and Board Members</th>
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Thanks to the many volunteers who helped make this conference possible!
Plenary Session
The Keys

Keynote Address: It's Not About Work-Life Balance. It's About Choices
Fawn Germer, Bestselling author of seven books and one of the nation’s most beloved motivational speakers

Work-Life Balance. We’ve heard those words so often it’s as if we say them enough, somehow it will magically happen: We’ll have “Work-Life Balance.” Poof! Look at her! See that career woman climb that company ladder! Look how happy her marriage is! My, aren’t her children beautiful, successful and happy! She still has time to cook gourmet recipes, clean house and have a great romantic life! Not only that, she plays great tennis!

It doesn’t work like that. Best-selling author Fawn Germer knows. She’s interviewed many of the most successful women in America, from Hillary Clinton to Susan Sarandon to Jane Goodall. She’s written about Work-Life Balance in four books. In this fun and idea-packed presentation, you’ll learn how to:

- Shed guilt, manage priorities, and turn turmoil into peace.
- Use the same strategies as America’s busiest women, who have managed to prioritize family and success.
- Create a personal zone so you don’t lose yourself while taking care of everyone else’s demands.
- Confront “upheaval” decisions like relocating or taking assignments that may upset your home life.
- Set boundaries that make impossible situations completely workable.

You’ll gain insights and techniques you’ll use right away to have a more fulfilling life and career.

A book sale and signing to take place after the session.

Silent Auction
Foyer

The National Association of Commission for Women will be hosting its Third Annual Silent Auction. Items have been provided for Auction by NACW members and supporters offer an opportunity for attendees to take home unique and valuable items from across the country. This year’s Auction includes items of interest to a wide variety of people and budgets. Join the fun, support NACW - and leave with a truly unique item!
### SATURDAY, JULY 26, 2014 CONTINUED

**9:45 AM - 11:00 AM**

<table>
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<th>Breakout</th>
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<td><strong>Staying Productive in a Digital Age: Rising Above the Noise</strong>&lt;br&gt;<strong>The Keys</strong>&lt;br&gt;Christy Crump&lt;br&gt;President of Business &amp; Professional Women of Florida</td>
<td><strong>Empowering Women toward Wealth</strong>&lt;br&gt;<strong>Tropics</strong>&lt;br&gt;Colleen Belcher&lt;br&gt;Jennifer R Lee&lt;br&gt;Linda Craig&lt;br&gt;Modern Wealth, LLC</td>
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In a world of full connectivity, there is no downtime. Emails, social networking, web meetings, smart phones, are all designed to help us be more productive, but often the opposite is true. If you are drowning in a sea of technology, this video workshop is for you.

Learn to DRIVE your financial life.<br>ENGAGE. What does it mean to write a “loveletter” to your family? What do I include? Pick up some tools and some of the best advice you’ve ever received. Join us and DO something today that your future self will thank you for.

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**11:00 AM - 11:45 AM**

| **2014 Women’s Expo**<br>Tropics pre-function |

**11:45 AM - 2:00 PM**

| **Women’s Equity Day Luncheon**<br>**Salon AB Ballroom**<br>**Keynote Address: Susan B. Anthony the Invincible!**<br>Portrayed by Sally Matson |

Celebrate the 94th Anniversary of Women’s Right to Vote!<br>Hosted by the Manatee and Sarasota Commissions on the Status of Women and League of Women Voters of Manatee and Sarasota Counties

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**2:00 PM - 6:00 PM**

| **Free Time** |

**6:00 PM - 7:00 PM**

| **NACW VIP Reception**<br>Pre-function North and South |

**7:00 PM - 9:30 PM**

| **Installation of NACW Board and Officers Dinner**<br>**Ballroom South**<br>**Keynote Address: The Seahorse: Why Wait for Your Ship to Come in When You Can Ride the Waves on Your Thoroughbred?**<br>Lynn McDonald |

Lynn (L.B.) McDonald is a humorist, internationally recognized speaker, and author. She is known for delivering high-energy, interactive Keynotes that leave the audience a buzz for weeks!

Lynn will be available to sign books after the session.

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Securities and investment advisory services offered through H. Beck Inc., Member FINRA, SIPC. H. Beck Inc. and Modern Wealth, LLC are not affiliated.
NACW 44th Annual Conference & Business Meeting
Waves of Change ~ Oceans of Opportunity

SUNDAY, JULY 27, 2014 (NACW BOARD MEMBERS ONLY)

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<tr>
<th>Time</th>
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<tr>
<td>8:00 AM - 8:30 AM</td>
<td>Breakfast</td>
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<td>Tropics Pre-function</td>
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<tr>
<td>8:30 AM - 11:00 AM</td>
<td>Post Conference NACW Board Meeting</td>
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<td>Tropics</td>
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THANKS TO OUR CONFERENCE SPONSORS AND SUPPORTERS

Drs. Jain (Mona & Anila)
Jain Jewelers - Kailash Jain
Elizabeth Pines, P.A.
Barbara Wall
Macy’s
Toasted Mango Café

Sarasota Commission on the Status of Women
Manatee Commission on the Status of Women
Okaloosa Commission on the Status of Women
Montgomery County Commission on the Status of Women
Florida Virtual School
Video Production by METV
Conference Speakers

Networking with a Purpose

Jessica Rivelli

Jessica Rivelli, founder of Working Women of Tampa Bay and Working Women of Florida. Her networking organization has 850 members throughout the state, making it the largest women’s networking organization in Florida. Prior to starting Working Women of Tampa Bay, Jessica spent 10 years in television news as a producer. Her media career also includes working in radio, newspaper and social media. Jessica was named a finalist for the 2013 Business Woman of the Year by the Tampa Bay Business Journal. She currently volunteers her time for many local organizations including The Centre for Women, MacDonald Training Center & Hillsborough Community College’s Business Advisory Board.

Women’s Health and Wellness

Elsie B. Crowell, Ph.D.

Dr. Elsie B. Crowell is President of EB Crowell & Associates, a consulting business with expertise in health policy, women’s issues, insurance, HR management and organizational development. During her 35 years of service with the State of Florida, she served in a number of top level positions including Florida’s Insurance Consumer Advocate. Dr. Crowell served on the Florida Commission on the Status of Women as Chair and member for eight years. She taught critical health issues and American public service at Florida A&M and Florida State University. She is a Board Member of Florida CHAIN, working to increase access to affordable quality health care. She currently serves on the Tallahassee/Leon County Commission on the Status of Women & Girls. She served as Chair of the first “Women and the Workplace Summit” and is a member of the Economic Security Committee. She is the recipient of numerous awards and honors for her professional work and community service.
Judith A. Sedgeman, Ed.D.

Judith A. Sedgeman, Ed.D., has been dedicated to sharing the Principles of Mind, Consciousness and Thought professionally for more than 30 years. Dr. Sedgeman has worked over the years with many other practitioners of the Three Principles throughout the United States and around the world, and is prepared to pull together strong, capable teams for a broad array of services.

Collaboration and partnership are the keys to extending the power of the Principles of Mind, Consciousness and Thought to awaken health and well-being across diverse populations. Dr. Sedgeman has long been a leader in mentoring, teaching and practicing leadership in the presentation and development of Three Principles education and services.

Anila Jain, M.D., MBA
Honorary Conference Chair

Dr. Anila Jain is a physician and medical consultant who resides in Manatee County. She is an active child advocate and volunteer in numerous community organizations at the state and national level. Dr. Jain was instrumental in founding Filling Area Needs, Inc. in 1989 to assist abused and neglected children and families in need, and to render emergency assistance of food, clothing, medication, household items, etc. within 48 hours.

The American Medical Women’s Association bestowed the 2002 National Community Service Award to Dr. Jain. She is also the Chairwoman of the Doctor’s Heath Journal and is a contributing author. She is an active member of Prevent Child Abuse America and was appointed to the Children’s Services Advisory Board by the Manatee County Commission and served as Vice-Chairwoman.

Dr. Jain is an ardent supporter of the University of South Florida since graduation, and serves on the Alumni Association Board of Directors. Anila was elected National Alumni Association President in 2003 and appointed to the USF Foundation Board. She has also served as President and Executive Committee positions on the USF Manatee-Sarasota Alumni Chapter for over 20 years. Dr. Jain was the recipient of the University of South Florida Distinguished Alumni Award in 1985 and the USF Sarasota-Manatee President’s Distinguished Alumni Award in 2001. Anila was honored to Co-Chair the University of South Florida’s 50th Anniversary Committee in 2006; a year of special celebrations, events and programs for all four campuses.

Dr. Jain is a member of Kappa Delta Sorority and appointed to the Foundation Board of Directors where she has served as Chairwoman and Treasurer. Kappa Delta Sorority

(Continued on page 14)
honored her with the highest awards at the national level of Order of the Pearl for outstanding community leadership and the Order of the Emerald for service to the Sorority. Dr. Jain has received recognitions for her professional and community involvements which include: Outstanding Young Women in America, Who’s Who Among Young American Professionals, Phi Lambda Kappa Medical Honorary, Manatee County Child Advocate of the Year, American Association of University Women Leadership Award, Manatee County Volunteer of the Year, Who’s Who Among Students in Universities and Colleges, and others.

Dr. Jain has a Bachelor’s Degree in Biology from the University of South Florida; an M.D. from Spartan Health Sciences University, School of Medicine; and an M.B.A. from NOVA Southeastern University. Sarasota and Manatee Counties have been home to Dr. Jain and her family for the last forty plus years.

FCSW Florida Achievement Awards Welcome

Florida State Representative Kathleen Passidomo

Representative Kathleen Passidomo was elected to the Florida House of Representatives in November, 2010 and serves on the Ethics & Elections Subcommittee (Chair), Judiciary Committee, Civil Justice Subcommittee, and the Choice & Innovation Subcommittee.

Kathleen has been a resident of Collier County for 35 years. She grew up in Glen Ridge, New Jersey in a large extended family with three brothers and a sister. Kathleen graduated in 1975 from Trinity University, Washington D.C. and in 1978 from Stetson University College of Law, St. Petersburg, Florida where she met her husband, John. They were married in September 1979 and moved to Naples. They have three children: Catarina, Francesca, and Gabriella.

Kathleen is a partner in the law firm Kelly, Passidomo & Alba LLP. Her practice centers around real estate, corporate and business law. She has been a member of the Florida Bar since 1979 and was in the first class of lawyers certified by the Florida Supreme Court as a Board Certified Real Estate Lawyer. She is a Past President of the Collier County Bar Association and of the Collier County Women’s Bar Association. She was also a member of the Florida Federal Judicial Nominating Commission from 2001 through 2008 and served as Chair of the Florida Commission on the Status of Women in 2006.

Kathleen is a graduate of Leadership Florida and Leadership Collier and served on the Leadership Collier Foundation Board from 2004 to 2010 and is a member of the Leadership Marco Class of 2013. She is also a member of the Board of Trustees of
Hodges University where she serves on the Executive Committee. In 2000 she and her husband were co-recipients of the Naples Daily News Collier County Citizen of the Year award.

Some of Kathleen’s past community service includes serving as Past President of United Way of Collier County. She was also a long term member of the Junior Achievement of SW Florida Corporate Board, the Shelter for Abused Women and Children of Collier County Advisory Board. She was also a founding director of the Collier County Senior Resource Center, Inc.

Kathleen is a founding member and currently serves as Vice-Chairwoman of the Collier County Foreclosure Task Force, a partnership of community, civic and governmental organizations formed to provide pro bono advice and assistance to people living in Collier County facing foreclosure.

**The Joy of Giving is the Joy of Living**

Betty Frank Schoenbaum
Honorary Conference Co-Chair

Students in the Fisher College of Business at Ohio State University pass through the doors of Schoenbaum Hall daily, many unaware of the generous contributions of Betty F. Schoenbaum and her late husband, Alex, for whom the building is named.

After graduating from Ohio State, both in 1939, the Alex and Betty Schoenbaum established the successful Shoney’s restaurant chain in the 1950s. In 1973, they started the Schoenbaum Fund through the Greater Kanawha Valley Foundation in Charleston, W.Va. The fund has helped more than 207 public schools and organizations buy sports and recreation equipment.

In 1988, they established the Schoenbaum Family Foundation to support a variety of organizations, including the Boy Scouts of America, the Children’s Home Society of West Virginia, Covenant Fellowship Home, Manna Meal, and the Nature Conservancy of West Virginia.

Since Alex’s death in 1996, Betty has continued their tradition of charitable works. With her support, the city of Charleston established the Schoenbaum Family Enrichment Center—named in honor of Alex—which houses nonprofit social services agencies.

Betty has served on the boards of many organizations, from the Ohio State Foundation and the Salvation Army advisory board to the American Jewish Committee and Women’s Resource Center of Sarasota. While her executive-level contributions are

(Continued on page 16)
vast, she is equally comfortable doing behind-the-scenes work, such as helping the Women’s Resource Center select scholarship recipients and personally encouraging those women.

Jamie Tacy, president of the Sarasota-Manatee Alumni Club, says “Betty gives inspiration and a catching devotion to humanitarian causes to all she meets, whether she is working the room at a football game-watch celebration or a black tie event. However, what is truly amazing about her humble, unassuming manner is her contributions to nonprofits in our local community, in the Buckeye state, and around the world.”

The Nuts & Bolts of Planning Issues Forums in Your Community

Yvonne Fry

Commissioner Yvonne Fry is a community activist and advocate for women’s and children’s issues, chairing the Hillsborough Commission on the Status of Women, is immediate past chair of Spring of Tampa Bay’s board of directors (Hillsborough County’s only domestic violence shelter) and serves on many other boards and commissions. Yvonne was appointed to the Florida Commission on the Status of Women in 2012 by Attorney General Pam Bondi with the goal of continuing to increase the awareness of women’s issues as well as to develop even stronger collaboration statewide to find solutions and partnerships on women’s issues.

Yvonne is an expert in the telecommunications industry as President of Lines of Communication, which services medium and large corporations as well as many non-profit and government agencies with audits, design, and management of communication and network services. Focusing on cost containment and efficiencies, her team offers customized solutions to leverage technology that accomplishes the goals of the organization.

Also as CEO of Fry Entertainment Inc., Yvonne manages talent and produces a variety of projects including commercials, PSAs, tv series and stage shows. She has two very active children and enjoys fishing in Tampa Bay.
Ann W. Madsen

Ann W. Madsen is the Executive Director of The Centre. Ann has served in leadership capacities across corporate, academic and non-profit sectors. A graduate of Trinity College in Burlington, Vermont, Ann began her career as a journalist in Syracuse, New York and later was one of the first women editors for the Gannett Newspaper Group. In 2009, she was recruited to St. Petersburg to join The Poynter Institute. A seasoned advancement professional and nationally award-winning marketing expert, Ann has held senior-level positions at Mutual of New York, the Corporation for Public Broadcasting of Central New York, Cazenovia College, Cornell University and Catholic Charities.

Mindy Murphy

A University of Virginia graduate with degrees in English and Religious Studies, Mindy Murphy is President and CEO of The Spring of Tampa Bay, Hillsborough County’s certified domestic violence center. Since moving to Tampa in 1990, she has served on the Boards of Directors of Helping Hand Day Nursery, the Child Abuse Council, Cornerstone Kids, The Learning Centers, Friends of Tampa Day School and Trinity School for Children. She is a past president of the Junior League of Tampa, having served as its community vice president and chair of several projects geared towards helping children and families. She has served as a youth minister at St. John’s Episcopal; as president of the PTA at her son’s school; as chair of Karamu for Lowry Park Zoo; as vice chair of Magnolia Ball for Moffitt Cancer Center; and as an Elder at First Presbyterian Church. Nationally, she continues to remain involved with her college alma mater. She was a founding member of the Young Alumni Council of the University of Virginia and also served locally as president of the UVA Alumni Club of Tampa Bay. She has co-chaired all four of her UVA Class Reunions.

In her professional life, Ms. Murphy was previously employed as Director of Development for the Child Abuse Council (now Champions for Children). During her tenure, she was instrumental in securing funding for Baby Bungalow and Kids on the Block.

Currently, she serves on the Boards of Directors for NextGen Alliance Inc. and the Tampa/Hillsborough Homeless Initiative; as a Commissioner on Hillsborough County’s Commission on the Status of Women; as a member of the Advisory Board for The Harrell Center at the USF College of Public Health; as a member of the Hillsborough County Community Violence Prevention Collaborative; as a member of the HCC/Ybor City Campus President’s Advisory Council and as a regional steering committee member for the statewide Children’s Movement of Florida.

Born in Germany, Ms. Murphy lived in Kansas City for five years and in Cincinnati for 15 years before settling in Tampa in 1990. She is the proud parent of a teenage son.
Dotti Groover-Skipper

Dotti Groover-Skipper of Tampa believes in dynamic living through servant leadership. Since graduating from the University of South Florida, Dotti has facilitated expert programming to impact positive policy change in tobacco, alcohol, gambling, substance abuse, addiction, and sex trade and has helped develop numerous sustainable community coalitions. Dotti is ordained in ministry and has operated at the national level in Washington, DC to mobilize and train clergy and faith communities to engage in issues of human rights and social justice. She founded HeartDance Foundation, a ministry dedicated to restoration of men, women, and children recovering from addiction and sex trade. She is credited as a catalyst in Hillsborough County to peak action against human trafficking in Tampa Bay and recently recognized by Florida Governor Rick Scott and Florida Attorney General Pam Bondi, as the “Human Trafficking Advocate of the Year” for the State of Florida 2013. In March 2014, she was recognized for her tireless work as a “Woman of Distinction” by the Girl Scouts of West Central Florida. In addition, Dotti was a finalist in the WEDU “2014 Be More Awards”. Dotti serves as Chair for the Community Campaign Against Human Trafficking-Tampa Bay, Vice Chair of the Hillsborough County Commission on the Status of Women, on the State of Florida Department of Juvenile Justice Strategic and Planning Committees for the State-Wide Human Trafficking Initiative, and serves on the board of the Hillsborough County Anti-Drug Alliance. Dotti respectfully serves as the State of Florida Anti-Trafficking Coordinator for the Salvation Army.

Hosting a Meaningful and Productive Internship Program

Jill Ashton

Jill Ashton is the director of the Massachusetts Commission on the Status of Women, an independent state agency that is tasked with reporting on the status of women in the Commonwealth and making recommendations regarding policy that would facilitate their advancement and increased access to equality. She represents the Commission as a member of the National Association of Commissions for Women, where she serves as co-chair of the policy committee. Outside of commission work, Ashton joined the board of Mass NOW in 2006 and is currently serving as president of the state organization. She is a graduate of the Program for Women in Politics and Public Policy at UMass Boston and received her undergraduate degree from William Smith College. She serves on the board of the Center for Women in Politics and Public Policy and is a member of the member of the WAGE Project’s $tart $mart Leaders Circle.
The Growing Clout of Women in Politics

Dr. Susan A. MacManus

Dr. Susan A. MacManus, who received her M.A. from the University of Michigan and Ph.D. from Florida State University, is a Distinguished University Professor at USF in the Department of Government and International Affairs. For the last six election cycles, she has served as political analyst for WFLA NewsChannel 8 (Tampa NBC affiliate). Since 2008, she has been a featured columnist on sayfiereview.com—a widely-read Florida-based political website. WFLA TV’s weekly Road to the White House program on which MacManus appeared as a panelist was nominated for a Suncoast Emmy award in 2008. She has appeared on every major broadcast and cable television and radio network and been interviewed by major newspapers in Florida, the U.S., and abroad. She is Florida’s most-quoted political scientist.


Opening Dinner Welcome

Genean Hawkins McKinnon

Florida Commission on the Status of Women Commissioner Genean Hawkins McKinnon of Winter Park was appointed to the Commission in April of 2011 by Speaker of the Florida House of Representatives Dean Cannon. She is President of McKinnon Associates, Inc., a strategic consulting firm specializing in governmental arenas. Founded in 1983 the company has successfully represented clients at the federal, state and local levels. Active in her community, Ms. McKinnon serves (or served) on the Florida Federal Judicial Nominating Commission (Senator Martinez appointment), Florida Bar Grievance Committee 9th Circuit, Brigham Young University Alumni Board, Winter Park Florida Hospital Board, Mennello Museum of Art Board, Hamilton Holt Board at Rollins College, and is a member of Tiger Bay. Commissioner McKinnon graduated from Brigham Young University with a degree in Humanities. She and her husband Joel live in Winter Park in their home that was built in 1883. They have five children and ten grandchildren.
game on! Using Game Dynamics to Encourage & Empower Women

Blair Bloomston

As one of the founding members of game on Nation, LLC, Blair has spent the last nine years helping the world’s most recognizable athletes, teams, and corporations improve communication, leadership, and culture through game on’s interactive, improvisation-based curriculum. Blair is a pioneer in the field of Game Dynamics - the same concepts the video game industry is using to build a billion dollar empire - and she uses these Dynamics in a productive manner to create unparalleled engagement and buy-in for some of the world’s most demanding audiences. Every exercise Blair teaches is embedded with COMPETITION, MYSTERY, HUMOR, and EMPOWERMENT, creating fun, entertaining presentations that move audiences and deliver results you can see, feel, and measure.

Blair has been featured as a speaker for the United States Olympic Committee's National Coaching Conference, the NCAA Alliance of Women Coaches, and on behalf of the USO at Ft. Bragg, Ft. Sam Houston, and Ft. Carson. She has also appeared on ESPN “Outside the Lines”, The BBC “How the Best is Done”, the Big Ten Network, ABC7 News, Biz 941, Sarasota Magazine, and documentaries “Two Days in April” and “UnStrung” as one of the industry’s leading experts on communication and self-confidence training. In addition to her work with elite teams and corporations, Blair has also worked with more than fifty first round NBA and NFL draft picks and individual clients including Alex Smith (KC Chiefs), David Pollack (Cincinnati Bengals-Retired/College Game Day), DeJuan Blair (San Antonio Spurs), Heath Miller (Pittsburgh Steelers), Paula Creamer (LPGA), and Takahiro Omori (Bass Master), to name a few.

Executive Director's Exchange

Lesley Guthrie

Lesley Guthrie is the executive director of the Texas Governor’s Commission for Women and brings more than 20 years of state and federal government experience to the role. A graduate of The University of Texas at Austin, Lesley previously worked on Capitol Hill, managed major gifts for The University of Texas System, and established a comprehensive community relations program for Vignette Corporation.

Lesley is passionate about issues affecting women and girls. She serves on the board of the National Association of Commissions for Women, is a Vision 2020 delegate, Girl Scout troop leader, and conference member for GENAustin. Lesley is an advisory council member for the Texas Conference for Women and Dress for Success.
Romona S. Fullman

Romona Fullman leads two major civil rights agencies for the State of Delaware Department of State; the Delaware Commission for Women and the Division of Human Relations. Each agency is charged with a civil rights mission and is supported by staff and commissioners from all counties within the state.

Romona Fullman has served as Director of the Office of the Delaware Commission for Women for 24 years. In 2009, Ms. Fullman was appointed to serve as the Director of the Division of Human Relations - charged with enforcing fair housing equal accommodations laws; and, promoting amicable relations “among the various racial and cultural groups within the State.”

Romona is an alumnus of Spelman College and Widener University School of Law. She is a member of Pennsylvania Bar Association and serves as an adjunct faculty member at Springfield College in Wilmington, DE.

In her many capacities - agency leader, keynote speaker, workshop presenter, adjunct faculty, board member, community leader and mentor, Romona demonstrates her passion and commitment for advancing social, economic and political justice.

Women and the Workforce...Attracting and Retaining the Top Talent to Your State

Renee H. Dabbs

Renee Dabbs has spent most of her career working on creating environments for women to be successful.

She started her professional career with Procter and Gamble where she spent 16 years in sales and marketing. She was part of a team that started the first women’s support group with the mission of getting more women to the C-suite. Ask her about the “Binders”.

After Procter and Gamble Renee decided to take her corporate skills and put them to use in the political world where she served as the Chief Operating Officer of The Victory Group, a Tampa based communications, media, imaging and production firm. There she had the opportunity to work with women candidates across the country. She realized that women candidates approached the process differently and were less likely to engage without being asked.

Today, Renee is a principal at The Voyageur Company, a national voter contact, fund (Continued on page 22)
Briley Cienkosz

As Senior Vice President of Marketing, Briley is an integral member of Laser Spine Institute. Briley strives to ensure that potential, current and past patients receive the most up-to-date information about Laser Spine Institute. She is serving as Open Your Heart Chair and is a Go Red Board Member for the American Heart Association for 2014. Briley was named a Tampa Bay Business Journal Up & Comer in 2013 and Tampa Bay Business Women of the Year in 2012. She earned her B.S. in Marketing from Southern Illinois University and her MBA from the University of Wisconsin.

Briley’s hard work ethic stemmed from her competitive nature and disciplined training to be ranked as one of the top open water swimmers in the U.S. To this day, Briley is still the American record holder for the 25km, 15km, 10km and 5km swimming events. She also was a member of the U.S. World Championship Team for five years and a member of the national team for open water swimming for eight years.

Roberta Zenn Phillips

Roberta Zenn Phillips is executive director of the Center for Women in Business (CWB) at the U.S. Chamber of Commerce. CWB is an initiative that empowers women at all levels to advance in the business world by increasing opportunities for women to serve on corporate boards and in the C-suite; mentoring women in all stages of their careers; and building a network for women entrepreneurs to encourage peer-to-peer networking, education, and professional growth. Phillips works with female executives, entrepreneurs, and those in the early stages of their careers.

Previously, Phillips was director of the Chamber’s Campaign for Free Enterprise (CFE), an initiative designed to educate the public about the values and virtues of free enterprise and its impact on society. Phillips managed a $10 million budget, conducted outreach, and organized events for the national campaign.
Before leading CFE, Phillips was managing director at the Chamber for small and midsize membership. She was responsible for reaching out to small businesses, acquiring new members, renewing membership, and managing Chamber field staff across the country.

Earlier, Phillips worked for more than 10 years at the Export-Import Bank, the official export credit agency of the United States. She joined the agency in 1996 as a political appointee and held a progression of increasingly responsible positions. She was responsible for centralizing all information. She also led an initiative to automate the insurance and loan guarantee processing system.

Phillips is a graduate of Northeastern University in Boston. She resides in Alexandria, Virginia.

Gale McKoy Wilkins

Gale Wilkins has extensive leadership in directing non-profit organizations and working as a professional advocate for a variety of interests and groups. Prior to her appointment as the Executive Director of the NC Council for Women, Gale directed multiple projects for the Family Education Initiative in Raleigh, including working to increase high school graduation rates for African-American males and to reduce teen dating violence. Gale has served as a mentor for the NC Center for Women in Public Service, and the Executive Director of Family First, where she worked directly with residents and community organizations at Granville County’s first faith-based social services program for families and low-income women.

Mrs. Wilkins also has rich board and volunteer background. She has served on the Wake County Commission for Women, NC Center for Women in Public Service, SafeChild Abuse Advisory Board, NC Smart Start Pre-School Advisory Committee, and the City of Raleigh Human Relations Commission.

Mrs. Wilkins holds a Bachelor of Arts in Human Services from William Peace University and completed the Graduate Certificate program at NC State University, where she became a certified Family Life Coach. She will continue her graduate studies at NCSU this fall in the Masters of Liberal Studies program. Her degree will focus on Women in Public Leadership.

Mrs. Wilkins is married with two adult children. Her daughter is married with one son and one daughter of her own. Mrs. Wilkins’ son is a senior at NC State University and is completing his degree in political science and environmental policy. He recently completed an internship with Governor McCrory’s office. He currently has a summer internship with the Department of Environment and Natural Resources.
Kathleen Shanahan

Kathleen Shanahan is the Chairman and CEO of URETEK Holdings, Inc, a Florida based corporation focused on soil stabilization and densification through the use of a patented polymer based application process. Kathleen is a prominent Florida businesswoman with a long and distinguished background in politics and public service. She has held federal and state public policy positions of chief of staff for Florida Governor Jeb Bush, chief of staff to Vice President-elect Dick Cheney, deputy secretary of the California Trade and Commerce Agency, special assistant to then Vice President George Bush, and staff assistant on President Reagan’s National Security Council.

Ms. Shanahan currently serves as a board member of the Florida Council of 100, as a member of the Terra Sea board, a Great Lakes Dock & Dredge company with Belgian based DEME/DEC, a member of Women Corporate Directors, as a pro bono advisor to the Florida Coalition Against Domestic Violence and a member of the International Women’s Forum. Kathleen previously served as a member and Chair of Florida’s State Board of Education, the Eckerd Board, the Lincoln Center Institute Board, as a member of the National Parks Foundation Board - a Presidential appointment, as an executive cabinet member of the American Heart Association’s Tampa Bay Heart Ball, as an executive committee member of the Republican National Convention 2012 Tampa Bay Host Committee, and as Chair of the Florida Supreme Court Judicial Nominating Commission.
Dr. Eugenie Clark

Dr. Eugenie Clark of Sarasota is known worldwide as “The Shark Lady”. Genie loves sharks…and fish…and people in general. As an explorer, marine biologist and teacher, she is a perfect example of the heights women can attain in scientific study. In 1955, she founded a small marine laboratory that grew to become the Mote Marine Laboratory in Sarasota, FL, now a national center for shark and marine mammal research. A Professor Emeritus at the University of Maryland, she is the recipient of many awards for exploration, science and education, including her 2008 induction into the International Explorer’s Society. Genie continues to lead diving expeditions to many parts of the world in search of new knowledge about the nature and habits of ocean animals. She recently spent her 87th birthday driving a research submarine beneath the waves. Dr. Clark was inducted into the Florida Women’s Hall of Fame in 2010.

It’s Not About Work-Life Balance. It’s About Choices.

Fawn Germer

Few people have influenced the day-to-day performance of women more than Fawn Germer. The sought-after, bestselling Oprah-featured author, speaker and business consultant is revered for her authenticity and inspiration. She is respected around the world for her groundbreaking work on the leadership and performance dynamics that teach others how to deal with obstacles, then drill down and deliver. Fawn is an expert on change and viability, showing how to turn the stress of a change-driven world into an opportunity to innovate and transform.

More than anything, Fawn is honest and real - so real that her audiences quickly connect with her as if she were speaking personally to each individual. She is an animated storyteller who uses compelling and entertaining stories to make the takeaway points that no one forgets.

Fawn once had a boss tell her that she’d never be more than she was at the time - a reporter - and she sure showed him. Fawn is a four-time, Pulitzer-nominated investigative journalist and the author of seven books including the Oprah pick, Hard Won Wisdom.

Fawn personally interviewed more than 300 of the most accomplished women leaders
of our times, including Olympic athletes, CEOs, prime ministers, presidents, Academy Award winners and many other trailblazers who shared with her the secrets of true success.

From them, she learned that success is born in risk, and power comes from the self-awareness that disables our doubt and self-esteem issues.

Her first book was rejected by every major publisher in the United States, but Fawn persevered until it was a bestseller. She wrote 29 letters to Oprah and something broke through, with Oprah holding up *Hard Won Wisdom* and telling the world how “Very inspiring” Fawn’s work was.

Her most recent book, *Pearls*, brings together the best of the best. The deluxe gift volume includes quotes from her first three books and was a bestseller within two days of its release.

She travels the globe with her message of viability, performance and power. In recent months, she keynoted for Harvard, Cisco, Pfizer, Deloitte, Kraft, Coca-Cola, Kimberly Clark, Xerox, Bayer, AIG, PepsiCo, the Network of Executive Women, the UCLA Anderson School of Business, the Wharton School of Business and many others.

**Staying Productive in a Digital Age:**

**Rising Above the Noise**

*Christy Crump*

After 25 years in high level administrative positions, Christy Crump founded Crump & Associates, a premier training and development company. Christy’s client list was extensive and included Fortune 500 companies, local and state government offices, colleges and universities, and nonprofits. Christy traveled the country speaking, training, facilitating, and consulting. Clients described Christy with words like “passionate, engaging, interactive, insightful, and energetic.”

After five years in business, Christy was named director of operations for Regulatory Compliance Services, a subsidiary of the Florida Restaurant & Lodging Association.

Christy is a graduate of Florida State University and is a certified government administrative manager and a certified food protection manager. She is president of the Florida Federation of Business & Professional Women and is one of “Tallahassee’s 25 Women You Need to Know.” Christy was a recipient of the Greater Tallahassee Chamber of Commerce Small Business Excellence Award 2011 and a 2012 and 2013 Tally Award.

Christy is married to a law enforcement officer and is the mother of two beautiful daughters.
Empowering Women Toward Wealth*

Colleen Belcher

Modern-Wealth welcomes Colleen Belcher to its team in September 2013. Colleen joins the team from Met Life, where she enjoyed serving clients and their financial and insurance needs.

Colleen understands what it means to take care of your family and to plan and protect their assets. Colleen proudly works with our team in the areas of Long Term Care Insurance, Disability, and Life Insurance: Personal, Business, Insurance Based Retirement Plans and Estate Planning. Colleen’s background includes many years of experience and insight into the world of Real Estate.

Linda Craig

Linda Craig joined Modern-Wealth, LLC as an independent insurance consultant in June 2013. Her experience in employee benefits spans 25 years, both in Vermont and Florida. At Modern-Wealth she concentrates on employee benefits, bringing innovative options to group health insurance as well as:

- term and permanent life insurance, including living benefits.
- disability and voluntary employee benefits
- long term care insurance
- executive benefits: tax-free retirement plans, deferred compensation
- business succession: buy sell and key person solutions.

As an independent consultant, having access to national carriers is important, and, she works tirelessly to find the right fit for you. With a belief that education is key to making informed decisions, Linda will steer you in the right direction so that you may become the driver of your financial future.
Jennifer R. Lee

After running a successful office in Maryland for 15 years, Jennifer Lee is delighted to have relocated her office to Bradenton, FL in 2012. She couldn't be more thrilled to be in Sunny Florida.

Jennifer absolutely loves what she does for a living! If you ask any of her clients, friends or network and they will tell you that Jennifer gets excited about money. She had the privilege of growing up with a father in this business and gained an appreciation for his financial acumen and passion for helping people. In college, Jennifer studied business and economics with a minor in accounting. Three years in accounting, and that was enough for her. She has found financial advising to be both energizing and a natural fit. She simply enjoys helping people through education and council make better and smarter choices about their financial future. Clients want to know what to do to better their financial situation, and she can provide the sounding board and information to help them achieve their goals.

As an experienced financial advisory firm, Modern-Wealth provides personalized financial solutions that take into account multiple complex aspects of our client's financial life. We offer guidance, clarity of thought, and expertise to help you gain confidence in making decisions among the many available.

At Modern-Wealth, we often provide consultation to owners and executives making complex decisions regarding business planning strategy. We provide guidance and perspective in the areas of business continuity, tax favorable corporate benefits, and investment advisory, linking personal, professional and financial strategies to achieve Modern-Wealth.

*Financial Advisors do not provide specific tax/legal advice. You should always consult your tax/legal advisor regarding your own specific tax/legal situation.

Modern-Wealth, LLC
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Securities and investment advisory services offered through H. Beck. Inc. Member FINRA/SIPC. H. Beck, Inc. and FIRM NAME are not affiliated.
Susan B. Anthony the Invincible!

Sally Matson

Sally Matson graduated with a B.S. from Northwestern University. Actor, director, writer and educator, she performed for the Department of Defense and served as a writer and interviewer on CT Cable TV. Research for the program was conducted at the Huntington, Schlesinger and Boston Libraries.

The program is an entertaining history lesson as Anthony’s letters, speeches, and diaries reveal her righteous fury, her wit, and her perseverance. Ms. Matson is honored to portray this courageous activist who continued to believe that, “Failure is Impossible.”

It’s Not About Work-Life Balance. It’s About Choices.

Lynn McDonald

Lynn has been captivating audiences for 25 years with her down home, true stories presented in a light-hearted, humorous and common sense approach. She instantly connects with audiences and always leaves them wanting more.

She’s a 5-foot 3-inch dynamo, who was born and raised in the smallest state in the union - Rhode Island. She claims to have developed her sense of humor and writing style from being raised in a blue collar, Italian family that she compares to, “Living with the Beverly Hillbillies minus the truck and the oil.” She’s also the only family member to have ventured outside one zip code in three generations!

Lynn produced the international training film, “Hoofs Up Doc! Prescription for Change,” which was released in the U.S. and China. In addition, she is the author of “LADIES...If Your Horse Is Dead, DISMOUNT!” and “How to Use Your Shopping Skills to Get A Man.”

Lynn is also a frequent TV and radio guest and served as hostess of several infomercials for Comcast.

This is one smart and savvy entrepreneur. She opened the first Ben & Jerry’s ice cream store in Sarasota, Florida and turned it into the number 5 store in sales in 10 countries in just one year! She sold it for a hefty profit in two years.
Lynn is no stranger to awards and accolades. She was named the Number 1 in volume as a REALTOR in the COLDWELL BANKER Sarasota office. Her last sale was 6.1 million! It’s no wonder today; she is sought after by real estate brokers to train and motivate their staff and sales team.

Today she continues to deliver common sense with humor as a guest columnist, Keynote speaker and business consultant. Her corporate experience includes: Regional training and development director - J.C. Penney Co., National director of education- Matrix Essentials, and Training and development director- Bristol Myers Squibb.