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Annual HIGHER Ground Women's Leadership Conference 2020

The Grace E. Harris Leadership Institute at Virginia Commonwealth University
Virginia Commonwealth University

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14TH ANNUAL HIGHER GROUND WOMEN'S LEADERSHIP CONFERENCE

*Not Waiting
to lead*

A Virtual Conference Experience



VCU The Grace E. Harris
Leadership Institute

A CENTER IN THE L. DOUGLAS WILDER SCHOOL
OF GOVERNMENT AND PUBLIC AFFAIRS

FRIDAY, NOVEMBER 6, 2020

PRESENTED BY THE GRACE E. HARRIS LEADERSHIP INSTITUTE

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ABOUT THE CONFERENCE

14H ANNUAL HIGHER GROUND WOMEN'S LEADERSHIP CONFERENCE

NOT WAITING TO LEAD

Now, more than ever, women are making significant strides in varied capacities while navigating an ever-changing leadership landscape. Analysis of progress shows that women lead on multiple fronts. They hold more payroll jobs, earn more college degrees, and have made advances in formal leadership roles with representation among elected officials, employment as CEOs of corporations, and service as presidents of nonprofit organizations, reflecting a moment of zeitgeist. In spite of these successes, the reality remains that women experience obstacles in pursuit of the top position. Although female leaders are demonstrating a higher degree of competency, qualifications, and experience, they are still relegated to second place.

Women are shifting the paradigm of leadership conversations by stepping into formal and informal roles, regardless of recognition. They are challenging dominant expectations of what leadership progress and change should look like and shaking up systems of hierarchies that reinforce the status quo. Designed to create space to imagine new leadership models, The 14th Annual HIGHER Ground Women's Leadership Conference will: interrogate why deserved recognition for women's accomplishments is absent from prevailing leadership spaces; explore how to break free of leadership models that undervalue women; and embolden women to take the lead without needing to hold position, ask for permission, or wait for an invitation. Not Waiting to Lead will disrupt the narrative to catalyze the change that demands a future in 1st place.

CONFERENCE SCHEDULE

11:45AM Conference Welcome
and Overview

12:00PM Opening Plenary

1:15PM Stretch Break

1:30PM Workshops and
Interactive Sessions

2:30PM Stretch Break

2:45PM Workshops and
Interactive Sessions

3:45PM Power Break

4:00PM Keynote Address

5:00PM Fireside Chat

6:00PM Adjourn

- KEYNOTE SPEAKER -

K. Renee Horton, Ph.D.

**Space Launch System Quality Engineer
National Aeronautics and Space Administration
(NASA)**



Horton is a compelling and international inspirational speaker who brings her epic personal story, expertise, and incredible personality to each of her award-winning presentations. She is an advocate for diversity and inclusion in Science, Technology, Engineering and Mathematics (STEM), and works diligently in the community for STEM education and STEM outreach. Horton believes in changing the face of STEM. She is the founder of Unapologetically Being, Inc., a nonprofit for advocacy and mentoring in STEM.

She was named a 2019 Louisianian of the year featured in the Louisiana Life magazine. She is honored in a group of nine individuals who stand out in their professions, give back and represent what's best about Louisiana.

She is a native of Baton Rouge, Louisiana and is a graduate of Louisiana State University and with a Ph.D. in Material Science with a concentration in Physics from the University of Alabama, as the first African American to receive this degree. In her day job, she serves as a NASA Space Launch System (SLS) Quality Engineer at Michoud Assembly Facility (MAF) in New Orleans. Throughout her academic career, Horton has received numerous accolades and awards including the Black Engineer of the Year Trailblazer Award in 2011.

In 2016, Horton was elected President of the National Society of Black Physicists (NSBP) as the second woman to hold the office. She has served the physics community abroad as a member of the International Union of Pure and Applied Physics (IUPAP) Women in Physics Working Group and currently serves on several advisory boards dedicated to a more diverse inclusion in physics. In 2017, she was elevated to a Fellow in the NSBP, which is the highest honor bestowed upon a member and in 2018 was inducted into Sigma Pi Sigma, the prestige honor society in physics.

She is the author of Dr. H Explores the Universe, a children's series, Dr. H and her Friends, and Dr. H Explores the ABCs. Horton recently was named the Silver Anniversary Artie Literature Award winner for 2018, from New Orleans Alumnae Chapter of Delta Sigma Theta Sorority Inc, her published works. She is a proud member Delta Sigma Theta Sorority, Inc., as well as the proud mother of three and grandmother of two.

OPENING PLENARY

**NOT WAITING TO LEAD: ADVICE, IDEAS, AND REFLECTIONS
FROM EXPERIENCED LEADERS | 12:00PM**

*Jennifer Boykin, Rita Davis, JD, Carmen Orozco-Acosta, PhD,
Kelli Palmer, PhD, Marjorie Powell, Nancy Kent Smith*

Women are shifting the paradigm of leadership conversations by stepping into formal and informal roles, regardless of recognition. They are challenging dominant expectations of what leadership progress and change should look like and shaking up systems of hierarchies that reinforce the status quo. In this current climate of change, women continue to navigate the dynamic leadership landscape to make significant strides in varied specialties. Join us for our highly anticipated session to learn about these fascinating women and their personal and professional journeys to leadership.



2020 SPEAKER BIOS



PLENARY SPEAKERS

Friday, November 6, 2020



Jennifer Boykin
Executive Vice President and President
Newport News Shipbuilding and Huntington Ingalls Industries

Boykin is president of Newport News Shipbuilding and executive vice president of Huntington Ingalls Industries in Newport News, Virginia. She is the first woman to serve as president of the Newport News shipyard and leads the operations of Newport News Shipbuilding, the largest industrial employer in Virginia. She has responsibility for more than 25,000 shipbuilders who design, build and maintain the world's most complex ships: nuclear-powered aircraft carriers and nuclear-powered submarines. Boykin earned her bachelor's degree in marine engineering from the U.S. Merchant Marine Academy (USMMA) and her master's degree in engineering management from The George Washington University. Boykin is committed to workforce development and is a strong advocate for STEM programs. Additionally, she is a founding member of First 10 Forward and of Old Dominion University's Women's Initiative Network, both aimed at empowering girls and women.



2020 SPEAKER BIOS

PLENARY SPEAKERS

Friday, November 6, 2020



Rita Davis, JD
Counsel to the Honorable Ralph S. Northam, Governor
Commonwealth of Virginia

After graduating from Washington and Lee University, Davis spent three and a half years as a police officer with the Lynchburg City Police Department. After graduating from the University Of Richmond School Of Law, she clerked for the Honorable Richard S. Arnold on the United States Court of Appeals for the Eighth Circuit in Little Rock, Arkansas. Davis joined the Richmond Office of Hunton and Williams LLP, now known as Hunton Andrews Kurth, as a complex commercial litigator. She joined the Office of the Attorney General for the Commonwealth of Virginia as Section Chief for Trials in the Civil Litigation Division. Davis was appointed as Counsel to the Honorable Ralph S. Northam in January of 2018.



2020 SPEAKER BIOS

PLENARY SPEAKERS

Friday, November 6, 2020



Carmen Orozco-Acosta, PhD
Senior Advisor to the President
Community Change

Orozco-Acosta is the Senior Advisor to the President at Community Change, an organization whose mission it is to build the power and capacity of low-income people, especially low-income people of color, to change the policies and institutions that affect their lives. Prior to this role, she served as the Senior Policy Advisor for the U.S. Domestic Program at Oxfam America in Washington D.C., and in Congress on legislative teams, and for the National Hispanic Leadership Agenda (NHLA). Orozco-Acosta's passion for public service started from an early age, and ultimately, she went on to complete her Ph.D. at the University of Notre Dame in the Department of Political Science, where she specialized in race, ethnicity, and politics in the United States. A proud Colombian-Mexican-American, she has always been active in her community, and passionate about increasing the representation of underserved communities.

2020 SPEAKER BIOS



PLENARY SPEAKERS

Friday, November 6, 2020



Kelli Palmer, PhD
Head, Global Inclusion & Diversity and Corporate Citizenship
CFA Institute

Palmer is a strategist and business leader with expertise in ESG (environmental| social| governance); inclusion and diversity; philanthropy; people and systems management; and politics. Her talent for developing strategy and translating it into action have allowed her to serve organizations ranging from institutions of higher education to leading membership organizations and non-profit start-ups. In these roles, she improves business processes and operations; builds policies and procedures; creates and oversees high-talent and diverse teams; and aligns business goals with corporate citizenship opportunities.

2020 SPEAKER BIOS



PLENARY SPEAKERS

Friday, November 6, 2020



Marjorie Powell
Senior Vice President and Chief Human Resources Officer (CHRO)
AARP

Powell is the Senior Vice President and Chief Human Resources Officer (CHRO) for AARP, the world's largest non-profit, nonpartisan membership organization, harnessing the power and passion of almost 2,300 staff members, 60,000 volunteers and numerous strategic partners. Powell joined AARP in 2018 and brought more than 25 years of senior management experience and proven record of success in Human Resources within the private non-profit industry and with complexly structured universities. Previously, Powell served as Vice President at National Public Radio (NPR). Prior to that appointment, Powell served as the CHRO and Associate Vice President at the University of Maryland, Baltimore.

2020 SPEAKER BIOS



PLENARY SPEAKERS

Friday, November 6, 2020



Nancy Kent Smith
Vice President
Media Solutions LLC

Kent Smith is a member of the advisory board of the Robertson School of Media and Culture at Virginia Commonwealth University. She has spent her career in journalism serving as Vice President of News for national broadcast companies including Jefferson Pilot Media and Lincoln media and a Regional News Director for Raycom Media. In that role she has run news organizations throughout the country. She is currently a principal at Media Solutions.



SESSION DESCRIPTIONS

LEADERSHIP CONVERSATIONS: LET'S GET HEARD! | 1:30PM

Sue Ann Hong

In this interactive session, attendees will be invited to have real conversations about the experience of women and women of color in leadership. Have you ever experienced any of these scenarios? You: Share an idea in a meeting and nobody hears you. When someone else says the same idea, it's a great idea OR there's no acknowledgment at all. You: Talk during a meeting and you get interrupted...again. You: Formulate your thoughts and by the time you think about sharing, the meeting has already moved onto the next topic. There are many common scenarios and stereotypes women have to overcome. This session will facilitate discussion, explore what allies can do to help support women and women of color, and provide practical ways to address these challenges and empower women to build their self-confidence.

LIVING BOLDLY | 1:30PM

Tawanda Prince

This interactive workshop empowers women to move forward by "living boldly". Living boldly is for those who are risk takers, visionaries, purpose driven, enthusiastic, fearless, intentional, focused and willing to do the work. This workshop offers strategies to elevate outside of "the box", move beyond toxic people and situations that impede growth, overcome the "fear trap", take authority over self-sabotaging behaviors, identify toxic influences, self-motivate, and how to "talk the talk" that puts their dreams in motion. Furthermore, the session will provide opportunity for open discussion, practical application activities, and Q&A.

SESSION DESCRIPTIONS

BE A LABEL MAKER! | 1:30PM

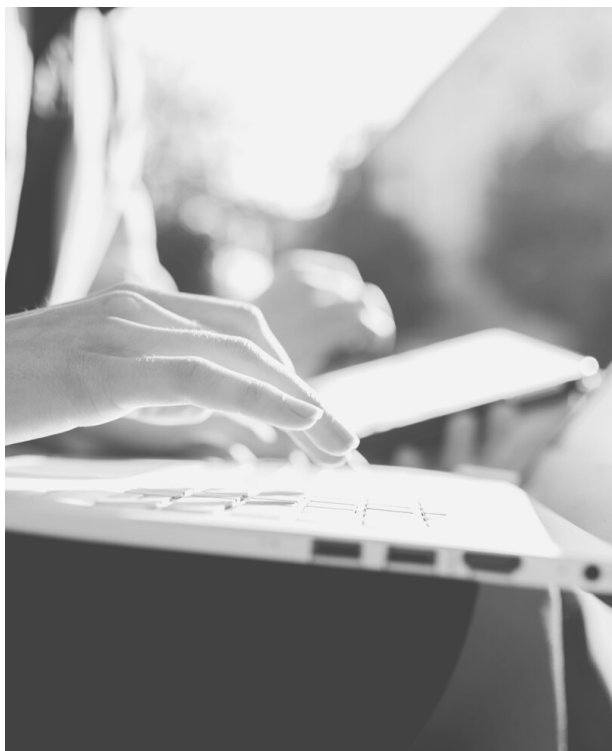
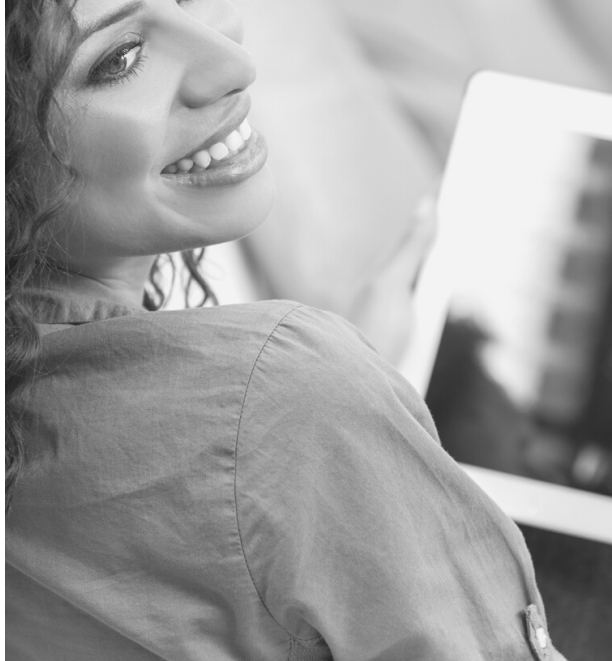
Sasha Gray

Are you a label-maker? Do you apply labels to yourself and allow others to judge you based on those very labels? Discover how to rip those labels off your skin, slather on some self confidence, and remember that you run your empire the way you see fit, you make the rules, you carry the torch, and you light it and put it out when YOU want to.

FROM FEAR TO BRAVE IN 20 SECONDS | 1:30PM

Friderike Butler

Many women are struggling with the invisible grip of fear – fear of failing, fear of not being good enough, fear of rejection. Have you ever been there? Instead of speaking up and sharing your ideas, you doubted yourself and stayed quiet while others seized their opportunities? Deficiency thinking and women’s tendency to play it safe often leads to analysis paralysis and other disempowering behaviors. Over time, this can wreak havoc on your confidence and performance. Thankfully, there are simple ways to combat fear and doubt so you can bravely step into the unknown, promote your ideas, and expand your leadership capacity. During this workshop, attendees will discuss: How to embrace fear so you can see more creative and empowering options; how to formulate an action plan to move from FEAR to BRAVE when it matters most; three simple reframing techniques that can help you think bigger and bolder. Discover how you can take fear on a joy ride rather than letting it take the wheel. Let’s explore how you can exercise your authentic courageous leadership voice wherever you are in your career or in your life.





SESSION DESCRIPTIONS

PRESENTING WITH POWER: AUTHENTIC CONNECTION IN A VIRTUAL WORLD | 1:30PM *Eva DeVirgilis*

Whether you're writing your TEDtalk or conducting an online meeting, being an engaging speaker takes guts - and it always feels scary. In this highly humorous, interactive session, attendees will learn how to write and deliver creative, courageous, and concise presentations on-camera and off. You'll walk away with practical tools, techniques and formulas to activate your leadership potential so you can compel your audience to action every single time.

THE WORLD IS WAITING: THE NECESSARY RISING TIDE OF FEMALE LEADERSHIP | 1:30PM *Dina Scippa*

We now have a forced opportunity to fix the many cracks in our broken systems. The pandemic is prompting us to rethink and rebuild our world. We need women's voices, perspectives, visions, innovations and solutions now more than ever. In this interactive session, attendees will explore examples of women's leadership around the world and consider countless examples of women who have chosen to reject the option of playing it safe and instead, daring to lead. Attendees will learn about the stewardship that women have taken in their communities and the inherent call to action of what women can be thinking about doing in the midst of this global reset. This breakout session will dig deep into the ways that women can lean in and lead in this moment, so that no one is left behind.

SESSION DESCRIPTIONS

THE 5A FORMULA FOR FEARLESS STORYTELLING | 1:30PM

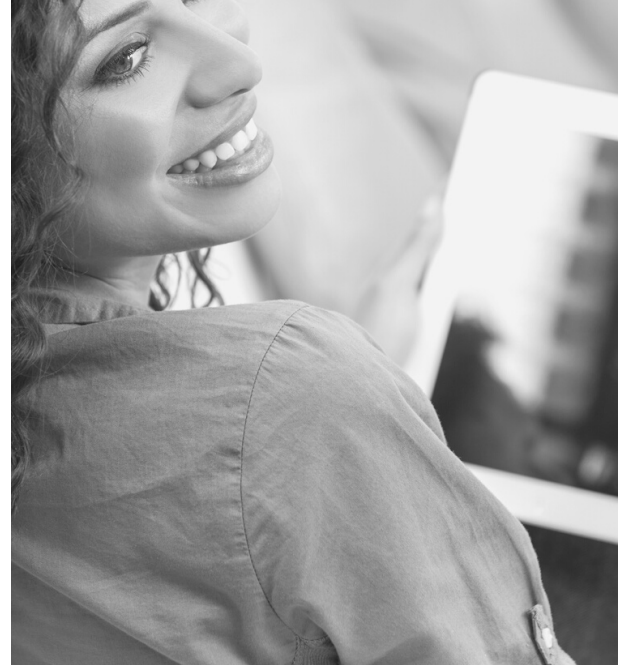
Christina Tinker

This interactive session is designed to empower attendees to create powerful stories to transform fear and shame into courage and power as a woman leader. Attendees will be able to create a consistently powerful personal brand as they leverage the 5A Formula for Fearless Stories™.

DISRUPTION! | 1:30PM

Jodi Hinkle

Every woman's life across the globe has been disrupted. Although it may feel like an unexpected jolt of confusion, upset or fear, perhaps it is an invitation trying to get your attention. Collectively, we face the "unknown" as unexpected circumstances and have allowed the jolt of disruption. Women everywhere have reacted by contemplating their lives, asking themselves different questions, challenging their beliefs, and redefining their happiness. They are emerging as the leaders of their own lives. This session will offer the opportunity to: discover what is in the way of leading your own life; allow the unknown ahead to reveal glimpses of itself to you; and revel in life like you never have before.





SESSION DESCRIPTIONS

EXPLORE BEYOND THE ROUTINE | 1:30PM

Tara Ruttlely

Leaders can be so busy pushing themselves in their daily lives, that they often get swept away by this routine of showing up, giving it all, advancing, and doing it all again. While it may yield professional success (and sometimes it doesn't) there is something missing – the joy of exploration and discovery. Our brains are literally rewired for the better when we try new experiences. This makes it easier for us to adapt to change and build resiliency. Big experiences, small experiences, memory making, revisiting old passions. This session will touch on the fun science behind what the brain does with new experiences (hint: it changes, big time!). Find out how this can help you overcome barriers so that you can meet your full leadership potential. Plus, it helps you live more fully!

THE ENERGY OF THOUGHT: RESILIENCY | 2:45PM

Penny Zenker

The energy of your thought impacts your outlook, mood, behavior, ability to recover, communication and ultimately your happiness and meaning of life. This interactive session will cover how to manage the energy of thought through becoming comfortable with uncertainty, external and internal pressures and create strategies for recovery. Attendees will explore how to create balance, emotional intelligence and objectivity, understand their reactions to stress and external pressure, and learn how to eliminate and reduce stress with four simple tricks that can be applied immediately.

SESSION DESCRIPTIONS

KNOW YOUR WORTH | 2:45PM

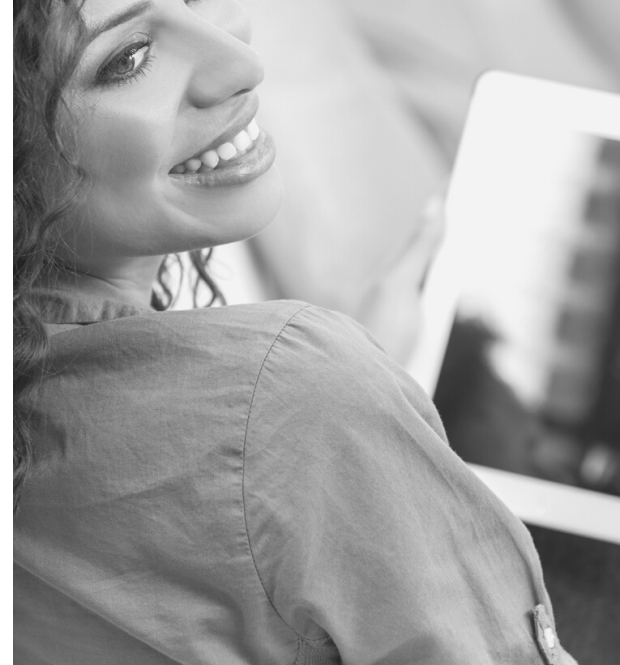
Anne Laguzza

Before you can lead without waiting, you need to Know Your Worth. This is about more than asking for your next raise. It's about taking control of your career trajectory. During this interactive session, you will gain transformative insight into defining your worth by completing a proven five-step process. You will leave confident about your worth, armed with a process to communicate it to get what you deserve and ready to lead regardless of your position within your organization. Know Your Worth is a universal topic and relevant for anyone trying to elevate their role within an organization.

HOW HIGH CAN YOU GO? QUESTIONS THAT ELEVATE YOUR LEADERSHIP | 2:45PM

Carole Stizza

If your head hurts from hitting the perceived glass ceiling or you're just not into the stress or struggle you've heard it takes to move up - this is a method worth learning. Don't wait to lead and don't lead like men. Women are uniquely positioned to be exceptional leaders because we bring our whole self to work and nurture the same for others. Learning how to create meaningful discussions using a unique framework of questions will position you to easily face obstacles, problems, and challenges as well as provide clear, recognizable, and meaningful information to those who lead. This session is designed to help people get curious about where they can go in their career by revealing a way to communicate more effectively, more thoughtfully, and more like themselves.





SESSION DESCRIPTIONS

THE TIME IS NOW TO SERVE OUR LATINX/ IMMIGRANT/SPANISH-SPEAKING COMMUNITY (EL TIEMPO ES AHORA PARA SERVIR A NUESTRA COMUNIDAD) | 2:45PM

Cristina Ramirez

This interactive session will engage attendees in considering the communities they serve and to consider which communities they have yet to serve and how best to begin laying the foundation for outreach, customer service, and delivery of services. The intended audience is anyone working in a nonprofit or government agency who serves diverse patrons. Takeaways will be tips, techniques, and best practices.

LIVING YOUR LIFE ON PURPOSE | 2:45PM

Cheryl Roberts

This interactive session is for women at all career levels. It does not matter what point you are at in your career, you need to focus on developing good leadership skills. If you are well into your career, you need to know how to get the most out of your career through key actions. If you are just starting, then you need to learn to take actions to help ensure you are developing into a viable leader. At the end of the session attendees will have an understanding that they are the designer and executive of their own career; understand the value of having a clear vision, strategic action plan, key relationships and adhering to self-care as it works towards have a balanced and abundant life; have learned from other attendees; and understand that having a career path can be a fun, ever-learning, and viable experience.

SESSION DESCRIPTIONS

BUILDING YOUR BUDGET AND CREATING A PLAN FOR FINANCIAL EXCELLENCE | 2:45PM

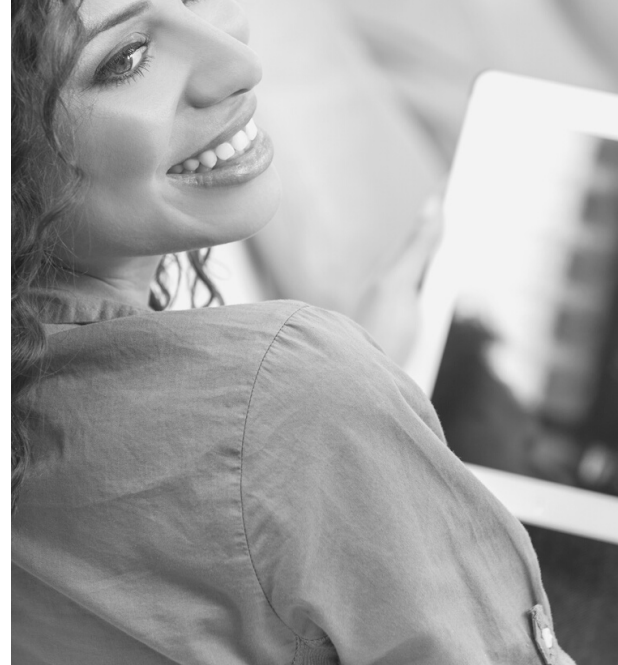
Tamica Goode

This interactive session will provide a step-by-step demonstration on how to set up a budget to track income and expenses from paycheck to paycheck and introduce tools that will help clarify the most effective ways to pay down debt and to save for financial goals. Attendees will be introduced to tips and resources on how to save money and plan for financial freedom while shopping for needs and caring for families.

UNLOCKING LEADERSHIP POTENTIAL THROUGH UNDERSTANDING THE IMPOSTOR PHENOMENON | 2:45PM

Susan Hahn

This interactive session will impart knowledge about the Impostor Phenomenon (IP) and how to successfully move through it to become a confident leader. The session will begin with three primary questions: What is IP? What percentage of leaders experience IP? What are strategies proven to reduce IP symptoms? Attendees will learn what IP looks and sounds like from leaders in multiple industries through recent stories by leaders and explore the impact of ignoring or addressing IP. The session will introduce two specific strategies and tools to address IP: the 10 IP questions and the inner coach tool.





SESSION DESCRIPTIONS

HAVE A VOICE, NOT MERELY A SEAT AT THE TABLE: POWERFUL STRATEGIES TO AMPLIFY YOUR IMPACT | 2:45PM

Sharon Delaney McCloud

In group settings, men are 75% more likely to speak up than women. And when a woman does speak up, it's statistically probable that her male counterparts will either interrupt her or speak over her. What does this mean? It means, even in the professional world today, if you're not ready to fight to be heard through ally-building strategies, your potential could be silenced. This engaging, actionable session will offer strategies and tactics to amplify your voice figuratively (and literally) and hone your message to make certain that your voice is heard - so that you truly have a voice, and not just a seat, at the table. Attendees will learn: ways to amplify your voice, both figuratively and literally; message development tactics to strengthen your communication; and understanding how body language and vocal delivery affect your overall communication.

THE OTHER SIDE OF THE LEADERSHIP COIN: FOLLOWERSHIP | 2:45PM

Toni Armstrong

"Athlete experience" is a huge focus in modern day American collegiate athletics, and is beginning to hold as much, if not more, weight than an athlete's or team's performance. With this new emphasis on athlete wellbeing, coaches are even more motivated to employ healthy leader/follower dynamics. This presentation will examine what healthy followership should look like, why follower-centric spaces perform better, and how you too can foster healthy followership in your life.

2020 SPEAKER BIOS



SESSION SPEAKERS

Friday, November 6, 2020



Toni Armstrong, MEd

Consultant, Performance Leadership

Armstrong enters the leadership space with a background in club and collegiate coaching (in the sport of swimming), she earned her Masters in Experiential Education (which means she loves teaching by doing) and has created courses on Leadership for The Stanford Leadership Academy at Stanford University. Armstrong has taught for many of the top swim collegiate swim programs in the United States, is the Leadership Expert for Olympian Kara Lynn Joyce's LEAD Sports Summit and LEAD Sports Academy and is a peer reviewed published researcher on Leadership. Get ready for some fun because Armstrong is known for her energetic, engaging, and interactive teaching style.



Friderike Butler, PCC, MS ODKM

Principal Executive Coach, Strategic Resolution Experts Inc.

Butler is the principal executive coach at Strategic Resolution Experts Inc. (SRE), a woman-owned government contracting firm dedicated to the betterment of the world through the support and development of resilient, compassionate and courageous leaders and their teams. Butler has delivered executive coaching and OD consulting services to NASA, FDA, FEMA and Fortune 500 companies. Butler earned a Master's degree in Organizational Development and Knowledge Management and a Bachelor's degree in Cross Cultural Management and Communication from George Mason University. She is a graduate of the Transformational Leadership coaching program at Georgetown University. When she is not engaged in leadership conversations, she enjoys her family, traveling, and exploring nature underwater.



Eva DeVirgilis

Playwright, Actor, Speaker

DeVirgilis is an award-winning playwright, actor, speaker, and vocal advocate for the empowerment of women and girls globally. Her research on 21st century beauty standards has taken her around the world and was the catalyst for her critically acclaimed one-woman-show In My Chair. With close to a million views, her TEDx talk on self-acceptance was named by HER Magazine as one of their "Top inspirational TED Talks to help you change your life." In addition to speaking engagements around the globe you've also seen her in roles on TV such as Law & Order: Criminal Intent.



Tamica Goode, CPA, MBA

Owner, Goode Coaching and Consultation Services, LLC

Goode is a Certified Public Accountant who specializes in budgeting and personal finance. She has over 25 years of experience in budgeting, accounting, and finance in variance business segments. Her passion is helping women fulfill their goal of financial freedom through budgeting, saving, paying off debt, investing and making their financial dreams become a reality. Goode earned a Bachelor of Science degree from the University of Virginia and a Master of Business Administration from Darden.

2020 SPEAKER BIOS



SESSION SPEAKERS

Friday, November 6, 2020



Sasha Gray

Coach, Author, Speaker

Gray is a speaker, writer and Certified Master Life Coach and Business Coach. She encourages women to be self-confident and showcase their talents and skills both personally and professionally. Gray is passionate about living life to the fullest extent and not allowing fear to keep her away from her next big adventure. She takes the 'if only' parts, turns them into 'yes' and 'why not?' and shows women how to make getting past the negative mindset a normal, everyday occurrence.



Susan Hahn

Founder & President, Swan Consulting Group, Inc., Adjunct Faculty Johns Hopkins University

Hahn has owned an executive consulting and coaching firm for 18 years, prior to which she served as VP & COO in a large behavioral health system. Offerings include executive & physician leadership coaching, workplace mediation, and training. Hahn also serves as adjunct faculty at Johns Hopkins University. In 2018 she was one of 50 winners of the CEO Report's Mid-Atlantic Women's Leadership Award. In 2017 she was inducted into the Top 100 Women in Maryland (Daily Record). Hahn is a master facilitator and her firm, Swan Consulting Group, is a distributor of Everything DiSC and The Five Behaviors; published by Wiley.



Jodi Hinkle

Founder, HerQuest.Net

Hinkle is the Founder of HerQuest. HerQuest service lines include Individual Coaching, Personal Discovery Workshops, Digital Courses, Retreat Venues, Guided Journeys and Adventure Travel. Hinkle guides women through transitions by reacquainting them with the guidance of their personal emotions by embracing the value of the unique personal journey that led to their "now." HerQuest mission is to guide women to free themselves from perceived limitations and how to foster the life they want. Her business alliance model weaves customer engagement with unique blends of products and services and leverages a strategic outreach plan where each business owner achieves new heights.



Sue Ann Hong

President & CEO, Center for Asian Pacific American Women (CAPAW)

Hong is the President & CEO of the Center for Asian Pacific American Women (CAPAW). Hong has over 28 years experience in Data Processing, Diversity & Inclusion, Corporate Business & Technology Portfolio Management and P&C Auto Claims. Hong infuses the philosophy of building trusting relationships, collaborating and bringing people together to achieve common goals. Hong's goal is to support CAPAW's vision to build Whole Person Leaders one person at a time. She graduated from the University of Kansas with a BSB in Business Management and earned a MBA from Western Michigan University. She is also a certified Life Coach (CLC).

2020 SPEAKER BIOS



SESSION SPEAKERS

Friday, November 6, 2020



Anne Laguzza

CEO, The Works Consulting

Laguzza is the CEO of The Works Consulting (TWC). She transitioned from reporting to the CEO to becoming a CEO. Laguzza has diverse experience and extensive industry knowledge in nonprofit and for profit organizations which has made her a subject matter expert, speaker, and performance coach for front line leaders and CEOs. Prior to founding TWC, Laguzza served in several HR and training management roles for a Fortune 500 company, entertainment start-up and nationwide retailer. Laguzza has taught university level HR and management courses and volunteers to teach interviewing skills to adults seeking re-entry into the workforce.



Tawanda Prince

Author, Speaker, and Coach

Prince is a published author, dynamic conference and retreat speaker, teacher, mentor and life coach. As a visionary, she is on a mission to empower women to “catch the vision” and move beyond their comfort zone to the possibility zone of the good life. Her professional profile includes a diverse background of teaching, writing, leadership and communication. Prince earned a Bachelor of Arts degree in English from Hunter College and a Master of Arts in Teaching degree from Bowie State University. Additionally, she completed certification as a Life Breakthrough Coach at Life Breakthrough Academy. Prince is the author of five books.



Sharon Delaney McCloud, CDE®

VP of Professional Development, Walk West

McCloud is an Emmy Award-winning broadcaster, TEDx Speaker, Certified Diversity Executive CDE®, agency owner, Olympic Torch Bearer, and author who helps leaders & teams improve communication and build resilience to drive business results. She works with C-Suite executives and emerging leaders at global organizations on developing their message and delivering it with confidence and impact. McCloud spent 20 years as a television journalist covering everything from NASA to politics to the Super Bowl at stations across the country. She has been featured in numerous publications and is a co-author of the book, *Keep Going, Memoirs of Strength, Courage & Perseverance*.



Cristina Dominguez Ramirez, MPA, MSLS

Professor & Library Manager, Henrico County Public Library

Ramirez currently serves as adjunct professor of Library & Information Studies at ODU and Library Manager of the Henrico County Public Library and the Varina Area Library. She is a published academic author, writer, national speaker and presenter as well as a doctoral student in Educational Leadership at University of New England. Ramirez has been teaching, presenting, and speaking on issues of Diversity, Equity, and Inclusion in Libraries and government services for over a decade. Currently she serves as one of the Commissioners for the Richmond Human Rights Commission and the Board of the Richmond Young Writers.



2020 SPEAKER BIOS

SESSION SPEAKERS

Friday, November 6, 2020



Cheryl Roberts

Deputy of Program and Operations, Department of Medical Assistance Roberts is a results driven leader with over 25 years of experience directing programs, operations and staff. Roberts is currently the Deputy Director of Programs and Operations at the Department of Medical Assistance Services. In her role she provides executive level leadership and direction for several programs and speaks frequently at conferences and meetings. Previously, she served as an officer with Medicaid plans and commercial plans. Roberts received her Juris Doctorate from Rutgers University School of Law.



Tara Ruttle, PhD

Associate Chief Scientist, NASA

Ruttle is currently the Associate Chief Scientist for Microgravity Research at National Aeronautics and Space Administration (NASA) Headquarters in the Office of the Chief Scientist. She pursued her BS degree in Biology and an MS in Mechanical Engineering from Colorado State University and began her career at NASA at the Johnson Space Center in 2001. While working as an engineer, she concurrently pursued her PhD in Neuroscience and then joined the ISS Program Science Office. Ruttle has also recently completed a MA degree in Anthropology-Archaeology from the University of Houston and has authored publications ranging from hardware design to neurological science, and also holds a U.S. utility patent.



Dina Scippa

Founder and CEO, Enough Labs

Scippa is the Founder and CEO of Enough Labs, Certified Coach and Mentor and speaker. Prior to launching Enough Labs, she spent seventeen years in the international development sector, most recently as a gender and social inclusion adviser. She has traveled the world advising projects on how to reach women and girls more equitably. Scippa has over 20 years of professional experience. She received a Master's degree in Gender and Development and a Bachelor's degree in International Relations and Economics. She has published extensively on issues related to women's leadership, gender roles and cultural norms, and barriers to participation and advancement.



Carole Stizza, ACC, SHRM-SCP

Executive Leadership Coach, Relevant Insight

Stizza is an Executive Leadership Coach, Senior HR Professional, and a Strength Strategy Specialist. She coaches professionals to help them gain clarity on what they want, get recognized for their valued experience, and reap the rewards of increased influence, visibility, and pay. Stizza currently coaches executives in the IT, marketing, non-profit, and government space. She is a contributing author in *Compassion @ work* (2017) and *Coach Wisdom Vol 1* (2019). Stizza holds a Master's in Industrial-Organizational Psychology.

2020 SPEAKER BIOS



SESSION SPEAKERS

Friday, November 6, 2020



Christina Tinker

Keynote Speaker, Workshop Facilitator, Corporate Storyteller & Courage Cultivator™

Tinker is a keynote speaker that leverages her extensive corporate experience combined with her transformative personal experience to show us how our authentic human stories hold the power to transform our organizations into cultures of infinite possibility. She guides women leaders to become passionate courageous cultivators and authentic storytellers who can create inclusive and innovative corporate cultures to drive incredible business results. Tinker's business leadership experience is both vast and varied, spanning almost two decades and includes firms like IBM and Gartner. She is a graduate student at George Washington University where she explores organizational leadership and learning.



Penny Zenker

Speaker, Coach, Author

Zenker is an international speaker, business strategy coach, and best-selling author. Zenker is one of America's leading experts in the psychology of productivity to eliminate distraction, perfectionism, and self-sabotage to maximize results in every area of your life. Her engaging, inspiring interactive talks teach people to think and act more strategically. Zenker has been featured on NBC News, Forbes, Inc, ESPN, and Wharton Business Radio among others. Her book *The Productivity Zone* was an Amazon Best Seller and her TEDx, "The Energy of Thought", has gained attention around the world.



2020 COACHES

Friday, November 6, 2020



Debbie Carter

Executive Director, 2LIVEDaily

Carter is a certified Life & Leadership Coach and nonprofit Founder. Carter is focused on helping women executives flourish and thrive in life and business. Her assignment is to be a change agent to women desiring to find, birth & walk in their purpose/passion. Organizations use Carter to assess, plan & execute operations related to leadership, organizational structure, strategic planning and more. Carter reframes limiting beliefs, eliminates doubt, and provides customized techniques for women to win. Her nonprofit organization, 2Live Daily, focuses on helping families support members challenged with mental health imbalances.



Kanya Ford

Certified Clinical Sexologist, Love & Intimacy 101, LLC

Ford, owner of Love & Intimacy 101, is nothing short of the definition of a go getter! She firmly believes, "It's not about where you begin, it's about where you are that matters". The last 15 years has been full of the building blocks that would lead to the business woman that she has turned out to be. Right after she finished her Master's degree, she landed her dream job as a Human Resources manager for a global company. As of June 2018, Ford was certified as a clinical sexologist taking her passion for helping people to a new height.



Jodi Hinkle

Founder, HerQuest.Net

Hinkle is the Founder of HerQuest. HerQuest service lines include Individual Coaching, Personal Discovery Workshops, Digital Courses, Retreat Venues, Guided Journeys and Adventure Travel. Hinkle guides women through transitions by reacquainting them with the guidance of their personal emotions by embracing the value of the unique personal journey that led to their "now." HerQuest mission is to guide women to free themselves from perceived limitations and how to foster the life they want. Her business alliance model weaves customer engagement with unique blends of products and services and leverages a strategic outreach plan where each business owner achieves new heights.



2020 COACHES

Friday, November 6, 2020



Carol Maloney-Scott

Career Happiness Coach, Career Happiness Map Coaching

Maloney-Scott is the founder and CEO of Career Happiness Map Coaching, a practice dedicated to helping professional women who feel stuck in the wrong career create a path to a happier and more fulfilling work life. She holds an MS degree in Career Development, has over 20 years of experience in corporate and agency talent acquisition recruiting, training and coaching, and is a Certified Career Coach (CCC) with the Career Coach Institute (CCI).



Ayanna McMullen

Organizing Consultant & Productivity Coach, Harmony Organizing

McMullen is a personal, business, and community (PBC) Consultant & Coach coach. Her company Harmony Organizing provides organizing, development, and productivity solutions to individuals, small businesses, and community organizations with social missions. In 2019 McMullen founded The Network Incubator - a creative think tank for business ideas where entrepreneurs, creatives, and professionals develop real strategies for an idea or challenge within a dynamic group setting. McMullen has a Master's degree in Public Administration from Virginia Commonwealth University and over 15 years of experience in the organizing, administrative and educational fields.



LaShawanda Moore

Business Strategist, Transformational

Moore is the founder of Elevate Success™, LLC, and franchise owner of Launch Entertainment Park. Moore works with entrepreneurs and organizations to take what seems to be an insurmountable experience, and lead them to extract valuable results that improve their bottom line. She also uses her authenticity and passion to help personal coaching clients go from feeling insignificant and undervalued to respected and recognized assets in their family, work and community. Own Your B.O.L.D. Factor™ is just one of the many successful tools she employs in coaching others to unlock their potential.



2020 COACHES

Friday, November 6, 2020



Laura Phelps

Professional Certified Coach, Phelps Coaching

Phelps is a passionate and versatile Professional Certified Coach (PCC) who supports people to create positive, lasting change and lead more fulfilling personal and professional lives. After a long-term career in higher education administration, her enthusiasm for human development and helping people realize their potential triggered her decision to change careers and dedicate herself fully to leadership development, career and life coaching. Phelps attended George Mason University where she received a M.S. in Organization Development and Knowledge Management and a Certificate in Leadership Coaching for Organizational Performance.



Rita Ricks

Spiritual Business Coach, Rita Ricks, LLC

Ricks is unlike any other person on the speaking circuit because she coaches everyone in her view. Her wisdom, wit, energy, and encouragement are the catalysts to inspire her listeners to renew the person within. She speaks to your spirit by sharing her own life experiences. Ricks is a Spiritual Business Coach, Inspirational Speaker, host of SPEAKING TO YOUR SPIRIT on Amazon Prime, Award winning Business Facilitator, Award winning Entrepreneur and the author of two books. Ricks has been in business 35 years and her personal mantra is "What You Do Today, Forms Your Tomorrow".



DeKesha Williams

Virtual COO, Vizion Enterprise

Williams, known as the Virtual COO, Business Strategist, and Leadership Development Trainer, is the CEO of Visions Enterprise. Visions Enterprise helps clients with business expansion and infrastructure development. Williams leverages over 20 years of experience in retail management to help other entrepreneurs develop practical business strategies that include: solutions to increase profitability, strategies to increase foot traffic, brand development and more. In addition to her many years of experience, Williams holds a B.A. degree in Fashion Merchandising and a M.B.A. degree in Finance.



VCU

The Grace E. Harris
Leadership Institute

*A center in the L. Douglas Wilder
School of Government & Public Affairs*

2021 HIGHER GROUND WOMEN'S LEADERSHIP DEVELOPMENT PROGRAM

The HIGHER Ground Women's Leadership Development Program is a five-month leadership development experience for current and emerging women leaders who are committed to investing in themselves and their organizations. The program is designed to benefit women at all career levels in public, private, nonprofit, and entrepreneurial positions. Training opportunities promote personal and professional growth through leadership development, education, coaching, and networking. By engaging in intellectual and experiential workshops, participants learn key principles aimed at enhancing their leadership styles to help them successfully leverage opportunities for advancement.

2021 Program Dates

February 4-5 | March 4-5 | April 8-9

May 6-7 | June 3-4 | June 18

November 2021 | 15th Annual HIGHER Ground
Women's Leadership Conference

APPLY TODAY!

APPLICATION DEADLINE: NOVEMBER 15, 2020

FOR MORE INFORMATION:

VISIT GEHLI.VCU.EDU OR CALL 804.827.1169

As a participant, you will:

- Investigate your leadership style through assessment instruments and explore aspects of personality and behavior in areas such as problem solving, decision-making and communication styles to increase self-awareness
- Enhance your self-awareness of personal leadership styles and strengths
- Expand your experiential and intellectual analysis of the process of leading through a series of intensive and interactive sessions
- Develop skills and methods to engage and understand leadership
- Increase your skills and abilities to gather and utilize feedback
- Gain greater effectiveness in communication and collaboration
- Obtain broader insights into processes of leading in diverse arenas
- Create a clear vision for self and organization
- Strengthen your performance capabilities as agents of change
- Grow in confidence and comfort in leadership roles



HIGHER Ground applies the leadership principles of the Institute and is based on contemporary research and practice in leadership. HIGHER Ground has been extremely successful in addressing the following priorities since its inception in 2001:

Reflective Practice. Participants receive tools to uncover their own leadership styles and improve leadership skills, behaviors, competencies, and practices through personal development and feedback. Focusing on self-discovery, participants complete a series of intensive leadership assessments, including personality style inventories and a comprehensive 360-degree feedback survey.

Collaborative Leadership. Participants are guided through a broad understanding of the nature and scope of shared leadership processes and will learn effective strategies for creating and managing high-performance work teams in their organizations.

Self-Identification as a Leader & Change Agent. Participants will receive tools to help them become more effective and impactful in their overall leadership abilities. They will learn to identify their unique strengths and confidently utilize them in leading. They are equipped with tools to more effectively communicate, collaborate and manage conflicts among diverse groups.

Authenticity & Well Being. Participants explore their ability to connect authentically with the thoughts and feelings of themselves and of others, in order to motivate and inspire movement toward desired outcomes and influence positive well-being.

Program Fee. The program fee is \$1800 and may be paid by either a sponsoring organization or the individual.

Continuing Education. Participants qualify for 8 Continuing Education Units (CEUs) for full program participation.

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Love & Intimacy 101, LLC - Richmond, VA

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the Tides Inn - Irvington, VA

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VA Visit Norfolk - Norfolk, VA

Waterside Marriott - Norfolk, VA

ABOUT THE INSITUTE

The Grace E. Harris Leadership Institute was established in May 1999 by the Board of Visitors at Virginia Commonwealth University in honor of Grace E. Harris, Ph.D., upon her retirement from the position of provost and vice president for academic affairs. Harris served the university for more than 40 years in the roles of faculty member, dean, vice provost, provost and vice president for academic affairs, and acting president, becoming the highest-ranking woman and highest-ranking African American in VCU's history. Following her retirement as provost, Harris served as a distinguished professor in the Center for Public Policy and led the Grace E. Harris Leadership Institute. The Institute develops and implements programs based on principles of collaboration and partnership. Other unique features include its strong theoretical grounding in the concept of transformational leadership, its commitment to long-term relationships with clients and participants, and its focus on leadership in academic and community settings. The Institute also conducts research and disseminates knowledge on the best practices in leadership.



Looking forward to next year's event?

***Save the date for the
15th Annual HIGHER Ground
Women's Leadership Conference***

Friday, November 5, 2021

**For more information,
visit gehli.vcu.edu**



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