



**AUGUST 5, 2025**

a unique opportunity for women professionals to come together, share insights and experiences, and network with others who are like-minded

**Breakfast Reception & Registration at 8:30 AM**



**OWN YOUR SWAG**

**9:00 AM**

**Mimi Brown, Leadership Coach, and Motivational Speaker**

**Shadows Ballroom**

In this high-energy, engaging, and practical session, Mimi pulls back the curtain on how to successfully develop and convey a strong, authentic, and memorable personal presence—while effectively persuading and positively influencing others.

**Concurrent Sessions 10:45 AM - 11:35 AM**



**LEAD FROM WITHIN: EMOTIONAL INTELLIGENCE  
AS YOUR LEADERSHIP SUPERPOWER**

**11:45 AM**

**Lisa Goyette & John Ball, Co-Founders, CH Training & Coaching**

**Shadows Ballroom**

What sets great leaders apart isn't just skills or strategy, it's emotional intelligence (EQ). Learn how to lead with heart and strength, navigate setbacks with grace, and build cultures where women support women. You'll leave with fresh insight and tools to elevate your leadership while staying true to yourself.

**Concurrent Sessions 1:15 PM - 2:05 PM**



**TECH TOOLS FOR SERIOUS SELF CARE**

**2:15 PM**

**Beth Z – Your Nerdy Best Friend, Author, Speaker, Nerd**

**Shadows Ballroom**

In the insanity of today's world, you're busier than ever with deals, kids, health checks, high stress, and exhaustion. Join Your Nerdy Best Friend Beth Z for a nerd's take on self care. You'll discover resources to help you overcome stress and overwork.

**Champagne & Charcuterie Networking Mixer at 3:15 PM**

*Psst! Plan to stay for fun evening activities!*

# Concurrent Sessions

10:45 AM - 11:35 AM

## REWIRING FOR RESULTS: BREAKTHROUGH HABITS OF HIGH-ACHIEVING WOMEN

**Michelle Steffes, CPLC, CPC, CEO and Founder, IPV Consulting**

Kedzie C

Do you seek to eliminate self-sabotage, sustain peak mental and emotional states, and drive superior outcomes both personally and professionally? Cultivating transformative habits that lead to influence and high achievement is a key determinant of success—powering individual excellence and propelling high-performing teams. During this impactful, engaging session, Michelle will reveal how to manage and conquer both inner and outer saboteurs that hamper energy, clarity and drive. You will be given immediate and practical applications to reframe and rewire old mindsets and patterns that keep you feeling stuck, burned out and defeated.

## PRESENCE, POLISH, AND POWER: ELEVATING YOUR PROFESSIONAL IMPACT

**Jodi Schafer, SPHR, SHRM-SCP, Owner, Human Resource Management Services**

Kedzie AB

Success in today's workplace isn't just about what you know—it's about how you show up. In this dynamic session, Jodi Schafer, SPHR, SHRM-SCP, will share practical, actionable strategies to help women at all career stages strengthen their executive presence and make a lasting impression. From professional attire and confident communication to body language, tone, and polish, Jodi will cover the essential elements that shape how you're perceived and how you influence. Whether you're leading the boardroom or supporting it, this session will help you bring your full professional power to every interaction.

## IN HER OWN WORDS: JOURNEYS & LESSONS FROM WOMEN LEADERS

**Panelists:** Jennifer Dickie, CAE, CMP, President/CEO  
AMR

Nichole Fisher, CMP, Executive Director  
mParks!

Lemon Tree Room

JILL Sokacz, CAE, President & CEO  
Michigan Trucking Association

**Moderator:** Jean Jernigan, CAE, CMP, IOM, President  
Auburn Hills Chamber of Commerce

Join an inspiring panel of accomplished women leaders in the association industry as they delve into their unique career trajectories—from early ambitions to pivotal turning points. Panelists will share candid stories about overcoming challenges, seizing opportunities, and navigating career transitions. Through a moderated conversation, you'll hear valuable insights on decision-making, strategic risk-taking, leadership development, and achieving work-life integration. Whether you're building your leadership path or mentoring the next generation, this session offers authentic perspectives and practical guidance for women advancing in their careers. Join us in celebrating voices of wisdom, resilience, and vision—because when women share their stories, we all grow.



# Concurrent Sessions

1:15 PM - 2:05 PM

## COURAGEOUS CONVERSATIONS: TOOLS FOR SPEAKING UP, SETTING BOUNDARIES & LEADING CHANGE

**Lisa Goyette & John Ball, Co-Founders, CH Training & Coaching**

Kedzie AB

How do you speak truth to power or handle hard conversations with empathy and clarity? Whether addressing microaggressions, giving difficult feedback, or navigating team dynamics, communication can make or break a leader's impact. In this interactive breakout, John Ball and Lisa Goyette will equip you with proven frameworks and language to advocate for yourself and others, foster psychological safety, and lead culture change one conversation at a time.

## MONEY MOVES: FINANCIAL EMPOWERMENT, SALARY CONVERSATIONS & WEALTH BUILDING

**Sarah Jennings, CPA, CFE, CAE, Principal, Maner Costerisan**

Kedzie C

Financial confidence is a cornerstone of professional success—but too often, women are under-informed or under-prepared when it comes to navigating money matters. In this eye-opening session, a CPA from Maner Costerisan will break down what every woman should know to take charge of her financial future. From negotiating salary and benefits with confidence to building long-term wealth through smart financial planning, you'll gain tools to strengthen your financial literacy and decision-making. Whether you're managing a household, a team, or an organization, you'll leave this session more empowered to make your money work for you.

## REAL TALK WITH RISING WOMEN LEADERS

**Panelists:** Jacquelen Timm, CAE, Director  
Kelley Cawthorne

Lemon Tree Room

Brandi Tribell, CMP, Senior VP  
Michigan Beer & Wine Wholesalers Association  
Melissa Aldrich, CAE, CMP, IOM, Director of Events & Learning  
National Association of College & University Food Services

**Moderator:** Kimberly Way, Chief Experience Officer, Michigan Works! Association

Advancing in association leadership isn't always a simple process—it's often a careful balance of working strategically with senior leaders, learning as the job evolves, advocating for yourself and the members you serve, and navigating an ever-growing workload. During this engaging panel of rising women leaders, you'll hear firsthand from association professionals who are finding focus and success despite competing demands. Panelists will share stories and strategies, and a moderated Q&A will give participants the opportunity to ask their own questions to tap into the collective wisdom in the room. You'll leave with renewed confidence, actionable advice, and a powerful sense of connection.

