



THE

NEXT >

SEVENTH ANNUAL

# Women in Business CONFERENCE

CHAPTER

JUNE 13, 2024

9:00 am to 2:00 pm

NIU Center | Naperville, IL

## AGENDA – Subject to change

- 8:30am – 9:00am **REGISTRATION & NETWORKING**
- 9:00am – 9:15am **WELCOMING REMARKS** – Laurie Silvey, Pres. Center for Business Mgt., IL Chamber of Commerce
- 9:15am – 10:00am **STRIKE THE RIGHT BALANCE**  
**Elaine Hand, Owner, InnerView Inc.**  
*Have you ever heard of Nature vs Nurture...okay – not the Wikipedia definition. The one that represents who you are from your core beliefs to your learned beliefs, to the changed beliefs. Is it possible to change who I am...in some ways, in all ways, or not at all! Who we are is made up of old and new ways we think, behave, and show our emotions. It's called the Right Balance of ME! Just how does that work? Let's see if we can work through this both in theory and some fun stuff!*
- 10:00am- 10:45am **IF I COULD DO IT ALL OVER AGAIN, THINGS I WOULD TELL MY YOUNGER SELF - Panel Discussion**  
**(Moderator) – Denise Schoenbachler, Ph.D., Interim Dean, Northern Illinois University College of Business**  
**Panelist – Sheri DeShazo, President, Advocate Sherman Hospital**  
**Panelist – Dr. Nakia Hall, Leadership Coach & Owner, Next Level Core Solutions**  
**Panelist – Anna Haghooie, Managing Director, Valtruis, Operating Partner, Welsh Carson, Anderson & Stow**  
The panel will be discussing their personal experiences, both positive and negative, and sharing their thoughts and perspectives on what they have done well and what they wish they could have done differently. The panelists will provide valuable insights into navigating different stages of life, inspiring us to reach our full potential.
- 10:45am – 11:05am **NETWORKING BREAK**
- 11:05am-11:50am **NEGOTIATION TACTICS TO HELP YOU WIN IN EVERY SITUATION**  
**Andrea Beach, Life Unleashed**  
*When should you speak and what should you say for the most leverage? Learn how to get the other party to open up and divulge their real feelings & situation; Perspective shifting; How to diffuse an emotional opponent; Beware of Tit-for-Tat; Common Trip-Up Mistakes*
- 11:50am – 12:10pm **NETWORKING BREAK and LUNCH**

- 12:10pm – 12:40pm      **THREE SIMPLE CHANGES TO IMPROVE YOUR LONGEVITY**  
**Ashley Davis, Stronger Together**  
*What should you focus on to improve your health and in turn improve your health longevity?* This discussion will center around three areas to focus on to do just that. Who wants to be the women in a walker at 75? No-One. These simple changes will help keep you upright and walking on your own for your whole life.
- 12:40pm – 1:10pm      **BECOMING A FUTURIST**  
**Maria Pinto, Owner and Designer, Maria Pinto Designs**  
*How can you look ahead to the needs of your customer?* Navigating the times before, during and post-pandemic era, Maria Pinto's work beautifully celebrates women in all seasons of their lives while championing themes that are important to us all – community, convenience and sustainability.
- 1:10pm – 1:50pm      **WHAT IS YOUR LEADERSHIP TYPE? A BARRIER-BREAKING APPROACH TO EMPOWER THE LEADER WITHIN**  
**Laura Bernard, Founder, Behavioral Marketing Expert, Speaker, Author, BREAKTHRU Brands**  
*Are you ready to embark on a transformative journey that will empower you to lead authentically and effectively, break through barriers, and inspire change?* In this interactive session facilitated by the visionary Founder of [BREAKTHRU Brands](#), Laura Barnard, you will be introduced to ***The Spectrum of Leadership Empowerment™ (SLE)*** -- an innovative and inclusive leadership development model designed to inspire you to think *internally*, in terms of identifying your motivations to lead, as well as *externally*, in terms of stepping into your greatest power. The ***SLE*** invites you to explore what makes you unique as a leader, contemplate your intended impact, and begin to realize your full potential.  
**KEY TAKEAWAYS:** Learn about *The Spectrum of Leadership Empowerment™* -- an innovative and inclusive way to understand and think about diverse leadership styles, challenging stereotypes and biases; Chart your own Leadership Type through our self-guided, online quiz. Understand how your Leadership Type can help you best communicate and relate with others, setting you on the path towards building a strong, authentic leadership brand and enabling you to achieve your greatest impact.
- 1:55 pm – 2:00pm      Drawings for door prizes, closing remarks – **Laurie Silvey, Pres., Center for Business Management**
- 2:00pm      Adjourn