

## Agenda

- 9:30—10:00am** Continental breakfast, registration, networking  
**10:00—10:15** Welcome and opening remarks: Betty Siegel  
**10:15—10:30** Introduction of keynote: Deborah Roebuck  
**10:30—11:30** Keynote: Peggy McCormick—*Economic Empowerment of Women*  
**11:45—12:30** Concurrent sessions—**Character**  
**12:30—1:30** Luncheon with facilitated networking  
**1:45—2:30** Concurrent sessions —**Ethics**  
**2:45—3:30** Concurrent sessions —**Leadership**  
**3:30—4:30** Closing keynote: Myra McElhaney—*Legacy of Leadership: From the Achievements of First Women to the Advancement of Today's Women*  
**5:00—6:00** Reception at fountain atrium for award nominees, nominators and dinner guests  
**6:00—9:00** Gala dinner and Phenomenal Woman Awards presentations by Elisabeth Williams-Omilami, CEO, Hosea Feed the Hungry and Homeless, and Mistress of Ceremonies, Deborah Schwartz-Griffin

*Please visit*

[www.siegelinstitute.org](http://www.siegelinstitute.org)  
*for details, ticket discounts, and reservations*

### TICKETS\*

**General admission: \$125**  
**Phenomenal Women Awards Dinner: \$45**  
**Conference and Awards Dinner: \$150**  
**Awards dinner table for 8: \$350**

\* Discounts available through March 3 early bird purchase; for groups of five or more; KSU campus discounts; and special event registrations.



TICKETS, REGISTRATION & INFORMATION

[WWW.SIEGELINSTITUTE.ORG](http://WWW.SIEGELINSTITUTE.ORG)

678-797-2204

EARLY BIRD DISCOUNTS AVAILABLE THROUGH MARCH 3, 2008

- ☞ **Keynote: Peggy McCormick, President of Atlanta Development Authority from the Office of Mayor Shirley Franklin**
- ☞ Concurrent session speakers in tracks of leadership, ethics and character
- ☞ Lunch with facilitated networking
- ☞ Reception, Fountain Atrium
- ☞ Gala awards dinner
- ☞ 8th Annual Phenomenal Women Awards in Leadership, Ethics & Character
- ☞ Half of dinner proceeds to Hosea Feed the Hungry and Homeless

*Greatful Thanks to our Sponsor* 

**FRIENDS:** ATLANTA WOMAN MAGAZINE;  
CHICK-FIL-A AT THE VILLAGE OF TOWNPARK;  
COBB SYMPHONY ORCHESTRA;  
KSU ALUMNI ASSOCIATION; KSU BOOKSTORE;  
COLES COLLEGE OF BUSINESS, KSU;  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES, KSU;  
WELLSTAR COLLEGE OF HEALTH AND HUMAN SERVICES,  
KSU; STAN MILTON HAIR SALON; UPS; WARM SPIRIT.

THE 8TH ANNUAL

# Phenomenal Women's Conference

## ECONOMIC EMPOWERMENT OF WOMEN



**KEYNOTE SPEAKER**  
**PEGGY MCCORMICK**  
PRESIDENT OF ATLANTA  
DEVELOPMENT AUTHORITY  
OFFICE OF MAYOR SHIRLEY FRANKLIN

**APRIL 3, 2008**



Kennesaw State University Center (off-campus)  
3333 Busbee Drive NE Kennesaw, GA 30144



*Building Ethical Leaders From The Inside Out  
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## Keynotes

**PEGGY MC CORMICK** — From the office of Mayor Shirley Franklin, Peggy McCormick serves as President of the Atlanta Development Authority. Known as a woman who is helping to shape Atlanta's future since January, 2007 she brings extensive experience in building public-private partnerships to her presidency. Her loves include working with the Mayor, leading others, influencing outcomes, and helping people achieve their goals. Before leading the ADA, she served as Director of Economic Development at ADA since 2004, overseeing the growth of new jobs through collaboration with economic partners across the city. A veteran of the private sector, she spent the first 25 years of her career in accountancy with Deloitte & Touche from Atlanta to Houston and Tehran.



**MYRA MC ELHANEY** — Myra is a speaker, trainer and writer to help improve workplace relationships and inspires people to push boundaries. A consultant for over 15 years, she works nationally with corporate clients, universities and professional trade associations. Her client list reads like Who's Who and includes companies and organizations such as Coca-Cola, BellSouth, Time Warner, Liz Claiborne, Georgia Power, and Porsche Cars North America. Myra has served as a consultant across a broad spectrum of industries including banking, healthcare, hospitality, telecommunications, and transportation.



## Mistress of Gala Ceremonies

**DEBORAH SCHWARTZ-GRIFFIN** — Deborah is a dynamic, passionate and dedicated professional with expertise in marketing, business development, public relations, television news & production, and event management. She has built a reputation on her unusual ability to envision the unexpected—to see alliances that both surprise and benefit all those who participate. Among her current initiatives, she serves as the VP of the Georgia Restaurant Association.



## Presentation of Awards

**ELISABETH WILLIAMS-OMILAMI** — Elisabeth's humanitarian work as CEO of Hosea Feed the Hungry and Homeless, the largest African-American owned Human Service Organization in the Southeast, has been recognized by Mayor Shirley Franklin and awarded the city of Atlanta's prestigious Phoenix Award for hurricane Katrina first responders, the Atlanta Urban League Jessie O. Thomas Community Service Award, and Atlanta Business League 100 Women of Influence. As the recipient of the 2007 Phenomenal Woman Award, Elisabeth will present this year's awards.



## Concurrent Session Leaders and Topics

### CHARACTER TRACK



**Phyllis Carrera—Founder and CEO of HumanArts  
Women's Real Power**



**Candace Long—Founder, Creativity Training Institute  
When the Vision Dies**



**Karla Sinclair—Vice President for Operations and  
Managing Editor of Atlanta Daybook  
Working Within Your Giftedness**



**Debby Stone—Founder/President, InterVision Group LLC  
Values: Your Decision-Making Divining Rod**

### LEADERSHIP TRACK



**Patricia Harris—CEO, The Edge Connection  
Empowering Women Micro-entrepreneurs to Reach the  
Next Level**



**Alicia N. Ingram—CEO, ANI Communications  
Bold and Brilliant: What Happens When Women Lead**



**Rona Wells—Executive Director, Board of Directors  
Network  
Corporate Boards: We've Come a Long Way Baby.  
Or Have We?**

Atlanta  
Women's  
Organizations **Presidents' Panel Discussion—Lynn Fountain, AAUW;  
Tammy Hurt, ProWIN; Lya Sorano, Atlanta Women in  
Business; Facilitated by Dr. Lois Robley, Siegel Institute**

## About "economic empowerment"

Economic empowerment for women addresses five criteria: economic opportunity, economic participation, political empowerment, health and well-being, and educational attainment.

We encourage women who want to advance to seek empowerment as *more than a process*. Empowerment should result in *positive outcomes such as achievement of goals*. **This conference focuses on the empowerment of women to:**

- ◆ Remove barriers to increase women's access to assets and opportunities;
- ◆ Expand women's freedom of choice and social inclusion;
- ◆ Enhance the capabilities and incentives of women to engage, influence and hold accountable the institutions which affect them;
- ◆ Inspire strategic life choices where this ability was previously denied or diminished because of gender.

### ETHICS TRACK



**Lynn Chastain—VP and Assistant General Counsel,  
Chick-fil-A  
Three Keys to a Phenomenal Life: Purpose, Partnership,  
Prosperity**

And



**Dee Ann Turner—VP Human Resources, Chick-fil-A  
Three Keys to a Phenomenal Life: Purpose, Partnership,  
Prosperity**



**Corbette Doyle—Chief Diversity Officer, AON  
Reality vs. Rhetoric: The Business Case for Gender  
Diversity**



**Gwyn P. Newsom—Attorney  
Reclaiming Women's Economic Power**



**Astrid Pregel—President, Feminomics Inc.  
FEMINOMICS: Empowering Women (and men) by  
Successfully Challenging Our Unconscious Gender Biases  
(Yes, Ladies, we have them, too!)**