

**The Women's Alliance  
2009 National Conference Program**

**November 5 - 7**

**Chicago Marriott O'Hare Hotel  
*Celebrating 10 Years of Service***

**Hosted by  
Heartland Human Care Services  
and  
Bridge to Success**

**Thursday, November 5, 2009**

- 12:00 p.m. – 4:00 p.m.**      **TWA Board of Directors Meeting  
Adams Room**
- 5:30 p.m. – 6:00 p.m.**      **Registration**
- 6:00 p.m. – 7:30 p.m.**      **Beyond the Good Life Interactive Session  
Michael Hahn, MBA, CEO, Beyond the Good Life  
Salon 89**

**Friday, November 6, 2009 Ballroom AB**

- 8:00 a.m. – 8:30 a.m.**      **Registration and Continental Breakfast**
- 8:30 a.m. – 10:00 a.m.**      **Member Networking Session**
- 10:00 a.m. – 11:00 a.m.**      **The ABCs of Fiscal Management  
Cheyenne Brinson, MBA, CPA, Consultant & Speaker, Karen Zupko &  
Associates, Treasurer, TWA Board of Directors, founding volunteer and Chair,  
Special Events Committee, Bridge to Success**
- 11:00 a.m. – 12:30 p.m.**      **Miscellaneous but Important Topics  
The Four Right Factors – The Smart Organization  
Jeanne Flint, Executive Director WHW, Vice President, Board of Directors,  
The Women's Alliance  
It's Easy Being Green! - Certification as a Green Agency  
Deirdre Sheerin, former Executive Director, Image for Success  
How to Take Advantage of Free Advertising Air Time for PSAs!  
Anne McGrath, Director, TWA Board of Directors, 2009 TWA National  
Conference Committee**

**The Women's Alliance  
2009 National Conference Program**

**Friday, November 6, 2009 Ballroom AB**

12:30 p.m. – 12:45 p.m.

**BREAK**

12:45 p.m. – 2:00 p.m.

**Keynote Luncheon**

**Joe Antolin, Vice President, Heartland Alliance, Executive Director, Heartland Human Care Services, and Vice President, Board of Directors, Chicago Jobs Council**

**Say Yes to You: Self Care So You Can Care**

**Edith Crigler, Associate Executive Director of the Chicago Area Project and President, Board of Directors, Chicago Jobs Council**

2:00 p.m. – 2:15 p.m.

**BREAK**

2:15 p.m. – 3:45 p.m.

**Volunteer Management: Wrangling Cats**

**Angie Blumel, Manager of Volunteer Services, Chicago Architecture Foundation**

**Laura Majerowski, Project Manager, Grainger, founding volunteer and Co-chair Volunteer Committee, Bridge to Success, 2009 The Women's Alliance National Conference Committee**

**Louise Majorey, Assistant Professor, Fashion Retail Management, Arts Entertainment and Media Management Department, Columbia College, volunteer, Bridge to Success, 2009 The Women's Alliance National Conference Committee**

**Linda Westphal, Manager, Accenture Learning, founding volunteer and Co-chair Volunteer Committee, Bridge to Success, 2009 The Women's Alliance National Conference Committee**

3:45 p.m. – 4:30 p.m.

**Annual Meeting General Session  
Members Only**

5:00 p.m.

**Hotel Lobby - Depart for Bridge to Success Reception**

6:00 p.m. – 8:00 p.m.

**Reception at Bridge to Success**

**661 W. Lake St, Chicago**

**Heavy Hors D'oeuvres will be served, transportation provided**

**The Women's Alliance  
2009 National Conference Program**

**Saturday, November 7, 2008 Ballroom AB**

- 8:00 a.m. – 8:30 a.m.      **Networking Breakfast**
- 8:30 a.m. – 10:00 a.m.      **Turning Words into Actions: How to Prepare in Two Minutes or Less**  
**Teri Goudie, Principal, Goudie Media, Inc.**
- 10:00 a.m. – 10:15 a.m.      **BREAK**
- 10:15 a.m. – 11:45 a.m.      **Anchoring You: Strengthening the Inner Self**  
**Ulwyn Pierre, PhD, Principal and CEO, Pierre & Associates, Inc.**
- 11:45 a.m. – 12:00 p.m.      **BREAK**
- 12:00 p.m. – 2:00 p.m.      **Keynote Luncheon**  
  
**Amy Freeze, Chief Meteorologist, FOX Chicago News, former volunteer,  
Career Wardrobe**
- 2:00 p.m. – 2:30 p.m.      **BREAK**
- 2:30 p.m. – 3:30 p.m.      **Beyond the Mirror: Deconstructing the Myths that Make Us Feel  
Bad About Our Bodies**  
**Julie McClure, free lance photographer and business owner, Bridge to  
Success volunteer, 2009 TWA National Conference Committee**
- 3:30 p.m. – 5:00 p.m.      **Websites, Blogs, Facebook, Twitter...Help! Practical Applications for  
Leveraging Web Sites and Social Media to Expand Your Reach and  
Build a Following**  
**Kacie Walters, Knowledge Manager, Hewitt Associates, founding volunteer,  
Bridge to Success, 2009 TWA National Conference Committee,  
Colleen Pogany, owner Petite Aubergine Website Design Studio  
Casey Meehan, Senior Account Representative, Marcel Media**
- 5:00 p.m. – 5:15 p.m.      **Closing/Evaluations**