

# WE: LEAD 7th Annual Women's Business Forum

Presented by:



**OhioHealth**  
BELIEVE IN WE™



# Agenda

**8:00 – 8:15** – Room Opens

**8:15 – 8:30** – Welcome– Introductions –  
Shawn Conrad

- PURPOSE DRIVEN: Ohio Women's Refugee - VIDEO
- Sponsor Thank you

**Presenting Sponsor: Ohio Health -  
VIDEO**

- Gold Sponsor: Be Local, Converse Electric and Franklin County Banking Center

## **Early Bird Drawing**

Winner in Chat box (those who entered the room 8:00 – 8:15).

**8:30 – 9:00** Session 1– Marti Post  
*How to Work From Home With Your Family (Or Manage Those Who Do)*  
Brought to you by Franklin County Banking Center

**5 min break** – drawing winner in chat box

**9:05 – 9:35** – Stacy McPhillips  
*You, The Brand*  
Brought to you by BeLocal

**5 min break** – drawing winner in chat box

**9:40 – 10:10** – Rhonda Shappert  
*Rhonda Honda Odyssey: Important Life Lessons Learned Over 300,000 Miles*  
Brought to you by Converse Electric

**5 min break** – drawing winner in chat box

**10:15 – 10:45** – KeyNote: Gina Molinari  
*Working Mothers and the Mental Load*  
Presented by Ohio Health

**10:45– 11:00** WRAP UP /  
CLOSE AND PRIZES

# PURPOSE DRIVEN: Ohio Women's Refugee

A message from the Director

Lending a helping hand to your fellow Woman!

To learn more about this organization or to  
make a donation: [TheRefugeOhio.org](https://TheRefugeOhio.org)



# Gina Molinari

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*Keynote Speaker*

Affectionately known as **Gina Mo**, she is a Confident Communication Coach and online marketing strategist, TEDx speaking coach, and Keynote Speaker.

She helps entrepreneurs communicate clearly, confidently, and consistently in the online space about themselves and their businesses so they can make a massive impact with their work.

Her unique background includes 20 years of performance training as a classical singer, 10 years of marketing experience, 7 years of speaking experience, and 4 years of emotional intelligence training gives her the ability to help others get to communicate with confidence through the mastery of their communication skills online and in person.

She currently lives in Columbus, Ohio but originally hail from Northern New Jersey. I'm obsessed with personal development, blue-nose pit bulls, and never traveling to the same place twice.



**GinaMolinari.com**

*Women  
support  
women*

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**Presenting:**  
*Working Mothers  
and the Mental  
Load*



# Marti Bledsoe Post

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**Marti Bledsoe Post** is the author of *Retrofit: The Playbook for Modern Moms*, published in fall 2019. Marti has a vision for helping leaders—with a focus on rising women leaders—bring their best and highest selves to the worlds of work and family.

After a twenty-year marketing career, leading agency teams in digital marketing, consumer insights, and social media, Marti founded apparently to make working parenthood work better for parents, and their employers. She believes supporting working parents is the secret to growing future leaders.

In addition to being a seasoned executive coach and frequent guest lecturer at The Ohio State University, Marti is also a national keynote speaker and leads in-depth sessions with clients in financial services, technology, and consumer goods.

Marti is the mother of two children, a former communications intern for First Lady Hillary Rodham Clinton, and holds a bachelor's degree in broadcast journalism from Kent State University and a master's degree from Syracuse University.

## Presenting: *How to Work From Home With Your Family (Or Manage Those Who Do)*

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# Stacy McPhillips

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Marketing Strategist & Planner, Pencil Point Marketing

**Stacy** knows all the marketing stuff. She is a generalist (which means she knows a lot about a lot when it comes to marketing.) She teaches small businesses how to market their brand effectively with customized marketing plans to build customer relationships from awareness to loyalty. Expertise: Marketing strategy, marketing plans, social media marketing, digital marketing, content marketing, local marketing, building customer relationships.

My marketing passion is to help build brands into profitable and engaging small businesses that owners can feel pride in. I think that has two phases. Building a strong foundational brand strategy with so many businesses to choose from, it's important to understand how you are different and why people should choose you. Telling people about it.

Once you have the foundation, tell the segment of the world that will care (aka marketing). but you must tell the people in a way that makes sense and the way they want to hear it (aka "strategic" marketing). I help small businesses that are ready to grow to build solid brand foundations and then develop marketing plans with activities to support their business goals.

**Presenting:**  
*YOU .... The Brand*

Brought to you by:







# Rhonda Shappert

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**Rhonda Shappert** graduated from OSU with a musical theater degree and has performed on stages on three continents. She is a published author, a contemporary Christian recording artist, a certified personal development life coach, and is the owner of Winning Through Pageantry.

Rhonda has won numerous titles and has coached hundreds of contestants to win titles in every major pageant system in the industry. Married 32 years, she has three daughters whom she home educated. Rhonda's work career ranges from working in administrative roles, event planning, politics, and senior living. She has lived in the Grove City area for 25 years.

***Presenting:  
Rhonda Honda Odyssey:  
Important Life Lessons Learned  
Over 300,000 Miles***

Brought to you by:



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**BeLOCAL** GROVE CITY  
DISCOVER LOCAL FAVORITES

**CONVERSE**  
**ELECTRIC**



**Franklin County  
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# Thank You



**Thank you for attending this year's WE:LEAD  
Women's Virtual Business Forum!**

**We'd appreciate your feedback so we can  
continue to bring you  
great events and programming!**

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