WE: LEAD 7th Annual Wamen's

Presented by:



Women's Business Forum





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





Gina Molinari

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.

Keynote Speaker



GinaMolinari.com



Brought to you by:

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)

Brought to you by:





Stacy McPhillips

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.

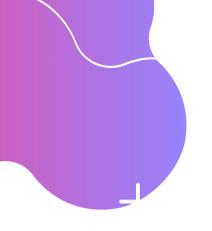
Once you have the foundation, tell the segment of the world that will care (aka marketing). but you must tell the people in a way that makes sense and the way they want to hear it (aka "strategic" marketing). I help small businesses that are ready to grow to build solid brand foundations and then develop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

Presenting:YOU The Brand

Brought to you by:







Rhonda Shappert

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

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OhioHealth

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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!

