

Women in Business Conference



Bedford County
Chamber of Commerce

Leading Businesses. Leading Communities.™



Photo by Della Watters
WattersWorks & Company, LLC

Presented by:

UPMC HEALTH PLAN

May 17th, 2019

Omni Bedford Springs Resort
Bedford, Pennsylvania



Welcome, Friends!

The Bedford County Chamber of Commerce is pleased to present our 6th annual Women in Business Conference. We are glad to welcome our Chamber members as well as friends and colleagues from around the region and across the state to this special event hosted by our community partner, the historic Omni Bedford Springs Resort & Spa.

Our conference committee has spent many months assembling an impressive line-up of featured speakers and break-out presenters with a diverse array of skills and experiences. Thank you for your creative ideas, inspiration and support! You have helped to create a schedule providing education & inspiration, empowerment & connections...as well as some fun!

Special thanks to all of our sponsors who have made this conference possible. With your support, we look forward to seeing this event continue to thrive and inspire for many years to come.

Please take some time to peruse this program and note the many businesses, organizations and individuals who have contributed considerable resources to this endeavor. We are grateful for their vision and their partnership.

The Bedford County Chamber of Commerce and Chamber (Education) Foundation view programs and events like this Conference as an important part of our mission: *to involve and unify our members to promote continuous improvement of the business climate in our region.* We invite you to consider joining the Chamber and contribute to this important enterprise.

We hope you join us in celebrating Bedford County as a wonderful place to live, work, play and prosper. We're glad you're here! Enjoy your day.

Sincerely,

Kellie Goodman Shaffer

President/CEO
Bedford County Chamber of Commerce

WE'RE PROUD OF OUR COMMUNITY. AND PROUD OF THOSE WE SHARE IT WITH.

UPMC Bedford and UPMC Altoona are pleased to partner in sponsoring today's Bedford County Chamber of Commerce Women in Business Conference. Our communities are strongest when we work together, and we applaud the Bedford County Chamber for their excellent work in leading that effort here in Bedford County.

Best wishes for a successful event!



UPMC Altoona

UPMC Bedford Memorial

Affiliated with the University of Pittsburgh School of Medicine, UPMC Presbyterian Shadyside is ranked among America's Best Hospitals by U.S. News & World Report.

Keynote Morning Presentation

Jan Fisher

President
UPMC Altoona—UPMC Bedford

The Importance of Diversity And the Impact on Your Business

Jan Fisher joined UPMC Altoona in September 2018 as Chief Operating Officer; and was promoted to President of UPMC Altoona and UPMC Bedford in January 2019. With more than 36 years of hospital operations experience, Jan previously served as chief operations officer at UPMC Susquehanna, executive vice president and chief operations officer of Laurel Health System, and president and chief executive officer of Soldiers & Sailors Memorial Hospital. She began her career as a registered nurse, earning a Bachelor of Science in Nursing (BSN) from Purdue University, and has continually advanced across leadership roles while achieving a Master of Business Administration (MBA) from the University of Miami. Jan has earned a proven track record driving high-performance organizations. She's known as a leader who improves clinical quality outcomes and advances employee and patient experiences.



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Nine Ways for Busy Women to Restore Energy
Bobbi DiClaudio, High Vibe Health Coach

Anderson

Running for coffee every afternoon? Hitting the snooze button every morning? Do you plan to work out, but wind up rushing just to get to work on time? This break-out session is just what you need. You're NOT lazy and you don't lack motivation. In this restorative and energetic presentation, High Vibe Health Coach Bobbi DiClaudio shares the most common causes of low energy and offers nine simple ways to reset yourself and restore national energy. You'll be surprised at how soon you can find yourself looking forward to that morning workout.



With a passion for helping women move from frustrated to fabulous, High Vibe Health Coach Bobbi DiClaudio works with clients who have tried every diet in the book, view exercise as a form of punishment and are not a fan of counting calories. Her background in health club management, combined with certifications from the Institute for Integrative Nutrition and the Institute for Eating Psychology, along with training in Reiki, Color Code Personality Assessment, Personal Development and Leadership are all integral parts of her unique approach. As president of BR Wagner Services, parent company of High Vibe Health Coaching by Bobbi DiClaudio and Extremities Surgical, she leads with compassion and understanding, inspiring others to live a life of true enjoyment and to pass it along. Learn more: www.bobbidiclaudio.com.

Roles & Responsibilities: Accessorizing for Success
Juli Dull Gonsman, Juli's Wearable Art

Colonnade

In today's busy world, women play many roles while running from one responsibility to another: family, work, community, and more. Juli Dull Gonsman, owner of Juli's Wearable Art, will share ways for women to seamlessly turn our every-day "uniforms" into attire to serve our many needs, often within the same day. See how to transform a little black dress, a business suit or even dress jeans and a blouse into outfits for many occasions.



Juli Dull Gonsman is the owner of Juli's Wearable Art, an anchor boutique in downtown Bedford specializing in unique fashion, accessories, home décor and gifts. But her experience in retail, real estate and community goes far beyond the walls of her boutique. A former Downtown Bedford Main Street Manager, Juli took charge of the major revitalization projects in Bedford, including extensive streetscapes, flower beds, and much more, while bringing more than one million dollars in grants to the community. She also created popular events like Hot Summer Nights, Girls Night Out and Christmas Family Fun, among others. A real estate agent with Coldwell Banker SKS Realty, and owner of Welcoming Designs by Juli, she's also an expert in staging and selling residential properties, as well as interior design. Juli resides in Bedford with her husband Jim. They have four children.

Building a Winning Team
Caz Russell, Leadership Speaker & Coach

Harrison

Personal leadership development is critical to an organization's success. Imagine your supervisors, team leaders, front line leaders and front line workers acting as a consistent leadership team. Caz Russell offers many training options for businesses in the realm of leadership development; this breakout session is just one of his many specialty topics. Building a Winning Team means understanding the power of teamwork, the qualities of being a team player, and building and maintaining a successful team. Take the first steps toward the ideal team dynamics!



Caz Russell is an independent, certified leadership speaker, teacher, trainer and coach, offering a variety of programs such as Leadership, Communication and Teamwork. Retired after 37 years in the electric industry, his passion is to share life's lessons of leadership lessons helping others to grow and learn. With the theme "Leadership is a Choice" his vision is to inspire others to become the leaders that have influence personally, professionally and in the community. Learn more: www.CazRussell.com

Laura Briggs, Better Biz Academy

Every business needs to effectively tell their story, and especially on the Worldwide Web. Understanding Search Engine Optimization (SEO) and the power of search engines like Google to rank your website and connect you directly with your target audience is a are key to making your website work for you at its very best. Attendees at this session will take away information on the cornerstones of SEO: good static copy, alt-tags and photos, sub-headers and more.



Laura Briggs is a freelance SEO Copywriter who helps some of the country’s biggest law firms as well as companies like Microsoft and LevelUp Technology to rank content and draw in search engine traffic. She’s a two-time TEDx speaker, and her first book, “How to Launch Your Own Freelance Writing Business” will be published by Entrepreneur Media in July of 2019. An expert content marketing strategist, Laura has helped more than 300 clients boost their businesses and gain better leads online. Laura went from part-time freelancing to a six figure business in just 18 months. After being asked so many times “How did you do it?”, she founded two leading programs to help new and existing freelance writers launch and grow incredible businesses from home. Learn more: www.betterbizacademy.com.

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Stress Breaks with Dr. Kris Arnold, Live Well Chiropractic

New to the 2019 Women in Business Conference, periodic *Stress Breaks*: tips & tricks you can use throughout your work day to achieve a healthy balance of body, mind and spirit.

Dr. Kris Arnold is a passionate and purposeful husband, father, business owner and healer. His life mission is to serve the world by sharing his inspiration, gifts and love to make a difference with every person he encounters by improving their health, love and connection. Dr. Arnold and wife, Tina, started Live Well 18 years ago with the dream to create a revolutionary healing center. They have nurtured and developed it into one of the largest Wellness Chiropractic Centers in the Country.

Live Well attracts generations of families that search for reconnection to a greater experience of health and life. They have consciously created a healing environment, inspiring communication and efficient actions to create time and space for the extraordinary to be ordinary and where the miraculous is common.

Live Well is a modern wellness chiropractic office that features the best in natural health. Services include gentle instrument adjustments, advanced computer diagnostic technology, massage, reflexology, whole body thermography, iridology, yoga, nutritional counseling and healthy weight loss program.

Stop by the Live Well Chiropractic Exhibit for free screenings and more!

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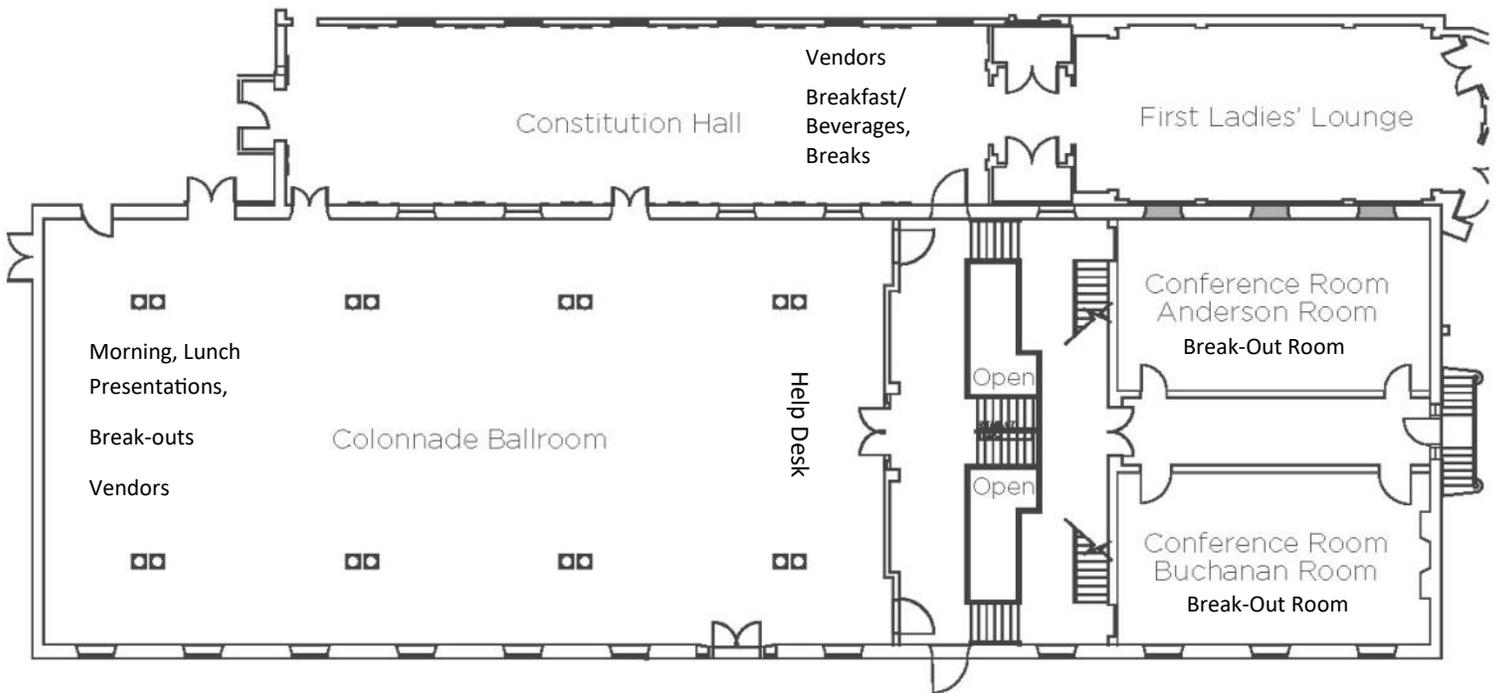
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Women in Business Conference Event Map

2nd Floor (Main Event Space)



3rd Floor



*At the conclusion of the conference,
the Omni Bedford Springs Resort offers many dining options:
Tillie's at the Clubhouse, 1796 Room, Frontier Tavern, Crystal Room*

Leadership Lessons of Wonder Woman

Anderson

Mary Grattan, Homewood at Spring House Estates

One of the most beloved and iconic DC Super Heroes of all time, Wonder Woman has stood for nearly eighty years as a symbol of truth, justice and equality to people everywhere. Raised on the hidden island of Themyscira, also known as Paradise Island, Diana is an Amazon, like the figures of Greek legend, and her people's gift to humanity.

Diana's job, however, is anything but easy. Constantly torn between her mission to promote peace and her need to fight back against the pervasive violence of her new home, Diana struggles to walk a line between her warrior strength and endless compassion each and every day.

In this breakout session, Mary Grattan explores the leadership principles revealed through the legend of Wonder Woman and the real-life story behind her creator.



Mary Grattan is the Executive Director of Homewood at Spring House Estates. Mary is an LPN also has her PCHA. Mary has over 30 years of experience in Health Care.

Mary has worked as a patient advocate, as well as a Marketing Consultant for a senior consultant firm prior to her move to Bedford County to lead the region's premier retirement community. She is currently leading the expansion project of a Personal Care Facility on the Homewood Campus.

Mary served as president of her Rotary Club in 2010 and has also received the YWCA Non-Profit Woman of the Year Award. She currently serves as 2nd Vice Chair on the Executive Committee of the Bedford County Chamber of Commerce Board of Directors. She resides in Wells Tannery with her fiancé and two dogs, Kelly and Foxy.

Managing Your Online Reputation

Buchanan

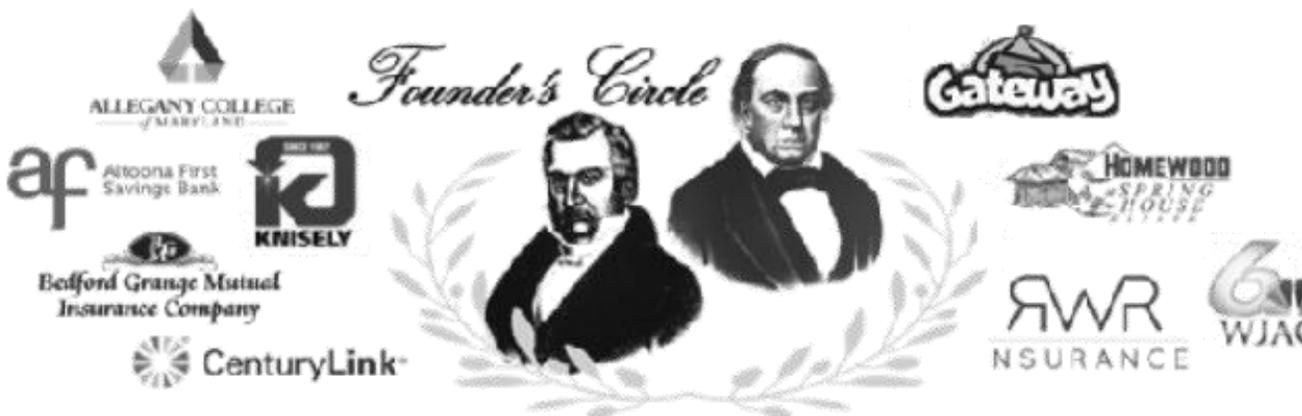
Cassandra Carrowick, Headline Marketing & Communications

For all of the advertising options out there, customers still rely on peer reviews and online recommendations as major factors in their decision making. So among your diverse marketing strategies, managing your online reputation should be a priority. In this breakout session, digital marketing expert Cassandra Carrowick will share her vast experience in helping her clients respond to negative feedback and build their positive image online.



Cassandra Carrowick is the Digital Marketing Manager for Impel Web Development and Headline Marketing and Communications. She is recognized as an expert in the digital marketing field and travels throughout the U.S. speaking and training on many digital topics, including Social Media Marketing, Digital Content Strategies and many more. She is passionate about helping businesses make the most of their online presence. Cassandra and her team specialize in a full range of digital marketing solutions, designed to help companies promote themselves locally, regionally, nationally and even internationally. Their Social Media services includes expertise in all platforms: Facebook, Twitter, LinkedIn, YouTube, Pinterest, and more.

Special Thanks to Our Founder's Circle Chamber Members:



Protecting Your Future: Important Documents and Ensuring Financial Security Attorney Brandi Hershey, Law Office of Brandi Hershey

Harrison

No matter what your family structure, everyone should have a plan for long-term legal and financial security. In this session, Attorney Brandi Hershey discusses the important documents everyone should have, as well as some suggestions for planning for your future, especially when life doesn't go as planned.



Attorney Brandi Hershey is a Bedford County native with two decades of experience in various areas of the law. In 2012, she founded the Law Office of Brandi Hershey, located in Bedford, handling a broad array of cases. A graduate of the Dickinson School of Law, she served for 11 years as an Assistant District Attorney in Bedford & Blair Counties and also as a Special Deputy Attorney General with the PA Attorney General's Office and the Governor's Office of General Counsel.

The Bedford County Chamber's 2017 Athena Honoree has also been recognized by PA Business Central as a "Woman Making a Difference" and St. Francis SBDC as Women's Advocate of the Year; Bedford Gazette readers have chosen her as the area's best attorney since 2014.

A breast cancer survivor, Brandi was instrumental in launching the Bedford County Pink Ribbon Fund, which supports breast cancer patients and families. She serves in leadership positions in many local organizations. She and her husband Brad have two young children, Alexis & David.

The Unapologetic Saleswoman John Moore, Moore Power Sales

Army

This breakout session is designed for salespeople and leaders, especially women striving to succeed in a professional sales role. Using material from author Lorraine Ferguson's book, *The Unapologetic Saleswoman*, renowned business coach John Moore shares insights and practical how-to's for overcoming some of the most common barriers to successful selling: self-doubt and the negative connotations of sales, so you can stop apologizing for doing your job and meet your full potential as a successful salesperson.



After 16 years in sales and sales management, John and his family moved to Central PA and founded Moore Power Sales in 1995. He has a strong passion for helping clients avoid the many pitfalls and unnecessary struggles he experienced in the corporate world.

By powerful and personal evaluations, training and coaching, John helps true professionals access their unique talents and reach higher levels of success in a shorter time. John has brought world class strategies to Central Pennsylvania, allowing our local companies to have access to powerful help and reinforcement in their back yard which is typically only available to the "big boys." His association with Sandler Training provides extensive resources for sales teams and individual salespeople, managers, customer service professionals, service providers, business owners, presidents, CEO's, enterprise organizations and more.

One Day of Planning; One Week of Meals Priscilla Hauer, Pampered Chef

Navy

Would you like to get your family back around the dinner table, or make new friends while creating delicious and cost-effective meals? In this breakout session, Pampered Chef professional Priscilla Hauer will show you how to save time and money while planning and creating wonderful meals for any size family. Spend some time one day a week to enjoy delicious homemade meals every day. (Enjoy the samples at the end of this scrumptious session!)



Priscilla Hauer has been with Pampered Chef for more than 20 years (and counting!) She is a tremendous example of direct sales success; it's the only career she's ever had. She shares that her association with this world-class company has given her complete control over her own schedule, and where she truly feels the possibilities are limitless. Priscilla boasts that she is always exactly as busy, and as relaxed, as she want to be, giving her the opportunity to spend quality time with her family, especially her grandchildren.

Priscilla has risen through the ranks of the company to become a Director, Recruiter and Trainer, sharing her skills and knowledge with many throughout the Bedford County region.

Women in Business Conference

Agenda C
(See detailed description)

Thursday, May 16th

6:00-8:00 pm Conference Preview Reception Hosted by SAMA Bedford
Networking Sponsor: UPMC Altoona-UPMC Bedford
Featuring Wholesome Living Marketplace & Dessert by Whipped Bakery

Friday, May 17th

8:00-8:30 Registration/Continental Breakfast /Exhibitor Visits Lobby/Constitution
Breakfast Sponsored by Bayada Pediatrics

8:30-9:00 Welcome /Ice Breaker / Sponsor Recognition Colonnade Ballroom

9:00-10:00 **Morning Keynote** Colonnade Ballroom
 Jan Fisher, President UPMC Altoona – UPMC Bedford
 Stress Break with Dr. Kris Arnold, Live Well Chiropractic

10:00-10:15 **Break/Networking/Exhibitor Visits** Constitution/Colonnade
Sponsored by: Headline Marketing & Communications

10:15-11:00 Breakout Session I

9 Ways for Busy Women to Restore Energy – Bobbi DiClaudio	Anderson
Business Attire/Accessorizing for Success - Juli Dull Gonsman	Buchanan
Business Writing /Telling Your Story – Laura Briggs	Harrison
Building a Winning Team – Caz Russell	Army
Professional Photography: Individual & Groups—Samantha Weitzel	Veranda

11:10-11:55 Breakout Session II

Leadership Lessons from Wonder Woman - Mary Grattan	Anderson
Managing Your Online Reputation - Cassandra Carrowick	Buchanan
Financial Independence for Women - Attorney Brandi Hershey	Harrison
The Unapologetic Saleswoman: Best Practices - John Moore	Army
Meal Preps for Busy Families by Pampered Chef - Priscilla Hauer	Navy



- 12:00-1:45 **Networking Lunch** Colonnade Ballroom
Sponsored by Seltzer Financial
- Keynote Program: Women POWER**
 Linda Moss
 Regional President at Metropolitan Edison
- Stress Break** with Dr. Kris Arnold, Live Well Chiropractic
- 1:45-2:00 **Beverage Break & Vendor Visits** Colonnade & Constitution
Sponsored by Homewood at Spring House Estates
- 2:00-2:45 **Breakout Session III**
- | | |
|------------------------------------------------------------------------------------------------------------------------|----------|
| Increasing Productivity by Getting Over Your Own Mind—Erin Gattuso | Anderson |
| Did She Just Say the F-Word? (Fear) – Sherrie Dunlevy | Buchanan |
| Finding Your Voice - Kristine Irwin | Harrison |
| Entrepreneur Session: Designing or Improving a Product or
Service through Validated Learning (R&D) - Andrew Trexler | Army |
| Exploring Your Relationship with Money - Becky Stevens | Navy |
- 1:45-2:00 **Break & Sweet Treats** Colonnade & Constitution
Sponsored by Bedford Candies & Rita's Italian Ice
- 3:00-3:45 **Parting Message** Colonnade
Achieving Greatness
 Dr. Sherry Cain
- 3:45-4:00 **Closing Comments, Door Prize Drawing**
*Final door prize will be two (2) registrations for the 2020 WIB Conference
 (Must be present at this session to win this prize!)*
- 4:00 p.m. **Conferences Closes**

12:00-1:30

Lunch/Keynote Speaker
Linda Moss
Regional President Metropolitan Power

Colonnade Ballroom

Woman POWER

Linda Moss will discuss her leadership journey in the ENERGY industry and how emPOWERing women can “light-up” an ELECTRIC company.

About Our Keynote Speaker:

Linda Moss is president of Pennsylvania Operations for FirstEnergy, where she is responsible for operations at the company’s Met-Ed, Penelec and West Penn Power electric utility operating companies. She was promoted to her current position in February 2015.



Linda started her career with Potomac Edison in Maryland more than 30 years ago. She served in various corporate and field Distribution Engineering and Operations Management positions. In 2011, she was named director of Operations Support at Potomac Edison after FirstEnergy merged with Allegheny Energy. In 2013, Linda was promoted to regional president of Toledo Edison, one of FirstEnergy’s 10 regulated distribution companies.

She earned a Bachelor of Science in Electrical Engineering and a Master of Business Administration from West Virginia University. In 2016, Linda was inducted into the Academy of Distinguished Alumni of the Lane Department of Computer Science and Electrical Engineering at WVU. She is a member of the Society of Women Engineers and the International Women’s Forum and a graduate of Leadership Pittsburgh Class XXXIV. Linda was especially honored to receive the Athena Award by the Toledo Regional Chamber of Commerce in 2015.

Linda currently serves on the boards of the PA Chamber of Business and Industry, the Team PA Foundation and the Allegheny Conference on Community Development. She also serves on the Executive Committee of the Women’s Leadership Council of the United Way of Southwestern PA.

Linda serves as executive sponsor for the FirstEnergy Young Professionals–Pittsburgh Chapter, and the Women in Leadership Employee Business Resource Group.

Linda is married to her husband, Jerry; together they have four children and four grandchildren.



Some leaders were born women.

- Geraldine Ferraro

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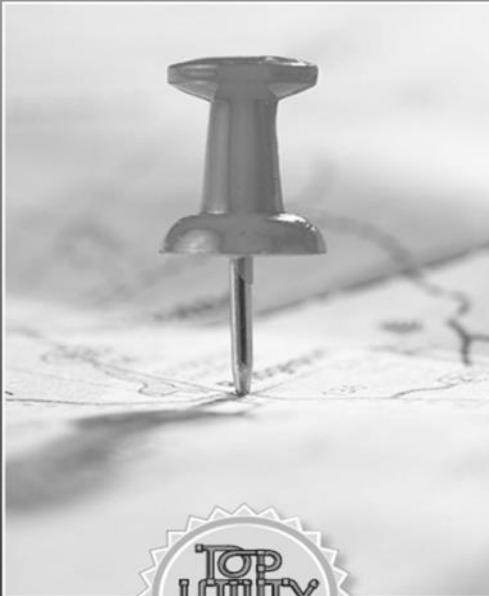
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How to Increase Productivity, Creativity and Direction by Getting Over Your Own Mind Erin Gattuso, ND

Anderson

Creating a mental tool box to draw from in times of indecision and non-clarity. This is a helpful resources for both personal and business development. Attendees of this session will explore the science behind meditation and why so many people swear by it; easy techniques will be taught and demonstrated; and a “Mental Toolkit” will be Discussed, including what tool to use and when.



Erin Gattuso is a naturopathic doctor, passionate about helping patients find and maintain healthy regulation of the immune and nervous system. She assesses children with a holistic approach looking at immune and inflammatory markers, toxic load as well as structural abnormalities. Erin uses a variety of tools to safely guide the body back to health including but not limited to orthomolecular therapy, herbal medicine, homeopathy and cranial sacral therapy. She received her bachelors of science from the university of Pittsburgh with minors in neuroscience and chemistry. She received her 4 year naturopathic doctoral degree from Bastyr University California. Erin has received training in functional neurology from Robert Mellillo and the International Association of Functional Neurology and Rehabilitation. She also has extensive training in Cranial Sacral Therapy from the Upledger Institute and Visceral Manipulation from the Barral Institute.

Did She Just Say the F-Word? Sherrie Dunlevy, Inspirationista

Buchanan

The dreaded F word is not what people think it is... it is FEAR! Fear of failure, embarrassment, rejection, even success can keep us from living our best life. It robs us of our dreams, happiness and success! Fear leads to a life full of no's when we should be saying YES to many of life's opportunities and experiences. In this talk, Sherrie shares how saying YES to life has led to some of her greatest adventures and successes in life to date.



Sherrie Dunlevy is an author, speaker and business owner. A popular media figure in Wheeling, West Virginia and Stubenville, Ohio area for over 30 years, she hosted her own radio talk show and was a TV news anchor.

She wrote the book: “How Can I Help—Your Go-to Guide for Helping Loved Ones Through Life’s Difficulties” following the death of her son Brandon and the subsequent loss of friends at the time she needed them most. Sherrie speaks to audiences of all ages, encouraging them to step out of their fears so they can step up to support those they care about and love.

How to Find Your Voice Kristine Irwin, Voices of Hope

Harrison

Your voice is powerful. By making your voice heard you can make an impact. And being vocal isn't the only way to use your voice. Join Kristine Irwin as she shares her road to recovery from rape, bulimia and depression, and how she learned to use her voice to help her heal. In this presentation, Kristine will discuss obstacles one faces when attempting to find their voice, and how to use your voice in more ways than just being vocal.



Kristin Irwin is a wife, mother, and an advocate for ending sexual violence and bringing change to our culture. During the day, she is a Humane Resource Recruiter for Pittsburgh Mercy Health Systems, and by night (and weekends), she runs a small non-profit called Voices of Hope. The non-profit allows her to educate audiences on ways to prevent rape and sexual assault. She is a popular speaker at universities, organizations and corporations globally. Learn more: www.voices-of-hope.org.

Using Validated Learning (R&D) to Design Or Improve a Product or Service Andrew Trexler, Start-Up Alleghenies Business Coach

Army

Entrepreneurship is alive and well in the Allegheny region. Understanding what research and development is and its importance in all business stages and all types of business is vital for success. In this valuable session, attendees will learn how to develop an MVP (Minimal Viable Product/Service); how to improve a service or product through validated learning; and the benefits of utilizing validated learning in every stage of your business.



Andrew Trexler is Bedford County's Start-Up Alleghenies business coach, based at the Bedford County Development Association (BCDA.) Andrew is a serial entrepreneur who specializes in rapid prototyping, product and service development, and advanced manufacturing. He says "I can't tell you what I really do, but I can tell you why. I believe in innovators, creators, tinkerers and entrepreneurs; the creative, outside the box thinkers, and the insatiable learners. I believe they are the ones who have the highest capacity to create, drive, and embrace change. I believe they are the ones who can solve problems of today and tomorrow. That is why everything I do is to enable and empower them."

Exploring Your Relationship with Money Becky Stevens, Financial Advisor—Morgan Stanley Wealth Management

Navy

Taking a Rational Approach to Managing Your Wealth: Your perceptions, biases and emotions about money can affect the financial decisions you make. Understanding the complex dynamics of your relationship with wealth and developing strategies for making objective decisions can help you manage your wealth more wisely.



After 28 years working in her family business, Becky sold her company in 2016. Searching for a new career where she could make a difference, and inspired by her lifelong interest in investing, she decided to pursue a career as a financial advisor. Taking a position with Morgan Stanley, Becky is committed to helping her clients feel comfortable making a financial plan to achieve their dreams. Based on her personal experience, special interest areas include: the unique needs of women; all aspects of owning or operating a business; special needs planning; and planning after loss of partner through death or divorce.



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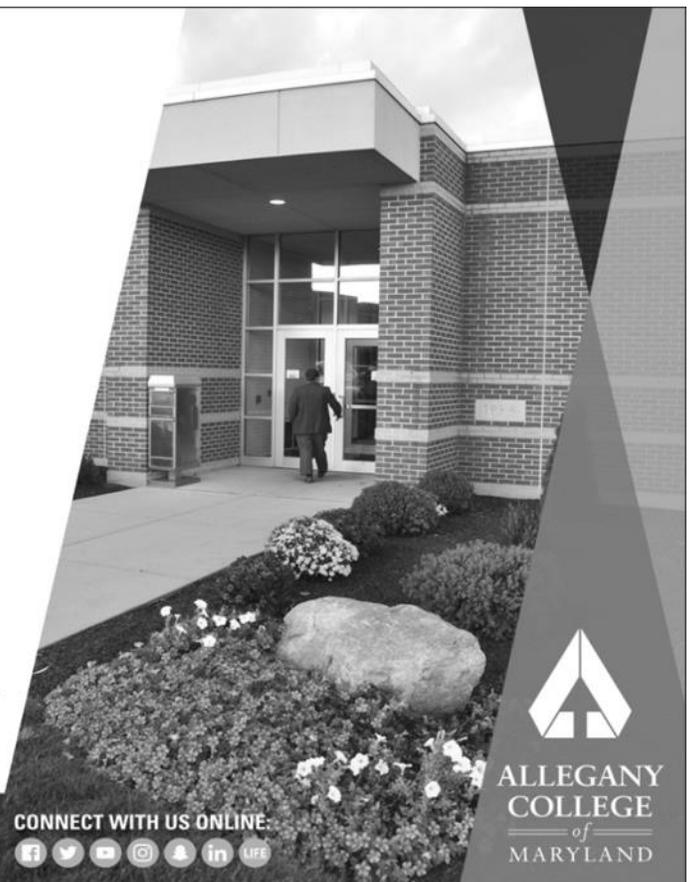
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