

## Val Demings Highlights the Inaugural South Florida Women's Conference



*Women's Conference keynote speaker, Val Demings*

The Inaugural South Florida Women's Conference was held in the Kovens Conference Center on Friday, March 25 in North Miami. Over 100 invitees were present to acknowledge businesswomen in the South Florida marketplace who have distinguished themselves through perseverance and determination.

The theme of the First Annual South Florida Women's Conference was "Experience the Power of Connection!"

The conference was aimed at celebrating the role that women play in shaping and advancing the modern business world. National Women's Council Founder and CEO, Dennis Kennedy said, "This conference

was designed to bring together businesswomen from multiple industries and backgrounds, in order to recognize their accomplishments and provide them with the tools necessary to succeed in their fields."

The general session opened with the Glass Ceiling Award, where thirteen women were honored for their leadership excellence, demonstration of positive influence on those underneath her leadership, and record of steady increase in responsibility throughout their careers, among other qualities.

Immediately following the award ceremonies was a series of fourteen informative panel discussions – of which the participants could select four to attend – including "Reaching your Destiny through Entrepreneurship," "Utilizing Social Media for Your Business and Promoting Your Brand," and "What Got You Here, Won't Get You There." Each panel discussion was moderated by an esteemed member of southern Florida's business community.

At midday, Val B. Demings, the Chief of Police at the Orlando Police Department and this year's keynote speaker, addressed the assembly. Chief Demings spoke about the importance of the female

contribution to the workforce, as assessed through her years in the police department and social work fields. Her speech highlighted the importance of hard work – in spite of severe criticism from others – and the value of a female approach in the business world.

The conference closed with the opportunity for the guests to network amongst themselves, followed by a secondary recognition of the award winners and a door prize give a way.

Next year's South Florida Women's Conference will take place in North Miami on March 2, 2012, with the theme "Leadership – Looking Past Your Limits."