

The National Diversity Council presents

ATLANTA

Women in Leadership Symposium



Wednesday, March 21, 2012

8:30 a.m. - 11:30 a.m.

Comcast

3425 Malone Drive

Chamblee, Georgia 30341



Save The Date



2012 Georgia Diversity Council Agenda

Event	Atlanta
Talent Summit	<i>Thursday, April 12th</i>
Multicultural Roundtable	<i>Thursday, May 23rd</i>
2012 Georgia Leadership Conference	<i>Thursday, September 20th</i>
Young Women in Leadership Symposium	<i>Thursday, October 4th</i>
Diversity Best Practice Meeting	<i>Thursday, October 25th</i>
Healthcare Diversity Summit	<i>Thursday, November 15th</i>

Find more information, go to
www.georgiadiversitycouncil.org
or contact Brandale Mills at Brandale.mills@nationaldiversitycouncil.org

Welcome



Dennis Kennedy
Founder & CEO, National Diversity Council

Dear Participants,

We are excited to welcome you to the Third Annual Women in Leadership Symposium hosted by the Georgia Diversity Council. This great event offers an opportunity for you to observe, learn, network and hear different perspectives from a diverse mix of executives who have made the climb up the “corporate ladder.”

Today’s symposium will allow you to gather a wealth of knowledge, experience and expertise from some of the best female executives speaking on topics that will address the personal and professional challenges faced while successfully rising to the top in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today’s topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the Georgia Diversity Council. I would like to thank all of our corporate sponsors, planning committee members, program participants, and volunteers. Without each of you, this event would not be a success.

Sincerely,

Dennis Kennedy
Founder & CEO
National Diversity Council

Panelist



Charlotte Combre

Partner, McKenna Long & Aldridge LLP

Charlotte Combre practices exclusively in the area of health care law, primarily focusing on regulatory compliance of health care organizations. Ms. Combre's experience includes licensure, certification and accreditation of various health care facilities, corporate governance, tax-exempt compliance, physician contracting, managed care contracting, analysis of contracts and other arrangements between providers and physicians under the federal Stark and Anti-kickback laws and regulations, and records retention policies and schedules.

Ms. Combre's experience also includes advising and representing health care industry clients before state administrative agencies on certificates of need, Medicaid claims reimbursement and Medicaid provider enrollment.

Ms. Combre currently serves as Chair of the Firm-wide Diversity Committee and serves on the Firm's Hiring and Professional Development Committee. She also regularly speaks to law student and young lawyers on professional development topics, including conducting an organizational skills workshop twice a year for the Georgia Association of Black Women Attorneys.

Ms. Combre has been recognized by Georgia Super Lawyers as one of its Rising Stars.

Marilyn Jentzen

Vice President of Customer Strategy, Thomas Reuters

Marilyn works for Thomson Reuters and is currently the Vice President of Sales and Marketing for Property Tax and Unclaimed Property. The Property Tax business in Thomson Reuters is the largest property tax service provider in the United States, providing consulting, outsourcing and software solutions that support clients who pay \$20B of commercial property taxes annually.

Prior to joining Thomson Reuters, Marilyn co-founded CrownBridge Group as COO and Managing Director of Consulting, providing legal consulting and outsourcing services in both the U.S. and India. She worked at Deloitte for 10 years in a variety of leadership roles, including Director of Strategic Initiatives. She is also a guest professor at the Fuqua School of Business in their MMS program.

Marilyn holds an MBA from The Wharton School and a BS in Physics from The College of William & Mary. Marilyn has a passion for life-long learning which she brings to her career and personal activities. She has worked in multiple industries across several countries in different roles, and is continually looking for new avenues to grow and expand her knowledge base. The hallmark of her career is leveraging that knowledge base to help her clients and teams develop and execute strategies to improve operations and top and bottom line financial performance.

Life-long learning and the sharing of that knowledge is the foundation of her commitment to the Georgia Diversity Council and the Young Women's Leadership Program. She hopes that her seven year old daughter will also grow up to share her joy of life-long learning and the reward of helping others to learn. She is a proud new mother to son, Ryan.

Panelists

Kimberly Edmunds

Senior Vice President of Customer Care, Comcast

Kimberly Edmunds is the Senior Vice President of Customer Care for Comcast Central Division. In her new role, Kimberly is responsible for all Care strategies and operations.

Kimberly has over 25 years of experience managing telecommunications. She has spent the last 15 years with Cox Communications as the Vice President of Customer Care, Regional Senior Vice President and General Manager for the Kansas/Arkansas cable system, and recently as the Senior Vice President of Customer Operations, responsible for the end-to-end customer experience across all customer channels.



Marlena Norris

Vice President of Finance, IHG

Marlena Norris serves as Vice President of Finance for the Americas Division of InterContinental Hotels Group (NYSE: IHG [ADRs]; LON: IHG), a leading global hospitality company. Marlena was appointed to this position in June of 2009, and is responsible for the financial oversight (budgeting, forecasting and controllership) of hotels in the United States, Canada, Latin America (including South and Central America) and the Caribbean.

Prior to her current position, Marlena served in various capacities with IHG including Vice President of Finance and Controller for the United States and Canada, as well as Vice President of Americas Financial Services, where she was responsible for managing and directing the accounting and finance functions for Corporate Shared Services.

Prior to joining InterContinental Hotels Group, Marlena served as director of Accounting and Finance for Spherion Corporation in Atlanta. She has 25 years of progressive accounting and management experience that includes SEC and tax reporting, general ledger accounting, financial analysis, forecasting, and budgeting.

Marlena has been active in local and national community organizations including Junior Achievement, and works each year with Adopt a Grandparent in Atlanta or Adopt a Family committee in her church. She served on the board of Jomandi Productions and is very active in Alpha Kappa Alpha Sorority, Inc., where she has diligently worked with the Fund Raising committees and College Prep programs. She has participated in the Georgia 100 as a mentor to young executive women across Georgia for 3 years, and was an active Board member of the YWCA's Atlanta chapter. Marlena is involved in IHG's mentoring program, where she has received several awards for outstanding leadership and as well as mentoring and coaching.

Panelists



Jennifer Hightower

Senior Vice President- Law & Policy, Cox Communications, Inc.

As Senior Vice President of Law & Policy for Cox Communications, Jennifer Hightower oversees all video, broadband, telephone and wireless legal, regulatory and policy positions in Cox Communications, the third largest cable operator. In addition, she is responsible for the company's legal compliance with rules and regulations, and its policy relationships with other telecommunications providers.

Hightower joined Cox in 1997 as Legal Counsel, and prior to her current role, she was Vice President of State Regulatory Affairs. Before that, she oversaw all transactional and operational legal support as Assistant General Counsel. Prior to joining Cox, she served in various legal positions at BellSouth Corporation, RaceTrac Petroleum, Inc. and Drew, Eckl & Farnham.

In 2005, Hightower was honored as one of the Rising SuperStar Attorneys in Georgia and in 2007 was named SuperStar Attorney by the Georgia Corporate Counsel magazine. She served as Chair of the Georgia Federal Bar Association from 2003 to 2005 and is currently the Co-Chair. Additionally, an active member of the Women in Cable Telecommunications, she served as Membership Chair of the Atlanta chapter from 2004 through 2006.

Shirley Powell

Executive Vice President of Corporate Communication, The Weather Channel Companies

As executive vice president of corporate communications for The Weather Channel Companies (TWCC), Shirley Powell has executive oversight of all internal and external public relations and communications strategies for The Weather Channel network, its digital properties such as weather.com and The Weather Channel Mobile, and its business-to-business division Weather Services International (WSI). With more than 100 million television viewers, 42 million web visitors and 35 million mobile users, TWCC is the media industry leader in cross-platform usage. Powell is based in Atlanta at TWCC's headquarters and reports to TWCC's President & CEO Mike Kelly.

A member of the senior executive team, she provides communications counsel on a broad range of business issues and initiatives as well as serves as the chief spokesperson for the company. With more than 20 years in the media industry, Powell's understanding and broad experience play a critical role in taking the company's message to key constituencies.

Most recently, Powell served as senior vice president of corporate communications for Turner Broadcasting System, Inc., (TBS, Inc.) overseeing the strategy, development and implementation of TBS's external messaging and serving as its chief spokesperson for networks and businesses such as CNN, TBS, TNT and Cartoon Network. She was also responsible for internal communications, as well as government affairs, corporate contributions and community relations.

Panelists



Ashley Berg Jensen

Vice President of Diversity and Inclusion, Coca Cola Refreshments

Ashley Berg Jensen leads Diversity and Inclusion for Coca-Cola Refreshments (CCR), implementing CCR's Diversity and Inclusion strategy. She is responsible for delivering upon CCR's strategic people priority, to: attract, develop, & engage a highly talented and diverse workforce.

Ashley has been with the Coke system since 2007 and led the Culture and Change work stream for the integration of Coca-Cola Enterprises (CCE) and The Coca-Cola Company's North American business units. Prior to that, she led the design and implementation of CCE's first global engagement survey and multi-year engagement strategy for its 70,000 associates.

Before joining CCE, Ashley served as Region Practice Leader for CGI's Organization Development and Change consulting practice. Ashley co-founded the practice and managed consulting engagements with clients such as Yahoo!, SBC, BellSouth, and AT&T. Ashley received her Master's degree in Management with a concentration in Organizational Change from the Robinson School of Business, Georgia State University. She received her undergraduate degree in Industrial/Organizational Psychology from Tulane University. She

We would like to thank the event sponsor:



Schedule of Events

8:30 a.m. **WELCOME, INTRODUCTION OF PANELISTS, & RECOGNITION OF SPONSORS**

8:40 a.m.–9:00 a.m. **BECOMING A PERSON OF INFLUENCE**
Marilyn Jentzen; Vice President, Customer Strategy; Thomson Reuters
Women who break through into senior-level leadership roles get there by delivering results. In John Maxwell's book, "Becoming a Person of Influence: How to Positively Impact the Lives of Others" he lists a number of traits a person of influence should possess such as integrity, nurturing, faith, listener, understanding, empowering and connecting.

Discussion Question:

- Which traits are most important to influence and to becoming a person of influence?

9:00 a.m.–9:20 a.m. **UNDERSTANDING THE ENVIRONMENT WE LEAD**
Kimberly Edmunds; Senior Vice President Customer Care; Comcast
According to the Leading Today Organization, leadership is the ability to articulate a vision, to embrace the values of that vision, and nurture an environment where everyone can reach the organizations goals and their own personal needs. Employees can productively amaze and astound you with what they can accomplish, but this doesn't happen in an environment where leaders discourage innovation and where they withhold trust in their employees. Employees can take a company anywhere the leaders choose to go but only if leaders encourage them to push the limits, only if they promote initiative and only in an environment of trust.

Discussion Questions:

- What skills are needed to ensure trust and encourage innovation in the workplace environment?
- What steps are needed to transition an ineffective environment into an efficient and reliable work environment?
- What tips are there to keep an environment effective?

9:20 a.m.–9:40 a.m. **DEALING WITH PERCEPTION VS. REALITY: CAN WOMEN BE LEADERS?**
Jennifer Hightower; Vice President of Regulatory Affairs; Cox Enterprise
The increasing demand for diverse leaders at all levels of an organization has given a new focus to the question whether women can lead effectively. The myths of the past regarding women's effectiveness as leaders have been discarded; as evidence shows that today more than ever women are succeeding. Although there are still many challenges and territory to gain, women have proven to have "opened the door" of traditionally male dominated fields.

Discussion Questions:

- Why is there still the perception in the workplace that women can't lead? Can women lead as well as men?
- How can women work as themselves without changing their individual work ethic in a predominantly male work environment?
- What are the particular leadership skills that women may bring, that dismiss the can or can't lead question?

9:40 a.m.–9:55 a.m. **BREAK**

Schedule of Events

9:55 a.m.–10:15 a.m. **QUESTION AND ANSWER SESSION**

10:15 a.m.–10:35 a.m. **CROSS CULTURAL LEADERSHIP - WOMEN BRIDGING THE RACIAL DIVIDE**
Charlotte Combre; Partner; McKenna Long & Aldridge LLP
Leading organizations today want to offer a better place to work for all employees. At the same time, they want to have the competitive advantage of being a "preferred employer of choice" and thus retain top talent. Managers and leaders at all levels of an organization can become diversity champions that can take a specific range of actions to make the workplace more inclusive and begin the process to erase the racial divide.

Discussion Questions:

- How do women across races overcome discomfort to hold open, honest discussions about race and racism in the workforce?
- What strategies can women across races use to build coalitions with each other in order to implement mutually beneficial change in corporate America?
- Do you think women are more willing and better champions in addressing this issue? Why or why not?

10:35 a.m.–10:55 a.m. **PURSUING LEADERSHIP EXCELLENCE**
Marlena Norris; Vice President, Finance; IHG
Leaders in today's corporate setting need to have certain emotional and intellectual qualities in order to engage their supporters and achieve extraordinary results. As women strive to achieve leadership excellence, there are still barriers that limit women to reach their full capacity.

Discussion Questions:

- What makes a good leader in today's environment?
- What are the qualities and skills a positive leader must have to rally support of his or her fellow employees and achieve extraordinary results?
- What are the aspects of women's leadership style that can benefit an organization?

10:55 a.m.–11:15 a.m. **ESTABLISHING CREDIBILITY IN THE WORKPLACE**
Shirley Powell; Executive Vice President of Corporate Communications; The Weather Channel
Establishing credibility the first few seconds in a job, project, or telephone conversation sets the tone for any future productive, working relationship.

Discussion Questions:

- What skills are needed to build trust and credibility among your employees to your CEO?
- How can someone build their reputation as a high producer when everything is apriority and emergency?
- What are the critical first steps to establish credibility and a reputation as a "can-do" person?



Schedule of Events

11:15 a.m.–11:35 a.m. **PERCEPTIONS OF ASSERTIVE WOMEN**

Ashley Berg Jensen; Vice President, Diversity and Inclusion; Coca-Cola Refreshments

A woman's ability to interact confidently and assertively with people up and down the organization is critical for her success. Women who communicate effectively go farther faster in their careers than those who do not.

Discussion Questions:

- How can a person demonstrate assertiveness in various workplace situations without coming across as pushy, overbearing, or aggressive?
- Are there any special hints women can use to say “no” without feeling guilty?
- What practices have worked for getting your points across in meetings particularly in a male dominated room?

11:35a.m.–11:45 a.m. **QUESTION AND ANSWER SESSION**

11:45 a.m. **CLOSING REMARKS**



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For more information, please contact

DR. SHANTA PROCTOR | SHANTA.PROCTOR@NATIONALWOMENSCOUNCIL.ORG

Join the Georgia Diversity Council today



We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness and are secure in their knowledge that their efforts make a difference.



GEORGIA *diversity* **COUNCIL**

Member of the National Diversity Council

Please contact
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