The Oregon Diversity Council Presents The INAUGURAL

Portland

W O M E N
I N
L E A D E R S H I P

• SYMPOSIUM •

April 19, 2016
8:30 a.m. – 11:30 a.m.
The Benson Hotel

“Secure Your Place at the Table”

Sponsors:
OUR HISTORY
Organized in 2011, the National Women’s Council (NWC) is dedicated to developing and empowering women of all backgrounds, classes, and ages. Whether you seek to promote change globally or directly, the National Women’s Council is the vehicle to bring the change to fruition.

MISSION
The mission of the NWC is to promote economic, political, and workplace equality.

VISION
The vision of the NWC is to be the premier organization for women’s equality.

FOR MORE INFORMATION PLEASE CONTACT:
Kelsea Haught • kelsea.haught@nationaldiversitycouncil.org
Welcome

We are excited to welcome you to our 2016 Oregon Women in Leadership Symposium hosted by the National 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.”

The theme for today’s symposium is “Secure Your Place at the Table.” You will 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 our 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 Oregon Women in Leadership Symposium and the National 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, National Diversity Council

Angeles Valenciano
CEO, National Diversity Council
Schedule of Events

8:00 a.m. -8:30 a.m.  
REGISTRATION, CONTINENTAL BREAKFAST, & NETWORKING

8:30 a.m. -8:40 a.m.  
WELCOME
Stephanie Neuvirth – Vice President, Talent Acquisition Mars Petcare – Banfield Pet Hospitals

8:40 a.m. -8:45 a.m.  
INTRODUCTION OF PANELISTS & TOPICS
Eileen Park – Weekend Morning Anchor & Investigative Reporter, KOIN 6 News

8:45 a.m. -9:05 a.m.  
GET A SPONSOR & GET AHEAD
Nicole Helprin – Former Vice President of Culture, Engagement, and Diversity, Broadcom Corporation

Introduction:
In “Forget a Mentor, Find a Sponsor: The New Way to Fast-Track Your Career,” Sylvia Ann Hewlett says that mentors may offer an open door and helpful guidance but, to win, you need a sponsor. In the corporate world, if women want to get ahead, they need to identify strategic sponsors. These are individuals with credibility willing to vouch for your talents, skills, and abilities while advocating for your advancement in the organization. Learn important tactics to identify and impress a potential sponsor who can be your advocate in the road to career success.

9:05 a.m. -9:25 a.m.  
DEVELOPING YOUR LEADERSHIP POTENTIAL: KNOWING WHAT, WHEN & HOW
Laurie C. Kelley – President & Chief Development Officer, Providence Foundations, Oregon Region

Introduction:
Being in charge is different from being a contributor. New skills are needed to achieve results though others. Interpersonal issues and disagreements can jeopardize the teams, departments, and projects. It is important to know how to lead a team, get the work done, deal with conflict, and solve problems.

9:25 a.m. -9:45 a.m.  
BRANDING: BECOMING VISIBLE & IMPORTANCE OF SELF
Gabriela Sanchez – Shareholder, Lane Powell PC

Introduction:
Highly successful women do not leave things to chance. They build networks, leverage their connections, and go after what they want. This frame of mind highlights the importance of self-branding, which is essential to climb the corporate ladder. Take charge of your personal brand and start thinking more creatively and strategically about yourself and your abilities.

9:45 a.m. -10:05 a.m.  
QUESTIONS & ANSWERS SESSION

10:05 a.m. -10:15 a.m.  
BREAK
Schedule of Events

10:15 a.m. -10:35 a.m. **FINDING & OWNING YOUR VOICE**  
Michelle Hodges – *Vice President, Global Channel Strategy and Programs, Riverbed Technology*

*Introduction:*  
What does it mean for women to have a “voice” in meeting or within their organization? Many women consistently feel less effective in meetings than in other business situations. Some say their voices are ignored or overlooked while others point to an inability to find their way into conversations. How can women navigate perceptions around assertiveness in the workplace while owning their voice?

10:35 a.m. -10:55 a.m. **STOP NETWORKING & START MAKING CONNECTIONS**  
Stephanie Neuvirth – *Vice President, Talent Acquisition, Mars Petcare – Banfield Pet Hospitals*

*Introduction:*  
Everyone must be a proactive networker in today’s environment. It is important to note that the ability to hold conversations with others and collect business cards is not enough. Networking is not connecting. It takes a unique person to successfully connect with the right individuals at a particular meeting or event. Make the transition from a networker to a connector in order to create opportunities for yourself.

10:55 a.m. -11:15 a.m. **DEVELOPING POLITICAL SAVVY: HARD WORK & TALENT ARE NOT ENOUGH**  
Aicha Evans – *Corporate Vice President & General Manager, Platform Engineering Group, Intel*

*Introduction:*  
You cannot afford to be apolitical at work if you aspire to advance in the professional sphere. In many jobs, when you reach a certain level of technical competence, politics makes a key difference in achieving success. In the workplace, politics is about positioning your ideas in a favorable light, knowing what to say, how to say it, and when to say it.

11:15 a.m. -11:25 a.m. **QUESTIONS & ANSWERS SESSION**

11:25 a.m. -11:30 a.m. **CLOSING REMARKS**  
Stephanie Neuvirth – *Vice President, Talent Acquisition Mars Petcare – Banfield Pet Hospitals*

11:30 a.m. **ADJOURN**
Eileen Park is the weekend morning anchor and investigative reporter for KOIN 6 CBS news.

She began her journalism career in NYC at ABC News 20/20 as a freelance senior production associate. She then moved abroad as a freelance international correspondent for several years, covering military tensions between North and South Korea, as well as the devastation in Yangon, Myanmar post-Cyclone Nargis.

She graduated with honors from DePauw University as a Communication major and Political Science minor, where she also interviewed Soviet leader Mikhail Gorbachev and former British Prime Minister Tony Blair.

Before joining KOIN, Eileen was a reporter and anchor for WNCN NBC News in Raleigh, N.C.

Born in New York and raised in New Jersey, Eileen has also lived in Beirut, Paris, Cape Town, and Seoul. Calling Portland, Oregon home has always been a dream for Eileen. She loves how the city embraces its originality. She loves its stubborn refusal to conform.

She's always looking for her next favorite slice of pizza. Favorite so far? Escape from New York on 23rd.
Panelists

NICOLE HELPRIN
*Former Vice President of Culture, Engagement & Diversity, Broadcom Corporation*

Nicole Helprin is the former Vice President of Culture, Engagement and Diversity at Broadcom Corporation where she was responsible for driving and measuring employee engagement, strengthening Broadcom’s culture, and creating a diverse and inclusive place to work for everyone.

Prior to joining Broadcom, Nicole spent 14 years at HP and most recently led Employee Engagement and Culture for HP’s Enterprise Services organization which included more than 100,000 employees. Additionally Nicole held leadership positions in various employee engagement, internal communications and change management roles. Prior to HP, she worked in education-teaching, training, and managing teachers and leading HR for a national reading institution.

Most of Nicole’s career has been spent exploring one question: What inspires someone to bring his or her whole self to work, be excellent at what they do, and contribute at a very high level?

Nicole holds a bachelor’s degree from UC Berkeley, an MBA in Marketing and Information Systems from Indiana University, and is a certified strengths and engagement coach. She is also an avid reader, writes book summaries as a nerdy hobby, and is the mother of two small children and a badly trained dog.

GABI SANCHEZ
*Shareholder, Lane Powell PC*

Gabi Sanchez represents long term care, senior housing, home health and hospice providers in business, regulatory and litigation matters. She routinely advises long term care clients on contentious resident issues including resident transfers, compliance with resident rights, resident capacity concerns, disputes with residents and family, and collection of accounts receivable from various pay sources. She also advises facilities in insurance payment disputes and recoupment issues.

She drafts and provides training regarding admission agreements, resident handbooks and related facility documents. Additionally, she counsels clients on compliance with federal and state laws and regulations governing long term care and senior housing providers.

Gabi provides risk management advice and strategies and defends against agency actions and investigations, including defense of civil monetary penalties, fraud and abuse complaints, and imposition of conditions on provider licenses as well as revocation, denial or non-renewal of provider licenses. Further, she counsels providers with respect to HIPAA/HITECH compliance in various jurisdictions, including Oregon, Washington, Nevada, Arizona and Montana.

She has experience with the corporate practice of medicine doctrine in the nursing home context, billing and incorporating nurse practitioner services in skilled nursing facilities.

Gabi is a frequent presenter and author for the Oregon Health Care Association.
Aicha Evans is corporate vice president and general manager of the Intel Communication and Devices Group in the Platform Engineering Group. She is responsible for driving wireless engineering for multi-comm products and Intel platforms, including modems, RF, Wi-Fi, GPS, Bluetooth, NFC, FM, LTE, WLAN/WWAN as well as emerging wireless technologies to lead this industry going forward. Prior to PEG, she held the same title and role within the Mobile and Communications Group.

Previously Evans was the general manager of the Wireless Platform Research and Development Group where managed the engineering, software, hardware, strategic planning, and product test teams responsible for providing wireless connectivity ingredients and solutions for all Intel platforms.

Evans joined Intel in 2006 as a software integration and test manager. She held a number of management positions responsible for Intel’s wireless efforts including software engineering and support for customers deploying WiMAX networks in multiple geographies. Additionally, she worked in Israel managing WiFi engineering and product lines. Prior to Intel, Evans spent 10 years in various engineering management positions at Rockwell Semiconductors, Conexant and Skyworks. Evans received a bachelor’s degree in computer engineering from The George Washington University in 1996.

Laurie Kelley serves as the president and chief development officer for the Providence Foundations throughout the Oregon Region. Kelley leads philanthropic programs conducted by Providence in Oregon, including leadership of ten foundations throughout the state. She is thrilled to work with Providence’s medical and executive leaders in concert with generous donors to increase the quality and availability of exceptional healthcare services throughout the Oregon Region. Philanthropy enables Providence’s hospitals and Centers of Excellence to provide services and life-saving research that would not be possible without donor involvement. Having ten foundations throughout the state provides great assistance for each community - Hood River, Medford, Mt. Angel, Milwaukie, Newberg, Portland, Seaside, and Willamette Falls - to keep pace with advances in technology and services while responding to the unique needs of its individual communities.

A nonprofit leader with more than thirty years of experience, Kelley feels fortunate to have worked in mission focused organizations throughout her career. Prior to coming to Providence in January 2016, Kelley served at the University of Portland for more than nine years, first as chief marketing officer and later as vice president for university relations. In that role, she oversaw Alumni Relations, Development, Marketing & Communications and University Events. In addition, she held executive leadership roles at Oregon Public Broadcasting and Legacy Health System.

Kelley has an undergraduate degree in accounting and an MBA from the University of Notre Dame.

In addition to her work, Kelley is an active community volunteer and as served on the boards of Children’s Cancer Association, Jesuit High School, the Blanchet House of Hospitality, and the steering committee for Notre Dame Women Connect. Married and the mother of four, Kelley is a believer in the power of giving back, exercise, and takeout.
Panelist

STEPHANIE NEUVIRTH
Vice President, Talent Acquisition, Mars Petcare-Banfield Pet Hospitals

Stephanie is VP, Talent Acquisition for Mars Petcare – Banfield Pet Hospitals. Banfield Pet Hospital® is the largest general veterinary practice in the world with more than 900 hospitals across the United States and Puerto Rico and employs more than 16,000 associates. Mars, Inc. is one of the largest privately held businesses in the world, based in McLean, Virginia, and consists of six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience.

Stephanie celebrates 25+ years of broad HR background in the Healthcare, Consumer Packaged Goods, Entertainment, and Retail industries. Previous employers include City of Hope, the Walt Disney Company and Bullocks / Macy’s. Her knowledge and experiences have been in global and domestic environments, in both union and nonunion environments. She has extensive experience building human capital solutions in organizations going through change transformation. She is also known for her collaborative working style and passion for youth and workforce development programs.

She has had experiences overseeing all facets of Human Capital Strategy - Workforce Planning, Talent Acquisition, Organizational Design, Compensation, Benefits, HRIM, Employee and Labor Relations, Change Management, Diversity and Inclusion, and Learning and Development. She is a certified SPHR and SHRM-SCP in addition to a certified HR Strategist.

She has served on not for profit boards and is active in her community. She previously served on the Board of the California Diversity Council, Healthcare Diversity Council, and was the President of the Greater Los Angeles Diversity Council from 2013-2015. She is a regular contributor to Healthy Hispanic Living, the first preventive care online educational platform targeted to U.S. Hispanics.

MICHELLE HODGES
Vice President, Global Channel Strategy and Programs, Riverbed Technology

Michelle Hodges is Vice President, Global Channel Strategy and Programs at Riverbed Technology. For 20+ years, Hodges has been assisting leading vendors in designing, building and managing Channels & Alliances sales teams & programs around the world. Her background includes time with Microsoft in EMEA & India, leading market changing System Integration teams; with Business Objects & SAP as VP Channels & Alliances - APJ, transforming the APJ partner eco-system; and with VMware as the Worldwide Senior Director for the WW Consulting & Integration route to market.

Hodges compliments her professional passions with memberships in the Associated Strategic Alliances Professionals & Women in Channels organizations, among others. Michelle holds a BA in French Literature & Philosophy from Whittier College and both an MA in International Policy, in addition to, an International MBA from the Middlebury Institute of International Studies at Monterey.
LET'S GET SOCIAL
We'd love to hear your thoughts

@The_NWC_Tweets

Stay connected

#MyTable
Meet the DiversityFIRST™ Toolkit, the unique, content-rich D&I library that is changing the way our state and national partners do business!

If you have an issue, a project or simply a diversity and inclusion question, go to the DiversityFIRST™ Toolkit.

**Contact** Jim Penny
jim.penny@nationaldiversitycouncil.org

diversityfirsttoolkit.org

**Content Areas**
- Diversity and Inclusion
- Healthcare
- Gender
- Cultural Competence
- Employee Resource Groups
- Diversity Marketing
- Legal Industry
- Global Diversity
- And more!
Looking for the right employee?

www.diversityfirstjobs.org

For more information contact Javier Castro
javier.castro@nationaldiversitycouncil.org
The DiversityFIRST™ Certification Program prepares qualified professionals to create and implement highly successful D&I strategies for organizational excellence and a competitive edge in today's global marketplace. The program blends theory and practice during a 5-day intensive curriculum and on-going professional development within the graduate network. Graduates of the program are recognized as a NDCCDP (National Diversity Council Certified Diversity Professional).

Areas of Focus

• The Business Case for Diversity and Inclusion
• Cultural Competence
• Measurement and Accountability
• Inclusive Leadership
• Best Practices in Diversity and Inclusion
• Graduate Network Component

Program Objectives

Upon completion of the 5-day program, participants will:
• Recognize diversity and inclusion as drivers of business success and employee engagement in the 21st-century workplace.
• Possess a broad range of knowledge and skills to perform at a high level as D&I professionals and bring value to their organizations.
• Gain access to a reputable and reliable community of professionals through the DiversityFIRST™ Graduate Network to encourage continued learning as the D&I field evolves.
• Enhance credibility with the National Diversity Council’s CDP designation to positively impact professional growth.

For more information and to register, please contact Jim Penny, jim.penny@nationaldiversitycouncil.org or Cecilia Orellana-Rojas, cecilia.orellana-rojas@nationaldiversitycouncil.org
www.nationaldiversitycouncil.org/diversityfirstcertification

Location

October 17-21, 2016
University of Phoenix
Gardena Learning Center
1515 W. 190th St., Ste. 200
Gardena, CA 90248

Upon completion of the 5-day program, participants will:
• Recognize diversity and inclusion as drivers of business success and employee engagement in the 21st-century workplace.
• Possess a broad range of knowledge and skills to perform at a high level as D&I professionals and bring value to their organizations.
• Gain access to a reputable and reliable community of professionals through the DiversityFIRST™ Graduate Network to encourage continued learning as the D&I field evolves.
• Enhance credibility with the National Diversity Council’s CDP designation to positively impact professional growth.

For more information and to register, please contact Jim Penny, jim.penny@nationaldiversitycouncil.org or Cecilia Orellana-Rojas, cecilia.orellana-rojas@nationaldiversitycouncil.org
www.nationaldiversitycouncil.org/diversityfirstcertification
When EXPERIENCE and RESULTS count, turn to NDC Consulting, your complete Diversity & Inclusion consulting and training solution.

Let us help your organization achieve success!

Contact: Cecilia Orellana-Rojas, Ph.D., VP Strategy and Research, cecilia.orellana-rojas@nationaldiversitycouncil.org
www.nationaldiversitycouncil.org/what-we-do/training/
The Oregon Diversity Council is committed to enhancing the appreciation for and understanding of the value of diversity and inclusion in today’s global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.

Please contact Kelsea Haught for more information about the Council
kelsea.haught@nationaldiversycouncil.org