

ESTABLECIENDO
de mujer a mujer
CONEXIONES

Speaker Series *continued*

Date: 2nd Thursday of every month

Time: 5:30 p.m. – 7:00 p.m.

Location: Crowne Plaza Reading

Cost: FREE to attend! (Registration Required)

ROSA PARRA,
CEO & Founder,
Palo Magazine –
Only Take One Cookie

Rosa Parra is a creative leader with extensive experience educating the community and embracing the cultural diversity with a monthly bilingual magazine, *Palo*. We welcome her as she shares her life story with us!

Date: Thursday, January 10, 2019



DATNILZA METZ,
Honors Student,
Alvernia University –
Fostering Agents
of Change

Join Datnilza in discussing how women in the Reading area have instilled characteristics in her that will truly aid in becoming not only a woman leader, but also an agent of change.

Date: Thursday, March 14, 2019



DESTINY PEREZ,
Commercial Loan
Research Operation
Specialist, Santander Bank
– Keep Going!

No matter how hard the road or how many doors close, you need to keep going. So she did. Destiny will share with us what she overcame, at a young age, to be where she is today.

Date: Thursday, May 9, 2019



Professional Development Series

Location: Crowne Plaza Reading

LIZETTE EPPS,
Breadth of Hope
Tools for your Toolbox

Resumes, Cover Letters, CVs
& Social Media

Date: Thursday, October 11, 2018

Interview Etiquette:
Shake it like you mean it

Date: Thursday, December 13, 2018

Dressing for success leads to success!

Date: Thursday, February 21, 2019

**Mentors & Sponsors – What's the difference
& how to get one**

Date: Thursday, April 11, 2019



Save the Date

LATINA EXPO
Latina Lifestyle Conference & Expo

Date: Saturday, July 6, 2019



Visit our **NEW website** to find videos, takeaways & photos from past events, resources to positively guide your professional development & more!

To register for events,
visit www.berks.women2women.com

TO JOIN WOMEN2WOMEN,
email W2W@GreaterReading.org

Stay connected at: BerksWomen2Women.com
Facebook @BerksWomen2Women
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LinkedIn Berks Women2Women
Twitter @berksW2W

2018-2019

women2women

GROW • CONNECT • LEAD

Women2Women encourages women to create connections, gain knowledge, open doors, build strategic alliances, and much more. Our goal is to develop more women leaders in Berks County by providing a forum where women from diverse backgrounds can learn, share ideas and mentor one another.



Launch Event

Keynote Speaker: Janice Kaplan
How Luck Happens

DATE: Tuesday, October 2, 2018

TIME: 5:00 p.m. – 8:00 p.m.

LOCATION: The Crowne Plaza Reading

COST: \$50/person (includes hors d'oeuvres)

Join Women2Women as we kick off our 8th year of programming! In partnership with the Junior League of Reading we will welcome Janice Kaplan, widely known for her achievements as a writer, television producer and magazine editor. She is the author of fourteen books, including the New York Times bestseller *The Gratitude Diaries* and her latest hit, *How Luck Happens*.

Luck is more than random chance, and in this upbeat talk, Janice Kaplan reveals the principles that allow any of us to create more luck in our lives. She explains the three basic elements that go into creating luck and how optimism is the number one component in making a lucky life. This lively and inspiring talk is filled with examples from top executives and celebrities who Janice has interviewed and shows how we all have more control over our lives than we realize.

As the Editor-in-Chief of *Parade*, the most widely read publication in America, she attracted some of America's best writers and biggest-name celebrities. Her own interviews with stars including Barbra

Streisand, Clint Eastwood, Matt Damon, and Daniel Craig got international attention. Janice was deputy editor of *TV Guide* magazine and executive producer of the *TV Guide Television Group*, where she created and produced more than 30 television shows that aired primetime on ABC, FOX, VH1 and other networks. She began her career as an on-air sports reporter for CBS Radio and went on to be an award-winning producer at ABC-TV's *Good Morning America*.



JUNIOR LEAGUE OF
READING

Event Partner:

ELIZABETH KASE –

The Two Million Dollar Miracle

Elizabeth Rohrbach Kase, RN, is an ambassador athlete for the IM ABLE foundation and a certified Peer Visitor for the Amputee Coalition. We welcome an inspirational speaker who will share her life experience with us and how she came to triumph after a life-changing disability.

Date: Tuesday, September 18, 2018

Time: 4:30 p.m. – 6:00 p.m.

Location: Reading Hospital – Thun Janssen Auditorium

Cost: FREE but registration is required (includes light refreshments)



ROSA PARRA –

Only Take One Cookie Women2Women/De Mujer a Mujer Crossover Event!

Rosa Parra is a creative leader with extensive experience educating the community and embracing cultural diversity with a monthly bilingual magazine, *Palo*. We welcome her as she shares her life story with us!

Date: Thursday, January 10, 2019

Time: 5:30 p.m. – 7:00 p.m.

Location: Penn State Health St. Joseph – Franciscan Room

Cost: FREE but registration is required (includes light refreshments)



COURTNEY COFFMAN –

Walking the Tightrope: Assertive vs Aggressive

Courtney is VP of Finance & CFO at Penn State Health St. Joseph, a mother and a millennial. Her journey to the hospital C-Suite was as unconventional as it was accelerated. Join us as she shares her experiences and recommendations on succeeding in the workplace.

Date: Thursday, February 7, 2019

Time: 11:30 a.m. – 1:00 p.m.

Location: Crowne Plaza Reading

Cost: \$25/person (includes lunch)



VICKI FLOYD CLARK –

The 11 Commandments of Wildly Successful Women

The Eleven Commandments of Wildly Successful Women identifies attitudes and strategies that are crucial to a woman's success in all areas of life, however she may define it. This session offers 11 areas of focus for women at all ages and stages of life. Vicki Floyd Clark has devoted the past 30 years of her life to building capacity in organizations and inspiring community and business leaders.

Date: Wednesday, March 13, 2019

Time: 12:00 p.m. – 1:30 p.m.

Location: Inn at Reading

Cost: \$30/person (includes lunch)



Event Partners:



CAROLYN HOLLERAN & KATHERINE WILLIAMS –

Women in the Workplace: Then & Now

Join us for a conversation with Carolyn Holleran, a pioneer for women in Berks, and granddaughter Katherine Williams to discuss the generational differences they see and experience in the workplace, facilitated by Julia Klein, CEO and Chairwoman of CH Briggs.

Date: Wednesday, May 8, 2019

Time: 8:00 a.m. – 9:30 a.m.

Location: Crowne Plaza Reading

Cost: \$25/person (includes breakfast)



KEDREN CROSBY, MPS –

Emotionally Intelligent Leadership: The secret ingredient to winning

Join Kedren Crosby, President of Work Wisdom, for this interactive workshop to bolster Emotionally Intelligent Leadership, influence and impact through the four dimensions of Emotionally Intelligent Leadership, with their accompanying concrete behaviors and common EI Leadership Derailers.

Date: Wednesday, June 5, 2019

Time: 11:30 a.m. - 1:00 p.m.

Location: Stokesay Castle

Cost: \$25/person (includes lunch)



JULIE KNIGHT –

Eight Attributes of a Leader: Learning & Living the ATHENA Model

Are you a female leader or a future female leader? Join Julie Knight, 2011 Young ATHENA Recipient from the Greater Lehigh Valley Chamber of Commerce, for an interactive discussion on how to adopt the eight distinct attributes which comprise the ATHENA Leadership Model.



Date: Thursday, November 1, 2018

Time: 8:00 a.m. – 9:30 a.m.

Location: Stokesay Castle

Cost: \$25/person (includes breakfast)

CHRISTINE MILES –

The 6 Questions to Understand People

Christine Miles, M.S. Ed, of Philadelphia-based CI Squared, will talk about the importance of listening and gathering a story from others. What you'll walk away with will help you understand people on a deeper level and improve your emotional skills in both your personal and professional life.



Date: Wednesday, December 12, 2018

Time: 11:30 a.m. – 1:00 p.m.

Location: Inn at Reading

Cost: \$25/person (includes lunch)

ESTABLECIENDO de mujer a mujer CONEXIONES

A part of our Latina Women2Women Initiative, De Mujer a Mujer features a professional development workshop offering useful skills for the workplace and life or a guest speaker who will share an inspiring story of challenges and accomplishments.

Date: 2nd Thursday of every month

Time: 5:30 p.m. – 7:00 p.m.

Location: Crowne Plaza Reading

Cost: FREE to attend! (Registration Required)

Speaker Series

OLGA NEGRON, Councilwoman, Bethlehem City – Woman in Leadership Roles, it is our time!



Join us to hear Olga's experience of being the first Latino woman ever elected as a member of City Council. We will talk about growing your base, getting engaged with your community, and not allowing anyone or anything to stop you.

Date: Thursday, September 13, 2018

LOURDES PERALTA, Owner, Sarai Variety Flower Shop – Passion, Success & Inspiration!



Lourdes Peralta is owner and florist of Sarai Flower Variety Flower Shop in the city of Reading, Pa. She is self-taught and found her inspiration to become a florist out of necessity. Join us to hear her story.

Date: Thursday, November 8, 2018

Continued on back page.

Save the Date!

WOMEN2WOMEN SPRING EXPO & ATHENA AWARD CEREMONY

Date: Tuesday, April 30, 2019

Location: Crowne Plaza Reading



LEAN IN CIRCLES: INVEST IN YOURSELF! Join a Lean In Circle!

A Lean In Circle is an intentionally curated and professionally facilitated group of 12-14 women who come together to learn, grow and support each other in an atmosphere of confidentiality and trust. Circles meet monthly, alternating between Education and Exploration meetings with a curriculum designed by LeanIn.org. As you consider young women within your organization who you have identified as the next generation of leaders, we invite you to consider investing in their future and the future of your organization. Circles form in October. For more information please visit www.berkswomen2women.com.