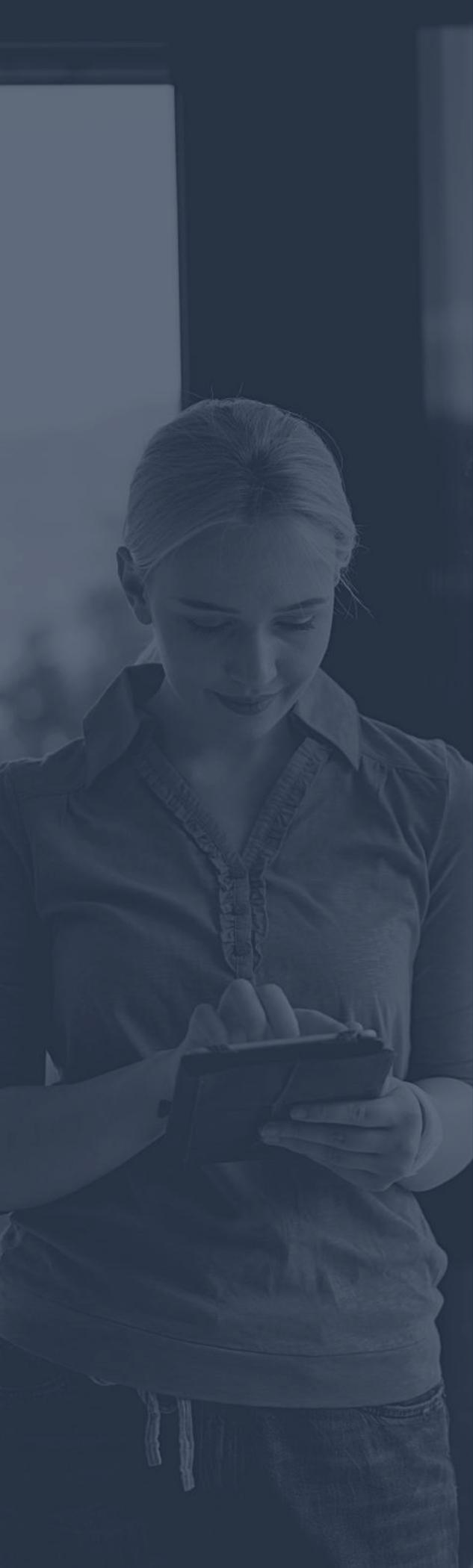




2020 *women* **2** *women*
**DIGITAL LEADERSHIP
SUMMIT**

~~Surviving~~ **Thriving in a Crisis**

JUNE 25 | JULY 21 | AUGUST 12 | SEPTEMBER 22

A grayscale photograph of a woman with blonde hair tied back, looking down at a tablet device she is holding with both hands. She is wearing a light-colored, short-sleeved button-down shirt. The background is slightly blurred, suggesting an indoor setting.

PROGRAM

JUNE 25, 2020

9 a.m. - 11 a.m.

2020 ATHENA CEREMONY
KEYNOTE SPEAKER: JESSICA HOLMES
W2W EXPO - *all day access*

JULY 21, 2020

3 p.m. - 4:30 p.m.

BREAKOUT SESSION: VERNA LISA
W2W EXPO - *all day access*

AUGUST 12, 2020

9 a.m. - 10:30 a.m.

BREAKOUT SESSION: GLADINE FRASSO
W2W EXPO - *all day access*

SEPTEMBER 22, 2020

9 a.m. - 11 a.m.

2020 DE MUJER A MUJER AWARDS
KEYNOTE SPEAKER: JEN JAMULA
W2W EXPO - *all day access*

WELCOME TO THE 2020 *women2women* DIGITAL LEADERSHIP SUMMIT

You can't come to us... so we will come to you for the 2020 Women2Women Digital Leadership Summit!

We can't wait to welcome you on June 25th, and then span four months of events, to ensure your summer is filled with development opportunities and meaningful connection.

We will be using the **Attendify App + Desktop Platform** to create a true Conference experience for our attendees. From seeing our speakers bios and choosing the events you'd like to attend, to networking with other attendees and enjoying the Virtual Women2Women Expo, we will have it all for you.

The Women2Women Digital Leadership Summit will still continue to offer professional & personal development, networking, inspirational speakers & a Virtual Expo filled with local women-owned businesses, our sponsor companies and nonprofit organizations.

Women2Women (W2W) is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other. Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.

REGISTER FOR EVENTS AT
www.berkswomen2women.com

THANK YOU TO OUR SPONSORS

It is because of the companies below, who believe in the mission of Women2Women, that we are able to host our Digital Leadership Summit & all monthly programming. And for this, we thank you!

TITLE LEVEL

- Penn State Health St. Joseph
- UGI Energy Services, LLC
- UGI Utilities, Inc.
- Wells Fargo

PLATINUM LEVEL

- Albright College
- Alvernia University
- Boscov's Department Store, Inc.
- Carpenter Technology Corporation
- East Penn Manufacturing Company, Inc.
- First National Bank
- Penske Truck Leasing

GOLD LEVEL

- BB&T
- Berks Community Television
- Berks County Bar Association
- Berks County Living
- Comfort Keepers
- Customer's Bank
- Fulton Bank
- Herbein + Company, Inc.
- Highmark Blue Shield
- Masano Bradley
- Met Ed/First Energy
- MJ Reider Associates
- New York Life Insurance
- Palo Magazine
- Reading Dermatology - Medical, Cosmetic & Skin Cancer Center
- Reading Truck Body
- RKL LLP
- Santander Bank, N.A.
- Sweet Stree Desserts
- Tompkins VIST Bank
- VA Productions, Inc.

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JUNE 25, 2020

9 a.m. - 11 a.m.

ATHENA® Awards Ceremony

2020 RECIPIENT : ANNOUNCED SOON!

The ATHENA® Leadership Award is presented to a woman or man who is honored for professional excellence, community service and for actively assisting women in their attainment of professional excellence and leadership skills.



Keynote Speaker: Jessica Holmes

CELEBRATED COMEDIAN, AUTHOR & MENTAL HEALTH ADVOCATE

Depression: The Comedy

This is a frank and hilarious account of how it took Jessica Holmes two years to get diagnosed as depressed. It started small: she resented “fun stuff” like girls night out, developed a loathing for words like “wellness,” and avoided foods that promised to prolong her life. Even when she yawned her way through an emceeding job for Oprah Winfrey didn’t sound any alarms for her. By the end of 2013, Jessica slept more than the cat, gave her husband a hall pass, and told her TV agent “hold my calls for six months” before diagnosis. In the nearly two years that she had transitioned from “cheerleader” to “zombie”, she hadn’t taken stock of how far she had veered from her ideal life of fulfillment and gratitude. Jessica’s story, which has a deeply happy ending, relates to anyone who has ever been on a downhill trajectory, whether with health, relationships, or career, who forgot to stop and ask “where am I?” Jessica Holmes has opened for giants like Jerry Seinfeld, Ellen DeGeneres, and Oprah Winfrey. Combining stand-up, music, and improvisation, she performed at Just For Laughs and The Second City before starring in her own TV series, The Holmes Show.



JULY 21, 2020

3 p.m. - 4:30 p.m.



Breakout Session: Verna Lisa

OWNER, NLP PRACTITIONER,
HYPNOTHERAPIST + AUTHOR
THE LAYERS

Unapologetically Authentic

Hear Verna's personal journey of becoming unapologetically authentic and learn to identify inauthentic living & behaviors. You will be able to make peace with your past, love your present and get excited about your future through visualization meant to leave you feeling self-empowered and joyful. This workshop is designed to show you how dimming your light for the sake of acceptance wreaks havoc on your soul. Verna wants you to live with purpose and not just exist in conformity.

Verna is a skillful life coach, mentor, and entrepreneur in the wellness & personal development industry. She is also a master certified Neuro-linguistic programming (NLP) practitioner, NLP teacher, hypnotherapist, and author. She has been in the field of mental health and social services since 1988 and has assisted thousands of clients in transforming trauma into an empowering resource.

Verna named her life coaching practice The Layers because in her many years of behavioral science studies and work in the field, she found a consistency...We forget who we are because of spending our entire lives being told who to be, what to be, when to be, how to be and why to be. Which begs the question, who were you before the world defined that for you?

AUGUST 12, 2020

9 a.m. - 10:30 a.m.



Breakout Session: Gladine Frasso

REGIONAL ENVIRONMENTAL HEALTH
& SAFETY ENGINEER + OWNER/COACH
OF I AM MENTALLY TOUGH

Game On: Using Mental Toughness as a Compass

Do you know how to mentally prepare yourself for the goals that you have set forth for yourself? Do you know how to mentally bounce back from failure when things do not go as planned? During the different stages in our lives we are faced with challenges that talent and skill alone can't get us through. Many of us are too quick to accept defeat, or too quick to give up instead using our most powerful too - Mental Toughness. Frasso will share how she rose to advocate for herself, launched I Am Mentally Tough, and overcame challenges in sports to lead her to become one of the greatest athletes in history on her high school and college basketball teams.

Gladine loves the game of basketball and what it has taught her growing up, which is why she started her own business **I am Mentally Tough**. **I Am Mentally Tough** provides basketball players of all ages tips and strategies for Peak Performance. In addition to being a Peak Performance Coach she works full time as a Regional Environmental Health and Safety Manager for one of the world's largest Water Treatment and Waste Management companies. Gladine was born in Brooklyn New York and currently lives in Virginia with her husband and daughter.

SEPTEMBER 22, 2020

9 a.m. - 11 a.m.

2020 De Mujer a Mujer Awards

SMALL BUSINESS OWNER

YOUNG LATINA

COMMUNITY IMPACT

As a celebration of six years of impact to our diverse Berks communities, we are excited to host our 2nd annual Awards Ceremony! Recipients announced soon.



Keynote Speaker: Jen Jamula

FOUNDER, CREATIVE DIRECTOR AND LEAD COACH GOLDJAM CREATIVE

Engaging Male Allies + Tools to Unbias Your Life or Office

Discussions about gender bias often place blame on men or leave them out of the conversation altogether. However, achieving gender equality requires everyone's concerted commitment.

During this interactive keynote, Jamula will provide tools for rewiring individual biases, speaking up productively against micro-aggressions, and engaging male allies.

Attendees will strengthen their understanding of how gender bias manifests in the workplace, learn how to address or adjust unintentional behaviors to be more inclusive, and enhance their ability to uplift female-identifying colleagues and make positive change. They will have a chance to ask questions in a guilt-free zone. Jamula is an entrepreneur, coach, and performer whose work looks at communication in the Digital Age. She and collaborator Allison Goldberg have helmed several artistic projects that have been featured on Good Morning America, in Forbes, WIRED Magazine, VICE, Newsweek, theSkimm, and more. The pair was featured on the cover of Time Out New York, which ranked them two of "the top 10 funniest women in NYC."



THE *women2women* 2020 VIRTUAL EXPO

FULL DAY ACCESS WITH REGISTRATION TO EVENT

Enjoy our Women2Women Virtual Expo to meet some of our Women2Women sponsors, local women-owned businesses and nonprofits from our community.

Instead of only one day to visit our Expo, we are offering you four opportunities to visit with our vendors. For each event you register for, you will receive an all day access pass to the Virtual Expo.

We will be using the **Attendify App + Desktop Platform** to create a true Conference experience for our attendees. From seeing our speakers bios and choosing the events you'd like to attend, to networking with other attendees and enjoying the Virtual Women2Women Expo, we will have it all for you.

We look forward to seeing you at the Virtual Expo and connecting you with our community's local businesses!

REGISTER FOR EVENTS AT
www.berkswomen2women.com

Interested in learning more about Women2Women, sponsorship opportunities or ways to get involved? Contact Rachael Romig, Director, at rromig@greaterreading.org or 610-898-7775.



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