

## women<sup>2</sup>women

GROW · CONNECT · LEAD

## de mujer <sup>a</sup> mujer

ESTABLECIENDO CONEXIONES

**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 through offering 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.

To register for events & join Women2Women, visit  
[www.berkswomen2women.com](http://www.berkswomen2women.com)

### 10-Year Anniversary Theme:

# Be An Ally

The 10-Year Anniversary theme for Women2Women & De Mujer a Mujer is "Be An Ally." The full W2W program in 2021 features a diverse range of speakers across age, gender, background, and industry affiliation to represent the Berks community. Join us for our 10-Year Anniversary to learn more about how we can lift each other up to advance together and enjoy pop-ins from our W2W Founders as well as more Anniversary surprises!

## JANUARY

### MINDFUL LEADERSHIP: HOW TO GIVE WITHOUT DEPLETION

**BONITA OWENS** - Certified Life Coach, Author, Speaker, Facilitator

Bonita is the founder of the Amazing Women Network which is a personal and professional development company for women in Texas.

Bonita works with successful, but worried entrepreneurs who are struggling with their transition from solopreneur to CEO. What they want is to be a boss that leads with confidence, clarity, and authenticity so that they can continue to grow their business.



**DATE:** THURSDAY, JANUARY 14, 2021

**Time:** 10 a.m.– 11:30 a.m.

**Venue:** Virtual Event

## FEBRUARY

### PASSING THE BATON: THE IMPORTANCE OF MENTORSHIP

**MICHELLE LEHMAN** -  
Director of Student and Client  
Services, The O'Pake Institute,  
Alvernia University

Magic can happen when women, young and old, stand together as leaders. This presentation will focus on the value of cross-generational mentoring and how we can actively evolve together. Michelle has mentored over 50 businesses in the areas of business development, business planning, market analysis, market planning and website design.

- Takeaways:**
1. Why mentors matter
  2. Discover the value of cross-generational mentoring
  3. Working session and idea sharing
    - a. What piece of magic will you pass on?

**DATE: WEDNESDAY, FEBRUARY 3, 2021**

**Time:** 10 a.m. - 11:30 a.m.

**Venue:** Virtual Event

### CULTURAL DIVERSITY AND CULTURAL AWARENESS: STORIES FROM A COVID19 FRONT-LINE INTERPRETER

**Susana Tercero**, Spanish Medical  
Interpreter - Penn State Health  
St. Joseph

Susana joins us to share her story – where she's been, where she's come from, obstacles she has overcome to get to where she is. Originally from Santa Fe, New Mexico, Susana and her husband were missionaries for 30+ years. They lived and worked in several countries but spent most time in Chile (18 years) and China (10 years). Traveling to 13 countries has helped Susana to understand why people might say or do things differently to your own culture; how it affects us in our workplace and in public, and how to respond and not react.

**DATE: THURSDAY, FEBRUARY 11, 2021**

**Time:** 10 a.m. - 11:30 a.m.

**Venue:** Virtual Event



## MARCH

### Celebrating Women's History Month

### CAREER ROAD MAPPING: IDENTIFYING, GROWING & LEVERAGING THE NETWORK THAT WILL POSITIVELY SUPPORT YOUR CAREER

**NGOZI BELL** - Partner,  
Trans-Sahara Investment  
Corporation, a Private Equity  
and Business Development  
Consulting Company

Your esteem might be tied to a job or title, but your life is tied to those that remember you and propel you. What is critically important here is to identify and quantify your crew. Who are they, which ones are champions, cheerleaders, squad, enablers, mentors, brigades, etc. Ngozi Bell will walk you through critical identifiers for calibrating your network and if necessary, how to find the network for your specific career journey.

**DATE: WEDNESDAY, MARCH 10, 2021**

**Time:** 10 a.m. – 11:30 a.m.

**Venue:** Virtual Event



### BACK TO SCHOOL NIGHTS WITH ALVERNIA UNIVERSITY

#### PREFERRED TUITION FOR W2W MEMBERS!

The W2W + Alvernia partnership aims to assist in growing more women leaders and next generation family business leaders within the Greater Reading community through enabling W2W members to access adult and graduate education at Alvernia at a preferred tuition rate.

**DATES: APRIL 6, 2021 & NOVEMBER 10, 2021**

**Time:** 6:30 p.m. – 7:30 p.m.

**Venue:** Alvernia University (or Virtual)

**Cost:** Free to attend!



## THURSDAY, APRIL 22 ~ Save the Date



### WOMEN2WOMEN CONFERENCE + EXPO: THE 2ND ANNUAL DIGITAL SUMMIT

**Save the date for our 2nd Annual Digital Summit Women's Conference**, this year transformed to a half-day experience in our own 3D world where attendees enjoy our ATHENA Ceremony, Keynote, Breakouts and Vendor/Sponsor Expo.

Join our virtual world (after creating your 'virtual self') from 9am-1pm and walk from Expo booth to booth, meet us in the Ballroom for the ATHENA Ceremony, choose your Breakout Conference Room, order lunch from the Lunch Kiosk and have

it delivered to you, and network with us 'face-to-face' on the rooftop, the beach and even enjoy a boat ride. We are taking "virtual event" to a new level so you can connect with other women around the region (and beyond) both personally and professionally who are on the path to empowerment and growth!

**DATE: THURSDAY, APRIL 22, 2021**

**Time:** 9:00 a.m. – 1:00 p.m.

**Venue:** Virtual Experience within DEGY World

## MAY

### STARTING A D&I COUNCIL IN YOUR WORKPLACE

**DESHA DICKSON** - Associate Vice President, Community Wellness at Reading Hospital – Tower Health

A Diversity & Inclusion Council is necessary in today's business. The Council will foster a culture that is welcoming and accepting of everyone's unique background, perspective, and experience. According to Ms. Dickson, diversity encompasses a wide array of attributes including, but not limited to, religion, ethnicity, age, race, gender, socio-economic status, sexual orientation, personality, and gender identity. The work of your Council is meaningful because it enhances the experience of employees, your clients, and communities.



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**DATE: TUESDAY, MAY 4, 2021**

**Time:** 10 a.m. – 11:30 a.m..

**Venue:** Virtual Event

## W2W GOLF CLINIC

### WOMEN2WOMEN GOLF CLINICS WITH MANOR GOLF CLUB 2021

Golf with the pros while supporting a woman owned business!

Women2Women and Manor Golf Club have teamed up again to offer all women the opportunity to learn the great game of golf! The Women2Women Golf Clinic is designed to teach you in four short lessons everything you'll need to know to step onto a golf course and get out to play with confidence. Manor Golf Academy PGA Professionals will be your instructors.



**DATES: JUNE CLASS: June 2, 9, 16, 23  
JULY CLASS : July 8, 15, 22, 29**

**Location:** Manor Golf Club  
[www.themanorgolfclub.com](http://www.themanorgolfclub.com)

# MAY

## ENGAGING MEN TO ADVANCE WOMEN PANEL DISCUSSION:

### How Men Can Help Women Work to Their Full Capacity as Leaders (And Why it's Good for Business!)

**OMAR WHITFIELD** - Occupational Safety and Health Administration (OSHA) - Safety Engineer at U.S. Department of Labor



Omar Whitfield

**MARCUS ARDIEL** - Group Car Sales Manager at Enterprise Car Sales (New Mexico)



Marcus Ardiel

Male allies are men who associate with, cooperate with, and support women. A 2016 Fairygodboss and Artemis survey highlighted ways in which men have been allies to advancing women's inclusion at work including 53% who said they privately advocated for equality, inclusion, and diversity and 41% who publicly advocated for equality, inclusion and diversity. Many others wanted to but didn't know how to help...and this goes for men and women. Join us to hear from two male allies who have empowered and advocated for women right here in our own Berks Women2Women base.

**DATE: THURSDAY, MAY 13, 2021**

**Time:** 10 a.m. – 11:30 a.m.

**Venue:** Virtual Event



## WOMEN2WOMEN YOUTH SUMMER READING PROGRAM 2021

**2021 Summer Book:** *Danny Dollar Millionaire Extraordinaire - The Lemonade Escapade*



**Mission:** The W2W Youth Summer Reading Program offers Berks County's schools, libraries and local organizations the materials needed to start their own, or add to their existing, summer reading program. The program aims to encourage more children to read age-appropriate literature, enjoy what they are reading and continue to read through the summer to combat the "summer slide."

**2021 Partner:**



# JUNE

## BREAKFAST4SUCESS - LEADERSHIP PANEL: REAL LIFE. REAL TALK. REAL STRATEGIES.

**COURTNIE NEIN** - President & Co-Founder, Good Life Companies



Courtnie Nein

**ADELLE SCHADE** - Dean of Pre-College & Summer Programs and Director of Science Research Institute, Albright College



Adelle Schade

Leadership isn't just 'the action of leading a group of people or an organization', it is being compassionate, an open communicator and active listener among many other skills. Courtnie Nein & Adelle Schade will share with us their strategies for leadership and their personal stories of becoming the leaders they are today, including the obstacles.

While you're with us, join us in welcoming new GRCA members and celebrate those long-standing with a Shining Star Award in partnership with WFMZ-TV 69News.



**DATE: WEDNESDAY, JUNE 2, 2021**

**Time:** 8:30 a.m. - 10 a.m.

**Venue:** TBD based on gathering guidelines

## 3rd Annual De Mujer a Mujer Awards Ceremony & Development Workshop

### OWN YOUR INFLUENCE: TAKING SMALL STEPS TO MAKE BIG IMPACTS IN YOUR CAREER



**KATHERINE KETTER, CDP, PCHA** - Senior Manager, Telephonic Workforce Operations at UPMC Health Plan



As a celebration of impact to the LatinX community, De Mujer a Mujer hosts our annual awards ceremony honoring three women who are contributing to the success of others in Berks in categories Community Impact, Young Change Maker, and Small Business Owner. Join us to elevate these amazing recipients **followed by a development workshop with Katherine Ketter** as she shares her story of promotion, hard work, and practical tools for owning your influence with excellence and empowerment with 4 key skills to strengthen your ability to change your career.

**DATE: THURSDAY, JUNE 10, 2021**

**Time:** 10 a.m. – Noon

**Venue:** TBD based on gathering guidelines

# OCTOBER

## Save the Date!

### ANNUAL EVENING OF EMPOWERMENT

Join us in October for a celebration of empowerment and inspiration! In years past, keynote speakers featured Michelle Poler, Janice Kaplan, Kathrine Switzer, and Emily Giffin. No matter how we can meet, 2021 will prove to host another amazing signature event! Stay tuned for details and keynote speaker announcement.

**DATE: WEDNESDAY, OCTOBER 20, 2021**

**Time:** 5 p.m. – 7 p.m.

**Venue:** TBD based on gathering guidelines

#### PREVIOUS KEYNOTE SPEAKERS



Kathrine Switzer



Tala Raassi



Michelle Poler

# NOVEMBER

### SHOWING UP FOR OTHER WOMEN: AN UPLIFTING PANEL DISCUSSION

**RACHAEL ROMIG**, Director, Women2Women

**ROSA PARRA**, CEO, El Palo Magazine

**TRACY PARMER**, Analyst, FirstEnergy; LGBT Center of Greater Reading Board Member and Legislative & Advocacy Committee Chair

**TONYA BUTLER**, Magisterial District Judge, Berks County

As we wrap up our themed year of “Be An Ally,” hear from four women who work daily to empower, guide and connect other women in their communities, no matter their differences. How can we support other women who don’t look like us, don’t travel in our ‘normal circles,’ and have a softer voice than others? Join us for an uplifting conversation and leave ready to SHOW UP for other women to elevate all.

**DATE: TUESDAY, NOVEMBER 9, 2021**

**Time:** 10 a.m. – 11:30 a.m.

**Venue:** TBD based on gathering guidelines



Rachael Romig



Rosa Parra



Tracy Parmer



Tonya Butler

### INCLUSIVE WORKSPACES REQUIRE BRAVE LEADERS

**JEN CRONEBERGER** - Founder, JLynne Consulting Group & The HUMAN Leadership Institute; Director of Culture Change, AAHA Hockey.

What does it look like for your team to feel like they really belong? Where they not only have a seat at the table, but they have the courage and ability to use their voice... We will uncover how being a BRAVE leader creates a more inclusive culture, and therefore, happier employees. Jen is a published author, 4-time TEDx Speaker and Compassionate Leadership Specialist.

**DATE: THURSDAY, NOVEMBER 11, 2021**

**Time:** 10 a.m. – 11:30 a.m.

**Venue:** TBD based on gathering guidelines



## LEAN IN

Women2Women

### A PLACE TO BE UNAPOLOGETICALLY AMBITIOUS

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 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 and applications are currently being accepted.

**For more information please visit [www.berkswomen2women.com](http://www.berkswomen2women.com).**



GRCA's mission is to be Berks County's leading resource for building a healthy, competitive business community by assisting companies to retain, expand and grow their operations and employment while also attracting new business to Berks County.

Greater Possibilities Start Here. Visit [greaterreading.org](http://greaterreading.org) for resources we can offer your business, or connect with us directly with any questions you may have at [info@GreaterReading.org](mailto:info@GreaterReading.org) or call 610-376-6766 .