

12th ANNUAL

women **2** women  
the conference & expo

DEVELOPING WOMEN  
LEADERS IN BERKS  
COUNTY & BEYOND

APRIL 20, 2023

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*Without you, none of this would be possible!*

7:30-8:00 AM  
Registration, Breakfast, Expo Time  
1st Floor Lobby & Mezzanine

8:05-9:00 AM  
Welcome & Keynote: Betsy Hamm  
Theater, 1st Floor

*Track A*

9:10-10:10 AM  
Workshop #1  
Theater

10:20-11:20 AM  
Workshop #2  
4th Floor

11:25 AM-12:05 PM  
Lunch  
2nd Floor

12:10-1:10 PM  
Workshop #3  
3rd Floor

1:15-1:55 PM  
Expo Time  
1st Floor

*Track B*

9:10-10:10 AM  
Workshop #2  
4th Floor

10:20-11:20 AM  
Workshop #3  
3rd Floor

11:25AM-12:25PM  
Workshop #1  
Theater

12:30-1:10 PM  
Expo Time  
1st Floor

1:15-1:55 PM  
Lunch  
2nd Floor

*Track C*

9:10-10:10 AM  
Workshop #3  
3rd Floor

10:20-11:20 AM  
Workshop #1  
Theater

11:25AM-12:05PM  
Expo Time  
1st Floor

12:10-12:50 PM  
Lunch  
2nd Floor

12:55-1:55 PM  
Workshop #1  
4th Floor

2:00-3:00 PM  
ATHENA Award Celebration  
Theater, 1st Floor

# women<sup>2</sup>women the conference & expo

## TRACKS & LOCATIONS

### Track A

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9:10-10:10 AM

Creating a Successful Game Plan with DEI

 *Scott Blair*  
1st Floor Theater

10:20-11:20 AM

Learning is Ageless: Becoming a Better Leader & Learner

 *Adelle Schade*  
4th Floor Ballroom

12:10-1:10 PM

Bridging the Multigeneration Gap

 *Jenna Armato*  
3rd Floor Ballroom

### Track B

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9:10-10:10 AM

Learning is Ageless: Becoming a Better Leader & Learner

 *Adelle Schade*  
4th Floor Ballroom

10:20-11:20 AM

Bridging the Multigeneration Gap

 *Jenna Armato*  
3rd Floor Ballroom

11:25 AM-12:25 PM

Creating a Successful Game Plan with DEI

 *Scott Blair*  
1st Floor Theater

### Track C

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9:10-10:10 AM

Bridging the Multigeneration Gap

 *Jenna Armato*  
3rd Floor Ballroom

10:20-11:20 AM

Creating a Successful Game Plan with DEI

 *Scott Blair*  
1st Floor Theater

12:55-1:55 PM

Learning is Ageless: Becoming a Better Leader & Learner

 *Adelle Schade*  
4th Floor Ballroom

# Athena Adelle Schade

Presented to leaders across professional sectors, the ATHENA® Leadership Award's rich history, international scope and focus on mentorship distinguishes it as one of the most prestigious leadership awards one can receive.

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



*Dean of Pre-College & Summer Programming  
Albright College*



**Betsy Hamm**  
CEO



## The Circle of Success

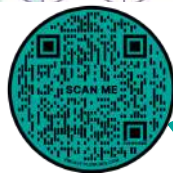
Betsy Hamm, MBA, oversees the overall direction of the organization and leads the development of the company's long- and short-term goals and strategic initiatives. She is committed to building and protecting the 100+ unit growing franchise brand by generating awareness and driving revenue. She works alongside her team to identify and provide the necessary tools and resources to ensure franchisees achieve ultimate profitability and success. In her previous role as chief operating officer, she oversaw operations, marketing and business development, focusing on product development and daily operations. Prior to being named chief operation officer, she served as the marketing director.

## Keynote

Betsy joined Duck Donuts with 15 years' experience as the marketing director for Hershey Entertainment & Resorts, a world-class entertainment and hospitality company that owns and operates many of the sweet attractions, resorts, and entertainment venues across Hershey, Pennsylvania.

Betsy serves on the Board of Harrisburg's Capital Region Economic Development Corporation (CREDC) and Central Penn College. She holds a Bachelor of Arts in Communication and Master of Business Administration from Shippensburg University.

# Breakout Workshops



Read their bios!



**SCOTT  
BLAIR**

## CREATING A SUCCESSFUL GAME PLAN WITH DEI

*As our organization's mobilize on our 'new future' after 2020, the placement and value of diversity, equity and inclusion initiatives quickly emerged as an opportunity and challenge for organizations. This session will explore the value-add of DEI to your organization strategy and ways to create sustained commitment and buy-in for all to meet the needs of our diverse communities, customers and employees.*

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**JENNA  
ARMATO**

## BRIDGING THE MULTIGENERATIONAL GAP

*This is a rare time in history that we have 5 generations across the workforce.*

*It's also a time when communication and behavioral misunderstandings are creating silos and driving conflict resolution requests to an all-time high. Learning about the perspectives and drivers of each generation and applying that understanding in the workplace can positively impact communication, collaboration, and productivity. In this discussion, we'll explore each generation and learn how you can take steps toward creating a generational synergy.*

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**ADELLE  
SCHADE**

## LEARNING IS AGELESS: BECOMING A BETTER LEADER & LEARNER

*At its core, Total Experience Learning® is a framework for integrating research-based learning in all disciplines. Total Experience Learning serves as an educational philosophy rather than strictly a physical program. Currently, more than 80 organizations are partnering with Total Experience Learning — spanning businesses, scientific industry groups, higher education, professional organizations and foundations. Join the TEL Team to learn how you can learn a new way, and teach others in that way, to become a better leader.*

# Expo Vendors

*Sponsors, Women-Owned  
Businesses, & Local  
Nonprofit Organizations*

- 4G Nutrition
- Adalyn Rose Foundation
- Alvernia University Graduate & Adult Education
- Assured Assistance
- ATA Martial Arts
- ATHENA donations
- Berkshire Hathaway HomeServices Homesale Realty - Julia Curry
- Breast Cancer Support Services of Berks County
- CASA of Berks County
- Club Pilates Wyomissing
- Community First Fund
- Cornerstone Financial Strategies, LLC
- EthoSource
- Everlasting Wellness
- FirstEnergy
- FIT4MOM Reading
- Girl Scouts of Eastern PA
- Girls on the Run of Berks County
- Greater Reading Chamber Alliance
- John Paul II Center for Special Learning
- Legacy Cigar Lounge
- LightHouse Women and Children's Center at Hope Rescue Mission
- LMG Marketing Solutions
- Mary Kay Independent Beauty Consultant
- Meesha Aesthetics
- Melaleuca
- Moyer-Drabick & Associates, Ltd.
- OCOA
- Penn State Berks & Berks LaunchBox
- Penn State Health St. Joseph
- Pretzel City Press
- Reading Dermatology Associates
- Reading Hospital Tower Health
- Reading Truck Body
- Relay for Life of Berks
- RKL LLP
- ROG Orthodontics
- Safe Berks
- SeniorLIFE Reading
- The Children's Home of Reading
- The Dave Mattes Team ReMax of Reading
- The Salt Lounge
- TK'S Toy Box, LLC
- Tompkins Community Bank
- WCR Center for the Arts
- Women2Women

*Thank you to all our Expo vendors!*

Note to Self - bring it full circle