

2019

LEADERSHIP  
FOUNDATION  
FOR WOMEN  
CONFERENCE

MAY 23, 2019

UNIVERSITY OF ARKANSAS  
PULASKI TECH  
NORTH LITTLE ROCK

LF4W.org

#LF4W19



**LEADERSHIP**  
FOUNDATION FOR WOMEN

Presented by

windstream





**Windstream** is proud to receive the Arkansas Business inaugural **Olivia Farrell Gender Equity Leadership Award**

Windstream is committed to fostering a diverse and inclusive environment that provides equally attractive and accessible opportunities for all employees to fulfill their potential.



# AGENDA

- 8 a.m. Check-in
- 9 a.m. **Welcome** – Barbara Sugg (Southwest Power Pool)  
Presenting sponsor remarks – Jeannie Diefenderfer (Windstream)
- 9:15 a.m. **Keynote: Negotiating for Success** – Linda Swindling (Author/Speaker)
- 10 a.m. Break
- 10:30 a.m. **Interactive: Negotiation DEAL Styles** – Linda Swindling
- 11:15 a.m. Lunch
- Keynote: Survival! Essentials in Maintaining Perspective (and Sanity) in the Midst of Leadership** – Charlotte Strickland (UCA)
- 1 p.m. **Leadership Chat** with Frank Scott, Jr. (Little Rock Mayor)  
Moderator: Chanda Chacón (AR Children’s Hospital)
- 1:30 p.m. **Panel: Navigating Career Change**  
Panelist: Dr. Janina Bonwich (UAMS)  
Panelist: Jane Kim (Wright, Lindsey & Jennings)  
Panelist: Cynthia Westcott (CenterPoint Energy)  
Panelist: Kim Leverett (A Kick Above)  
Moderator: Catherine Bays (Museum of Discovery)
- 2:30 p.m. Break
- 2:45 p.m. **Keynote: Notes to Myself (at 21): On Being a Great Leader**  
Myra Davis (Texas Children’s Hospital)
- 3:30 p.m. Closing

# CAMPUS MAP



# WELCOME

*Welcome to the 2019 Leadership Foundation for Women Conference! We are excited you've joined us for an inspiring day that will equip you for success in fulfilling your potential and excelling in your career path.*

*While the percentage of women reaching middle management now tracks with our male counterparts, the number of women in the C-suite and serving on boards of directors in corporate America remains shockingly small. Since nearly 50% of managers are female, why are only 15% of C-level positions held by women? LeanIn.org and McKinsey & Company recently released a report stating women continue to be vastly underrepresented at every level in companies. The report found "progress isn't just slow — it's stalled."*

*Only by supporting one another will we succeed in reshaping the future. Support takes many shapes: from inspiring and encouraging each other to step out of our comfort zones, to all-out pushing ourselves to take chances and daring to succeed.*

*As Eleanor Roosevelt said, "No one can make you feel inferior without your consent." We hope this conference — packed with amazing speakers and panelists sharing their secrets to success — will lead you to set higher goals for yourself and inspire you to accomplish the career of your dreams.*

*Please join us in thanking our 15 sponsors, all of whom are committed to advancing female talent. We especially thank Windstream for their support as our presenting sponsor in bringing today's conference to life.*

*Thank you for joining us today. We sincerely hope you will seize this opportunity to establish meaningful new connections with like-minded professionals and fill your career toolbox with essentials for success.*

*Barbara*



**BARBARA SUGG**  
LEADERSHIP FOUNDATION FOR  
WOMEN, FOUNDER AND CHAIR

With a nearly 30-year information technology career in the male-dominated electrical utility industry, Barbara has established herself as an authentic servant leader, role model and mentor, shedding stereotypes along the way with her willingness to lean in. She serves as IT vice president and chief security officer of Southwest Power Pool.

In 2018, Barbara led the formation of the Leadership Foundation for Women and serves as its board chair. She also serves on the boards of directors for Arkansas Hospice and the Museum of Discovery. Barbara is a member of the Founders Circle at the Arkansas State University Women's Business Leadership Center and is a founding member and past president of Arkansas Women in Power.

She holds a Bachelor of Science in computer science from the University of Louisiana at Lafayette, attended the Advanced Management Program at Harvard Business School, and is a certified professional coach.



**JEANNIE DIEFENDERFER**  
WINDSTREAM HOLDINGS BOARD MEMBER

Jeannie Diefenderfer is a business leader with extensive experience as a senior executive in a Fortune 20 environment. During her 28-year career at Verizon Communications, Jeannie held a range of roles including senior vice president of global engineering and planning, chief procurement officer and senior vice president of customer care.

Jeannie initiated a consortium of Fortune 100 companies to support procurement from minority suppliers and served on the Minority Multicultural Association of NYNEX.

Jeannie's work won recognition, including Outstanding 50 Asian Americans in Business and the Asian Women in Business Corporate Leadership Award. She was listed in Crain's New York Business 40 under 40 publication and was a member of the 1999 class of the David Rockefeller Fellows Program.

Jeannie holds a Bachelor of Science in chemical engineering from Tufts University and a Master of Business Administration from Babson College. A native of South Korea, she immigrated to the U.S. at 13.

# KEYNOTE

## NEGOTIATING FOR SUCCESS

9:15 a.m.

## NEGOTIATION DEAL STYLES

10:30 a.m.

1. Ask. Ask often. And ask outrageously.
2. If you aren't hearing no, you aren't asking for enough.
3. Live in the question.
4. What's your D.E.A.L.? What's their D.E.A.L.?
5. Be a smart ASK.



**LINDA SWINDLING, J.D., CSP**

Negotiation speaker, author and expert Linda Swindling, J.D., CSP, empowers leaders to negotiate everything from big deals to workplace drama using proven strategies that drive results without driving others away.

Linda learned firsthand how to negotiate results from her experiences in the courtroom and the boardroom. During her 10 years practicing law, Linda became a partner, had several successes negotiating multimillion-dollar deals and resolved cases that "couldn't be settled." She also became a respected mediator in the Texas legal community.

In addition to earning her law degree, Linda received advanced negotiation training through the Attorney-Mediators Institute, Harvard/MIT's Program on Negotiation and The University of Houston's A.A. White Dispute Resolution Center. Linda spent five years with Vistage, the world's largest CEO development organization. During her role as a chair at Vistage, she advised and mentored CEOs and key executives.

Linda is an engaging keynote speaker who delivers take-home strategies that work in the real work environment. Her material is innovative, based on original research and more than 20 years of experience. You won't hear anecdotal or intangible theories based on books she read. Instead, you get strategies that produce breakthrough outcomes and lasting results. Linda's past clients include Ericsson, Texas Instruments, AstraZeneca, Pepsico, Southwest Airlines, Marriott, MetLife, Four Seasons Hotels and Resorts, KPMG and more.

Linda is the author/co-author of more than 20 books, including her best-selling "Ask Outrageously! The Secret to Getting What You Really Want" and "Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done." She is a frequent media guest and a TEDx speaker.

## NOTES

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**At Delta Dental of Arkansas, we believe in the power of a healthy smile.**

More than 800,000 Arkansans are backed by the Delta Dental network, but our mission doesn't stop with our members. In fact, it's our goal to improve the oral health of all Arkansans. That's why we donate more than \$1 million each year to programs designed to make oral health care more accessible to our state and get school children started with healthy dental habits.

# KEYNOTE

## SURVIVAL! ESSENTIALS IN MAINTAINING PERSPECTIVE (AND SANITY) IN THE MIDST OF LEADERSHIP LUNCH KEYNOTE

1. Set boundaries — learn to say “no.”
2. Play to your strengths.
3. Plan for pain.
4. Speak up.
5. Phone a friend.
6. Find your happy place.



**CHARLOTTE STRICKLAND**  
STRICKLY SPEAKING,  
UCA DIRECTOR OF PROFESSIONAL  
DEVELOPMENT & TRAINING

A native of Little Rock, Charlotte earned a business degree from the University of Central Arkansas and a master's in higher education from the University of South Carolina. For 36 years, Charlotte has worked in higher education coordinating orientation, ethics and leadership academic courses, Greek training and leadership training seminars.

In 1989, Charlotte was invited to join Designs for Development, specializing in training student leaders. She traveled across the country working with students and university employees. In 2002, Charlotte founded her own company, Strickly Speaking.

In addition to college campuses, her audiences include churches, civic groups, state/federal agencies and corporations. Charlotte serves as UCA's director of professional development and training. She provides campus-wide training on subjects such as diversity, customer service, workplace harassment and supervisory skills.

Charlotte enjoys speaking and approaches each audience with energy, enthusiasm and sincerity. Her goal is for each person to leave the presentation with personal value, a renewed spirit and hope for whatever facet of life an individual is dealing with.

Charlotte and her husband, Mark, reside in Conway. They have three grown children and a golden doodle named Obadiah (Obie). In her free time, Charlotte enjoys hiking, shopping flea markets and spending time with her family. She is active in her church and several UCA student organizations.

## NOTES

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# CHAT

## LEADERSHIP CHAT WITH LITTLE ROCK MAYOR FRANK SCOTT, JR.

1 p.m.



**MODERATOR:**  
**CHANDA CHACÓN**  
ARKANSAS CHILDREN'S HOSPITAL

Chanda Chacón graduated from Vanderbilt University with degrees in biology and Spanish and from Yale University with a master's degree in public health management. She is a fellow in the American College of Healthcare Executives.

Chanda began her career in healthcare with Texas Children's Hospital in Houston, where she served in progressive leadership roles for over 14 years.

Chanda joined Arkansas Children's Hospital as executive vice president and system chief operating officer in 2016. She has accountability for leadership and operations of Arkansas Children's Hospital in Little Rock, the new Arkansas Children's Northwest hospital in Springdale and clinics across the state.

Chanda is active in the community, serving as a board member for Little Rock Angels, a nonprofit organization supporting foster families. She recently served as a court-appointed child advocate serving children in child protective services' custody and as an active member of P.E.O. Sisterhood, a philanthropic organization focusing on the advancement of women through education.



**FRANK SCOTT, JR.**  
LITTLE ROCK MAYOR

Mayor Frank Scott Jr. has dedicated much of his adult life to public service, in the pulpit as an associate pastor, as a mentor to teenagers and as a public policy leader. Frank learned about hard work and public service from his father, a Little Rock firefighter. Frank worked two jobs, one at a Target distribution center and a second with the 2006 campaign of Gov. Mike Beebe. He went on to serve as the deputy policy director and intergovernmental affairs director in the governor's office.

Frank lives out the values he learned growing up. A firm believer in education and the opportunity it can provide, Frank is a former member of the Pulaski Technical College board of trustees (now UA-PTC) and serves on the UA-Little Rock Board of Visitors. He formerly served on the Little Rock Port Authority board and as an Arkansas State Highway commissioner.

Frank said he believes, "When we come together, we are more than just a series of neighborhoods and zip codes. We are the people of Little Rock, and we can change course for a better direction for our city if we have the will to do it."

## NOTES

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# Without a Heart, it's just a machine.

Southwest Airlines® proudly supports the Women Empowered Leadership Conference.



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# PANEL

## NAVIGATING CAREER CHANGE

1:30 p.m.



**MODERATOR:**  
**CATHERINE BAYS**  
MUSEUM OF  
DISCOVERY

Catherine serves as chief development officer for the Museum of Discovery. Her past experiences as a professional ballet dancer, teacher and arts administrator have culminated in a rewarding career in nonprofit management supporting missions that align with her passion for children and education.

Catherine attended the University of Arkansas and volunteers with several organizations.

A native of Louisiana, she is happy to be back in central Arkansas after many rewarding years in northwest Arkansas.



**DR. JANINA BONWICH**  
UNIVERSITY OF  
ARKANSAS FOR  
MEDICAL SCIENCES

As a child, Janina wanted to be a surgeon and imagined being like Dr. Kildare or Ben Casey. While she still imagined becoming a surgeon, she majored in music, she joined the Marines and played in the U.S. Marine Corps band.

Janina earned a master's in music theory, but she eventually succumbed to her dream of becoming a surgeon. She earned her medical degree from the Temple University School of Medicine and practiced in Fort Smith, Arkansas, for many years. In 2011, she began practicing and teaching at the University of Arkansas for Medical Sciences.



**JANE KIM**  
WRIGHT, LINDSEY &  
JENNINGS

Jane is a partner on the labor and employment team at Wright Lindsey Jennings. She defends employers in federal and state court involving claims under civil rights laws and in class and collective actions.

Jane chairs WLJ's Committee on Associates. She is designated as a Chambers USA Leader in Their Field and included in The Best Lawyers in America and Mid-South Super Lawyers.

Arkansas Business named Jane to its 40 Under 40 and Women to Watch lists.



**KIM LEVERETT**  
A KICK ABOVE  
PERSONAL TRAINING  
STUDIO

After graduating from the University of Arkansas and Xavier College of Pharmacy, Kim worked as a pharmacist for Walmart.

After two decades of prescribing, she felt called to attack health maladies through prevention. A certified personal trainer, Kim helps adults live strong, healthy and physically productive lives.

Kim serves on the boards of directors for the Arkansas Heart Association and Arkansas Heart Hospital. A breast cancer survivor, she is involved with the Komen Race for the Cure.



**CYNTHIA WESTCOTT**  
CENTERPOINT  
ENERGY

Cindy is vice president of natural gas distribution operations for CenterPoint Energy's Arkansas/Oklahoma region. She has been with CenterPoint for more than 15 years and has held leadership roles in engineering, operations and regulatory.

An Arkansas native, she has an engineering degree from the University of Arkansas, a Master of Business Administration from Arkansas State University, and is a licensed professional engineer.

Cindy is a member of the Red Cross board and is on the advisory board of the Arkansas Independent Colleges and Universities.

## NOTES

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- Mutual respect is a core value;
- Different backgrounds and viewpoints are considered competitive advantages;
- All employees have opportunities for personal and professional development.

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## Nurturing the Women Who Lead The Way to a Healthier Tomorrow

Innovative women have been at the heart of Arkansas Children's for over 106 years. Today, Executive Vice President and Chief Operating Officer Chanda Chacón plays a key role in our vision to transform healthcare for children in Arkansas and beyond. We're proud to support Chanda and the Leadership Foundation for Women as leaders who champion children.



**Arkansas Children's Hospital**

#leadstrong #championsforchildren

# WOMEN IN POWER



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SPP is a proud sponsor of the Leadership Foundation for Women Conference and is committed to investing in the future of our industry, region and world by supporting the empowerment of women everywhere.

 **SPP** *Southwest  
Power Pool*

**SPP.org**





# The Power of Women.

Entergy Arkansas proudly supports women in the workplace. Their inspiration is felt every day, as women hold many of our top leadership roles. We believe in empowering women because they power our future.

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## CONFERENCE COMMITTEE

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Emily Pennel  
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Barbara Sugg

Thank you for making the vision for this event a reality!

# LEADERSHIP

FOUNDATION FOR WOMEN



**BARBARA SUGG**  
CHAIR



**CINDY BOYLE**  
TREASURER



**DAVID AVERY**



**CATHERINE BAYS**



**SHARON DAVIS**



**KANDI HUGHES**



**JANA LAW**

The Leadership Foundation for Women, Inc. (LF4W) is a nonprofit organization whose mission is to equip women to succeed. We seek to:

- Educate women about leadership and opportunities for personal growth.
- Foster professionalism and integrity in women.
- Encourage networking and professional relationship building among women.
- Provide a forum for professional development of women.

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