



GENERATION *W*  
VISION  
20/20

**SEPTEMBER 11, 2020**

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VIRTUAL EVENT | 11AM - 4PM EST



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**#GenW**



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GENERATION 



Dear Generation W,

It's been a long time, too long for sure! Over a year ago, we thought how appropriate it would be to focus our theme this year on VISION, Vision 20/20 to be exact. We were exploring how we see the world, the differing lenses, perspectives, and who is focusing on what and why?

The energy, inclusivity, and open spirit that defines Generation W would be once again unleashed in April as we eagerly prepared for our annual rite of inspiration and renewal. And then, the world flipped. Who could have predicted just how widely our eyes would be opened by something we could NOT see. And then, the irony that what we did not see opened our eyes to what we have not wanted to see.

### **DO WE ONLY SEE WANT WE WANT TO SEE?**

As we gather in September and virtually, a pandemic necessity, our opportunities to think about that and so much more is before us. We will all ever be grateful to every speaker and workshop leader who have come together to share through a very personal lens their vision of the world, so that we can all see the world more fully. Together, we will sharpen our focus as we learn, explore, share and discuss the resonant issues that shape our lives today. We will begin with incredible leaders: Pat Geraghty, Margo Georgiadis, Dr. Olenda Johnson, and Winnie Lerner who will answer with the utmost of vulnerability what they are seeing today. Dr. Richard Lapchick will have us face Uncomfortable Truths. Actress Tina Lifford speaks to voice and vote and Michele Meyer-Shipp takes us on her journey and search for peace. And who better than our teen girl artists bookended by the wise and sage Holocaust survivor, Dr. Edith Eger, to provide a very valuable, generational perspective. SO much more, thanks to everyone.

Generation W is truly a community that comes together, and we offer our gratitude to our partners whose vision for building leadership and better communities enables all of this. To the amazing Kelly Madden and her dynamic team at Wells Fargo, the inspirational Pat Geraghty and his amazing colleagues at Florida Blue, Darnell Smith, Amy Ruth, and Dr. Elana Schrader, KPMG and their leaders who have always been foremost in their support of women, Derek Lewis and David Merriman whose ongoing commitment from PepsiCo is foundational, Mariska Elia and the Home Depot Pro team, TIAA Bank and Carrington Carter, and APR Energy. A most sincere thank you to Dr. David Szymanski and his wife, Maria, as we value our partnership and home here at the University of North Florida so very much! Lastly, thanks to Women In America for their support, so appreciated!

To all of the companies who support Generation W in our mutual pledge of support, we say thank you. And to all of you ... we are so grateful as this community's support enables year-round leadership, mentorship, and community building programming. We firmly embrace our mission to elevate the human spirit. It's all made possible by The Generation W team who leads with hearts and eyes wide open. A big thank-you to Stacy Ellison, Kasia Swierczynska, Christina Kostuk Upchurch, Tara Kelly, Sherry Levin, Jamie Valet, Ruth Spencer- Coley, Mariah Denson, Patti Minglin, Nesanne Umbehant, and Leigh Silver. Also, to the entire crew at PGA TOUR Entertainment led by Dana Welch, we are grateful for the creative talent and expertise you lend to this work every year.

Happy VISION 20/20 to all. Let's make some new memories together.



@DonnaOrender



September 11, 2020

It is truly an honor for us to share the day with Generation W and the business and community leaders gathered here, as we participate in Vision 2020. I join you in looking forward to a day of education, inspiration and connection!

Your signature event also helps to elevate the voices of women and to stimulate conversation that extends long after the day ends. At UNF, we are striving to do the same. In partnership with Generation W, we have launched the “Fearless Woman” initiative, aimed at inspiring women and fostering a strong, inclusive campus environment at UNF. Our group participation is indeed growing, and I am pleased to support the fearless women of UNF who are in attendance today.

We know that opportunities to connect, embrace curiosity and strive for understanding help all of us to grow personally. In the same way that you seek to make connections today, UNF strives to offer meaningful opportunities for our students to connect to real-world learning, whether it be internships, community projects, study abroad or undergraduate research. As you explore your personal learning experiences today, we hope you also will consider ways to offer our students additional real-world opportunities to help us prepare them for success.

Best wishes for an inspirational day! I hope you will return often to our beautiful campus and take part in the many activities we offer.

All the best,

David M. Szymanski, Ph.D.  
President, University of North Florida

At the University of North Florida,  
our *Fearless Woman* initiative  
is empowering and preparing the  
next generation of women leaders.



## LINE UP | 5PM

### WELCOME!

### SAYING HI

Donna Orender | Founder, Generation W

### #NOREGRET: A MOTHER & SON DISCUSS TURNING THE "IMPOSSIBLE" TO "I'M POSSIBLE"

Jordan Culpepper | Graduate Student at Fletcher School of Law & Diplomacy, Tufts University  
Pamela Culpepper | Co-Founder, Have Her Back, LLC

### WORKSHOPS

#### CONNECTION SESSION

Spend time meeting new people, discussing the night's experience, and looking forward to the day ahead.

#### CLOSING REMARKS



All proceeds from this event, in addition to your donations, help us make a difference in the lives of women, girls and their communities throughout the year. Thanks for your support and your belief that when we elevate a woman we elevate us all. Generation W is a 501c3 tax-exempt organization.

## WORKSHOPS

### A LENS ON FUTURE YOU

Jennifer Rosenthal | Associate Director, Finsbury

### IT TAKES 3 WORDS: HOW TO DEFINE YOUR PERSONAL BRAND AND PERSONAL STYLE

Elizabeth Lewis | Founder & CEO, Brand, Style & Bloom

### TIPS FOR DIFFICULT CONVERSATIONS (YES, YOU HAVE TO HAVE THEM!)

Melinda Wolfe | Former Chief People Officer/HR Consultant/Executive Coach  
Akila Raman-Vaseghi | Partner, Goldman Sachs

### REIMAGINING YOU - MOVING FROM YOUR TITLE TO YOUR PASSION AND PURPOSE

Kelly Watson | CEO, MarKel Consultants

### JOURNEY TO FOUNDER: HARNESSING YOUR PASSION TO BECOME AN ENTREPRENEUR

Deepa Gandhi | Co-Founder & COO, Dagne Dover

### THE SECRET POWER & INFLUENCE OF MENTORSHIP

Shelley Diamond | Chief Marketing Officer, UNICEF USA  
Ita Ekpoudom | Partner, Gingerbread Capital  
Jeannie Diefenderfer | Founder & CEO, courageNpurpose

### THE IMPERFECT PERFECT WORLD OF KEEPING IT ALL TOGETHER

Dr. Wendy Borlabi | Performance Coach, Chicago Bulls

### TAKING THE STEPS TO ACHIEVING FINANCIAL WELLNESS

Susan Walker | Managing Director & Market Executive, Bank of America Private Bank  
Sabreen Villani, Director and Market Executive, Merrill Lynch Wealth Management

### FINDING HAPPINESS IN CHAOS

Deb Levy | Certified Business & Life Coach, Coaching Is Good

### LIVING YOUR HEALTHIEST LIFE

Dr. Stephanie Faubion | Mayo Clinic  
Dr. Jacqueline Thielen | Mayo Clinic

**LINE UP | 11AM**

**WELCOME!**

**SAYING HI**

Donna Orender | Founder, Generation W

**WHAT WE'RE SEEING TODAY**

Pat Geraghty | President & CEO, GuideWell Mutual Holding Corporation  
Margo Georgiadis | President and CEO, Ancestry  
Winnie Lerner | Managing Partner, Finsbury's North American Operations  
Dr. Olenda Johnson | Prof. of Strategic Leadership & Leader Development, U.S. Naval War College  
Moderator: Ita Ekpoudom | Partner, GingerBread Capital

**FACING UNCOMFORTABLE TRUTHS**

Dr. Richard Lapchick | University of Central Florida DeVos Sport Business Management Program Chair, known as the "Global Conscience of Sport"

**THE WORLD AS I SEE IT**

Sophia Mickelson | Student, Activist, Filmmaker  
Delana Lewis | Student, Activist, Artist

**WOW UNITED**

**PROGRAMMING BREAK | 12:45PM**

**AIN'T I A WOMAN**

Tina Lifford | Actress, Playwright, Author, Founder of the Inner Fitness Project

**PRISM TALK: MY CLIMATE JOURNEY - FROM ANXIETY TO ACTION**

Jennifer Allyn | Campaign Lead, ClimateVoice  
(Women of Renewable Industries and Sustainable Energy)

**PRISM TALK: THE JOURNEY: FINDING YOUR WAY, FINDING YOUR PEACE**

Michele Meyer-Shipp | Principal, Chief Diversity & Inclusion Officer, KPMG

**PRISM TALK: GENEROSITY IN LIFE AND LEADERSHIP**

Joyce Russell | President, Adecco Group U.S. Foundation

**WHAT DOES SEEING REALLY MEAN?**

Dr. Edith Eger | Psychologist & Author of The Choice, Embrace the Possible

**CLOSING REMARKS**

**Your success inspires —  
your determination empowers**



We are proud to celebrate all the achievements of women past, present, and future. When women succeed, everybody wins.

**Wells Fargo proudly celebrates Generation W.**

[wellsfargo.com](https://www.wellsfargo.com)

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# FEATURED SPEAKERS



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**JENNIFER ALLYN | Campaign Lead | ClimateVoice**

Jennifer leads campaigns at ClimateVoice to move companies to advance climate policy. The mission is to accelerate decarbonization by engaging the private sector as a critical voice for change. Jennifer also serves as a Senior Advisor-in-residence for WRISE, where she mobilizes members to become public ambassadors for clean energy. Previously, Jennifer was a Managing Director in Diversity and Inclusion at PwC. She designed strategies to retain, develop and advance women, minority and LGBT+ professionals at the firm. Jennifer hosted a podcast called Pursuit of Happiness about juggling work and life. She graduated from Brown and earned her Masters' in Public Policy from the Harvard Kennedy School. She is a recipient of the 2016 *Ted Childs Life Work Excellence Award*.



**DR. WENDY BORLABI | High Performance Coach | Chicago Bulls | Founder | Borlabi Consulting**

Dr. Borlabi is the Chicago Bulls' High Performance Coach and the founder of Borlabi Consulting, a performance psychology firm. In addition, she is the CEO/Founder of Wisdom Knot which is a nonprofit that focuses on educating youth on careers in sports. Prior to working with the Bulls, she was an independent contractor for the NBA and worked for the U.S. Olympic Committee at their training center in San Diego for six years, a span that included two Winter Olympic and one Summer Olympic Games.



**MICHELLE BRAUN | President and CEO | United Way of NE FL**

United Way's vision is to create a community of opportunity where everyone has hope and can reach their full potential. Prior to becoming president in 2014, Michelle served in many capacities, including as a member of the board of directors, community chair for United Way's Real Sense initiative and as the VP of Resource Development. She joined United Way from Wells Fargo, where she was the community development manager for FL, responsible for coordinating the bank's resources and partners to ensure the bank served Florida's diverse communities, with special focus on low and moderate income individuals and families.



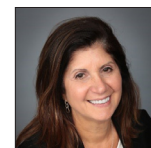
**JORDAN CULPEPPER | Graduate Student at Fletcher School of Law and Diplomacy | Tufts University**

Jordan is currently focusing his studies on conflict negotiation and resolution, and international communication in the graduate school program at Tufts. As Director of the Crystal Stair Project, Jordan explores excellence in young black men who are changing the world and want to share their stories. The Crystal Stair Project was created to provide a safe space for black boys and men to authentically speak their truth. Previously, he was the social media and brand manager at L'Oreal, where he focused on multicultural beauty. He championed black voices and faces in the workplace, as well as marketing campaigns. Jordan is the son of Pamela Culpepper.



**PAMELA CULPEPPER | Co-Founder | Have Her Back, LLC**

Pamela is one of three co-founders of Have Her Back, LLC., a woman-owned, woman-led culture consultancy focused on advancing gender equity. Most recently, Culpepper was the Chief Human Resources Officer at Cboe Global Markets, Inc., one of the world's largest exchange holding companies offering cutting-edge trading and investment solutions to investors around the world. As a veteran HR executive, Culpepper has over 25 years of experience in both line and staff HR roles. She joined Cboe from Golin, where she was the company's Chief People Officer. For more than 14 years prior, Culpepper held various leadership roles with PepsiCo, Inc., including Chief Global Diversity and Inclusion Officer.



**SHELLEY DIAMOND | CMO | UNICEF USA**

Shelley is a passionate builder of global brands and businesses, with expertise across an integrated array of communications disciplines. As one of the highest-ranking female executives in advertising, Shelley has helped champion marketing transformation for domestic and global clients in both the consumer and B2B spaces. As CMO of UNICEF USA, she is responsible for building the UNICEF brand and communicating its mission "to be the leading child rights organization" to the U.S. market. Shelley is the former CCO and member of the Global Executive Board at Young & Rubicam, with oversight for Dell, Campbell Soup Company, Hillshire Brands and Xerox.



THE ADECCO GROUP

## Making the future work for everyone in every circumstance – including you

Our vision is to ensure that people across the globe are inspired, motivated, trained and developed to embrace the future of work. We stand with Generation W to create environments where people are empowered to thrive, stimulated to succeed and given every chance to make their individual futures better and brighter than ever before.

The power of \_\_\_\_\_

# WOMEN

\_\_\_\_\_ the power of

# PUBLIC MEDIA

\_\_\_\_\_ wjct \_\_\_\_\_

# LauncHER

## ENTREPRENEUR INITIATIVE

Generation W is proud to support women entrepreneurs on the rise. LaunchER is an initiative that identifies early stage women owned businesses and supports them with exposure, connections and ongoing marketing and pr support to help them build their bottom lines and future success.

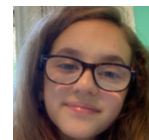


Anact's CEO and Founder, Brianna Kilcullen, creates hemp-based towels that are good for people and the planet. Anact is short for "an act". The simple act of creating impact because by purchasing ONE Anact bath towel, you save 526 days of drinking water! Anact hopes that each time you use the Anact towels you're inspired to take simple acts to create impact too. Learn more at [anact.com](http://anact.com)

**ANACT.**  
THE SIMPLE ACT OF CREATING IMPACT



A sweet treat is the best way to celebrate life's sweet moments and we believe there's nothing more joyful than a custom-made cookie. At Sweet Girl's Bakery, it's our meaningful mission to serve fresh, flavorful, custom cookies that sprinkle a special touch on your day, no matter the reason. From showers and birthdays to corporate events and special parties, our creations are designed with passion and served to our Jacksonville area with pleasure. The next time you need a treat, trust your favorite Sweet Girls to get your vision just right. You can find Nicosia Jones & her Sweet Girl treats at [www.SweetGirlsBakery.net](http://www.SweetGirlsBakery.net)



The Charms For A Cause Project was brought to life by a local middle schooler who creates handmade friendship bracelets to support different causes and empower girls. There are 6 different types of bracelets, each group of bracelets supporting and spreading awareness for a different cause. 50% of the money from every bracelet is donated to a nonprofit/charity that supports the cause. The colors for bracelets are chosen based on the meaning behind the colors and every bracelet comes with a card explaining why those colors were chosen. You can find The Charms For A Cause Project on Instagram at [@charmsforacause](https://www.instagram.com/charmsforacause) or place orders via email at [seilaa1312@gmail.com](mailto:seilaa1312@gmail.com).



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# FEATURED SPEAKERS



**JEANNIE DIEFENDERFER | Founder & CEO | courageNpurpose**

With extensive experience as a senior executive in a Fortune 20 environment, Jeannie understands how to transform operations to focus on customers for competitive advantage. During her 28-year career at Verizon Communications, Jeannie was an advocate for change in pursuit of the truly remarkable. She led both technical and operational organizations, with each job inspiring true believers in her approach. At Verizon, Jeannie held a range of roles including SVP of Global Engineering & Planning, Chief Procurement Officer, and SVP of Enterprise Customer Care. She managed organizations with up to 10,000 staff, operating budgets up to \$12 billion and capital programs over \$10 billion. She ran and expanded the world's largest voice and data network to connect six continents and shifted the complexities of customer care into a strategic growth driver.



**DR. EDITH EVA EGER | Dr. Edith Eger. Preeminent Psychologist | Author of *The Choice* and *The Gift*, a holocaust survivor**

Edith Eva Eger was just 16 years old in 1944 when she experienced one of the worst evils the human race has ever known. Living in Nazi-occupied Eastern Europe as a Hungarian Jew, she and her family were sent to Auschwitz, the heinous death camp. She and her sister survived even though they were subjected to horrible treatment by Dr. Josef Mengele and survived the Death March from Poland to Austria. In 1949, she and her young family moved to the U.S. In 1969, she received her degree in Psychology from the University of Texas, El Paso. Dr. Eger has always found ways to use her personal experiences to inspire, educate and help others. In the fall of 2017, at the age of 90, Dr. Eger became a published author with the release of her memoir "*The Choice, Embrace the Possible*". Her latest book, "*The Gift, 12 Lessons to Save Your Life*", will be available on September, 15, 2020.



**ITA EKPOUDOM | Partner | GingerBread Capital**

Ita is a Partner at GingerBread Capital, a venture capital firm, which backs high growth, women-founded companies. Her mission is to engage, educate, and elevate the next generation of successful women business leaders and investors. In 2014, Ita founded Tigress Ventures, an advisory and consulting firm that tapped her considerable network to bring together visionary entrepreneurs with seasoned professionals to help women scale their businesses and hone their leadership skills. She began her career at Goldman Sachs as an analyst in Credit Capital Markets and an institutional trader of preferred stock. Ita holds an MBA in Marketing and Entrepreneurial Management from The Wharton School, University of Pennsylvania, and earned a Bachelor's degree, cum laude, in Psychology, with a certificate in Finance, from Princeton University.

save the date  
GENERATION W'S 10TH YEAR

GENERATION W  
intentional  
April 16th, 2021

## We share your vision.

Fidelity National Financial and our employees are proud to support Generation W.



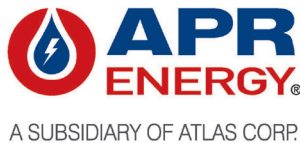
GENERATION W  
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# Empowering Women around the World

Supply Chain - Plants Operations  
Project Management - Operation and Maintenance  
Finance - Marketing - Sales - HR



## Hampton Golf Proudly Supports GenerationW

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# FEATURED SPEAKERS



## **STACY ELLISON | Chief Enthusiast, Director of Operations and Programming | Generation W**

Stacy brings her passion for mentoring, dedication to volunteerism, and commitment to community building to Generation W. With 25 year of experience in television news, multi-media production, public relations and team and project management, she leads Generation W's team of phenomenal women to execute innovative, impactful programming for women and girls and effective messaging of W's work to the world. She brings her love of public speaking and sharp attention to detail to enhance the mission and vision of Generation W initiatives and events.



## **STEPHANIE S. FAUBION, MD, MBA, FACP, NCMP, IF | Director of the Mayo Clinic Center for Women's Health | Chair of the Department of Medicine at Mayo Clinic, Jacksonville, Florida**

Dr. Faubion is the Professor and Chair of the Department of Medicine at Mayo Clinic in Jacksonville, Florida and the Penny and Bill George Director of the Center for Women's Health. In 2019 she was named Medical Director of The North American Menopause Society. Her clinical research interests include menopause and sexual health in women. She is Principal Investigator for the Data Registry on Experiences of Aging, Menopause and Sexuality (DREAMS). She has served on the board of trustees for the North American Menopause Society and the board of directors for the International Society for the Study of Women's Sexual Health. She also serves as editor of the journal, *Menopause*, and is on the editorial board of *Journal of Sexual Medicine*.



## **DEEPA GANDHI | Founder & COO | Dagne Dover**

Deepa oversees all operations, strategic planning, growth and finance for the successful bag brand, Dagne Dover. She began her career on the trading floor of Lehman Brothers but quickly shifted her career path to fashion when she worked at Club Monaco, driving double digit growth as a merchandise planner. Her analytical rigor has made her a key contributor in driving Dagne Dover's exponential growth since the company's inception. A graduate of John Hopkins University and The Wharton School of Business, Deepa is also a 2015 Forbes 30 under 30 and member of W.O.M.E.N. in America.

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## **MARGO GEORGIADIS | PRESIDENT AND CEO | ANCESTRY**

Bringing together content, science and technology, Ancestry is a human centered company with a mission to empower journeys of personal discovery to enrich lives. Margo is dedicated to building and innovating meaningful personal discovery experiences that connect the world and empower customers to live better lives. Prior to Ancestry, Margo served as CEO of Mattel, President of Americas at Google and as the VP of Global Sales Operations. She also has held leadership roles as COO of Groupon, EVP of U.S. Card Services and CMO of Discover Financial Services, and as a partner at McKinsey in London and Chicago.



## **PATRICK GERAGHTY | President & CEO | GuideWell Mutual Holding Corporation**

Pat is the architect of the strategic restructuring that created GuideWell from the foundation of a 75-year-old health insurance company, transforming it into a health solutions organization at the forefront of reimagining the future of health in America. GuideWell is a \$19 billion mutual insurance holding company headquartered in Jacksonville, Fla. The GuideWell restructuring is considered a model of strategic reinvention and is featured as a capstone business case in the curriculum of Harvard Business School. A dynamic speaker, Geraghty is considered an expert voice on a range of health care topics including, health care reform in the U.S., next-generation payment strategies, innovation in health care and the benefits of wellness and prevention programming.



## **DR. OLENDA JOHNSON | Professor of Strategic Leadership and Leader Development | U.S. Naval War College**

Dr. Johnson advises Navy senior leaders, develops strategy, and facilitates team efforts. She leads her team in developing and teaching a leadership course for 2-Star Navy admirals and senior government executives. Olenda also works with other military units (e.g., U.S. Army Special Forces Command) to support their leader development. A passionate teacher and educator, Olenda thrives on helping others learn as she shares her experiences and knowledge to instill in them the courage and confidence to lead in their unique circumstance. Dr. Johnson is a recipient of numerous honors and awards, to include the prestigious Army Commander's Medal for Public Service. Most recently, she was honored by the Muhammad Ali Center as one of its Daughters of Greatness for her commitment to advancing opportunities for others.

# A MESSAGE FROM

## GENERATION **W**<sup>®</sup>

These are two defining questions that have framed our daily discussions at Generation W and increasingly what we hear from so many of you. The onslaught of the pandemic flipped our world and as we, in varying ways, were trying to adapt to a world that we did not recognize, George Floyd entered our lives. Sadly, we did not know George Floyd, but we recognized him and his heart wrenching, unforgivable murder that has awakened a nation to the structural and systemic racism that has lurked and skulked around our lives for generations. We stand with the families of Ahmaud Arbery, Breonna Taylor, George Floyd and the countless others who lost their lives. We are angry and deeply troubled by a country in turmoil, so are now asking a third even more vital question, **WHAT MUST WE DO?**

We **MUST** come together and seek to root out the structural inequities and injustices that have been baked into a system to the detriment of African Americans which weakens us all.

We **MUST** come together to fully understand the discrepancies between who we truly are as a nation in contrast to who we say we are and be willing to align our values in actions and deeds.

We **MUST** come together to speak out against racist speech behaviors and violence whenever and wherever we encounter it.

We **MUST** resolve to learn more about history from the African American perspective and seek understanding of how generations of traumatic experience directly relate to the struggles of the present day.

We **MUST** give ourselves the time to think, to dwell, to care and to reflect on respect, dignity, the perspectives of others, the power of privilege and the power of kindness, the importance of charity and that every human experience is one that elevates us all.

We **MUST** be willing to not only work in the spotlight but when the lights are low and when the volume is turned down as that is when our true commitment comes to the fore.

We **MUST** commit to each other and become comfortable in the uncomfortable nature of change; to become a people-first world where our planet can flourish and the seeds that we plant in each other can grow equitably and with kindness.

Connectivity has never been seen in a brighter light and we are learning just how our collective health and well-being is truly interdependent.

We embrace these **MUSTS**... they frame what GENERATION W continues to strive to be. To be better, to be more open, to be kinder, to be more thoughtful, to listen more and ask more questions, to constantly be learning, to be action-oriented, to stand up and be accountable to and for each other, to be courageous, to be connected, to work together, remembering life is a team sport, to love thy neighbor as thyself, to trust, and to absolutely not tolerate the racism, the negativity, the violence and the prejudice that runs rampant. We must do this even or especially when we find it close to home.

Please join in... together we **MUST** change our world. We have been given an opportunity, a generational opportunity to understand that we have seen the enemy and it is us. We can and we are seeing that we can change that. We stand with all who believe as we do that when you ELEVATE a person you ELEVATE us ALL!

What is your must do?

With respect and love,  
Donna Orender and the Generation W Team



## At Citi, we give where we live.

Citi is proud to employ countless passionate individuals who volunteer their time, talent and gifts to those in need. By supporting programs and initiatives that enhance lives, we're helping make a difference in the lives of the people we serve in our growing North Florida community.



## UNAFRAID UNFLINCHING UNDAUNTED

Together, let's celebrate, inspire, and support future generations of women in business around the world

web.

# FEATURED SPEAKERS



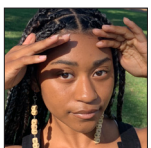
**RICHARD E. LAPCHICK, PH.D. | Eminent Scholar, Endowed Chair and Director, DeVos Sport Business Management; Vice President/CEO, ISSJ; Director, The Institute for Diversity & Ethics in Sport**

A human rights activist, pioneer for racial equality, internationally recognized expert on sports and social issues, scholar and author, Dr. Lapchick is often described as “the racial conscience of sport.” He brought his commitment to equality and his belief that sport can be an effective instrument of positive social change to UCF in August 2001, where he launched the DeVos Sports Business Management Program. Lapchick is a prolific writer. His 17th book was published in 2018. He was named as one of Beyond Sports “Inspirational 50 People” who used sport to change the world, along with Billie Jean King, Muhammad Ali and Nelson Mandela. Dr. Lapchick was one of 200 guests personally invited by Nelson Mandela to his inauguration, after leading the American sports boycott of South Africa from 1975 until the end of Apartheid.



**WINNIE LERNER | Mng Partner | Finsbury’s North American Ops**

Winnie specializes in counseling CEOs and other senior executives, Boards of Directors and outside advisors through complex situations, including changes to leadership, sensitive litigation, control contests, shareholder activism and governance, cybersecurity and data privacy issues, SEC investigations and regulatory issues. She has worked closely with numerous Fortune 100 companies, smaller public companies, and portfolio companies. Prior to joining Finsbury, she was head of the New York office and Capital Markets practice for Glover Park Group (GPG), the leading communications and public affairs agency in Washington, DC. Previously, she was head of global communications for Ralph Lauren and worked as a Legislative Assistant on the House of Representatives Subcommittee.



**DELANA LEWIS | Student / Activist / Artist**

Delana’s mission is to create and affect the black community through art and creativity, and all over the world. She believes that expression through art is healing and allows for better human connectivity and that her generation will, and already has, a big impact on society and the future. Delana was a finalist in the Young Arts Cinematic Arts 2019. She attended and has been recognised at various film festivals such as “All American High School Film Fest”, ‘WestFlix’, ‘Finding Vince 400’, and most recently the ‘BESLA Film Festival’ partnering with BET. She is currently a student at Los Angeles Valley College finishing her GE’s and some courses in her major to transfer to a university in Fall 2021.

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**ELIZABETH DANIELLE LEWIS | Founder & CEO | Brand, Style & Bloom**

Elizabeth is a certified personal stylist and professional branding expert who helps corporate women and men elevate their images in the workplace. After spending nearly a decade in corporate brand management and marketing roles at companies including Colgate-Palmolive and Penguin-Random House, Elizabeth founded her own company, Brand, Style & Bloom! by Elizabeth Danielle, to combine her passions for fashion and branding. She dresses executives, entrepreneurs and public figures in statement-making clothes that boost their confidence and elevate their image.



**DEBRA LEVY, M.ED., PCC | Certified Business & Live Coach | Coaching is Good**

Deb is a certified life and business coach specializing in action-oriented coaching for individuals, businesses, schools, non-profit organizations and corporations. For 25 years, she has been helping clients prioritize their goals and develop roadmaps to success. Using research-based positive-psychology strategies, Deb creates the support and structure her clients need to stay on task. Deb leads workshops on using positive psychology to improve performance and employee well-being for schools, businesses and nonprofits. Deb was an award-winning Teaching Fellow at Harvard University. Her class, Positive Psychology, taught alongside Dr. Tal Ben-Shahar and Shawn Achor, had the highest enrollment of any course at Harvard at the time.



**TINA LIFFORD | Actress | Playwright | Author | Founder of the Inner Fitness Project**

Hollywood veteran Tina Lifford plays the vivacious breakout character Aunt Vi on the critically acclaimed television drama, Queen Sugar. She has played over 100 characters in her long-standing career, including notable roles on Scandal and Parenthood. Equally accomplished behind the camera, Tina is the respected playwright of THE CIRCLE, a play about how seven diverse women navigate the choppy waters of life together; author of The Little Book of BIG LIES (released by Harper Collins in November 2019); and CEO of The Inner Fitness Project, a personal development network committed to making the practices and benefits of “Inner Fitness” as familiar, well understood and accessible as those of physical fitness.



**MICHELE C. MEYER-SHIPP | Principal and Chief Diversity and Inclusion Officer | KPMG LLP**

Michele leads the KPMG National Inclusion and Diversity (I&D) team and oversees its strategy and objectives, including: supporting the recruitment, retention, and development of a diverse workforce; inspiring broad perspectives and innovative client solutions; and fostering an inclusive and accessible culture. Michele works closely with KPMG's leadership teams to advance its inclusive and diverse culture, which has earned the firm recognition as a top workplace by *FORTUNE* magazine, *Diversity Inc.*, *Working Mother*, and The Human Rights Campaign.



**SOPHIA MICKELSON | Student / Activist / Filmmaker**

Sophia radiates thoughtfulness, leadership, caring, and creative soul in her full embrace of the world around her. In her work as a photographer and filmmaker, Sophia seeks to tell stories that span the full palette of the human experience and unpack judgements we don't realize we carry. For many years Sophia has utilized her creative work and has organized campaigns to raise money for those in need. She is proud and grateful to be a part of a conference that centers itself upon the fundamental truth that we rise when we uplift those around us. Sophia will matriculate into Columbia University this Fall.



**DONNA ORENDER | CEO | Orender Unlimited and Founder, Generation W**

It has been said that Donna Orender is a game changer. Not seeing a worn path in front of her has always an invitation for action. From sports television, to the commissioner's office at the PGA TOUR, to the privilege of leading the WNBA, she has always championed great ideas and worked to see them to fruition. Her fearless resolve to think outside the box and her desire to champion great opportunities and great people is a foundation for the creation of Generation W. Donna founded Generation W in 2012 and it has grown to be a nationally recognized 501 c-3. In 2018, she published her first book, *"WOWsdom! The girl's guide to the POSITIVE and the POSSIBLE"*, in support of Generation WOW. Donna is a nationally acclaimed speaker who gave her TedX Speech "Fear Not the Ask" in 2016 and now hosts REfresh a weekly virtual gathering where she invites industry-leading speakers to weigh in on some of the most pressing issues we face today. It is a time to lift spirits and she invites you to join the W community every Wednesday at noon for a bit of REfresh/ment.



**Firehouse Subs  
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in its mission to educate, inspire,  
and connect women and girls in  
the service of building  
community.

# FEATURED SPEAKERS



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**AKILA RAMAN-VASEGHI | Partner | Goldman Sachs**

Akila is the head of Natural Resources Debt Capital Markets & Risk Management within the Investment Banking Division of Goldman Sachs, a leading global investment banking, securities and investment management firm. She has responsibility for the firm's Natural Resources' clients, helping them raise new capital and optimize their overall capital structure with respect to interest rates and currencies. Akila serves on the Operating Board for Pursuit, a social impact organization dedicated to creating transformation through training of adults, with the most need to get their first tech jobs and become the next generation of leaders in tech. She is a member emerita of the Board of Trustees for the Cap & Gown Club of Princeton University and the Princeton University Tigrissions Graduate Board, and is a W.O.M.E.N. in America alumna.



**JENNIFER ROSENTHAL | Associate Director, Strategic Communications | Finsbury**

Jennifer joined Finsbury, a global strategic communications agency, in 2019, after spending five years at Pearson in a variety of roles across the Global Corporate Affairs & Marketing division. Most recently, Jennifer led communications as chief of staff for Pearson's Growth Markets, including China, India, the Middle East, Latin America and South Africa. Previously, she was part of Pearson's Global Media & Communities team, working on crisis and reputational issues, public affairs, employee communications, media relations, social media and brand strategy. Before joining Pearson, she did integrated communications and events for an international early literacy nonprofit called ParentChild+ and taught English. Jennifer is a proud member of W.O.M.E.N. in America.



**JOYCE RUSSELL | President The Adecco Group U.S. Foundation**

Joyce is committed to making the future work for everyone. The Foundation launched in 2019 and focuses on up-/reskilling American workers and helping to ensure work equality for all. In 1987, Joyce joined Adecco USA, as a Branch Manager in Charlotte, NC. From 2004-2018, she served as the President of Adecco, leading the largest business unit of Adecco Group North America, with more than 450 branch locations, approximately 1,600 colleagues and a diverse portfolio of clients. During her time at Adecco, Joyce has firmly established her passion for working with people, and providing new opportunities for both employees and companies.



**JACKIE M. THIELEN, M.D. | General Internal Medicine | Mayo Clinic | Jacksonville, FL**

Dr. Jackie Thielen is a graduate of the University of Minnesota undergraduate and medical school programs. After finishing training in the Twin Cities, which included a Chief resident year, she joined the staff at the Mayo Clinic in 1994. Dr. Thielen is an Assistant Professor of Medicine and a member of the Division of General Internal Medicine. In 2005, she became a founding member of the Women's Health Clinic, which focuses on women's health, emphasizing menopause and sexual medicine. Upon relocating to Florida, Dr. Thielen promotes new endeavors in clinical practice, education and research in the health care of women on the Mayo Clinic Florida campus.



**SABEEN VILLANI | Market Executive, North Florida Market within the Southeast Division of Merrill Lynch Wealth Management | Bank of America**

Sabeen Villani has been with Merrill Lynch for 14 years, where she leads 240 Financial Advisors and Client Associates, spanning across 7 offices. Previously, Sabeen was the Associate Market Executive for the Miami, Naples & Islands Market, and prior to that, she was the Head of Business Management and Strategy for the GWIM Markets Group, where she was responsible for driving execution of priority initiatives with an emphasis on delivering the integrated capabilities of the broader firm. Sabeen has also held roles in International Investment Solutions, as well as investment lending where she focused on product strategy.



**SUSAN WALKER | Managing Director and Market Executive | Bank of America Private Bank**

Susan oversees a highly experienced team of wealth professionals in Jacksonville, FL. In her role as Market Executive, Susan leads the effective delivery of an extensive array of financial services and strategies for clients with sophisticated needs to include: investment management, trust and estate planning services, credit and philanthropy. With more than three decades of financial services experience, Susan has been recognized for her effective leadership skills, her ability to establish strategic direction, grow and retain top talent and build successful teams and partnerships.



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# caution: glass ceilings are being shattered.

We're proud to support Generation W and their work to promote change in the world, proving empowered women, empower us all.



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GENERATION **W**<sup>®</sup>

## MISSION

Generation W elevates the human spirit -  
inspires action, connection, and community.

### WE ENVISION

A culture where **ALL** women and girls are valued, and equity is prized. The catalyst for change is broad collaboration and cultural transformation that collectively inspire a kinder, more inclusive, and equitable world.

### WE BELIEVE

In the Positive and the Possible  
Every voice has value  
The ability to connect is a Superpower  
When you LIVE and LEARN together,  
you can LEAD together  
Elevating women and girls elevates us ALL



# FEATURED SPEAKERS



**KELLY J. WATSON | CEO | Markel Consulting, LLC**

Kelly is a transformational leader with more than 30 years of business experience. In May 2019, Kelly retired from KPMG, LLP., after spending 32 years at the public accounting firm. She is currently consulting with a number of companies in the areas of governance and risk, as well as advising government agencies in the economic development arena. From 2016 to 2019, she served as National Service Group Leader of KPMG's U.S. and Americas Risk Consulting Practice, leading a team of more than 4,900 partners and professionals who provide the risk and compliance insights organizations need to protect themselves and grow. Currently, Kelly serves as chairman of the board of W.O.M.E.N. in America.



**MELINDA B. WOLFE | Former Chief People Officer/HR Consultant/Executive Coach**

Melinda has served as Chief People Officer and led talent initiatives with a passionate focus on diversity, equity and inclusion at companies, including GLG, Pearson, Bloomberg, American Express and Goldman Sachs. Across industry, she has joined leadership

teams to optimize organizational design, culture and human resource priorities, while driving outcomes for employee engagement, productivity and profitability. Melinda began her career in public finance at Merrill Lynch, where she managed billions of dollars of project finance and public power transactions for public and private sector clients. She has partnered with CEOs and leadership teams, as a thought leader, coach and operator to achieve organic growth strategies, integrate powerful acquisitions and downsize through divestitures and contraction of challenged businesses.

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For the latest news and updates from Generation W



## MAKING THE RIGHT CONNECTIONS

CSX is proud to support Generation W in uplifting women and girls.

CSX values and develops employees with diverse skillsets and perspectives who challenge the status quo and deliver innovative, transformative results. We know the importance of cultivating opportunities to engage, inspire and connect individuals to share ideas, build community and grow their personal development.

We're excited to promote the Generation W Vision 20/20 event as it helps challenge our thinking, inspire our spirits, and connect our worlds.



## Keep inspiring change

TIAA Bank is proud to support GENERATION W and the role it plays in empowering all women to make a positive impact on the world.



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THANKS OUR VALUED  
BOARD OF DIRECTORS  
FOR THEIR INSIGHT,  
COUNSEL, DIRECTION  
AND SUPPORT.

**LISA SHALETT**

Chair, Former Goldman Sachs Partner / Founder,  
Brand-Builder / Start Up Advisor / Angel Investor

**DR. OLEND A JOHNSON**

Professor of Strategic Leadership & Leader Development  
College of Leadership & Ethics, U.S. Naval War College

**JAMIE OLKEN**

NYC mental health psychotherapist

**DONNA ORENDER**

CEO, Orender Unlimited; Founder Generation W

**LISA PALMER**

President & CEO Regency Centers

**DARNELL SMITH**

Market President, Florida Blue North Florida Region

**AKILA RAMAN-VASEGHI**

Partner, Goldman Sachs

**MICHAEL WARD**

Michael Ward & Jennifer Glock Foundation

**MELINDA WOLFE**

Former Chief People Officer/HR Consultant/Executive Coach



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# TOGETHER WE THRIVE

At FIS, our purpose is to help businesses  
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We are proud to support Generation W  
and its efforts to educate, inspire, and  
connect the power of women's leadership  
with the communities they serve.

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The Home Depot is the world's largest home improvement specialty retailer. Through our Home Depot Pro division, we serve thousands of businesses with essential products and services across the renovator/remodeler, specialty trades, multifamily and institutional industries. The foundation of our commitment to diversity and inclusion was established more than 35 years ago, along with our eight core values which are as follows:

- ✓ Excellent customer service
- ✓ Taking care of our people
- ✓ Giving back
- ✓ Doing the "right" thing
- ✓ Creating shareholder value
- ✓ Respect for all people
- ✓ Entrepreneurial spirit
- ✓ Building strong relationships

Respect for all people is a top priority for our company, and maintaining The Home Depot's competitive advantage is directly tied to how well our associates reflect the diversity of our customers and the communities in which we operate.



to the following members of the Generation W Community for lending their talents, sharing their advice, and inspiring us all to be our very best.

### OPENING NUMBER SINGERS

Tina Wilson, Anjelica Adams, Felecia Neal, Chantel Hatton

### OPENING NUMBER DANCERS

Directed by Mayra Fernandez, River City Fine Arts Academy  
 Ballet Dancers: Ansley Allen, Delana Drouse, Ella Jenkins  
 Hip Hop Dancers: Rosalena Carr, Betsy Barber, Jaela Colon

### OPENING SCORE

Track Creator: Corey Ling  
 Studio Recording and Production: Cedric Matthews III

Charlene Landen, PGA Tour Entertainment  
 Dana Welch, PGA Tour Entertainment  
 Jen Somach, PGA Tour Entertainment  
 Dr. David Szymanski, UNF  
 Whitney Meyer, UNF

Nicole Atkinson, UNF Fine Arts Center  
 Colleen Sharp, UNF Fine Arts Center  
 Leigh Silver, Silversight Consulting  
 Patti Minglin, Go Girl Communications  
 Nesanne Umbehant, Graphic Designer

Gemstone Media | PRI Productions | Shefali Bhutani | Sherrod Brown

### FROM THE "WORLD AS WE SEE IT"

Chiemeka Offor  
 Mercedes Ferreira-Dias  
 Asher Burrows  
 Sanna Legan

Angelica Bohanan  
 Anna Kyker  
 Nina Monet  
 Anna-Frida Herrera

Our valued live production vendors that have graciously worked with us through the challenges of this time: One Ocean, East Coast Transportation, Firehouse Subs, The Perfect Pear

### GENERATION W BOARD MEMBERS

Lisa Shalett, Chair; Dr. Olenda Johnson, Jamie Olken, Lisa Palmer, Akila Raman-Vaseghi, Darnell Smith, Michael Ward, Melinda Wolfe

### THE GENERATION W TEAM

Kasia Swierczynska, Stacy Ellison, Sherry Levin, Tara Kelley, Christina Kostuk Upchurch, Jamie Valet, Ruth Spencer-Coley, Mariah Denson



## INSPIRING THE POSITIVE & THE POSSIBLE

Generation W elevates the human spirit- inspires action, connection and community. We envision a culture where equity is prized. The catalyst for change is collaborative & transformative in the service of building a kinder, more accepting world. Here's what we accomplished in 2019!



At Generation W, we believe EVERY voice has value. We invite you to join us on the journey of the positive and the possible. We want to connect with you! To learn more about all the ways to do so, log on to [genwnow.com](http://genwnow.com).

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A photograph of two women in a professional setting. One woman with curly hair is looking at a laptop screen, and another woman is looking at the same screen. They appear to be in a collaborative meeting.

# When there are no ceilings, the sky's the limit.

Women should be able to go as far as their talent, drive and imagination take them. KPMG is committed to supporting women in the workplace, at home, and in life.

We are proud to sponsor Generation W Vision 2020.

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