

GENERATION *W*
CELEBRATING 10 YEARS
in *ten* *tional*
April 16th, 2021



11AM - 4PM EST



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GENERATION *W*[®]

Dear Generation W,

WHAT A DIFFERENCE 10 YEARS MAKES!

It's hard to believe that what started out as a single idea – when people, especially women, come together, magic happens, has blossomed into this movement that has made a difference in the lives of so many. Certainly, when we decided on this year's theme, **intENTIONal**, we didn't know how important the idea of intention would become, but if 2020 gave us the vision to see what we must change, then in 2021 we be intentional to create the change we want to see.

We launched Generation W with the clear intention to provide learning, inspiration and connection. We strive to be truly intentional about creating better spaces in ourselves, in each other, in our families, in our companies, in our cities and in our world.

To that end, we can't wait to share this day with you. We start with the magic of Carla Harris, Vice Chairman at Morgan Stanley, who challenges us to lead with intention... and end the day with the legendary Billie Jean King and Ilana Kloss, two tennis greats who have been breaking barriers all of their lives, and a joyful celebration of our 10th Anniversary. We promise a day of dynamically diverse experts and storytellers who bring their own perspectives on living with intention in ways we know will provide something for everyone.

We are overwhelmed with gratitude for our partners whose vision and purpose motivate and inspire us to be better. Thank you to the University of North Florida and John Delaney, Pam Challey, Sheila Spivey, and others who gave us our home on their campus from day one. Thank you to Dr. and Mrs. Szymanski, we can't wait to be back on the beautiful UNF campus next year. Thank you to Kelly Madden, Executive Vice President, and her dynamic team at Wells Fargo who have always been foremost in their support of women, and thank you to our fearless and inspiring friend Pat Geraghty, President and CEO of GuideWell and Florida Blue and his team of Darnell Smith, Amy Ruth and Dr. Elana Schrader.

We're grateful for our foundational partnership with Pepsico led by Derrick Lewis and David Merriman and for our long partnership with KPMG CEO, Paul Knopp, Deputy Chair, Laura Newinsky and Chief Diversity Officer, Elena Richards. Thank you to TIAA Bank and Joseph Hernandez and this year we are grateful for our expanding partnership with the Mayo Clinic. We welcome First Horizon Foundation to their inaugural event. We are thrilled to have Cisco, a company committed to powering an inclusive future for all, as a new member of the Generation W family.

Thank you to the entire crew at PGA Tour Entertainment led by Jen Somach, Ben Walter, Ted Abrams, Andre d'Elena and Dana Welch who have provided so many memorable moments for us over these 10 years. And to the Generation W team of Mariah Denson, Glori Katz, Shery Levin, Patti Miglin, Susan Miller, Andrea Plumley, Dawn Rodriguez, Leigh Silver, Ruth Spencer-Coley and Kasia Swierczynska who bring passion and energy every day. And finally, to our board members; Lisa Shalett, Dr. Olenda Johnson, Jamie Olken, Lisa Palmer, Akila Raman-Vaseghi, Darnell Smith, Michael Ward and Melinda Wolfe, whose caring and thoughtful advice means so much to us.

Enjoy, be inspired, connect and focus with determination on the intentional change you can lead.

@DonnaOrender

April 16, 2021

We are thrilled to celebrate the impressive 10th Anniversary of Generation W and offer admiration and congratulations to Donna Orender and the Generation W team. UNF has been a supporter of this wonderful organization from the beginning. While the 2021 InTENTIONal Event must be virtual again this year, we look forward to a day of engaging and inspiring connection.

The milestone of Generation W's 10th Anniversary is a testament to the resonance of the Generation W tenants of education, inspiration and connection. This signature event was launched with the belief that bringing women together and building thought leadership, confidence and engagement would stimulate conversation and propel change in the world. It's been a great source of pride for me to see how this organization has used their mission as a beacon and thrived over these ten years.

At UNF, we are striving to do the same, as we continue our partnership with Generation W and the "Fearless Woman" initiative aimed at inspiring women and fostering a strong inclusive campus environment at UNF. Our group participation continues to grow as we empower and prepare the next generation of women leaders.

This past year has certainly challenged us, but we've learned that we need connection more than ever. Through connection we find deep understanding, friendship and fulfillment. I hope that is what you find through this event today, even in a virtual format.

And in the same way that you seek to make connections today, UNF endeavors to offer meaningful opportunities for our students to connect with real-world learning, whether it be through 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.

Congratulations to Generation W on 10 Years of Education, Inspiration and Connection.

I'm looking forward to all that you can accomplish in the next ten years.

Have an inspirational day and I hope we will all be together on our beautiful campus in 2022..

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

UNLEARNING AND RELEARNING FOR THE FUTURE OF WORK

Leah Jewell | Learning and Employability Expert | Co-Founder | UPSKL

WORKSHOPS

CONNECTION SESSION

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

CLOSING REMARKS

WORKSHOPS

CHANGE MANAGEMENT, A LENS ON FUTURE YOU

Jennifer Rosenthal | Director, Finsbury Glover Hering

TIPS FOR DIFFICULT CONVERSATIONS

(YES, YOU HAVE TO HAVE THEM!)

Melinda Wolfe | Veteran HR Professional

Akila Raman-Vaseghi | Partner, Goldman Sachs | COO, Investment Banking Division

DIGITAL BODY LANGUAGE: COLLABORATE FASTER AND FURTHER, TOGETHER

Erica Dhawan | Author Digital Body Language:

How to Build Trust & Connection, No Matter the Distance

COULD STRESSING REALLY BE A BLESSING?

Dr. Heidi Hanna | Chief Energy Officer of Synergy Brain Fitness and Best-Selling Author

BE THE MOST INCLUSIVE YOU

Linnet Carty | Director of Inclusion & Community Engagement of PGA of America

WHAT WE HAVE LEARNED AND ARE STILL UNDERSTANDING ABOUT THE CORONAVIRUS

Jamie Olken | Psychotherapist and Life Coach

Dr. Jacqueline Jones | Physician

Dr. Doris Pastore | Physician



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.

MORNING LINE UP | 11:00 AM

WELCOME!

SAYING HI

Donna Orender | Founder, Generation W

THE PEARLS OF INTENTIONAL LEADERSHIP

Carla Harris | Vice Chairman, Managing Director and Senior Client Advisor at Morgan Stanley

LIVING ON PURPOSE: THE POWER OF LIVING INTENTIONALLY

Lisa Shalett | Former Goldman Sachs Partner; Advisor to Startups; Board Director; Founder
Andrea Smith | Chief Administrative Officer, Bank of America
Jeannie Diefenderfer | Founder, Courage N Purpose
Michelle Browder | Founder, More Than Tours

CHANGE STARTS WITH US: THE NEW RECOVERY MOVEMENT

Robin McIntosh | Co-Founder and CO-CEO, Workit Health
Lisa McLaughlin | Co-Founder and CO-CEO, Workit Health

GRIT, THE #1 PREDICTOR OF SUCCESS

Jon Gordon | Best-selling author and keynote speaker

AFTERNOON LINE UP | 1:45 PM

WHAT IS AN INTENTION?

Tina Lifford | Actress, Author and CEO of Inner Fitness Project

SPECIAL TRIBUTE TO RUTH BADER GINSBURG

ARTIFICIAL INTELLIGENCE-PERCEPTION IS REALITY...OR IS IT?

Dr. Betty Mbom | Senior Director of Customer Success, Syapse
Elizabeth M. Adams | Key Constituent for the United Nations
3C Roundtable on Artificial Intelligence
Dr. Rachel Gillum Jackson | Director, Ethical and Humane Use of Technology, Salesforce
Izu Emegwali | Executive Director and Assistant General Counsel for the Corporate and Investment Bank at J.P. Morgan

BREAKING BARRIERS

Billie Jean King | Founder, Billie Jean King Leadership Initiative
Ilana Kloss | CEO, Billie Jean King Enterprises

10TH YEAR CELEBRATION

Special 10th Anniversary Celebration hosted by
Pat Geraghty | President and CEO, GuideWell and FloridaBlue

CLOSING REMARKS

Donna Orender | Founder, Generation W



WELLS
FARGO

Great
leaders
inspire
us

Leaders engage us, allow us to take chances, unite our voices, and focus our ideas into action. Wells Fargo salutes Generation W and is committed to supporting organizations that make a difference in our community.

Together we'll go far



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ELIZABETH M. ADAMS | Key Constituent | United Nations 3C Roundtable on Artificial Intelligence
Elizabeth is a technologist working at the intersection of Artificial Intelligence Ethics, Ethical Technology Design and Technology Inclusion. She passionately teaches, advises, consults and speaks on the critical subjects within diversity and inclusion and humane engineering in Artificial Intelligence. Her work centers on shared leadership in the advancement of technology through a Social Science lens. Elizabeth is also Chief AI Ethics Advisor for Paravision and a race and technology fellow at Stanford University's institute of human-centered AI & Center for Comparative Studies in Ethnicity.



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.



MICHELLE BROWDER | Artist | Activist
Michelle owns and operates *More Than Tours*, a social enterprise that provides educational and interactive tours around Montgomery, Alabama. *More Than Tours* has bridged the racial divide by reaching nearly 10,000 students and tourists. Michelle has helped amplify Montgomery, Alabama and its evolving persona, making it a sought-after tourist destination. Governor Kay Ivey presented Michelle with The Rising Star Tourism Award, recognizing the impact she and her company has made in the industry.



LINNET CARTY | Director of Inclusion and Community Engagement | PGA of America
Linnet wrote the "Inclusion Guidelines for Golf Facilities" and implemented education training for the 29,000 PGA professionals across the nation. As the Equity and Inclusion Educator for the Connecticut State Department of Education, Linnet provided customized training and education to administrators and educators.



ERICA DHAWAN | Author | Speaker
Erica is the world's leading authority on 21st century collaboration and connectational intelligence. She has written for Harvard Business Review, Forbes and is also a best-selling author with her book, *Get Big Things Done: The Power of Connectional Intelligence*. As an award-winning keynote speaker, she has spoken on global stages, including Davos and TED. Thinkers50 named her "The Oprah of Management Ideas" and featured her as one of the top 20 Management experts around the world.



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.



IZU EMEAGWALIS | Executive Director and Assistant General Counsel | Morgan Stanley
Izu works at the intersection of technology and law and she advises various global businesses on their data use initiatives. Izu oversees projects and negotiates agreements that involve the sharing and use of J. P. Morgan's proprietary information and client data. She speaks openly about the legal strategies and processes for sound data use, data sharing and artificial intelligence initiatives. Izu graduated Magna Cum Laude from Howard University School of Law and holds a degree in Electrical Engineering from the University of Pennsylvania.



THE ADECCO GROUP
FOUNDATION US



Congratulations to Generation W for 10 years of embracing the power of women's leadership. The Adecco Group US Foundation is proud to have partnered with you from the beginning.

"I never dreamed about success. I worked for it."

- Estée Lauder



Congratulations to Generation W on your 10th Anniversary!

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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.



TENERAL
Cellars



ALWAYS Being. ALWAYS Becoming.

Teneral Cellars is an entrepreneurial agent for social change. It is a woman owned and run empowerment community that supports women's causes and industry inclusion through the production and sale of phenomenal wine.

Founded in March, 2020 by Jill Osur as a purpose driven brand, it aims to produce incredible wines from sustainably farmed vineyards, curate meaningful experiences, and build a strong community through cause.

From its home in Northern California, Teneral Cellars is an all-digital platform to a community of like-minded women who sip, create, and act with purpose. As wine industry veterans tired of the status quo, they've made it a point to focus on putting change into action — starting with the people who make wine and putting women in leadership positions. Teneral Cellars is dedicated to empowering and elevating women, including women who are black, Indigenous and people of color, into the wine industry through education, grants, and employment opportunities.

Teneral Cellars' commitment to women's empowerment extends past their glasses and into The Swarm, a membership movement with benefits and purpose. Teneral Cellars donates 10% of their profits to organization's committed to women's empowerment. Purchasing their wine supports charities focused on women's issues through climate, justice, and social change.

GENERATION *W*[®]



PATRICK GERAGHTY | President & CEO | GuideWell and Florida Blue

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. RACHEL GILLUM | Director | Ethical and Humane Use of Technology | Salesforce

Rachel works to develop and implement strategic policies to assure Salesforce Technologies are used for good and not harm. She is also an affiliated scholar at Stanford's Immigration Policy Lab and the author of several academic works. Rachel previously worked alongside former Secretary of State Condoleezza Rice. In her role, she assisted major technology companies with key geo-political challenges.



JON GORDON | Author | Speaker

Jon is a husband, father and author. His best-selling books and talks have inspired readers and audiences around the world. He is the author of *The Energy Bus*, *The Carpenter*, *Training Camp*, *The Power of Positive Leadership*, *The Power of Positive Team* and his latest, *The Coffee Bean*. When he is not running through airports or speaking to businesses, hospitals or schools, you can find him spending time with his family and taking long walks which are when he gets most of his ideas.



DR. HEIDI HANNA | Chief Energy Officer | Synergy Brain Fitness

Synergy Brain Fitness is a company providing brain-based health and performance programs for individuals and organizations. Dr. Hanna is founding partner with the Brain Health Initiative and advisory board member for the American Institute of Stress. She is a New York Times best-selling author who has written seven books including *The Sharp Solution*, *Stressaholic*, *Recharge* and *What's So Funny About Stress*.

SPEAKERS' BOOK CORNER

PURCHASE
ON AMAZON



DIGITAL BODY LANGUAGE: HOW TO BUILD TRUST AND CONNECTION, NO MATTER THE DISTANCE

By Erica Dhawan

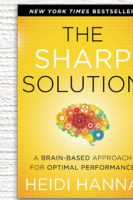
Erica Dhawan, a go-to thought leader on collaboration and a passionate communication junkie, combines cutting edge research with engaging storytelling to decode the new signals and cues that have replaced traditional body language across genders, generations, and culture.



THE COFFEE BEAN: A SIMPLE LESSON TO CREATE POSITIVE CHANGE

By Jon Gordon

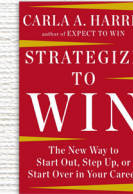
From bestselling author Jon Gordon and rising star Damon West comes *The Coffee Bean*: an illustrated fable that teaches readers how to transform their environment, overcome challenges, and create positive change. Life is often difficult. It can be harsh, stressful, and feel like a pot of boiling hot water. The environments we find ourselves in can change, weaken, or harden us, and test who we truly are. We can be like the carrot that weakens in the pot or like the egg that hardens. Or, we can be like the coffee bean and discover the power inside us to transform our environment.



THE SHARP SOLUTION: A BRAIN-BASED APPROACH FOR OPTIMAL PERFORMANCE

By Dr. Heidi Hanna

Dr. Heidi Hanna introduces readers to a brain-based approach to realistic, sustainable energy management that supports a healthier brain, and as a result a healthier, happier body. By engaging our brain, we can strategically rewire how we operate, creating more energy and improving productivity while simultaneously reducing stress.



STRATEGIZE TO WIN: THE NEW WAY TO START OUT, STEP UP, OR START OVER IN YOUR CAREER

By Carla A. Harris

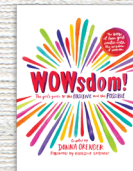
Carla Harris, one of the most successful and respected women in business, shares advice, tips, and strategies for surviving in any workplace environment. While climbing the corporate ladder, Harris had her own missteps and celebrated numerous victories. She vowed that when she reached senior management, and people came to her for advice, she would provide them with the tools and strategies honed by her experience.



THE LITTLE BOOK OF BIG LIES: A JOURNEY INTO INNER FITNESS

By Tina Lifford

An inspiring and illuminating guide to true self care, from the sage teacher and breakout star of the critically acclaimed drama, *Queen Sugar*, guides you on a journey of self-discovery that will help you turn shame into self-acceptance, self-rejection into self-love, blame into freedom, and old hurt into power. Wise and powerful, *The Little Book of Big Lies* will completely change how you think and live.



WOWSDOM! THE GIRL'S GUIDE TO THE POSITIVE AND THE POSSIBLE

By Donna Orender

What happens when the WOW of girls meets the WISDOM of women? Donna Orender and her team at Generation WOW believe that when we live together and learn together, we will lead together. *WOWSdom! The Girl's Guide to the Positive and the Possible* is jam-packed with letters, activities, and no-nonsense advice that celebrates the connection of the WOW of girls and the WISDOM of women.

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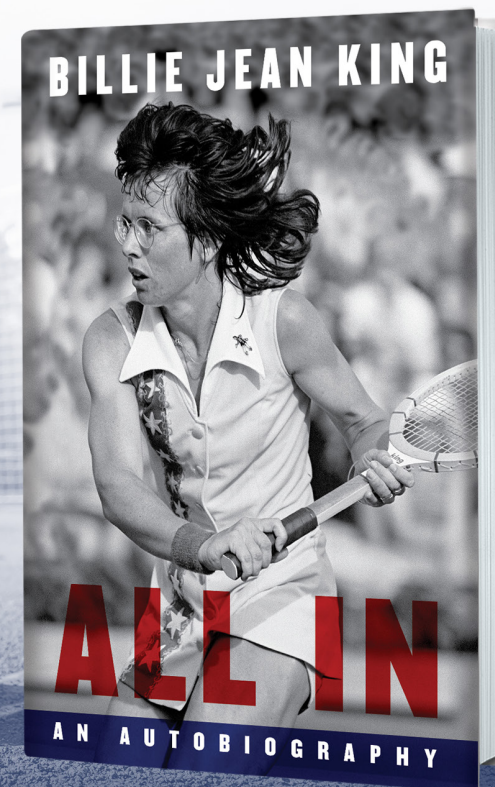
JON GORDON'S
MENTOR COACHING PROGRAM

SIGN UP AT:

JonGordonCoaching.com

AN INSPIRING AND INTIMATE SELF-PORTRAIT BY THE CHAMPION OF EQUALITY

that encompasses her brilliant tennis career,
unwavering activism, and an ongoing
commitment to fairness and social justice.



"Early on, what was most apparent to
me was that the world I wanted didn't exist yet.
It would be up to my generation to create it."

—BILLIE JEAN KING IN *ALL IN*

KNOPF 

ON SALE AUGUST 17, 2021
AVAILABLE FOR PRE-ORDER WHEREVER BOOKS ARE SOLD

GENERATION *W* CELEBRATING 10 YEARS

“I wanted to wish Gen W a very happy 10th anniversary. InTENTional, as you call it, for the 10th anniversary is so perfect because you've been so intentional in the way you've built this community. You've empowered women's leadership, you've inspired young girls to achieve their greatest heights, and you've made a family out of all of us.”

KELLY WATSON

Senior Advisor New Jersey Economic
Development Authority

“What I love most about Generation W is the way that it makes me feel. Optimistic, empowered, energized, and uplifted. Inspired, connected, determined to be the best version of myself I possibly can. But more than anything else, Generation W makes me feel happy.”

AMY RUTH

SVP and CHRO Human Services
Group Florida Blue and Guidewell

“Generation W is like a big hug. It has been a source of friendships and community, and ideas, and inspiration for so many years 10 years, and for so many of us. And I am incredibly, incredibly grateful.”

LISA SHALETT

Founder, Extraordinary
Women on Boards

“The first time I entered the big auditorium I felt this palpable feeling you get when you're surrounded by your sisters, by soulmates. It's real. The stories are real. Conversations are real. They run deep and they are raw. And when you see what people have overcome, to achieve the unachievable you leave this event really changed forever. Believing in yourself and others that anything is possible.”

SHELLEY DIAMOND

Chief Marketing Officer UNICEF

“Congratulations to Generation W for celebrating 10 years. What a remarkable impact Generation W has made, not just on our community, but in the world. We are very excited to see what you're going to do in the forthcoming decade.”

DR. CHARLES BRUCE

Chief Innovation Officer
Mayo Clinic Florida

“I love Generation W and I am so proud to extend to them well wishes on their 10th anniversary. I'm so proud of Donna and her team. Thank you for all you do and I cannot wait to work with you for the next 10.”

DAVID EMANUEL

Founder at Development Power

“Generation W 10 Year anniversary. What a milestone! Just imagine all those young girls in elementary school now finishing high school. All those girls in high school now finishing college. And all those girls in college now in the workforce. And to think, how many of them Generation W has helped along the way and inspired over the last 10 years.”

DEBRA WALTON

Chief Revenue Officer
London Stock Exchange Group

“I've been blessed to meet some great people in my life. And to go to great events throughout my life. But my favorite event every year, for the last 10 years now, has been Generation W. Thank you everybody at Generation W. It's been a privilege to be part of what you do.”

DR. LAPCHICK

Director DeVos Sport Business
Management UCF College of Business

“I wanted to congratulate Donna and the entire Generation W Organization for the impact you've made over the last 10 years. And as you start your second decade this work, this mission is clearly more important than ever before. Thanks again, And congratulations on 10 great years.”

GERRI ELLIOT

Chief Sales and
Marketing Officer Cisco

“I am honored to have been a part of Gen W from its inception, and I look forward to his continued growth. Congratulations Gen W on your 10th anniversary. I look forward to your amazing future. Thank you for all you do.”

GISELLE CARSON, ESQ.

Marks Gray, P.A.

“Being part of Generation W, to me, means being part of the conversation. I'm impressed by how the Gen W community supports each other as we learn and grow to be our best person. I love that. Congratulations on 10 years.”

JAMIE OLKEN, LCSW

Psychotherapist and Life Coach

“Generation W has been my annual women's retreat, where the fullness of who and how I am is reflected in the fearlessness of the topics, and the resilience and grit of the speakers, and it includes real, authentic male allies. And I love that. Thank you.”
Generation W.”

PAMELA CULPEPPER

Founding Partner, Have Her Back

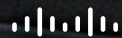
Between hope
and possible



there's
a bridge.

There from the beginning to where
we stand today. And to where we will go
from here. One company. One promise.

If you can imagine it, we will build
the bridge to get you there.

 **CISCO** The bridge to possible

You are
changing
the world.

mayoclinic.org



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CARLA HARRIS | Vice Chairman and Managing Director | Morgan Stanley

Carla is responsible for increasing client connectivity and enhancing revenue across the firm. Among her long list of accolades, Carla was named to *Fortune* Magazine's list of the top 50 most powerful black executives in corporate America. Carla is also a singer who sold out concerts at the Apollo and Carnegie Hall. She is an author and mother to two beautiful daughters. She is a veteran of the Generation W stage.



LEAH JEWELL | Co-Founder | UPSKL

Leah is a learner advocate and employability evangelist focused on lifelong learning, upskilling, alternative career pathways and skills navigation. She is Co-Founder of UPSKLS, a platform connecting students 18 and up from any school, degree or experience level to paid short term project work. She is dedicated to increasing access to and the effectiveness of learning and work-based opportunities for every student. In her 32 years at Pearson, the world's largest learning company, she was most recently the managing director for employability solutions and the designated expert on the future of work.



BILLIE JEAN KING | Founder | Billie Jean King Leadership Initiative

Billie Jean King is a tennis champion and social activist who lives her life according to the principles of equity, empowerment and access. With 39 Grand Slam titles to her name, including a record 20 titles at Wimbledon, Billie Jean King is one of the greatest tennis players of all time. Named one of the "100 Most Important Americans of the 20th Century" by *Life* magazine and recipient of the Presidential Medal of Freedom, Billie Jean King's greatest desire is to empower the next generation with the tools to do better than the one before it. Her tireless efforts to fight injustice and discrimination world-wide continue today as the founder of the Billie Jean King Leadership Initiative. Her memoir, *All In: An Autobiography*, will be published in August, 2021.



ILANA KLOSS | CEO | Billie Jean King Enterprises

Ilana is also Co-Founder Billie Jean King Leadership Initiative and member of the ownership group of the Los Angeles Dodgers, Los Angeles Sparks and Angel City FC and a founding board member of the Elton John Aids Foundations. Ilana is actively involved in the Women's Sports Foundation as a member of the Executive Board and past WSF Chair. A former world number one doubles player and U.S. Open Doubles Champion, Ilana is a member of both the national and international Jewish Sports Hall of Fame and was named Sport Businesswoman of the Year.



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.



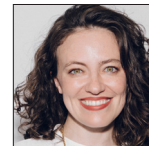
DR. BETTY MBOM | Senior Director of Customer Success | Synapse

Synapse is a healthcare technology company and in her role, Betty oversees the technology that enables healthcare workers to bring precision medicine to cancer patients. Previously Betty co-founded Becton Dickson Women in STEM, an associate network engaged in finding female mentors in STEM and navigating gender differences.



ROBIN MCINTOSH | Co-CEO and Co-Founder | WorkIt Health

Robin transforms addiction treatment through patient-led advocacy, science and design. Robin has founded multiple companies and worked across digital health and social impact communities over the past ten years. Prior to WorkIt Health, Robin served as CEO and Co-Founder of Siren, an internationally recognized design and development consultancy. She focused on driving innovative work for providers, health technology companies and employers. In 2019, Robin was named a Schwab Foundation Social Entrepreneur of the year.



LISA MCLAUGHLIN | Co-Founder and Co-CEO | WorkIt Health

Lisa has laid the groundwork in Michigan and the greater USA for effective strategies for on-demand substance use disorder treatment and prevention resources for health plans, employers and individuals. Lisa has developed digital interventions to solve the social determinants of health and algorithms to measure and predict substance use recovery. In 2019, she was named the Schwab Foundation Social Entrepreneur of the Year and winner of the Lyfebulb and United Healthcare Innovation Challenge.

THE GENERATION W PLATFORM

Who is the W community? Women, girls, and yes, men from all walks of life, all ethnicities, economic status, and professions. We are unified with the one goal of making our world a kinder, more accepting, more equitable place for all. Our programs are nationally recognized and continue to propel change.



Generation W's signature event brings together speakers from throughout the country to educate, inspire, and connect women and their communities. Met with more enthusiasm every year, the program explores thought-provoking topics with the goal of cultivating a greater understanding of today's most relevant issues, as well as steps we can take to affect change.



Generation WOW exposes girls to the positive and the possible by creating opportunities that connect the leaders of tomorrow with the leaders of today. It is a movement on the rise with a comprehensive platform that includes an annual event, WOW Clubs, leadership, personal development workshops, quarterly programming, learning excursions, and year-round mentorship opportunities. WOW'S community impact is garnering the attention of youth organizations around the country and expanded its programming nationally in 2018.



GENERATION WORKS is a dedicated day of service that harnesses the energy and leadership of women and girls. GENERATION WORKS highlights women in leadership and how they transform their communities. Volunteers from the Northeast Florida community wire, weld, wash, and work their magic to elevate local schools, agencies, and everyone associated with the rewarding work of building up communities.

WOWsdom!

"WOWsdom!" is an interactive and life-changing book that unites the spirited WOW of teen girls with the savvy WISDOM of women. Inspired by the power realized when generations connect, the unique narrative of "WOWsdom!" is created through intimate stories and personal lessons written in the form of letters to our younger and future selves. This 200-plus page book provides girls with opportunities to learn about leadership, self-esteem, confidence, mentorship, giving back, making good decisions, and so much more!



REfresh is a weekly virtual series created to REfresh the spirit and revive the soul. An interview format, led by Donna Orender, the series provides the opportunity to connect, be inspired and learn something new through lively, engaging conversations by experts on an array of timely topics.

Hampton Golf Proudly Supports GenerationW - Celebrating 10 Years as a Proud Partner -



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At Newfold Digital, we know the value and importance of an inclusive community and we are proud to support organizations that empower women to succeed in the workforce.



GENERATION *W* CELEBRATING 10 YEARS

“When I went to my first Gen W conference I was impressed by the sheer number of women, I mean, not one seat was open in this auditorium. But it wasn't just the number of women, it was the energy, the energy was just bouncing off the walls. It was contagious. It was a celebration of women. Being part of Generation W, to me, means we want to be part of the conversation.”

DR. JACKIE THIELEN
Women's Health Specialist
Mayo Clinic

“Happy 10th anniversary Generation W. I still remember my very first conference which was I believe in 2013. That conference made a difference for me. And I will never forget the feeling of connectedness that I felt. I think that's what I love best about Gen W. And that's what has kept me coming back all these years, is the feeling of engagement and connectedness and how good I feel when I when I finished the conference.”

ITA EKPOUDOM
Partner
GingerBread Capital

“I'm a happy participant for many of the 10 years of your Gen W conferences. They've been amazing for me both personally and professionally. I so appreciate the content that you bring. The thing I really appreciate about Gen W is, it IS community for me. We have a bunch of girlfriends who go almost every year and means so much to have that community. Thank you so much, and I wish you all the best in this 10 years and the next.”

IRENE CHANG BRITT
Board and Committee Chair

“I recall being in Donna's living room when she's so passionately stated that she wanted to have a conference for women... where, we could lift women, where we could develop more women leaders. And I can certainly say from Generation W to Generation WOW, where we empower girls to Generation Works where we serve and improve our communities, that Generation W is shaping to its purpose. In this 10th year I am very thankful that Generation W has been intentional.”

LJ HOLLOWAY
Founder
All About Healthcare Advocates

“Thank you Generation W for bringing this women's conference to Jacksonville, Florida. It is educational, inspirational, and the speakers and presentations are so good that actually go back and re-watch them on the website. So thank you so much.”

BILLIE JO BURR

“I feel like I'm a bit of a midwife of Generation W because I was there at the beginning. Donna and I were at another conference and she kept saying to me “Wouldn't it be great if I could do something like this? Bring this idea back home to the women of Jacksonville.” And I thought to myself, “Yeah, you should try that. That sounds like a pretty good idea.” But then she went and did it, because she's Donna Orender! And the rest is Generation W history.”

CHRISTINA NORMAN
Head of Content
National Basketball Players Association

“My very favorite thing about Generation W. It's not hard, actually, every single year has been my favorite. Just to be able to congregate and be in a room with so many amazing inspirational women has been life changing, so I'm looking forward to the next 10 years, again, Happy anniversary.”

LAKESHA BURTON
Assistant Chief
Jacksonville Sheriff's Office

“What I remember most about the Gen W conferences is just the amount of sharing, and hope, inspiration, and creativity, across the community. The energy in the room has always been such an incredible, incredible feeling.”

TIERNEY REMICK
Vice Chairman
Korn Ferry International

“Generation W creates some beautiful space or fellowship, shared understanding and laughter. You leave feeling renewed and reconnected to your purpose. I have the honor of participating in the leadership conference back before quarantining was our shared reality. We communed about the lived experience of being an immigrant in the US that year. And I was accompanied by two middle school girls Tory and Olivia, who stood transfixed as they learned from women in multiple fields, describe the difference between mentorship and sponsorship, or the importance of building relationships. Generation W made that possible.”

LISA MAXWELL
Vice President Marketing
Data and Services MasterCard

“My favorite moment every year is the moment it ends. And that may sound funny, but here's why. It's that moment when my colleagues and team members that have come along with me, look at me and go, “Wow, I cannot believe the content. This was amazing. I'm so looking forward to next year!” or the folks who go “Wow I was here last year and I never for minute thought that they could beat the agenda or the content from last year and they outdid themselves.” So thank you to Gen W for all the memories over the years and I can't wait to see what this year brings.”

MEG ROSE
Senior Vice President of Field
Operations Firehouse Subs

save the date

A P R I L 2 0 2 2

GENERATION *W*[®]



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.



 TIAA Bank



Empowering women, making a difference

TIAA Bank is proud to support Generation W and the role it plays in empowering women to impact change for themselves and their communities. Thank you for your dedication and leadership.

TIAABank.com/about

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DR. JAMIE OLKEN, LCSW | Psychotherapist | Life Coach

Jamie is a New York City resident who has spent the past 25 years as a psychotherapist and life coach serving a wide range of clients in the community. Jamie currently practices a range of approaches to treat patients including, but not limited to, talk therapy, meditation and humor to treat hundreds of patients with behavioral and health related issues. Jamie's experience in the community and dedication to her craft has made her an esteemed authority within the realm of women's health. She is a Generation W board member and is thrilled to be part of the Generation W community.



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 been 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.



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 | Director | Finsbury Glover Hering

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.



LISA SHALETT | Founder | Extraordinary Women on Boards

Lisa is an accomplished senior executive, corporate advisor and independent board director. Her career extends over 25 years, including 13 years as a Goldman Sachs partner, during which time she used her leadership expertise to guide the brand through the financial crisis. In 2017, she founded Extraordinary Women on Boards, an influential peer-to-peer community. It includes hundreds of women corporate directors who are focused on advancing board excellence, modernizing governance and increasing board diversity. Lisa chairs the board of Generation W and supports high impact entrepreneurs around the work as an international selection panelist and mentor for Endeavor.org.



ANDREA SMITH | Chief Administrative Officer | Bank of America

As CAO, Andrea leads global functions and businesses that drive responsible growth. Under her leadership, the bank spent more than \$2 billion with women and minority owned businesses and has been recognized for it's commitment to supplier diversity. As an advocate for all women, Andrea co-founded the global women's conference to bring together top women leaders to invest in their development.



MELINDA B. WOLFE | Veteran HR Professional

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.

Powered by Greatness

CSX is proud to support Generation W and its signature event, InTENTional.

CSX values and develops employees with diverse skill sets and perspectives who challenge the status quo and deliver innovative, transformative results. We know the importance of empowering female leaders and installing programming that connects women with opportunities to realize their potential.

We're excited to be a part of the InTENTional event as it inspires women to affect positive change in our world.



GENERATION *W*®

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.



everyone has a story.

We're here to celebrate all the women in our workplace who bring their own individual backgrounds to Ally. It's stories like yours that help us run our business with brilliance.



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GENERATION W
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COUNSEL, DIRECTION
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TOGETHER WE THRIVE

At FIS, our purpose is to help businesses and communities thrive by advancing commerce and the financial world. We know financially empowering women is key to enabling the economic advancement of our communities.

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.

FIS | ADVANCING THE WAY THE WORLD
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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 | All Things Artistic Director, Josh DeWitte and the Boston City Singers, Anthony Felton and Episcopal School of Jacksonville | Instrumentalist, American Sign Language Singers: Ronnie and Deidra Simon, RJ Simon, Singers: KayShawwna Viltz, Chantel Hatton, Victoria Perry, Anjelica Adams, Brandy Durham, Kareem Hinds, Andrea Adams, Sam Brown, Drew Womble, Lauren Vareen, Wesley McIntyre, Jocelyn Geronimo

OPENING NUMBER VIDEO PARTICIPANTS

Will Shoots | Videographer, Veleriar Wilson, Dana Hatton, Elijah Parker Wilson, Mary Rose, Bulanadi and Family, Ester Paradero, Rizalyn Pendergrass, Donna Orender, Zach Orender, LaKeshia Burton, Christine Pinnock, The Manning Girls

OPENING SONG AND SCORE

Koolulam | One Day - Matisyahu | Haifa | February 14, 2018

DANCE SEGMENT

Sherrod Brown

PRODUCTION STAFF | PGA TOUR ENTERTAINMENT

Dana Welch, Jen Somach, Ben Walter, Ted Abrams | PGA Tour Entertainment

MARKETING SUPPORT

Leigh Silver | Silversight Consulting
Patti Miglin | Go Girl Communications
Nesanne Umbehant | Graphic Designer
Yvonne Oberg | Art Director

MEDIA RELATIONS

Angela Spears | Angela Spears Communications
Nancy Seely | Shepard Agency

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THE GENERATION W TEAM

Mariah Denson, Glori Katz, Tara Kelley, Sherry Levin, Susan Miller, Andrea Plumley, Dawn Rodriguez, Ruth Spencer-Coley, Kasia Swierczynska

SAVE THE DATE

GENERATION **W**

APRIL 2022



Firehouse Subs supports Generation W

in it's mission to educate, inspire, and connect women and girls in the service of building community.

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.



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.

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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.



Not all superheroes wear capes.

KPMG proudly celebrates the heroes behind Generation W and your dedication to creating change, intentionally. Your leadership today helps shape the future of countless girls and women for years to come. Congratulations on your 10 year milestone!

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