



GENERATION *W*



the *positive* and the *possible*



March 24, 2023
University of North Florida





Celebrating an organization that makes a difference

Finding a purposeful way to assist one another, turning belief into action, and working toward shared goals — these are the driving forces that lift up humanity and make a difference, one person at a time.

Wells Fargo is a proud sponsor of Generation W and salutes the organization's mission of elevating the human spirit by advancing women and girls through inspiring action, connection, and community.



GENERATION **W**®

Hello and Welcome!

We are always happy when GENERATION W brings us back together this time of year. Being together, is something we have come to value especially post-pandemic. When thinking about a theme that we could rally around this year we realized that with the world a swirl, filled with challenges and noise, there could not be a better time to focus on the positive that is in us and around us and be inspired by just what is possible.

We are excited as truly wonderful speakers will grace our stage that will lift our spirits and stir our souls with the powerful ethos of the **POSITIVE** and the **POSSIBLE**. The magical journey will help us see the world and its possibilities in a fresh light. The POSITIVE and the POSSIBLE is also the founding ethos of GENERATION WOW, our teen girl program and we are proud this year to be celebrating 10 years and over 10,000 girls positively impacted by the WOW.

We remain grateful for our partners whose vision and purpose motivate and inspire us to be better. Thank you to the University of North Florida and new President, Dr. Moez Limayem, and his team especially Colleen Sharp, who has been a force of positivity behind the scenes since we began. To our fearless and inspiring friend Pat Geraghty, President and CEO of Florida Blue and GuideWell and his team, Darnell Smith and Amy Ruth; Executive Vice President, Kelly Madden, and her dynamic team at Wells Fargo; Pepsico and Reggie Sharp who always makes sure we are refreshed; and new friends at AT&T, and old ones at FIS, TIAA and Joseph Hernandez, Newfold Digital and its CEO, Sharon Rowland, and Authentic Agility and its Founder, Cathy Cranberg. And many thanks to the Inspirer and Believer partners whose visionary support elevates women and girls, which elevates us all. It is also a privilege to partner with the not-for-profit Renewing Dignity, Founder Jan Healy's leadership is making a big difference in helping women and girls gain access to the period products they need to go to school and work with dignity. Thanks to all of you who have contributed to this effort.

And last but not least a special thank-you to the outstanding Generation W Board with a warm welcome to our new chair Dr. Olenda Johnson and a big thank you to our outgoing chair Lisa Shalett. Of course, this all happens thanks to the GENERATION W staff a special team committed to the purpose of educating, inspiring and connecting women and girls.

Enjoy, be inspired, challenge your thinking, and CONNECT!

A handwritten signature in black ink that reads "Donna Orender". The signature is fluid and cursive.

@DonnaOrender

OFFICE of THE PRESIDENT

March 24, 2023

I am so delighted that UNF is once again able to host Generation W on our beautiful campus. It's wonderful that we can be together for this day of education, inspiration and connection.

UNF has been a supporter of Generation W from its inception and the Lazzara Theater has been Generation W's home since 2011. 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 is a great source of pride for me to see how this organization has used their mission as a beacon and thrived over these twelve years.

This year's theme is the Positive and the Possible. With the world in a constant swirl, filled with challenges and noise, there could not be a better time to focus on the positive that is in us and around us, and be inspired by just what is possible.

I hope that is what you find through this event today as you take advantage of the positive energy and the collective warm embrace that will fill the Lazzara Theater and that you will carry that spirit with you for the months and years to come. 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.

Have an inspirational day and I hope you will take the time to enjoy the beauty of our campus.

All the best,



Dr. Moez Limayem
President
University of North Florida

**The University of North Florida:
Empowering and preparing the
next generation of women leaders.**



Uniquely  **UNF**
UNIVERSITY *of*
NORTH FLORIDA.

AN EQUAL ACCESS/EQUAL OPPORTUNITY UNIVERSITY

MORNING LINE-UP



8:00 AM WELCOME!

Tina Wilson and Friends

SAYING HI

Donna Orender | Founder | Generation W

THE JOURNEY FORWARD

Chaunté Lowe | 4-Time Olympian | American Record Holder

ART OF THE POSSIBLE

Irene Chang Britt | Experienced Board & Committee Chair

Patrick Geraghty | President and CEO

GuideWell Mutual Holding Corporation

Michelle Jordan | Chief Diversity Officer | AT&T

Carolyn Buck Luce | Inventor of The Decade Game®

Award-Winning Author

Melinda White | CEO | Transit Wireless

ARTIFICIAL INTELLIGENCE; UNIMAGINABLE. UNEXPLAINABLE. UNEXPECTED.

Diya Wynn | Senior Practice Manager in Responsible AI

Amazon Web Services

10:00AM CONNECTION BREAK

THE NEUROSCIENCE OF POSSIBLE: HOW IMAGINATION AND EXPERIENCE SHAPE OUR DECISIONS

Chantel Prat Ph.D. | Neuroscientist and Professor

University of Washington

I AM POSSIBLE

Jessi Miley-Dyer | Chief of Sport | World Surf League

Dr. Olenda Johnson | Professor of Strategic Leadership & Leader

Development | College of Leadership & Ethics

U.S. Naval War College

WOMEN. LIFE. FREEDOM.

Roya Hakakian | Iranian/American Journalist and Author

WORKSHOPS



12:00 PM LUNCH BREAK

12:15 PM WORKSHOPS

WIN WHEN THEY SAY YOU WON'T

Daphne Jones | Founder and CEO of The Board Curators
Author | Former Fortune 50 ex-ecutive

**THE FUTURE OF WORK IS NOW!
TOP TIPS ON HOW TO THRIVE AND SURVIVE**

Leah Jewell | Co-Founder and Chief Growth Officer | Work Simplr

CREATE A LIFE BY DESIGN, NOT DEFAULT

Carolyn Buck Luce | Inventor of The Decade Game®
Award-Winning Author

**EAT TO LIVE, MOVE TO THRIVE,
TIPS FOR OPTIMAL WOMEN'S HEALTH**

Dr. Dawn Mussallem | Consultant Division of Hematology Oncology
Mayo Clinic and Assis-tant Professor of Medicine

CONVERSATIONS AND CONNECTIONS: BRING YOUR QUESTIONS

A very special opportunity to personally connect with outstanding women leaders who will host conversations curated just for you!

Lisa Shalett, Melinda Wolfe, Olenda Johnson, Fay Arjomandi,
Jeannie Diefenderfer, Shelley Diamond, Kelly Watson,
Jamie Olken, Lisa Tepper and Roya Hakakian.

Note: Pick up your lunch and head over to your workshops. There will be volunteers and signage to guide you. We are happy this year to provide the opportunity to engage in 2 of these learning sessions.

AFTERNOON LINE-UP



2:00 PM

AFTERNOON KICK-OFF

Dr. Moez Limayem | President | The University of North Florida

MULTIPLY THE WOW

Shelley Diamond | Chief Marketing Officer | UNICEF USA

Shantel Davis | Vice President | Generation WOW

Generation WOW Ambassadors

Flawless Gems Dance Squad

DOES MY VOICE MATTER?

Cynthia James | Former Actress | Award-Winning Author

Transformational Leader

SPECIAL GUEST

Dr. Edith Eva Eger | World Renowned Psychologist & Author

Auschwitz Survivor

3:30 PM

THE BIG FINALE

THE CONNECTION RECEPTION

Hors d'oeuvres prepared and served by 5 Star Hospitality Catering

GENERATION *W*®

MISSION

Generation W elevates the human spirit by advancing women and girls - inspiring action, connection and community.

WE ENVISION

A culture where **ALL** women and girls are valued, and equity is prized. A 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 elevates us alliance



FEATURED SPEAKERS



Irene Chang Britt | Experienced Board Chair and Committee Chair

Irene Chang Britt is an experienced board and committee chair on public and private boards, across varied industries such as retail, restaurants, financial services, senior living, biotech and energy. She is a retired Fortune 500 President and SVP, with a distinguished 30-year career at Campbell Soup Co., Kraft Foods, Nabisco and Kimberly-Clark.



Shelley Diamond | Chief Marketing Officer UNICEF USA

Shelley Diamond 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 (named the 11th Most Powerful Woman in Advertising by Business Insider, among other accolades), Shelley has helped champion marketing transformation for domestic and global clients in both the consumer and B-to-B spaces. Shelley is also a globally renowned mentor and a champion of women in the workforce, a founding member of W.O.M.E.N in America, a charter member of the prestigious Fortune / U.S. State Department Global Mentorship Program, and a Global Ambassador for Vital Voices.



Dr. Edith Eva Eger | Psychologist and Author Auschwitz Survivor

Dr. Edith Eva Eger, a native of Hungary, was just 16 years old in 1944 when she experienced one of the worst evils the human race has ever known. She published her NY Times best-selling memoir, *The Choice*, at the age of 90 in 2017. In 2020, during COVID lockdowns and at the age of 93, she published her Internationally best-selling guidebook, *The Gift*. Both books are translated into more than 30 languages. She is a survivor of Auschwitz, is a practicing and world-renowned Psychologist, a great-grandmother to seven, and the embodiment of lighthearted love and positive energy. Dr. Eger speaks to audiences internationally and maintains a practice in La Jolla, California.



HamptonGolf
www.hampton.golf

Proudly Supports GenerationW

*Making each experience
as great as the game itself.*

W

**A
FAMILY
DRIVEN
COMPANY**

SINCE 1925

Cheney Brothers 
www.cheneybrothers.com
800.432.1341

FLORIDA Riviera Beach Ocala Punta Gorda Port St Lucie *coming soon*
NORTH CAROLINA Statesville
SOUTH CAROLINA Florence *coming soon*



POSITIVELY CHANGING GIRLS' LIVES

From Portland Oregon, to NYC, Orlando, and of of course here in Jacksonville, Generation WOW reaches thousands of girls each year with a multi-faceted program that helps build future leaders and inspires authentic connection through mentorship & education.

We are on a mission to Multiply the WOW by bringing the power of the Positive and The Possible to more girls and communities nationwide.

If you believe in the power of our youth to change the world, then this is a key opportunity to invest in girls. They need us now more than ever, and more than ever we need them as well.

LEARN MORE &
DONATE TODAY!

GEN  NOW.com



FEATURED SPEAKERS



Pat Geraghty | President and Chief Executive Officer | GuideWell

Pat Geraghty leads GuideWell - a \$26 billion health-care company based in Jacksonville. Geraghty was the architect of the strategic restructuring that created GuideWell from the foundation of a more than 75-year-old health insurance company, transforming it into a health solutions organization at the forefront of reimagining the future of health in America. 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. He has appeared on NBC, CNBC, MSNBC, Bloomberg TV, The Wall Street Journal, and in many other media outlets.



Roya Hakakian | Iranian/American Journalist and Author

Roya Hakakian has collaborated on over a dozen hours of programming for leading journalism units on network television, including 60 Minutes and ABC Documentary Specials. She has spoken on the subject of the Middle East and human rights internationally and has appeared on C SPAN-Book TV, CNN International, CBS Early Show, and more. Her opinion columns, essays, and book reviews appear in English language publications, the New York Times, the Washington Post and the Wall Street Journal among them. She is also an award-winning poet and author whose works have been featured in anthologies around the world.



Cynthia James | Former Actress | Award-Winning Author | Transformational Leader

Cynthia James is a transformational, emotional integration leadership coach and an inspirational leader, guiding people to make changes at a deep level for lasting healing. Cynthia is a speaker, coach, singer, composer and multiple award-winning author, with a #1 Amazon Bestseller for "I Choose Me: The Art of Being a Phenomenally Successful Woman at Home and at Work. Her newest book, "Does My Voice Matter" was released in 2022.

FEATURED SPEAKERS



Leah Jewell | Co-Founder & Chief Growth Officer Work Simplr

Leah Jewell is a learner advocate and employability evangelist focused on the school to work transition, lifelong learning, upskilling, career pathways, and skills navigation. She spent 32 years at Pearson, where she built a career development platform and work-based learning services connecting employers, schools, and learners. She is currently the Co-Founder and Chief Growth Officer of Work Simplr, taking the stress and anxiety out of finding freelancers by leveraging an on-demand workforce of qualified students. She has been a keynote speaker at the U.S. Chamber of Commerce, National Governors Association, America's Promise, and the National Career and Technical Education Association.



Daphne Jones | Author, Founder and CEO The Board Curators

Daphne E. Jones is a Fortune 500 CIO and board member with 30+ years of experience in general management and executive level roles at IBM, Johnson & Johnson, Hospira (now Pfizer), and General Electric. Daphne currently serves on various boards and is the recipient of numerous domestic and international awards. She is the Founder and CEO of The Board Curators, a company that teaches leaders how to prepare to serve on boards. Daphne's first book WIN WHEN THEY SAY YOU WON'T: Break Through Barriers and Keep Leveling Up Your Success, is her inspiring guide to help anyone achieve the career of their dreams.



Michelle Jordan | Chief Diversity Officer | AT&T

Michelle Jordan currently serves as Chief Diversity Officer at AT&T. As the head of all Diversity, Equity and Inclusion (DE&I) efforts across the company, Michelle is responsible for strengthening and accelerating the company's efforts to foster an inclusive culture, while integrating diversity practices into all aspects of the business. Previously she served as Vice President, Talent and Leadership Development, heading up talent strategy and AT&T's leadership development and executive experiences. Her talents have made an impact on a variety of teams within AT&T including product management, corporate strategy, executive communications and more.



GENERATION *W* ▶ RE*fresh*

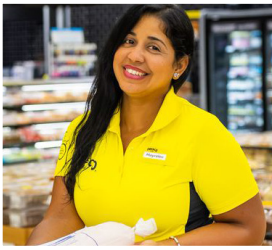
Join the conversation with
Donna Overender,
founder of Generation W

**- TWICE A MONTH -
JOIN US FOR THE NEXT
REFRESH ON APRIL 19TH**

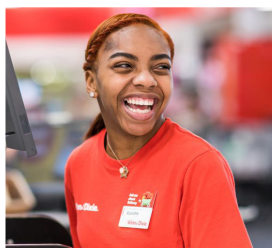
RE*fresh* is a virtual series created to RE*fresh* your spirit and revive your soul.
Connect, be inspired and learn something new through engaging conversations.

GenWNow.com | @GenWNow

PRESENTED BY



At Southeastern Grocers, we are committed to a culture of belonging, inclusion and diversity where differences are celebrated, and everyone is empowered to be their full, authentic selves.



FEATURED SPEAKERS



Dr. Moez Limayem | President University of North Florida

Dr. Moez Limayem is the President of the University of North Florida. Until recently, he was the Lynn Pippenger Dean of the Muma College of Business at the University of South Florida (USF). He joined USF in 2012, coming from the Sam M. Walton College of Business at the University of Arkansas. An energetic and passionate leader, Limayem has a demonstrated commitment to student success, and in every step of his career, has worked to open doors, enhance resources and create valuable experiences for students. He holds an MBA and a Ph.D from the University of Minnesota, and he published numerous articles.



Chaunté Lowe | TEDx Speaker 4-Time Olympian | American Record Holder

Chaunté Lowe doesn't strive to just break the mold; she vaults over it, leaving it far behind her in the dust. A four-time Olympian, Chaunté's impressive rise started while she was just a sophomore at Georgia Tech making her first Olympic appearance at age 20. Chaunté is a world champion and has broken the American Record three times and is the current American record holder in the indoor and outdoor high jump. She's competed in four Olympic Games and aspired to add a fifth. In addition to her athleticism, she has used her personal experiences battling breast cancer to raise awareness on research, early detection, and eradication. "The best gift I can give with my life is helping others find beauty in their own lives," she says.



Carolyn Buck Luce | Author | Co-Founder of Imaginal Labs LLC | Talent Innovator Executive Coach

Carolyn Buck Luce is one of America's most respected and accomplished voices on Women's Leadership and their relationship with power. She has long been an advocate for healthcare innovations, cultural inclusivity, and women's empowerment through her work with some of the world's most respected companies like Ernst & Young, Johnson & Johnson, Pfizer, and GE. Carolyn was appointed by New York City's Mayor Bloomberg to the New York City Commission on Women's Issues, served as Chair of the NY Women's Foundation, and was named "Woman of the Year" in 2012 by the Healthcare Businesswomen's Association. Today, as an executive coach and keynote speaker, Carolyn uses her proprietary Decade Game® to coach some of the world's most remarkable women today in business, civic society, and philanthropy to live their purpose and discover their destiny.

FEATURED SPEAKERS



Jessi Miley-Dyer | Chief of Sport World Surf League (WSL)

Jessi Miley-Dyer

Chief of Sport at World Surf League (WSL)

Jessi Miley-Dyer is the Chief of Sport at World Surf League (WSL), the global home of surfing. Jessi, a former Championship Tour (CT) competitor and professional surfer, oversees all of WSL Tours, specialty events and series. Since joining the WSL in 2012, Miley-Dyer has been integral to professional surfing's growth, particularly in developing the women's tours. She played a key role in the WSL's groundbreaking announcement in 2018 to award equal prize money to male and female athletes for every WSL-controlled event from 2019 onwards, becoming the first and only US-based global sports league to do so. Before joining the WSL, Jessi earned numerous accolades, including winning the first World Junior Championship. Most recently she was honored as a Sports Business Journal Game Changer for her groundbreaking work at the WSL.



Dr. Dawn Mussallem | Consultant Division of Hematology Oncology at Mayo Clinic | Assistant Professor of Medicine

Dr. Mussallem is a board certified lifestyle medicine breast specialist at The Robert and Monica Jacoby Center for Breast Health and serves as Medical Director for Mayo Clinic Florida Humanities in Medicine. In 2015, she founded the Integrative Medicine and Breast Health Program at Mayo Clinic Florida. In recognition of her work, Dr. Mussallem has received many awards and honors, including being named 2022 American College of Physicians Florida John G. Langdon Volunteerism in Medicine Award and the 2021 Marquis Who's Who in America Top Doctor for her leadership, dedication, and achievements in integrative oncology.

FEATURED SPEAKERS



Donna Orender | CEO, Orender Unlimited and Founder | Generation W

Donna Orender is an innovator, trailblazer, game changer and highly respected business executive. She has been recognized as one of the Top 10 Most Powerful Women in Sports and one of Newsweek's 100 Most Influential People in Sports. She proudly served as the President of the WNBA, for 6 years. Previously she spent 17 years at the PGA Tour, where she led global production, programming, digital and brand in the Office of the Commissioner. Currently the CEO of Orender Unlimited, Donna utilizes her expansive experience in guiding both established and new companies in leveraging successful growth and brand strategies. In 2012 Donna launched Generation W, a dynamic platform of education, inspiration and connection for women and girls. In addition to the signature Generation W event, a mentorship program for high school girls called Generation WOW was launched, as well as a leadership volunteer event focused on community change, Generation Works. She recently published Wowsdom! The girl's guide to the POSITIVE and the POSSIBLE.



Chantel Prat, Ph.D. | Professor | University of Washington

Dr. Chantel Prat is a Professor at the University of Washington with appointments in the Departments of Psychology, Neuroscience, and Linguistics, and at the Institute for Learning and Brain Sciences. Her interdisciplinary research investigates how variable brain designs combine with our lifetime of experiences to shape the unique way each person understands the world and operates in it. She is the recipient of several awards. Her first book, *The Neuroscience of You*, was nominated for a Washington State Book Award and was featured in *The Next Big Idea Club*. Dr. Prat speaks internationally at events and her work has been featured in a variety of media outlets.



Melinda White | CEO | Transit Wireless | Board Member

Melinda White is the CEO of Transit Wireless and an experienced corporate board member. She is known throughout the industry for successful corporate transformations and growth, with a proven track record of small to significant organizational restructuring, strategic growth, and operational scale. Prior to joining Transit Wireless as CEO, Melinda gained more than 25 years of senior leadership experience in the wireless, technology, and telecommunications industry including start-up to Fortune 500. A recognized industry leader, Melinda was recently named to the 2022 Transportation Power 100 and a 2021 NYC Telecommunications Power 50.



Women in business serving women in business.

At Newfold Digital, we are honored to help women-owned businesses achieve their online goals. Our success as a woman-led business depends on theirs.



A GAME-CHANGING EXPERIENCE



For the curious minded woman



Create **CONNECTION**
to yourself, your
family, your friends,
your communities with
Authentic Agility Games!

20% OFF

AuthenticAgilityGames.com

Enter Code

AAG&GenW

Offer valid through 05 /15 /23



FEATURED SPEAKERS



Diya Wynn | Senior Practice Manager in Responsible AI | AWS Machine Learning Solutions Lab

Diya K. Wynn is the Senior Practice Manager in Responsible AI for AWS Machine Learning Solutions Lab. She leads a team that engages with customers globally to go from theory to practice — operationalizing standards for responsible Artificial Intelligence/Machine Learning and data. Diya leads discussions globally on taking intentional action to uncover potential unintended impacts, and mitigate risks related to the development, deployment and use of AI/ML systems. She is an inspirational speaker; has been awarded and recognized in the industry for her work in Responsible AI; serves on nonprofit boards; mentors through multiple organizations; was a mayoral appointee in Environment Affairs for 6 consecutive years; and guest lectures regularly on responsible and inclusive technology.

Proud Sponsor of **Generation W 2023**: The Positive and The Possible



Free
Internet
Service

Affordable
Connectivity
Program

Help us connect more families with **FREE** home internet.

The Affordable Connectivity Program could cover their costs.

internet essentials

Internet Essentials from Xfinity is the nation's largest and most comprehensive broadband adoption program, providing reliable, high-speed home internet to qualifying households for a low monthly price. New and existing customers may be eligible to get Internet Essentials FREE, when they qualify for and enroll in the Affordable Connectivity Program (ACP). ACP is a government program that provides eligible households a credit of up to \$30/month towards internet service.

By sharing in our mission, we can work together to empower even more individuals with the life-changing tools and resources they need to succeed in a digital world. Please share information about Internet Essentials and the ACP with your community.



Visit InternetEssentials.com/partner to order complimentary marketing materials to help spread the word.

SPECIAL Thanks

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

GENERATION WOW ADVISORY BOARD

Laura Angelini | Global Healthcare Executive
Michelle Braun | President & CEO | United Way of Northeast Florida
Lakesha Burton | 2023 Candidate for Sheriff | Jacksonville Sherrif's Office
Shantel Davis | Vice President and Group Manager Sales Southeast | The Greenbrier Companies
Lisa Drew | One Jax | Diversity and Inclusion
Inger Geraghty | Chief Marketing Officer | Old Village Paints
Mary Jackson | Retired Vice Admiral for the U.S. Navy
Debbie Banks Kitay | Physician's Assistant
Christy Knight | Senior Vice-President | Bank of America
Dr. Maira Martelo | Chief Program Officer | Community Engagement Partners
Taj McWilliams-Franklin | Player Relations & Development Manager | WNBA
Kris Perry | Vice President | Global Prime Finance Operations | Deutsche Bank
Martha Pretelt | Retired | SVP Business Management and Strategic Initiatives | FIS
Dr. Pamela Rama | Cardiologist | Baptist Health
Meg Rose | Vice President | Field Operations | Firehouse Subs
Perrin Rubin | Clinical Social Worker
Michael Ward | Philanthropist | Retired CEO | CSX Corp.

GENERATION W TEAM

Donna Orender
Bridget Allen
Shantel Davis
Katie Graham
Ariel Griffin
Rylander Handford
Terra Harold-Jackson
Tracye Hill
Nicole Hawkins
Sherry Levin
Dawn Rodriguez
Kasia Swierczynska

SPECIAL THANKS

Five Star Hospitality Catering
Mai Oui Gourmet Inc.
Colleen Sharp | UNF
Andrea Snell | UNF
Nesanne Umbehant | Graphic Design
General Mills
Peterbrooke
Kilwins

LaunchHER

Generation W is committed to elevating the voices of women and girls and inspiring us all to live our very best lives. We're honored to offer vendor opportunities for women entrepreneurs in our community through our LaunchHER program. Please be sure to visit their tables in the lobby!



JUNGLE SOUL MAMA | BLAKELY STEIN

holistic health coach
plant based chef
customized meal planning and consultation
movement coach and teacher
consultation and integration with plant medicines
conscious parenting and alternative education



LELE & CO | ELIZABETH GARCIA RUIZ

My name is Elizabeth Garcia Ruiz and I'm the owner and founder of Lele & Co. I was raised in the Washington DC metropolitan area until moving to Florida in 2002. Currently I am married and between my husband and I we are raising seven children from ages twenty to three. As a mom dressing my own children throughout the years, it became a struggle to find clothes that were simple classic styles but comfortable for the kids. In recent years the fashion industry has taken a political direction and lack of concern for modesty when designing clothes for kids. At Lele & Co we are focused on designing clothes that allow kids to be kids with soft fabrics and bright colors!



READY PREP GO | CHYSTINA MCGRIFF

Ready, Prep, Go is a meal prep company that I started for my love of making others feel good through my food. I lost my mom at the early age of nine, and she was a fantastic cook. As a little girl, I always saw her in the kitchen, cooking and baking for our family. After her passing, I started helping my single father prep and cook my sibling's meals. So by the age of 12 and up to today, I have been cooking for my family and friends. In 2018 I left Corporate America with the push from my husband to do what I love. Now I enjoy being a part owner of an all-women's gym, along cooking for my NFL clients, local juice bars, local gyms, my family of three (Ryan, Aydan, and Noah), and friends!



LEGS

Golf needs a little refresh, and we believe the answer is female. At Ladies Executive Golf Society (LEGS) we acknowledge that women want to learn how to golf but are hesitant to step foot on the course. This inspired us to create a place for women of all levels to come together in an inclusive environment to learn about the sport, grow their business, meet other awesome women in the community, laugh and improve our game. Stop by their booth to learn more about becoming a member, corporate sponsorship opportunities, how you can support our community through LEGS and the chance to win awesome SWAG!



FOUR FRIENDS FITNESS | KEENA

I'm Keena. I'm a wellness consultant, a former physical therapy technician, a personal trainer, and the owner of Four Friends Fitness, a women's-only fitness studio in Jacksonville, Florida. As you can probably guess, health and wellness have always been a big part of my life. Being proactive about my health goals has helped me overcome many hardships, from athletic injuries to mental health struggles. I've seen the impact that prioritizing health has had on myself, my friends, my family, and my clients. And that's why ... It's my passion and I've made it my life's purpose to help YOU take control of your health and happiness and create the life you were meant to live. I've worked with hundreds of clients and each one has unique hopes, wants, and needs, but one thing is the same: We all want to look better, feel better, be better. When you partner with me, I'll be reaching into my toolbox and bringing out the resources, guidance, and support you need to get on track—and stay there. I've helped so many people gain control of their health and feel better than they ever have before. Now I'd love to work with you!



SWEET GIRL'S BAKERY | NICOSIA JONES

Golf needs a little refresh, and we believe the answer is female. At LaSweet Girl's Bakery began as an annual, Christmas Eve cookie decorating party that I would have with my children. Today, by pure happenstance, this annual event has evolved into an amazing blessing. What began as a family tradition, has quickly blossomed into my passion. My dream is to one day, pass down this passion to my Sweet Girls!

PEPSICO IS A PROUD SPONSOR OF

GENERATION 



This signage contains valuable trademarks owned and used by PepsiCo, Inc. and its Subsidiaries and affiliates to distinguish products of outstanding quality.



PEPSICO





JAX TDY

JACKSONVILLE TODAY

*Your local weekday newsletter
for news and ways to get involved
in Northeast Florida.*



*Join the list today & start
reading now at*
JAXTODAY.ORG

Jacksonville Today is independent and locally owned and operated by WJCT Public Media.

wjct | PUBLIC MEDIA



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.



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

DR. OLEND A JOHNSON

Generation W Board Chair | Professor of Strategic Leadership & Leader Development College of Leadership & Ethics | U.S. Naval War College

LISA SHALETT

Co-Founder of Extraordinary Women On Boards

JAMIE OLKEN

Mental Health Professional

DONNA ORENDER

CEO, Orender Unlimited | Founder, Generation W

LISA PALMER

President and CEO | Regency Centers

AKILA RAMAN-VASEGHI

COO Investment Banking Division | Goldman Sachs

DARNELL SMITH

North Florida Market President | Florida Blue

MICHAEL WARD

Philanthropist | Retired CEO | CSX Corp.

MELINDA WOLFE

Former HR Executive at Fortune 500 Companies



WOWsdom!

The girl's guide to the POSITIVE and the POSSIBLE

"Treasure every moment with your family. You will never have stronger and louder cheerleaders in your corner who will love you unconditionally. Whenever possible, tell them that you love them and let them know that you appreciate their love."

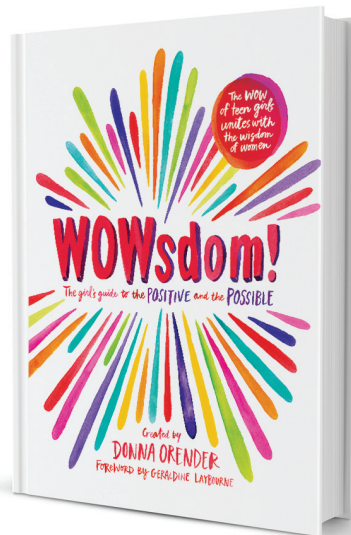
- ita Ekpoudom

"As we go forward in life we need to listen to our authentic voice (which is sometimes buried deep within) and channel the leader that's real for ourselves. If you don't lead big and loud, don't fool yourself into thinking that you are not a leader. You may be another breed of leader, who is every bit as powerful, in a very different way."

- Melinda Wolfe



"Transforming minds
one page at a time"





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

TIAA Bank® is a division of TIAA, FSB.
©2021 TIAA, FSB. 21SPS0230.01



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
PAYS, BANKS AND INVESTS™

VyStar Credit Union proudly supports Generation W 2023: The Positive & The Possible.

vystarcu.org |     



FEDERALLY
INSURED
BY NCUA

All new accounts are subject to approval. Programs, rates, terms, conditions and services are subject to change without notice. ©2022 VyStar Credit Union.



Southwest Airlines® is dedicated to your Community.

Southwest Airlines® proudly supports Generation W.

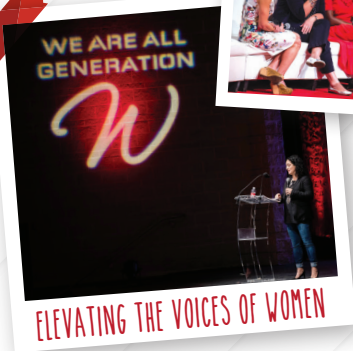


save the date

for Generation W's next annual
must-attend experience

APRIL 5, 2024

GENERATION **W**[®]



SCAN TO DONATE OR
VISIT GENWNOW.COM

OR STOP BY THE GENERATION W
TABLE IN THE LOBBY!

support **W**

GENERATION **W**[®]
**WE ARE
THANKFUL!**

HOSTED WITH



FOUNDATION PARTNERS



INSPIRER PARTNERS



BELIEVER PARTNERS



MACQUARIE



DAGNE DOVER

MEDIA PARTNER



GENERATION W, INC. IS A REGISTERED
501(C)(3) NOT FOR PROFIT ORGANIZATION

PRODUCED BY:





Keeping you healthy is everything to us.

For over 75 years, Florida Blue, your local Blue Cross Blue Shield, has been among the many businesses dedicated to helping Floridians. We are proud to support **Generation W** as part of our ongoing commitment to helping people in Florida stay healthy.

With our partners, we will continue to serve more than 5 million members, and countless nonmembers, in the state we love to call home.

1-877-352-5830
FloridaBlue.com

Florida Blue 
Your local Blue Cross Blue Shield