



OPENING DOORS FOR WOMEN®

DALLAS FORT WORTH

November 19, 2019

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POWER: Opening Doors for Women®

POWER: Opening Doors for Women® is a 15-year organisation with programs on three continents. We convene economists, sociologists and corporate leaders—women and men—from across the globe to discuss the new business imperative, inclusivity. Global economic recovery depends on women entering and contributing to the workforce. Women and men working together will create inclusive environments that spur creativity, innovation and leadership.

POWER continues to provide engaging discourse on today's foremost career and leadership topics, and intimate gatherings with preeminent thought leaders and business leaders, as well as tomorrow's leaders. **POWER** is recognized, supported and sponsored by Fortune 500 companies, top law firms and leading civic organisations.

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Understanding the future of work is crucial to positioning yourself, and your organisation, for success. What jobs will become extinct or get created? What skills will be in demand? How will education address talent shortages? The future of work directly reflects our society in economic and social terms, making it a fascinating, thrilling and unsettling topic. We can't promise you a crystal ball!

WOMEN NEWS

EVENTS

Networking taken to 'next level'

By Ytasha L. Womack
Special to the Tribune

Twelve dinners, 24 hosts, 300 women and a bevy of trolleys to bring them together, that's Power.

Wanting to create a different kind of event that would showcase the strength of female collaboration, the Women's Networking Community held a large reception May 27 at the Cadillac Palace followed by a dozen smaller, simultaneous dinners at various locations around the city. The entire affair was called "POWER: Opening Doors for Women."

Conceived by Deirdre Joy Smith, who founded the WNC last fall, the event drew women from various disciplines, generations and educational backgrounds for the purpose of building relationships and increasing networking opportunities. The WNC, Smith said, is a non-profit organization that helps professional working women and aspiring young women overcome the traditional boundaries that keep them from connecting.

"Our mission is to help women transcend the traditional barriers in the workplace," Smith said. "You do that through connections."

In delivering the keynote speech, Jean Chatzky, financial editor of NBC's "Today" show, told the women that it is a mistake not to network.

"However, people are only willing to build relationships with you if you're willing to put forth the effort," she added.

After attending the reception and speech at the Cadillac Palace, the guests, who had paid \$125 to attend the evening's events, boarded trolleys and headed to their chosen dinner sites. Each dinner was built around a different discussion topic, with women's roles being the common theme: women in the arts and entertainment, women on the campaign trail, women on corporate boards, among others. Each dinner also featured a host and speakers who were experts in their fields.

The women attending—college students, professionals, entrepreneurs and corporate board members—found the sessions surprisingly intimate and refreshing, many said.

Hedy Ratner, co-president of the Women's Business Development Center, said, "I've been involved in women's issues for over 35 years, and this is definitely a new event. You



Photo courtesy of Nannette Bedway Studio
Katie Verb, a senior at Loyola University, (left) Jean Chatzky, financial editor of NBC's "Today" show, and Deirdre Joy Smith, who founded the WNC.

have women who are in high levels of business, startups, white women, Hispanic women, black women, Asian women and they're interacting in a way that they haven't before."

Missing opportunities

Smith credits her own success in part to effective networking. A onetime finance director for the Democratic National Committee's Midwest Region, she now heads a non-profit fundraising firm in Chicago whose list of clients includes City Treasurer Judy Rice and Pennsylvania Gov. Ed Rendell.

However, she realized that many young and established women are missing out on opportunities largely because they have inadequate networks.

"There are people out there who are equally as talented but don't have the connections," Smith said. Having worked on a similar event in Washington, D.C., she felt Chicago was ripe for a "next level" event for women. That next level turned out to be Power.

"It's important for women to network with one another," said Ertharin Cousin, CEO and executive vice president of America's Second Harvest, who hosted the Women on the Campaign Trail Dinner. "So often we spend time in our own arenas and don't get to meet women in other fields."

Brenda Sexton, managing director of the Illinois Film Office, hosted the Women in

Arts and Entertainment Dinner and was eager to share her story of a career change from real estate to the entertainment business, a switch she made as she approached her 50th birthday.

"For me, career is one of the most important elements of life," Sexton said. "If I can be of any help or advise anyone who feels stuck, then that would give me the greatest thrill."

Jackie Taylor, executive director and founder of the Black Ensemble Theatre, agreed. "As a business owner, I have a responsibility to share whatever knowledge I have with other women."

The WNC is also aiming for Power to be a vehicle for younger women hoping to start careers.

Latonda Henderson, a consultant in her 20s, attended the arts and entertainment dinner.

"I was not expecting all of this," she said about the evening. "You can get business cards from any networking event. But I feel like the people here want to interact. There's a connection and we're united here for a very specific focus."

'We need mentors'

Smith also recruited a dozen or so college women to help plan the event and to encourage relationship building.

Brittany Fegans, a freshman at the University of Arts in Philadelphia, volunteered because she believes in the WNC mission. "I've been working with Deirdre because she empowers women," said Fegans, an aspiring dancer who has several mentors. "It's very easy to get lost and get caught up in the wrong thing. We need mentors."

As for what's next for WNC, Smith is organizing a group to assess the networking needs of women. While the next Power event is a whole year off, with a kickoff event planned for October, Smith wants to coordinate related events, that is, if women want them.

"I'm not looking to build a membership organization," Smith said. "I'm not looking to create a clone of another women's organization. It's about providing unique networking events so that women can meet other women."

For more information, visit www.womensnetworkingcommunity.org
E-mail ctc-woman@tribune.com

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DALLAS FORT WORTH ORGANISING TEAM

POWER Advisors	Patty Greene, Tanis Cornell
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Follow us on Twitter [@POWER_Women](#)
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RUN OF SHOW

2.30 PM

REGISTRATION & NETWORKING

3.00 PM

WELCOME

Patty Greene, Manager, Community Outreach, Southwest Airlines

INTRODUCTION OF **POWER** & KEYNOTE SPEAKER

Deirdre Joy Smith, Founder & CEO,
POWER: Opening Doors for Women®

3.10 PM

OPENING REMARKS

THE FUTURE OF WORK

J. Veronica Biggins, Managing Partner,
Diversified Search & Corporate Director,
Southwest Airlines

3.30 PM

PANEL DISCUSSION & Q&A

CO-MODERATORS

Tanis Cornell, CEO,
EWF International

Jennifer Carter, President,
EWF International

4.05 PM

PANELISTS

Sheryl Adkins-Green, Chief Marketing Officer, Mary Kay

Toni Portmann, Co-Founder & CEO Walkabout Workplace

4.45-6.00 PM

TABLE ENGAGEMENT – DISCUSSION & GROUP REPORTS

ANNIVERSARY RECEPTION



Patty Greene

Manager, Community Outreach Southwest Airlines

Patty Greene serves as Manager, Community Outreach for Southwest Airlines.

In her role, Patty leads a dedicated Team that oversees the strategic engagement of the Company's most valuable resource in the community, their Employees. Serving as 'boots on the ground' for everything from Volunteerism to disaster relief to community Leadership, their Employees are the face of the Company and how Customers truly "feel" their brand.

Additionally, Patty engages in and nurtures relationships with key nonprofit organizations that work to improve the lives of those residing in her home community, Chicago.

Board affiliations:

Chicagoland Chamber of Commerce – Board Member

Women's Business Development Center – Board Member



J. Veronica Biggins

Managing Partner, Diversified Search & Corporate Director, Southwest Airlines

Veronica Biggins is Managing Partner of the Atlanta office of Diversified Search and leads its Board of Directors practice. She is also an active member of the Chief Executive Officer, Financial Services industry and Education/Not-for-Profit practices and has extensive experience as a Senior Partner in executive search. Prior to joining Diversified Search, Veronica served as Managing Partner of the Atlanta office of Hodge Partners. She also served as Senior Partner and Chair of the Board of Directors Practice at Heidrick & Struggles International.

Veronica previously served as Assistant to the President of the United States and Director of Presidential Personnel under William Jefferson Clinton. Veronica served as Vice Chairman of the U.S. Delegation to the United Nations Fourth World Conference on Women in Beijing. She also served as Chairman of the Czech Slovak American Enterprise Fund and when she retired, Veronica received a Points of Light award from President George Walker Bush for her leadership of the Fund.

Veronica's background includes 20 years experience with NationsBank (now Bank of America) and its predecessor, The Citizens and Southern National Bank. Prior to joining the White House, Veronica was one of the highest-ranking women in the banking industry, serving as Executive Vice President for Human Resources for the bank.

Veronica serves on the Southwest Airlines Board of Directors and recently retired from the Avnet, Inc. Board of Directors. She was recognized by the Board of Directors Network (BDN) for her advocacy of women on corporate boards. Veronica is a member of the National Association of Corporate Directors Governance Council and in 2015 was recognized by the NACD as one of the Top 100 Directors in the U.S. She is also a member of the Metro Atlanta Chamber Board of Directors, the Woodruff Arts Center Board of Trustees and Savannah College of Art & Design Board of Trustees.

Veronica is an Advanced Leadership Fellow from Harvard, received her M.Ed. from Georgia State University and B.A. from Spelman College.



Tanis Cornell
CEO, EWF International

Tanis Cornell is the CEO of EWF International, a company committed to empowering women leaders and increasing the representation of women in the executive ranks. EWF leads and facilitates peer advisory forums for women business owners and executives, provides training programs for emerging leaders, and conducts workshops and corporate training programs. Tanis is a certified Lumina Learning practitioner, an accredited executive coach, a writer and frequent public speaker on business growth, leadership and women's career issues.

Tanis has held leadership positions in the information technology industry including serving as an equity partner and Board member of the private software company PhaseWare, an officer-level position in the Fortune 1000 telecommunications company WiTel, VP of Sales for Level 3 Communications and led one of the largest service provider partnerships for Fortune 500 data management company, NetApp.

Tanis has served on the Board of Directors for Tech Titans, the largest technology trade association in Texas, the Advisory Board for the Alliance of Women and Technology, and the Business Advisory Council for Oklahoma Christian University. She has also been a mentor for the nationally known startup incubator Tech Wildcatters.



Jennifer Carter
President, EWF International

Jennifer Carter is President and co-owner of Executive Women's Forums (EWF) International, a Dallas-based leadership accelerator dedicated to driving business results by increasing the representation of women in the C-Suite and business ownership. She's a seasoned leader, catalyst, entrepreneur, and advisor with nearly 20 years' experience in brand management, marketing, product design, change management, organizational strategy, technology and cultural transformation, leadership coaching, and business acceleration.

Jennifer is a writer and frequent speaker on women in business, business strategy, career navigation, and the like. She's an alumnus of the Goldman Sachs 10,000 Small Businesses Program and a member of the Dallas Business Journal's Leadership Trust. She's part of a double-entrepreneur household with her husband Jack, and is always on the lookout for partnerships and opportunities to help change the world.



Sheryl Adkins-Green
Chief Marketing Officer
Mary Kay

Sheryl Adkins-Green, Mary Kay's Chief Marketing Officer, supports the success of millions of Independent Beauty Consultants by leading the global brand marketing strategy, new product development, advertising, digital marketing, social media, and customer insights that keep the Mary Kay brand and business opportunity relevant and competitive. Staying true to its direct selling model, Mary Kay is currently enriching the lives of women in nearly 40 countries.

Ms. Adkins-Green brings a wealth of global sales and marketing knowledge to the Chief Marketing Officer role. Ms. Adkins-Green has significant experience including global business development, strategic thinking and high-level negotiations. She is a @Forbes Top 50 CMO Influencer.

Ms. Adkins-Green received a BS in retailing, cum laude, from the University of Wisconsin and a MBA from Harvard Business School. Ms. Adkins-Green was named one of the 2018 Dallas Power 50 Awardees by the Texas Diversity Council. In 2017, she was named one of the "Most Influential Women in Direct Selling" and was recognized as one of the "Most Powerful Women in Business" honorees. In 2016, she was included in the "Power Women CMO's" by Black Enterprise; was named one of the "Most Powerful Business Leaders in Dallas" by *D CEO* magazine, and she was named a "Top Woman in Marketing Technology" by Brand Innovators. In August 2012, Ms. Adkins-Green was the first recipient of the Global Marketer Award from the Academy of Marketing Sciences.

Closely aligning with Mary Kay's focus on improving women's economic independence, Ms. Adkins-Green is actively involved in the community through The Mary Kay Foundation's mission of finding a cure for cancers affecting women and stopping the incidence of violence against women. Sheryl serves on the Board of Trustees of Texas Christian University, in addition to serving on the board of the AT&T Performing Arts Center.



Toni Portmann
Co-Founder & CEO
Walkabout Workplace

Toni Portmann is currently co-founder and CEO of Walkabout Workplace, a digital office that is changing the paradigm of remote work. With more than 35 years of leadership experience in board and executive management, Toni has spent her career in technology-centric companies, ranging from software and hardware to support and services. She brings a wealth of management skills with expertise in board leadership, M&A, strategic planning, process improvement and innovative sales solutions. Toni's corporate leadership includes holding the position of chief executive officer at five companies. Throughout her career she has held executive positions at IBM Corporation and Diebold, Inc., and has served on public, private and non-profit boards in roles of chairman of the board as well as chairman of nom/gov; compensation and strategic planning committees.

Ms. Portmann holds a bachelor of business administration from Boise State University and is a member of WCD (Women Corporate Directors). Toni is an investor in Texas Women Venture Network (TWV) and serves on advisory boards for TWV; Prime Women; Great Girls Network; Speakalytics and HyperCarrot. She has served as a board member of The Center for Brain Health, an organization for the assessment and treatment of brain diseases and she established the Tyson Johnson Memorial for Another Solution, Inc., dedicated to fighting the disease of addiction. Toni loves skiing, biking, and enjoying her 6 grandchildren and her cat, Frank!



Dr. Lauren Freeman Chair Dress for Success Dallas

Dr. Lauren Freeman is a native of California. At an early age, she knew that fabulous designing, spiritual leadership, and entertainment would play a major role in her life. In 1997, Dr. Freeman moved to Texas, where she quickly established herself as the Founder, CEO and Managing Partner at Lauren Fabulous Firm, LLC. Dr. Freeman is an Entrepreneur, Civic leader and Philanthropist, who consistently gives of her time and service to women. Partnerships of support, practical guidance, coaching, giving back to her community is a priority for cutting-edge business strategies, image concept development and Master for the critical steps that will transform women's lives. She is best known for her commitment to women's issues and 30-plus years as a business leader, delivering excellent service.

Dr. Freeman, known as the Fashionista, was also named as the Dress for Success Dallas Board Chair in 2017. As the Dress for Success Board chair, she joins more than 147 Dress for Success affiliates, operating in 24 countries, in reaching shared their goals. Dress for Success serves more than 1,000,000 women globally.

Dr. Freeman believes in bringing positive change to the forefront of health and education; principles she outlines in her book, *The New Boss: The Guide to a Fabulous Lifestyle*. Her guide book is dedicated to helping build entrepreneurs and business professionals, one Fabulous New Boss® at a time.

Dr. Freeman received her Honorary Doctorate degree and Chaplaincy diploma from CICA University, as well as a Seminary Honorary degree, the President's Lifetime Achievement Award, in December 2016.

Recipients of this award honor Philanthropist and Community leaders making a difference in the lives of others around the world. Her commitment, believes in bringing positive change to women's issues and inspiration to achieve self-defined success in their career and lives.

Audience Engagement Questions

- 1 Disruptive technology and your career.** According to Fed chairman Jerome Powell, 500,000 capable people are unemployed because of two of the greatest risks – globalisation and technology, causing US companies to look for tech workers abroad. How is disruptive technology affecting the workforce at your company? How are you and/or your organisation preparing your current workforce? What's your strategy to close your technology knowledge and skills gap?
- 2 Intersectionality of race and gender.** We are all born with most of our intersectional factors. How have you been affected by your race and gender? How have you seen how one's race and gender affect them? What actions can you take to ensure one's race and gender do not negatively exclude them?
- 3 Leadership and trust.** For the first time in 19 years, Edelman's Trust Barometer shows that employees have greater trust in their employers than in institutions because they have a sense of control. What are some concrete ways leaders build trust in your organisation? What are the results of these actions? Driven by technology as the workplace continues to evolve, what attributes will be needed to be an effective leader?




Deirdre Joy Smith
Founder and Chief Executive Officer
POWER: Opening Doors for Women®

Deirdre Joy Smith is the founder, CEO and visionary behind **POWER: Opening Doors for Women®**, a global organization that promotes and develops executive talent through unique interactions with thought leaders, industry experts and their peers. Deirdre is adept at creating success in a wide range of situations, with a focus on global marketing, strategic planning, execution and sponsorship through community partnerships.

While creating the vision, starting up and running **POWER**, over the span of fifteen years, Deirdre has garnered support and ongoing sponsorships from Fortune 500 companies, global law firms and civic organizations. She has developed the program content that has engaged over 9,000 women and men in Europe, Asia and the U.S.

Deirdre's leadership and contribution has been acknowledged by numerous organizations. She has received the Chicago Foundation for Women Impact Award; the "Women on the Rise" award; and the "Women Making History" award. She has been featured in *Who's Who in Black Chicago* and in *Today's Chicago Woman* magazine. Deirdre has also appeared on *Comcast Newsmakers* which airs on CNN. Deirdre and her **POWER: Opening Doors for Women®** program have been featured in *Reuters* and *The Chicago Tribune*.

Prior to founding **POWER**, Deirdre was the Midwest Finance Director for the Democratic National Committee. She subsequently became principal of DJS Consulting LLC, a political and nonprofit fundraising firm. Her career has included domestic and international trade experience at the U.S. Department of Commerce and at Women in International Security, a nonprofit organization at the University of Maryland's Center for International and Security Affairs. A global citizen, Deirdre has worked at economic development companies in the Netherlands and Turkey.



Dedicated to community service, Deirdre's current and previous boards and memberships include Trustee for WTTW, Chicago's PBS television station; Thirty Percent Coalition, a national organization committed to the goal of women holding 30% of board seats across public companies; Visionary Delegate for Vision 2020, a national initiative developed by the Institute for Women's Health and Leadership at Drexel University to advance women's economic and social equality; the Chicago Council on Global Affairs; and Executive Club of Chicago.

She is a former board and executive committee member for the Chicago Foundation for Women, Working in the Schools and Athena International.

Deirdre is a graduate of KPMG's Executive Leadership Institute for Women for senior-level executives. She received a Bachelor of Science from Purdue University and studied at the London School of Economics and Obirin University in Machida, Japan.

NOTES

POWER

OPENING DOORS FOR WOMEN®

SEE YOU IN 2020

Stay tuned for the 2020 schedule as we continue to bring **POWER** to leadership around the world.



Southwest Airlines® is dedicated to your community.

Our mission is to make the connections that empower communities to thrive. Through our meaningful relationships, we proudly support your efforts in the many communities we call home. Whether in the air or the ground, we believe community is more than a place - it's at the Heart of what brings us together.

**Southwest Airlines is the proud official airline of
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