



# NEW TOOLS FOR A NEW AGE

16<sup>th</sup> Annual Conference

Thursday, November 15, 2007  
National 4-H Youth Conference Center  
7100 Connecticut Avenue  
Chevy Chase, MD

## Agenda & Registration Form

- |                  |   |
|------------------|---|
| 8:00 - 8:30 am   | CHECK-IN, CONTINENTAL BREAKFAST & MARKETPLACE<br><i>(Marketplace includes exhibitors and vendors.<br/>Merchandise will be displayed and available for purchase<br/>by conference attendees throughout the day.)</i> |
| 8:45 - 10:00 am  | WELCOME<br><br>RECOGNITION OF STUDENT SCHOLARSHIP & STAFF<br>AWARD(S)<br><br>KEYNOTE ADDRESS -- <i>(Speaker, TBD)</i>   |
| 10:10 - 11:45 am | WORKSHOP SESSION I<br>(Indicate 1 <sup>st</sup> and 2 <sup>nd</sup> choice on registration form)  |
| 12:00 - 1:00 pm  | LUNCH   |
| 1:15 - 2:00 pm   | KEYNOTE ADDRESS<br>Linda Barrett, President, Barrett Resource Group   |
| 2:15 - 3:45 pm   | WORKSHOP SESSION II<br>(Indicate 1 <sup>st</sup> and 2 <sup>nd</sup> choice on registration form)   |

**DIRECTIONS:** National 4-H Youth Conference Center is located at 7100 Connecticut Avenue, Chevy Chase, MD. From I-95 & I-495 combined section of the Capital Beltway, take Exit 33 for Connecticut Avenue/MD-185 toward Kensington/Chevy Chase. Keep left at the fork and follow signs for MD-185 S. Turn left at Connecticut Avenue/MD-185 S. If an emergency should arise on the day of the conference, participants can be reached at 1-800-FOUR-H-DC (1-800-368-7432).

## WORKSHOP DESCRIPTIONS FOR THE TOTAL PROFESSIONAL WOMAN

### WORKSHOP I

- A. Take Charge and Manage your own Career**  
Explore ways to actively manage your career within the University System of Maryland. Learn how to examine your work strengths, skills and interests, and find ways to capitalize on these factors in your career. Discuss techniques for setting career goals and sticking to them. Presenter: Suzanne Dyer-Gear, MAS, SPHR; Powell & Dyer-Gear Consulting, LLC
- B. The Four Keys to Lifetime Health: Bringing It All Together from the Inside Out**  
60-90 percent of visits to doctors' offices are for stress related reasons. It is stress on the body and mind that has created an epidemic of chronic health conditions from allergies, arthritis, asthma, back pain, digestive issues and depression to heart disease, osteoporosis, breast cancer and obesity. Most of these conditions are reversible and preventable. People need inspiration and support to create sustained lifestyle changes that will result in *Health... for life*. Learn the Four Keys that combined with your commitment to you, will be your true health science. Presenter: Annie Scheppach, MS, CHHC; Health...for Life
- C. Gender Dynamics in the Workplace: Why He/She Can't Communicate, Cooperate or Collaborate**  
While Gray and Tanner have helped us to learn that men and women speak different languages, sometimes other gender differences can adversely affect workplace respect and cooperation and lead to conflict. By understanding the differences of how men and women solve problems, react to stress and conflict, experience emotional support and misinterpret the other's behaviors and reactions, we can have a more efficient, productive and enjoyable workplace. Presenter: Bev Rosen, MSW, MBA; Wellness at Work
- D. Power Tools for Women®: Plugging Into the Essential Skills for Work and Life**  
Feeling like you're struggling to tap into your own potential -- whether at home or on the job? This energetic program will help charge up your personal and professional image. Learn and laugh your way to finding the interpersonal tools and strategies to access the power you already possess, and how you can transfer that power from the kitchen to the boardroom and back. Plug into greater success by learning how to power up your life. Presenter: Joni Daniels, Daniels & Associates
- E. Setting and Maintaining Boundaries with Others**  
When managing staff or just interacting with coworkers, one of the most difficult things for many

of us is to tell others what we need from them and then sticking with those decisions. When we aren't able to successfully set and maintain boundaries with others, we can be angry and resentful with them and ourselves and we don't do our best work. In this session you will be provided with specific techniques and support to help you set and keep boundaries that can make your work easier and provide for more effective relationships. Presenter: Mark Sachs; Organizational Consulting & Executive Coaching

- F. Poised and Powerful: Conflict Resolution Skills for Women**  
Women will pay as much as \$1,353 to avoid negotiating the price of a car. Women are less likely to negotiate their salary when receiving a job offer - women's earnings relative to men's hover around 73.2%. When asked to select metaphors for negotiations, men chose "winning a ballgame" and a "wrestling match," while women chose "going to the dentist." Learning to negotiate and to navigate conflicts are key skills for women in the workplace. This participatory seminar focuses on building these skills. Presenter: Pamela Thorne; People Skills Consulting
- G. Is Your Net Working? Expanding Your Contact Network**  
They say it isn't what you know, but who you know. So often business people limit their "networking" to events designated as "networking events" by chambers of commerce, business groups or associations. But what about the rest of your life? Who says your personal life can't be a source of business development? And it doesn't require any additional time! In this fun, interactive session you will learn fresh perspectives on how to expand your network. We'll explore how to focus on people you don't even realize could be in your network and how to put them on your map to generate more referrals and more business. You will discover how to use your ability to connect and create relationships to grow your client base. You'll also learn tips on how to "work a room" to accomplish your goals when you go to a networking event. Your current and former acquaintances and friends can impact your bottom line more than you realize...You just need to "net" them in! Presenter: Mary Ann Masur, PCC, CPCC; Synergy Consultants
- H. Financial Focus on Women**  
What we need to do today to prepare for a secure and stress-free tomorrow! We will talk about setting financial goals, creating a budget that works, and unlocking the secrets to maintaining good credit. Presenter: Danielle Thron, Financial Educator; SECU Credit Union

### WORKSHOP II

- A. Lost Employees - How Good Organizations Lose Good People While Still Employing Them**

Employee turnover costs employers billions of dollars each year. Even more costly and damaging is when good organizations lose good people - and continue to employ them. Managers and supervisors can learn how to combat and prevent the creation of alienated and disengaged employees, a phenomenon affecting 20 million employees in the U.S. alone. Lost Employees lets managers in on the secret that employees already know - how we manage to lose them. Presenter: Suzanne Dyer-Gear, MAS, SPHR; Powell & Dyer-Gear Consulting, LLC

**B. Gender Dynamics in the Workplace: Why He/She Can't Communicate, Cooperate or Collaborate**  
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**C. Setting and Maintaining Boundaries with Others**  
When managing staff or just interacting with coworkers, one of the most difficult things for many of us is to tell others what we need from them and then sticking with those decisions. When we aren't able to successfully set and maintain boundaries with others, we can be angry and resentful with them and ourselves and we don't do our best work. In this session you will be provided with specific techniques and support to help you set and keep boundaries that can make your work easier and provide for more effective relationships. Presenter: Mark Sachs; Organizational Consulting & Executive Coaching

**D. Get the Results You Want: Be Powerful without Being Pushy**  
Do you feel that you are using your power to support your goals? Do you give up your power in certain situations? This session, based on Mary Ann Masur's published chapter on people and power in the book, Inspiration to Realization: Real Women Reveal Proven Strategies for Personal, Business, Financial and Spiritual Fulfillment, Volume III, will look at what power means and five ways people give it up. We will explore how to stand in your power to maximize your effectiveness. Presenter: Mary Ann Masur, PCC, CPCC; Synergy Consultants

**E. e-Learning in Higher Education**  
What is e-Learning? e-Learning is an effective tool used in strategic planning, goal setting, project management, staff development, and more. It provides customized and instantaneous learning via the Internet available to meet the specific needs of you and/or your staff. This session will discuss how e-Learning is used to meet the changing needs in higher

education, how it can decrease training costs while increasing learning, and how it can be used for personal and professional development. Presenter: Dennis Brown, Senior Director of Market Development and Co-Founder of SkillSoft.

**F. Emotional Intelligence**  
Emotional Intelligence (EI) or Quotient (EQ) is the capacity for effectively recognizing and managing our own emotions and those of others. Emotions have the potential to get in the way of our most important work relationships. A critical level of EI is the number one reason successful leaders outperform the average. The good news is that it is possible to increase your level of EI. Modern brain science has authenticated that through coaching, education and dedication, an individual can improve their emotional self-management and emotional connection. Presenter: Dina Boogaard, Ph.D, Executive Coach and Organizational Development Consultant; University Consulting Group.

**G. Knowledge Retention**  
Employers are on the brink of a human tsunami as the most educated, literate and productive generation approaches traditional retirement age. By 2010 some industries expect 60% of their most educated employees to retire. What are the implications for you as an individual and for higher education as an employer? Learn more about this potential brain drain and explore the challenges and opportunities available for entry-level professionals, "middle-escents" and baby boomers alike. Presenter: Sandra Hopkins, Director and Senior Consultant; University Consulting Group.

**H. Creative Leadership**  
Creativity. Innovation. These are the secrets to leadership and organizational success. Creative energy and ideas exist throughout your organization and are just waiting to be tapped into and discovered. As you continue your development as a leader and consider the goals of your college or university, it is imperative that you to learn techniques to inspire and support an environment of creativity, innovation, and passion. Attend this workshop to learn how to uncover the hidden creativity in your organization, uncover strategies to enhance and encourage workplace creativity and innovation, identify creativity barriers, and continue to build upon your personal leadership strengths. Presenter: Laurie Friedman, Strategic Business Consulting.

“NEW TOOLS FOR A NEW AGE”: 16<sup>th</sup> Annual USM Women’s Forum Conference

**REGISTRATION FORM**

FEE: **\$65.00** (prior to October 15, 2007); **\$75.00** (after October 15). Checks (made payable to *USM Women’s Forum*) or budget transfer. Registration is due October 30, 2007, and seating is limited. **Advanced registration is required. THERE WILL BE NO ON-SITE REGISTRATION.** (Please include email address on registration form so receipt of registration can be acknowledged.)

Name: \_\_\_\_\_ Home Institution: \_\_\_\_\_

Phone: \_\_\_\_\_ Department: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

**INDICATE YOUR FIRST AND SECOND CHOICE FOR EACH WORKSHOP:**

Workshop Selections: Session I \_\_\_\_\_ / \_\_\_\_\_ Session II \_\_\_\_\_ / \_\_\_\_\_

If you need reasonable accommodations or have dietary restrictions, indicate below:

\_\_\_\_\_  
\_\_\_\_\_

**Payment:**

Budget Code (FRS/FAS/PS): \_\_\_\_\_ Department to be Billed: \_\_\_\_\_

Budget Approval Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**Additional contribution to scholarships in the amount of \$ \_\_\_\_\_ made payable to the USM Women’s Form.**

PLEASE SEND REGISTRATION FORM WITH ORIGINAL SIGNATURE OF BUDGET APPROVAL. SORRY, NO PURCHASE ORDERS. THE WOMEN’S FORUM WILL INITIATE A TRANSFER OF FUNDS. QUESTIONS REGARDING REGISTRATION, CALL Hermetta Hudson, (410) 651-6206.

**MAIL REGISTRATION WITH PAYMENT TO :** USM Women’s Forum, Attention: Hermetta O. Hudson, c/o Maryland Cooperative Extension, 2122 Richard A. Henson Center, University of Maryland Eastern Shore, Princess Anne, MD 21853.

**THE USM WOMEN’S FORUM THANKS ALL REGISTRANTS IN  
ADVANCE FOR PARTICIPATING!**