

# WOMEN AND LEADERSHIP™

2021

*Virtual*



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# Welcome to the 9th Annual Women and Leadership Conference

It's with great pleasure that the Andrus Center for Public Policy welcomes you to our 9th annual Women and Leadership Conference! We're so glad you've joined us for this chance to connect and celebrate women leaders.

Women and Leadership was created to highlight the incredible talent that exists among the women of today. Our goal is simple - we want to see gender parity across all levels of leadership - in our boardrooms, our C-suites, our elected offices, our judicial branches, our professions, our trades, and our academic institutions. We want our leadership ranks to reflect the people represented - and half of us are women.

This year's conference brings another great lineup of incredible women leaders to share their wisdom and experience. And, another expansive offering of skill-building workshops from a wide array of talented leaders. Over the next two days, we'll bring you numerous opportunities to learn, grow, and network. And since every speaker and workshop will be taped, you can come back and revisit our conference content as much as you'd like over the coming year.

In response to continued COVID-19 challenges, the Andrus Center will once again host this year's conference virtually. In doing so, we've put a great deal of thought into how to boost meaningful connections and enhance opportunities for easy access to beneficial content. The virtual platform you will navigate was specifically chosen for its robust features that simulate in-person gatherings and maximize content offerings.

We encourage you to use our conference site's networking features to introduce yourself to our speakers, Skill Builder leaders, and fellow attendees. Every person you interact with broadens your perspective and opportunity for growth and impact. Together, we have the power to shape the forces of leadership - today and for years to come. We're glad you're here.



**Tracy Andrus**  
President & Chairman



**Danielle Trujillo**  
Executive Director

# AGENDA

## Tuesday, September 28, 2021

9:00 am Virtual platform preview day  
Jump in early, review some of our past women and leadership conference recordings, participate in activities, and get a sneak peak!

## Wednesday, September 29, 2021

9:00 am Conference opening showcase and introductions

9:12 am Welcome Message  
Dr. Marlene Tromp

9:30 am Keynote speaker #1  
Cherie Buckner-Webb

10:30 am BREAK

10:45 am Breakout Skill Builder sessions  
(6 simultaneous)

11:45 am Lunch Break

12:30 pm Keynote speaker #2  
Vicki Christiansen

1:30 pm BREAK

1:45 pm Breakout Skill Builder sessions  
(6 simultaneous)

2:45 pm BREAK

3:00 pm Keynote speaker #3  
Cecilia Violetta López

4:00 pm Day one closing remarks

## Thursday, September 30, 2021

9:15 am Opening remarks day two

9:30 am Keynote speaker #4  
Kimberly Churches

10:30 am BREAK

10:45 am Breakout Skill Builder sessions  
(6 simultaneous)

11:45 am Lunch Break

12:30 pm Keynote speaker #5  
Fireside chat with Mary Daly

1:30pm BREAK

1:45 pm Breakout Skill Builder sessions  
(6 simultaneous)

2:45 pm BREAK

3:00 pm Keynote speaker #6  
Susan Eisenhower

4:00 pm Final day closing remarks

*Agenda reflects Mountain Daylight Time*

# ANDRUS CENTER FOR PUBLIC POLICY BOARD OF GOVERNORS

**A.L. "Butch" Alford**  
President, Tribune Publishing

**Randy Hill**  
Of Counsel, Stoel Rives

**Rocky Barker**  
Retired, Author,  
Environmental Reporter

**Wendy Jaquet**  
Retired, Former Idaho State Legislator

**Bruce Bistline**  
Retired, Attorney

**Rick Johnson**  
Environmental Consultant

**Andy Brunelle**  
Retired, Former Governor Andrus Staff,  
Spec. Asst. for Natural Resources

**Christopher Paul Mathias**  
Idaho State Representative,  
District 19

**Cherie Buckner-Webb**  
Zone 5 Trustee, Vice Chair  
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**Lauren McLean**  
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PRESIDENT & CHAIR,  
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Social Studies Dept Chair, AP  
Government Teacher, Student Leadership  
Boise High School

**Marcus Nye**  
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**Debbie Cleverley**  
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**Robert L. Sanchez**  
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**Elaine French**  
Board Member, League of  
Conservation Voters

**John Sande**  
Retired Attorney

**Peggy Elliott Goldwyn**  
Novelist, Screenwriter, Producer,  
Family of Woman Film Festival

**Cathy Silak**  
Of Counsel, Hawley Troxell

**Mark Echo Hawk**  
Founding Member, Attorney,  
Echo Hawk & Olsen, PLLC

**Jenna Whitlock**  
Retired, Bureau of Land Management  
Acting State Director for Utah

# 2021 KEYNOTE SPEAKERS

## CHERIE BUCKNER-WEBB



### FORMER IDAHO SENATOR AND FOUNDER OF SOJOURNER COACHING

Cherie Buckner-Webb, a 5th generation Idahoan, was elected to the Idaho House of Representatives in 2010 and to the Idaho Senate in 2012, 2014, 2016, and 2018 where she currently serves as the Assistant Minority Leader. She is the Founder and Principle of Sojourner Coaching, a consultancy that focuses on organizational development, cross cultural competence and executive coaching and a small business owner. Cherie effectively utilizes her considerable international business background and experience in service to her clients.

Buckner-Webb is a respected international speaker whose credo, “leave a legacy,” underscores her commitment to purpose. She serves on many local and national boards and has been the recipient of numerous awards in acknowledgement for civic, state, and national service. She is a proud founding board member of the Idaho Black History Museum, winner of the HP Human Rights Award, the Jefferson Award for Public Service, Idaho Mother of the Year and Mother of Achievement Awards (American Mothers, Inc.), the Joyce Stein Award, the Gandhi, King, Ikeda Award - A Legacy of Peace Award, USA Today’s (1 of 10) Women of the Century, 2020, the Idaho Business Review’s 2019 Woman of the Year Award and 2020 ICON Award. In addition, Buckner-Webb is an accomplished vocalist. Cherie has performed across the U.S., recorded with the late Gene Harris, released her solo CD, “By His Grace”, and received the Award for Excellence in the Arts at the 2004 Idaho Governor’s Awards. Buckner-Webb earned a B.S. in Management and Organizational Leadership from George Fox and a Masters of Social Work from NNU. Cherie is married to the Rev. Henry Webb and has two sons, Sean and Phillip Thompson and a granddaughter, Zaida, whom she adores.

## VICKI CHRISTIANSEN

**CHIEF, UNITED STATES FOREST SERVICE (RETIRING)**

Vicki Christiansen serves as Chief of the U.S. Department of Agriculture's Forest Service, leading a workforce of more than 25,000 permanent employees who sustainably manage 193 million acres of national forests and grasslands; support the world's largest forestry research organization; and work with States, Tribes, and others to sustain all of America's forests for the benefit of all citizens, today and in the future. Under Vicki's

leadership, the Forest Service cares for shared natural resources in ways that promote lasting economic, ecological, and social vitality for all communities nationwide. Chief Christiansen will retire from federal service in August 2021.

Vicki's personal passion is connecting people with their natural resources. Over her 39-year career, she has accumulated a wealth of experience in natural resource and wildland fire management. Her commitment to the core values of the Forest Service—conservation, service, interdependence, diversity, and safety—is evident in the priorities she sets for the agency, including controlling the COVID-19 pandemic, providing economic relief to communities, tackling climate change, advancing racial equity, and improving the Forest Service workforce and work environment. As Chief, Vicki is leading agency efforts to tackle climate change and improve the condition of America's forests and grasslands through shared stewardship with local, State, and national partners and Tribes. Vicki's focus on investing in respectful relationships inside and outside the agency is reflected in the Forest Service's dedication to advancing racial equity in the communities we serve and to creating a safe and respectful workplace where we model integrity, protect one another, and learn from mistakes.

Vicki joined the Forest Service in 2010 as the Deputy Director of Fire and Aviation Management. Prior to serving as Chief, she worked as Deputy Chief for State and Private Forestry overseeing Forest Service activities in managing wildland fire and working with our partners to sustain the health and productivity of non-Federal forest lands. Prior to joining the Forest Service, she served as the Arizona State Forester and director of the Arizona Division of Forestry, where she was responsible for the protection of 22 million acres of State and private lands in Arizona. She had previously served as the Washington State Forester, the culmination of a 26-year career with Washington State Department of Natural Resources.

# 2021 KEYNOTE Speakers

## KIMBERLY CHURCHES



### CEO, AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

Kimberly Churches is the chief executive officer of the American Association of University Women (AAUW), a leading voice in advancing equity for women and girls through research, advocacy and education. Prior to joining AAUW, Kim was the managing director of the Brookings Institution. In that capacity, she strategically guided Brookings, providing vision and problem-solving skills while focusing on expansive partnerships, external relations and advancement. Kim also served as associate vice chancellor at the University of Denver, a director of development at the University of North Florida, and a division director at the American Heart Association. Kim is widely recognized for her success at working collaboratively in education, as well as for capacity-building for grassroots groups and national and international nonprofits.

In addition to her work at AAUW, Kim serves as the board treasurer of 1455, a virtual center for the literary arts. She is a board member of DC Girls Baseball, a competitive baseball league for girls ages nine to 18. Kim also serves as a director on the board of the Leadership Conference on Civil & Human Rights, and is a member of the International Women's Forum of Washington, D.C.

With her pragmatic approach, Kim is a dynamic and sought-after speaker at national conferences and conventions in many industries. She is regularly interviewed by top national media outlets and her insights on how to advance gender equity are routinely quoted in the *New York Times*, the *Washington Post*, *USA Today* and more. She has also written for national media outlets, including *CNN*, *The Hill* and *Fortune*, and she is a columnist for *MSNBC's* Know Your Value website.

### MARY C. DALY



#### **PRESIDENT & CEO, FEDERAL RESERVE BANK OF SAN FRANCISCO**

Mary C. Daly is the President and CEO of the Federal Reserve Bank of San Francisco. As a participant on the Federal Open Market Committee, she helps set American monetary policy that promotes a healthy and stable economy.

Since taking office in October 2018, Dr. Daly has committed to making the San Francisco Fed a more community-engaged bank that is transparent and responsive to the people it serves. She works to connect economic principles to real-world concerns and is a sought-after speaker on monetary policy, labor economics, and increasing diversity within the economics field.

Dr. Daly began her career with the San Francisco Fed in 1996 as an economist specializing in labor market dynamics and economic inequality. She went on to become the Bank's Executive Vice President and Director of Research. She currently serves on advisory boards for the Center for First-generation Student Success and the Maxwell School of Citizenship and Public Affairs at Syracuse University. She has also served on the advisory boards of the Congressional Budget Office, the Social Security Administration, the Office of Rehabilitation Research and Training, the Institute of Medicine, and the Library of Congress.

# 2021 KEYNOTE Speakers

## SUSAN EISENHOWER



### AUTHOR, 'HOW IKE LED'

Ms. Eisenhower is well-known for her work as a policy analyst, much of which has been focused on national security, and related strategic issues. She has brought this work to light in her writing as an essayist, op-ed writer, biographer, and editor. She has authored hundreds of op-eds for newspapers such as *The Washington Post*, *The New York Times*, and the

*Los Angeles Times*. Her articles have also appeared in the National Academy of Sciences' Issues in Science and Technology and the Naval Institute's Proceedings. Early in her career, she wrote humor for *The Saturday Evening Post*.

Her most recent book has received critical acclaim nationally and internationally: *How Ike Led: The Principles Behind Eisenhower's Biggest Decisions* (Thomas Dunne Books, an imprint of St Martin's Publishing Group: August 11, 2020).

Eisenhower has provided analysis for CNN International, MSNBC, *The Situation Room* with Wolf Blitzer, FOX News, *CBS Sunday Morning* in an interview with Rita Braver, the BBC, and all three major network morning programs. On the lighter side, she has appeared on the *Colbert Report* and *Real Time with Bill Maher*, in addition to many other well-remembered programs such as the *PBS Newshour* with Jim Lehrer, *Hardball* with Chris Mathews, *Nightline* with Ted Koppel, *World News Tonight* with Peter Jennings, *This Week with David Brinkley*, and *CBS Sunday Morning* with Charles Kuralt.

Beyond the well-known range of current affairs and news programs, Eisenhower has been seen as a "talking head" on documentaries, such as Oliver North's *War Stories*, Sony Pictures *Why We Fight* and David Hoffman's *Sputnik Mania*. Most recently she has been interviewed for several documentaries on D-Day.

In 1986, Susan Eisenhower founded The Eisenhower Group, Inc., a Washington, DC, based consulting company. For more than thirty years, the company has provided strategic counsel on business development, public affairs, and communications projects. Through the Eisenhower Group, Inc., Ms. Eisenhower does extensive work in executive training on strategic leadership, a lecture topic she presents to many corporate and organizational venues.

## SUSAN EISENHOWER

In addition to her work through EGI, Susan Eisenhower has also had a distinguished career as a policy analyst. She is Chairman Emeritus at the Eisenhower Institute where she served as president twice. Currently she holds a year-long seminar on strategy for competitively selected students through the Eisenhower Institute at Gettysburg College. She has also been a Fellow at Harvard University's Institute of Politics as well as a Distinguished Fellow at the Nixon Center, now called the Center for National Interest.

During different administrations, she served as a member of three blue ribbon commissions for the Department of Energy: The Baker-Cutler Commission on U.S. Funded Non-Proliferation Programs in Russia; The Sununu-Meserve Commission on Nuclear Energy; and the Blue Ribbon Commission on America's Nuclear Future, which released its findings on a comprehensive program for the back end of the nuclear fuel cycle. She is currently a member of MIT's Energy Initiative Advisory Board and former co-chairman of NEAC, the Secretary of Energy's Nuclear Energy Advisory Board.

In 1998 Susan Eisenhower was appointed to the National Academy of Sciences Standing Committee on International Security and Arms Control, where she served for eight years. After as many years on the NASA Advisory Council, she became a member of the International Space Station Management and Cost Evaluation Task Force.

Today, Ms. Eisenhower serves on a number of charitable and corporate advisory boards.

# 2021 KEYNOTE Speakers

## CECILIA VIOLETTA LÓPEZ



### WORLD-RENOWNED SOPRANO AND ARTISTIC ADVISOR AT OPERA IDAHO

Celebrated soprano, Cecilia Violetta López, has been named one of “Idaho’s Top 10 Most Influential Women of the Century” by USA Today and has been named one of opera’s “25 Rising Stars” by Opera News. The singing actress is constantly praised for her “alluring voice and incredible range” (Washington Post).

She has received accolades for her signature role of Violetta in *La traviata*, which she has performed countless times throughout North America. She has now performed the role with Minnesota Opera, Opera Colorado, Opera Tampa, Opera Idaho, Ash Lawn Opera, The Northern Lights Music Festival, Madison Opera, Pacific Symphony and Virginia Opera.

From her performance as Adina in *The Elixir of Love* with Virginia Opera, *The Virginian-Pilot* hailed, “Cecilia Violetta López is showing local audiences why Opera News named her one of its ‘25 Rising Stars.’ In the lead role of Adina, she hit the highest notes with ringing clarity, performed the vocal runs with precision and grace and showed a particular charm and humanity in the softest passages and lowest ranges.”

Ms. López made her company debut with Pacific Symphony as Violetta in their 90 minute version of *La traviata*, and Ms. López will also be the featured soprano soloist in the world premier of *Mi Camino*, a virtual project with Opera Cultura. Cecilia will also return to Opera Colorado as a soprano soloist in *Canciones de Nuestras Tierras*: a live, outdoor performance.

Solo concert performances include Mahler’s *Symphony No. 4* and selections from Canteloube’s *Chants d’Auvergne* with the Henderson Symphony Orchestra, and Rutter’s *Mass of the Children* with the Southern Nevada Musical Arts Society.

Ms. López also completed a two-year-tenure as a Soprano Resident Artist at Opera San José where she performed *Leïla* in *Les pêcheurs de perles*, *Rosalinde* in *Die Fledermaus*, *Leonora* in *Il trovatore*, the title role in *Suor Angelica*, *Lauretta* in *Gianni Schicchi*.

Additionally, Ms. López is an alum of the Caramoor Music Festival where she covered the role of *Hélène* in *Les vêpres siciliennes*. She is also an alum of the Hawaii Performing Arts

## CECILIA VIOLETTA LÓPEZ

Festival where she sang the title role in their production of L'incoronazione di Poppea. Her début of the role of Violetta in La traviata, was with Martina Arroyo Foundation's prestigious summer festival, Prelude to Performance.

In January 2021, Opera Idaho appointed Ms. López as the company's first Artistic Advisor. Ms. López is also the recipient of an Idaho State Concurrent Resolution honoring her life as an Idahoan and her work in the world of opera.

### About the Andrus Center

The Andrus Center for Public Policy was created in 1992 to advance the legacy issues of former Idaho 4-term Governor and Secretary of the Interior, Cecil D. Andrus – wise use of our environmental resources and public lands, proper funding of education for our children, and the cultivation of leadership from all segments of our society.

The father of three daughters, Governor Andrus firmly believed in the importance of gender equity, saying “If we had more women in our elected bodies, judicial systems, and boardrooms, I honestly believe we'd be a more hospitable society and have fewer foreign wars.”

True to his beliefs, Governor Andrus named the first and second women to sit on both Idaho's Appellate and Supreme courts over 25 years ago. Since that time, no Idaho governor has appointed a woman to the state Supreme Court, although one woman, Robyn Brody, ran for an open seat and was elected in 2016. We have more work to do.



*Special Collections and Archives, Boise State University*



# ENCOURAGING FEMALE LEADERS

Idaho Central Credit Union is proud to employ inspiring women in leadership roles throughout our branches and administration. We strive to cultivate young women's dreams of achieving their financial and business goals in the communities we love. Stop by your local ICCU branch and see for yourself how we can inspire you, and the amazing women in Idaho, to achieve financial success.

- Ranked #1 in the Northwest for member giveback\*
- 1 in 5 Idahoans are ICCU members
- Helping members achieve financial success for over 80 years
- 42 branches throughout Idaho to serve you
- 24/7 access with eBranch Mobile and Online Banking

**Become a member today.**



\*Callahan & Associates' Return of the Member value.



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# NATIONAL PARK SERVICE VISITOR AND RESOURCE PROTECTION



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# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## Knowing Your Core Values and Using Them To Help Make Decisions

### Mario Pile

Our values shape our everyday lives. From the interactions we have with others to how we live our life to the way we view the world. In this workshop, you will learn not only to identify what values are important to you but how they can guide you in decision-making processes. This will be an interactive, group discussion that will help you in all aspects of your life.

## Where are You on the Pathway to Retirement?

### Peggy Farnworth

Are you preparing for retirement right now? You should be. Join me in this Skill builder session to gain insight on:

- Stepping Stones that Work for You
- Stepping Stones to Avoid
- Steps to Enhance Your Retirement

We will be exploring tools and behaviors that can help us or hinder us in our preparation for retirement.

## The Power of YOU

### Genny Heikka

The unique value you bring to your company (and your community) is more important now than it's ever been. In a time filled with change and challenges, people are increasingly the differentiating factor in leadership, influence and success. And any sort of transformation you want to see in the world starts with you. When you know what differentiates you and lean into that with confidence, it helps you:

- Have the greatest positive impact.
- Stand out as your best self and thrive.
- Find more meaning in your role by connecting who you are to what you do.

This session gives you a fresh perspective on personal branding and equips you with inspiration and a clear road map to strengthen your personal brand so you can make more of an impact... by being you!

### Unlocking the Power of Your Influence: Public Relations 101

#### Caitlin Copple Masingill

This session is aimed at women leaders who want to be seen and sought after as industry experts in order to maximize their impact on the causes they care about most. If public relations intimidates you, or you struggle to find your authentic voice when communicating about your brand or cause, this session is for you. You'll learn how newsrooms make decisions on what to cover, the power of thought leadership, and how to pitch yourself or your organization in a way that captures the attention of the news media. This session is led by Caitlin Copple Masingill, founding partner at Full Swing Public Relations. Her clients have appeared in the New York Times, TIME Magazine, Marketplace, Forbes, Fast Company, and many more. She lives in Boise.

<https://instagram.com/fullswingpr>

<https://www.linkedin.com/in/ccmasingill/>

### How to Run for Local Office

#### Caitlin Copple Masingill

Have people told you that you should run for office, but you question whether you're qualified and if you are, where to start? In this training, you'll understand the foundation you need to build in order to **run** for office in the next three years, and how to shape your personal brand to strengthen your candidacy. We'll also cover the six key elements of a campaign plan. This session is led by Caitlin Copple Masingill, who at age 28 became the first openly LGBTQ person elected to the Missoula, Montana City Council. Today, Caitlin is the co-founder of Electable, where she helps train women to run, win, and lead in local public office, particularly candidates in communities under 100,000. Caitlin's day job is running a communications firm for women leaders, Full Swing PR. She lives in Boise.

<https://instagram.com/fullswingpr>

<https://www.linkedin.com/in/ccmasingill/>

# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## **Conflict Resolution GPS**

**Rebecca B.W. Anderson**

Conflict is an inevitable part of life which most people find difficult to navigate. It can be as intimidating and terrifying as being lost in the wilderness without a map. Yet with the proper framework, it is possible to navigate through conflict to an outcome that leaves both parties in a better place. This workshop will give you a “GPS” framework of **G**oals, **P**rin cipals and **S**trategies which will empower you to transform conflict into positive outcomes. You will gain tools that are simple and easy to understand and implement in all types of conflict including family conflict, work place conflict and legal disputes. Participants will have the opportunity to apply the GPS system in practical exercises in the workshop and will have a take home guide for ongoing success.

## **How to Get Over Your Mental B.S. (Blindspots) and Lead a Life Uncommon™ without burning yourself out**

**Mary Bicknell LCSW**

There is an epidemic of women who have forgotten how to take true control of their time so they can eliminate overwhelm, frustration and being stuck. It’s time to change this so every woman can feel fulfilled, express her potential and enjoy the results of those audacious goals. Society typically defines success by the achievement of time and money freedom. Yet, the very first freedom you need to achieve is emotional freedom. Mastering your mind, your emotions, and your thinking is your top priority. Getting unstuck will be the very thing to allow you to finally do whatever the hell you want, whenever you want to, unapologetically.

In this talk, Mary teaches proven psychological strategies & shifts to remove your self-imposed psychological glass ceiling so you can feel confident and unstoppable.

### **Key Points & Take-Aways:**

- The Complain and Compare Trap: how to shift your default thinking and eliminate this toxic addiction.
- How to recognize which one of the 4 next level, new devil triggers feed self-sabotage and how using this one simple method will stop it once and for all.
- Identify which one of your multiple personalities deserves a high-five, a hug or a time out to help you achieve explosive success.
- The Art of the Beneficial Brag: Confidently embrace your superpower without feeling like a snot.
- Why, as an overachiever, ripping off your Crazy Busy Badge of Worthiness is the most adult, liberating achievement of your life and how doing so will allow you to transition from machine mode mogul to present and grounded wife, mother & lover.

### **The five drivers of team health: A neuroscience-based approach to creating high-performing, engaged teams**

**Abbey Louie**

The two most influential factors in employee engagement and performance are the employee-supervisor relationship and team dynamics. In this session, we'll dive into factor number two—team dynamics—as we explore a neuroscience-based framework for creating healthy, high-performing teams. You'll leave with a clear roadmap for strengthening trust and connection on your team that will bring out the best thinking, collaboration, and innovation in every member.

### **Marketing Strategy Essentials to Build & Maintain Trust**

**Megan Powers**

Everything we do in business should be approached strategically. You have a goal -- now, how are you going to accomplish this goal? In marketing this is particularly important, as the tools and opportunities are in constant flux (social media, anyone?).

To establish and maintain trust we should actually look at our marketing (to anyone) as building and maintaining relationships. You're trying to drive sales, yes, but if you approach it with a strategic, heart-centered approach? Then you will build trust and not just generate transactions, but create relationships that lead to more business, more referrals, and more opportunities.

You will take from this session inspiration and ideas to help you strategically build and maintain trust in your business relationships.

#### **3 Learner Outcomes:**

- Learn tips on how to build out a marketing strategy.
- Learn how to approach your customers and prospects as a community.
- Discover how this community will help you achieve these goals over time (*hint: there's no "overnight" solution!*).

# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## Investing 101

### Devin Geddings

Stocks, bonds, mutual funds, ETFs, oh my! Would you like to wrap your head around finance lingo and what you should be thinking about with your money? Join CERTIFIED FINANCIAL PLANNER™ professional, Devin Geddings, to explore the constantly changing options available to everyday investors. She will cover what to consider, what to avoid, and how to take your finances one step at a time.

## Meditation in Times of Confusion and Crisis

### Lauren Lee

Now more than ever, we all need moments of calm and peace within our days. Those still moments nourish us to be able to show up in the world and **lead**. As your friendly meditation guide, I'll teach you how to use meditation effectively during times of confusion and crisis. You will walk away with tangible tools, practices, and education to help navigate our world today. Meditation will not make our global problems disappear overnight but it will give you the tolerance to persevere. I'm honored to sit with you and can't wait to meet you! (A short stress-relief guided meditation will be provided in this session. No experience required.)

### **Creating an Empowering Meditation Practice**

#### **Hilary Horton-Brown**

Hilary teaches meditation that helps people learn how to quickly check in with themselves to see how they are feeling and to add some calm and self-acceptance to what arises, hopefully with a sense of humor. Her style of meditation embraces the highs and lows of life with recognition, not judgment.

Described by clients as a meditation guide who is part health coach and part woo-woo with a huge dose of real added in, Hilary is excited to share what she has learned about how to easily make meditation an empowering practice in your life. Her style is far less about “clearing your mind” and much more about the rhythms of the thoughts, emotions and to-do lists that arise. It’s the cool concept that meditation is so much easier than its stereotype.

Centering, as Hilary calls it, is possible for everybody. She doesn’t mess around, this can all be done in 15 minutes in the morning and a few 30 second check-ins during the day. She includes yoga and setting intentions in her approach. Meditation is a free flow time where no decisions are made. There are very few suggestions, other than don’t judge what comes up and try not to tell stories during your 15 minutes of centering. Therein lies the secret – how to notice/feel whatever has come up without BEING whatever has come up and without “rabbit holing” or telling long stories about it. Then dropping back into the calm. With time (that’s why it’s called a meditation practice, give yourself a hot minute to learn to settle in) you will start feeling meditation’s effects in all areas of your life.

Hilary’s intention is for you to leave this session knowing in very simple terms how meditation works and why it is a game changer in today’s world. To offer you a possibly whole new and empowering perspective on what meditation is (and more importantly what it isn’t.) To inspire you to try centering. She knows from both personal and professional experience that the effects are far reaching.

# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## **Pivoting with Purpose**

**Melisa Meral**

2020 was truly the year of the pivot. As the world scrambled to discover new strategies, new business ideas, and new ways of living, many also realized what's NOT working in their lives and businesses. So how can you pivot more toward your purpose? It starts with getting strategic about where you're spending your time. Melisa Meral, a productivity consultant and professional organizer, is ready to help you get on your path to smarter goal setting and time blocking. She's all about time management, productivity strategies, and structured routines to help people achieve their goals. Join us for this informational and interactive workshop which will leave you feeling inspired and re-energized as you continue to evolve in life and business!

## **Let's Get You Organized!**

**Melisa Meral**

The minimalist generation is upon us. Gone are the days of the Great Depressioners holding on to everything and Baby Boomers storing away items in their homes like pack rats. We've entered a time for capsule wardrobes, tiny homes, and minimalistic lifestyles. But decluttering your home, your life, and your mindset is no easy feat. Melisa Meral, a professional home organizer for the past 10 years, has discovered strategies to help you achieve quick wins so that you can take baby steps toward organized success! It's time to remove pockets of stress from your daily life- stress that can come in the form of too many decisions, too many obligations, and TOO MUCH STUFF! In this interactive and informational workshop, you'll get tips and tricks on how to dive into the emotional side of clutter so that you can be free from the stuff that weighs you down in life.

### **Influential Communication: Develop Your Core Leadership Message to Grow Your Influence**

**Stacy Ennis**

Effective, resonant communication begins with understanding who you are as a leader, and crafting a clear message that defines you. In this workshop, best-selling author Stacy Ennis shares strategies from the writing world to help you craft your core leadership message, from defining your value to selecting the right words to describe yourself as a leader. With deep internal clarity, you'll be emboldened to show up to the next client engagement, boardroom meeting, or networking event with grounded confidence.

### **Unlock Your Creative Superpowers!**

**Rhea Allen**

Are you ready to discover your creative superpowers? Want to wield your powers more effectively when speaking to your audience and the other artistic superheroes in your life? Join us for this inspiring presentation, and unlock all the very best versions of your creative self!

#### **Participants will get:**

An overview and deeper understanding of the different strengths finder and personality style assessment tools to help you uncover your unique strengths and how to adapt your style to your creative process. Tools to help your audience better understand you so they can embrace your individuality as the superpower it truly is!

Ideas, practical tips, and tricks for recognizing personal strengths and styles in others and how they can augment or enhance your own during the creative process.

#### **BONUSES:**

- Free personality test resources
- A free Adobe assessment to discover your creative personality
- One Month Free access to the [www.TheMarketingExpedition.com](http://www.TheMarketingExpedition.com) Community, a premium member subscription-based site to help you build your brand and your bottom line.

# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## Understanding the Psychological Impacts of 2020 and How to Move Forward With Grace

**Matt Niece**

In the past year we've been consumed by an unprecedented pandemic, heightened racial inequities, an emotionally charged and divisive political climate, and natural disasters. Not to mention all the other curveballs life tends to throw at us. If the stress did or continues to negatively impact your daily functioning, your relationships, or how you feel about yourself, that makes sense. Like all humans right now, believe it or not, you are grieving. Please join this session to learn more about what the research suggests are the biggest psychological impacts of 2020 and, by applying a lens of grief and loss work, understand healthy ways to adapt to changes, make meaning of these changes, and move forward with a greater sense of control and grace.

## Improving Communications with Visual Tools

**Sarah Freeman**

We've all been in meetings when we've seen two people talk past each other. When both parties feel like they've clearly expressed themselves only to be misheard. It's something that happens to all of us and even the most effective communicators among us are occasionally misunderstood. Visual thinking or picture thinking is the process of understanding the world around us in images, and it represents a key tool in communication strategies, as well as processing our own internal thinking. Still, a lot of us avoid these kinds of activities because we don't think of ourselves as artistic. But visual thinking is so much more than drawing, and it represents a valuable method for problem solving, communication, and creative thinking. This session will introduce you to the concept of visual thinking, describe the benefits of this kind of cognition, and provide some strategies for implementation in your own life.

### **Getting back to basics: resolving conflict through stories**

**Nancy Buffington, PhD**

“A villain is someone whose story you don’t know yet.”

Most of us are tired of fighting, arguing, and insulting each other on social media about the issues of the day. It’s unpleasant, exhausting—and it doesn’t even work to “enlighten” our opponents or enhance understanding. Sometimes it works better to dial down the volume, share rather than shout, listen rather than lecture. In this interactive session, we’ll apply recent polarization research and explore how stories can (re)build connection, restore trust, and get us talking again in a stressed-out world.

### **Navigating Change With Clarity & Confidence**

**Johnna Johnson**

Are you currently in a position in life where you are experiencing change? Are you a new mom, empty nester, new homeowner, newly promoted, going through a divorce, recently unemployed, moving? We are experiencing unbelievable doses of change in all areas of our lives. And it is stressful and sometimes debilitating.

Many of these changes are out of our control and some of them are! We often view change as out of our control and we feel unprepared, unwilling, and often unable to make or embrace the change! If you want to be successful, happy and resilient, though, you must learn how to navigate change with clarity and confidence.

This workshop will uncover the 4 phases of change and excellent strategies on how to move through the phases and ultimately EMBRACE the changes you are experiencing today and tomorrow!

# 2021 SKILLBUILDER TOPIC DESCRIPTIONS

## **Pragmatic Inquiry in Leadership**

**Vanessa Fry**

The workshop Pragmatic Inquiry in Leadership will cover the process of applying the concepts of pragmatic inquiry when serving in a leadership role. I will first discuss how it helped develop me as a leader and then provide tools and resources for attendees so they can use it in their leadership practice. The workshop will help attendees be able to expand their thinking beyond standard assumptions which will help them interpret challenges in new ways. Attendees will learn that the result of the process may be a small adjustment in plans or a complete change in direction. Attendees will be asked to come to the workshop with a challenge or question they want to address and during the workshop so they can actively engage in the inquiry process.

## **Beyond Fear: Overcoming Imposter Syndrome**

**Donna O’Kelly**

Impostor syndrome is the feeling of doubt and insecurity about your accomplishments and success, and a fear of being exposed as a fraud. Anyone can experience Impostor Syndrome, but it’s particularly prevalent among high achievers. In this Skill Builder, nuclear chemist Dr. Donna O’Kelly will bring her experience working in a male-dominated STEM field and share science-backed techniques to overcome Impostor Syndrome. She’ll dive into what the research says about Impostor Syndrome and help you discover and develop a few techniques to overcome challenges associated with those feelings. Participants will walk away with the tools to identify Impostor Syndrome and learn how to manage it. They will be given tools to be their authentic self, have the confidence to say, “I don’t know,” and how to ask for help.

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Peace of mind... brought to you by the warmth and comfort of natural gas.



For more information on rebates and energy saving tips to help make your house a home, visit [www.intgas.com/saveenergy](http://www.intgas.com/saveenergy).



[www.intgas.com](http://www.intgas.com)



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# COME SOLVE WITH US

Great minds think alike—that's why more and more women are choosing a career in professional consulting. To help them succeed, POWER Women's Network offers support for career advancement and work-life balance, and promotes STEM in our communities.



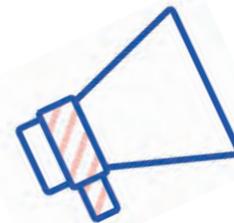
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## Make Your Voice Heard!

### #2021WomenLead

### @AndrusCenter



# THE CITY OF BOISE IS HIRING



WIDE



OPEN

**YOU:** GOOD HUMAN  
**US:** HIRING GOOD HUMANS

Learn why the City of Boise is an amazing place to work, and how you can join our team of community serving-super-humans.

Capes not included.

**208.972.8090** | [cityofboise.org/JoinUs](http://cityofboise.org/JoinUs)



IMAGINE THAT.



## The American Association of University Women

Advancing equity for women and girls through advocacy, education, philanthropy, and research.

### Featuring our workshop:

#### Work Smart and Start Smart: Salary Negotiation

Learn to successfully advocate for yourself — and help close the pay gap for women everywhere.

Take our course online or find a workshop at [www.aauw.org](http://www.aauw.org)

For information about this and other projects contact AAUW Boise Area Branch: [boise-id.aauw.net](http://boise-id.aauw.net)

WORK  
GUIDES  
US

## LOOKING DOWNSTREAM TO KEEP DOWN COSTS

Making sure you have less to look out for is what guides us every day. That's why at Blue Cross of Idaho, we work with doctors and hospitals to help lower the cost of care, so that it's steadier and more predictable for Idahoans moving forward.

[BCIDAHO.COM/OURWORK](http://BCIDAHO.COM/OURWORK)



## POWERING LEADERSHIP

As a fourth-generation Idahoan, Lisa Grow has a strong connection to the communities Idaho Power serves — and to working women everywhere. As the company's first female president and CEO, she's become a mentor for women in the utility industry and beyond. She leads with integrity in our commitment to provide reliable, affordable, clean energy.



[idahopower.com](http://idahopower.com)

## Powering the world's future.

Idaho National Laboratory is helping solve our nation's energy and security challenges.

Visit [your.inl.gov](http://your.inl.gov) to learn more about the work we do.



# 2021 SKILL BUILDER Speakers



## **RHEA ALLEN | PRESIDENT/CEO , PEPPERSHOCK MEDIA**

Rhea Allen, President/CEO of Peppershock Media (est. 2003), is known for her story-telling passion and extreme diligence in obtaining effective media campaign results by planning and crafting relevant and compelling messaging. Also an in-demand integrative marketing consultant, national presenter and keynote speaker, Rhea emphasizes team building and creating a culture where she and her team can carry out superb work for their loyal Peppershock clients. You might say that she facilitates clients and crew through the creative process, but really she just has fun! A television news & promotions background in the Treasure Valley and at the top 12 market in Seattle provides investigative, documentary, testimonial and “edutainment” style to her celebrated work. Peppershock is headquartered in Nampa, Idaho and has expanded into the Salt Lake City area, but works with fortune none to Fortune 100 companies across the globe, building brands and bottom lines. Rhea and her husband Drew Allen, Co-Founder/ COO of Peppershock have two boys Emerson and Kaden, they enjoy spending time outdoors together.



## **REBECCA B.W. ANDERSON | SHAREHOLDER, JONES WILLIAMS FUHRMAN AND GOURLEY, P.A.**

Rebecca B.W. Anderson is a Shareholder at Jones Williams Fuhrman and Gourley, P.A. and is a member of the Idaho, Oregon and California State Bars. Rebecca has over 30 years of experience in commercial real estate and business law and dispute resolution, focusing much of her practice on high stakes “work-outs” of complex disputes which are already in litigation or headed toward litigation. Rebecca leads her firm’s Dispute Resolution practice and provides mediation, advocacy and facilitation services in all types of disputes including those arising in business, real estate and employment settings and high stakes divorce and trust/estates proceedings. Rebecca is especially skilled at understanding and connecting with people, thinking outside-the-box, and using her transactional expertise to “build” deals out of disputes.

Rebecca holds the Top Rated Distinction by Martindale-Hubbell in both Dispute Resolution and Commercial Real Estate Law and is AV rated by Martindale-Hubbell. She has served as an Adjunct Professor at Boise State University teaching Dispute Resolution courses and she has also presented at numerous seminars. Rebecca is also an artist and has taught watercolor painting to hundreds of students at the YMCA, Boise School District and other venues.



## **MARY BICKNELL LCSW | CEO AND FOUNDER, SEE THE SIGNS**

Mary Bicknell LCSW is CEO and Founder of See The Signs. As a former psychotherapist, turned Success Strategist & Leadership Mentor, her global consulting company focuses on helping women Catapult out of their psychological limitations to become the go-to leaders in their industry. When Mary speaks, she entertains, engages, and educates her audiences.

Time and truth are the core values in the company. Mary’s candor is out of deep respect for her clients’ time. She has found telling the truth in the name of support has become a lost art in the world of bullshitters. Being truthful with her clients is the catalyst for transformation so they can Lead a Life Uncommon™, and do whatever the hell they want, whenever the hell they want to...unapologetically.

### **NANCY BUFFINGTON, PHD | OWNER, NANCY BUFFINGTON LLC**

Nancy Buffington is an English professor turned public speaking coach and trainer. She uses practical, research-based approaches she developed at Stanford to help clients find their voices and share their stories. Her trainings include presenting to executives, leadership presence for women, and storytelling for business. She helped start TEDxBoise and worked as their speaking coach for its first five years; she has coached TED speakers on two other continents. She has two fabulous sons, a dog and three aging cats, and she's lead singer in a Boise soul band, The Soulmates.



### **CAITLIN COPPLE MASINGILL | FOUNDING PARTNER, FULL SWING PUBLIC RELATIONS**

Caitlin Copple Masingill is a strategic communications expert who helps women leaders be seen and sought after so that they can earn game-changing wealth online. With more than a decade of experience, her media placements have included Fast Company, Forbes, TIME, and The New York Times, among others. In 2019, she led communications to help elect Boise, Idaho's first female mayor. She's the co-founder of Electable, an online membership community that helps more women run, win, and lead in local public office. In 2011, Caitlin was the first openly LGBTQ person elected to the Missoula, Montana City Council. In 2019, she was named among Idaho's Accomplished Under 40 by the Idaho Business Review, and in 2021, she was honored among the Idaho Women of the Year. She holds an M.A. in journalism from the University of Montana and loves enjoying the outdoors with her young son, Tollie. She lives in Boise and in the summertime, Missoula.



### **STACY ENNIS | CEO AND FOUNDER, CREATIVELY LLC**

Stacy Ennis is a best-selling author, creative consultant, and speaker, as well as the founder of Nonfiction Book School. She served as long-time ghostwriter for a Nobel Prize winner in medicine and executive editor of Sam's Club's Healthy Living Made Simple, a publication that reaches around 11 million readers. Stacy's latest co-authored book is Growing Influence (Greenleaf Book Group, 2018); her TEDx talk, "How to raise brave kids," has been viewed thousands of times around the world. She lives in Portugal with her husband and two children.



# 2021 SKILL BUILDER Speakers



## **PEGGY L. FARNWORTH, CPA, CFP® | BOISE RETIREMENT COACH**

Peggy Farnworth is an experienced financial advisor with a passion for helping people navigate the journey of retirement. She combines calculators with conversations, to ensure that each client is thinking beyond their financial picture to consider lifestyle, activities, hobbies, and health. Peggy has successfully helped hundreds of individuals, families, and businesses plan their future, regardless of the size of their portfolio. She is known for her integrity, creativity, and compassion.

Peggy is a Certified Public Accountant (CPA), and Certified Financial Planner (CFP). And, if those letters aren't enough, she also received her B.S. in Accounting from Boise State University! She and her husband have lived in the Treasure Valley for nearly 40 years and have spent the last 25 years calling Wilderness Ranch their home. She believes in education and giving back — and her commitment to community and professional development include:

- Lifelong Education and Aging Resource Network (LEARN)
- Treasure Valley Estate Planning Council
- Public Employee Retirement Systems of Idaho (PERSI)
- JEM Friends - A nonprofit helping youth who age out of foster care

### **Disclaimer:**

*Securities America and its representatives do not provide tax advice; therefore it is important to coordinate with your tax advisor regarding your specific situation.*

*Securities offered through Securities America, Inc. Member FINRA/SIPC. Advisory Services offered through Securities America Advisors, Inc. Boise Retirement Coach and Securities America are separate entities.*



## **SARAH FREEMAN | CYBERSECURITY ANALYST, IDAHO NATIONAL LABORATORY**

Sarah Freeman is an Industrial Control Systems (ICS) cybersecurity analyst for the Cybercore Integration Center at Idaho National Laboratory (INL), where she provides U.S. government partners and private sector entities with actionable cyber threat intelligence, developing innovative security solutions for the critical infrastructure within the U.S.

Originally from Upstate New York, Sarah Freeman is a multi-media artist that investigates the transitions between light, weather and seasons. She has studied at Syracuse University in Florence and the Munson-Williams Proctor Arts Institute. In Idaho Sarah Freeman is a member of the Idaho Watercolor Society, the TAM Museum Artists, and a resident artist at the Willard Arts Center.

### **VANESSA CROSSGROVE FRY** | INTERIM DIRECTOR, IDAHO POLICY INSTITUTE; ASSOCIATE RESEARCH PROFESSOR, SCHOOL OF PUBLIC SERVICE, BOISE STATE UNIVERSITY

Dr. Vanessa Crossgrove Fry is Interim Director at the Idaho Policy Institute (IPI) where she leads students, staff, and faculty in providing innovative and objective research to help public, private, and nonprofit leaders overcome challenges and navigate change. She serves as Associate Research Professor in the School of Public Service where she teaches the MPA Capstone and co-teaches the Vertically Integrated Project Housing Opportunities for All. Dr. Fry has focused both her work and education on utilizing multi-sector, evidenced-based solutions to address persistent social, environmental, and economic issues and meet the current and critical needs in communities across Idaho and beyond.

Dr. Fry is also an Adjunct Faculty Member at Presidio Graduate School in San Francisco where she received her MBA in Sustainable Management. Vanessa also holds a BA in Biology and Fine Art from Wittenberg University in Ohio and a PhD in Public Policy and Administration from Boise State. In addition, Vanessa serves on the board of the Red Cross of Greater Idaho. When she's not commuting with her family back and forth between Boise and Custer County you can find her on Twitter @IdahoVanessa, LinkedIn, and Instagram.



### **DEVIN GEDDINGS, CFP®** | R|W INVESTMENT MANAGEMENT

I first learned about the financial industry in my father's CPA office. He was patient and thorough with clients, and through him I received an invaluable education in the nuts and bolts of financial decision making (I also learned how to stay cool under pressure during tax season). I taught English overseas before finding a permanent home in investment advising, and I now am a CERTIFIED FINANCIAL PLANNER™ professional and hold an Accredited Asset Management Specialist<sup>SM</sup> (AAMS®) certification.

I love helping people make long-term financial decisions bit by bit, and I'm so glad I work for a firm that focuses on steady growth over greed or fear. My job is to make investing less intimidating and show our clients that slow, steady discipline can help them achieve any goal. When they leave our office, I want our clients to feel calm, empowered, and motivated.

Our office has a great ability to bounce ideas off each other so we can contribute to the overall growth of the firm. There's no better way to learn than from working with experienced people who bring fresh ideas to the table, and that's the environment I step into every morning. Our generational staff ensures that we have a high level of experience now and will for decades to come.

I am a University of Oregon graduate and have traveled extensively throughout the world. My husband, Michael, and I love to travel when we have the chance. We're also avid hikers and bikers and can frequently be found in the company of our furry canine companion, Suai.



# 2021 SKILL BUILDER Speakers



## **WHITNEY HANSEN | HOST, THE MONEY NERDS**

Whitney Hansen is a financial coach, speaker, and host of the award winning podcast, The Money Nerds. She has been featured on Forbes, CNBC, ESPN, Yahoo! Finance, Ally and frequents local news channels. After paying off \$30,000 in 10 months, hacking her way to a \$472 MBA, and buying her first home at 19, she discovered her love for helping Millennials take control of their financial life.

In her free time she travels frequently, teaches college students about personal finance as an Adjunct Professor, and tests side hustles for fun.



## **GENNY HEIKKA | OWNER AND FOUNDER, HER TEAM SUCCESS**

Genny Heikka, MBA is passionate about helping women thrive and lead. A speaker and certified coach in Emotional Intelligence, she's been equipping and encouraging women for over 17 years and has served in a variety of leadership roles within corporate, non-profit and community organizations. She loves being on the team at the woman-owned Stoltz marketing agency, and applies her years of experience in marketing, branding, leadership and communications to help people and companies stand out and succeed.

Genny began her career at Hewlett-Packard then stepped into her dream of becoming an author, writing several books. She's served as the Director of Communications for an international non-profit that fights human trafficking, has years of experience working in branding, and teaches women's advancement courses as Adjunct Faculty at the College of Southern Idaho. The founder of Her Team Success, Genny has coached women and teams toward greater confidence, impact, and results, and was named one of the Top 10 Coaches in Boise in 2021. She's also a co-founder of LIFT in the Treasure Valley, which exists to create impactful, relational gatherings that welcome all women and encourage them to live inspired, fearless, and thriving lives and be courageous bridge-builders in the community.

Genny has appeared on radio and TV and has been published in multiple publications. She and her husband Mike have two grown children and live in beautiful Boise, Idaho, where they love spending time outdoors and being involved in their Treasure Valley community. Learn more about Genny and her work at [gennyheikka.com](http://gennyheikka.com) and [herteamsuccess.com](http://herteamsuccess.com).



## **HILARY HORTON-BROWN | REGISTERED DIETITIAN, ACE CERTIFIED HEALTH COACH, BEHAVIOR CHANGE SPECIALIST, GROUP FITNESS INSTRUCTOR**

A 30 year veteran of the health and wellness world, Hilary Horton-Brown is a collector, cultivator and teacher of self-care tools that enable people to live their healthiest and happiest lives. Her career began with an extensive education in nutrition and fitness. The results: understanding of the optimal physical lifestyle conducive to healthy living. She has worked with thousands of students, clients and interested groups, honing her skills regarding how to live our best lives. As the (newly retired) Sports Dietitian for Boise State University for over 15 years, Hilary gained vital clues to employing top performance habits. Hilary combines all this with being human herself (and all the curious messiness that entails) and a passion to help others take pleasure in life. She encourages meditating without any rules.

~ Horton-Brown is a Registered Dietitian, an ACE certified Health Coach, Behavior Change Specialist and Group Fitness Instructor. She has her 200 hour Registered Yoga Teacher Certification and is in the middle of another 300 hour Yoga Teacher Training. She recently completed The Radiant Sutras 200 hour Meditation Teacher Training. She loves this stuff.

### **JOHNNA JOHNSON** | CHIEF INSPIRATION OFFICER, JOHNNA JOHNSON & CO.

Johnna Johnson & Co. inspires organizations, teams and individuals to **Just Jump:** From Mediocrity to Excellence. Throughout her keynotes, workshops and coaching, you will experience not only her energetic and interactive methods but most importantly, her essential elements of excellence: Ambition, Attitude & Action!

With over 20 years in the professional development arena, Johnna has worked extensively in both the private and government sectors along with numerous professional associations and individuals. Johnna has served as a Training Officer for the largest law enforcement agency in the state of Idaho, earned her way into the top 2% of an International Direct-Sales Company, was an instructor for the largest financial institution in the world and has served as a key C-level executive in multi-million dollar businesses - winning numerous awards for her impactful results her programs create. In addition, Johnna received her Bachelor's Degree in Communication with an emphasis in Training & Development from Boise State University, where she also taught as Adjunct Faculty. This high-energy, excellence-driven, Idaho-native exudes genuine passion not only in what she delivers but also in those she teaches.



### **LAUREN LEE** | MEDITATION GUIDE

Lauren Lee, the founder of Inner Rebel Co., helps individuals trust themselves through learning to meditate. Her guided meditations echo her tenacity and big heart. Lauren is a certified Chopra Center meditation teacher, 200RYT Gentle Therapeutics yoga teacher, host of Inner Guidance Daily podcast, TedxB Boise 2021 performer, and local meditation guide in Boise. Lauren is also a current student at The Path- Mindfulness, Compassion, and Mindful Leadership, registered Gentle Therapeutics yoga teacher, and the host of a top 40 spiritual podcast \* Inner Guidance Daily”.



### **ABBEY LOUIE** | LEADERSHIP COACH + TRAINER, ([ABBEYLOUIE.COM](http://ABBEYLOUIE.COM))

Abbey is a leadership coach and trainer with more than fifteen years of experience in leadership and team development, including over a decade at The Boeing Company where she managed global talent development programs. She believes that the strongest organizations are those in which employees feel connected to each other and to their work—so, she helps leaders build that connection through uniquely designed training, coaching, and facilitation.

Along with her consulting work, she's the founder of The Management Essentials, a comprehensive training program for new managers, and an instructor at Boise State University, where she helps undergraduate engineers grow in their leadership and communication skills.



# 2021 SKILL BUILDER Speakers



## **MELISA MERAL** | CEO OF MAKE SHIT HAPPEN LLC, CREATOR OF PRO ORGANIZER BOOTCAMP | SPEAKER | AUTHOR | COACH

Melisa Meral is known as the “Marie Kondo” of San Diego. Her work as a productivity consultant & professional organizer has been featured in national publications including Market Watch, Amex Business Blog, the John Hancock Financial Times, and 30+ top-rated podcasts. Her book titled “Pivoting with Purpose” reached Amazon Best Seller status in October 2020. She’s spoken on time management for organizations including the Project Management Institute, SCORE (powered by the U.S. Small Business Association), the Rising Tide Society, UC San Diego, California State University San Marcos, and Bunker Labs Incubator for Veteran Entrepreneurs.

You can learn more about Melisa and her services by visiting [www.melisameral.com](http://www.melisameral.com) or connecting with her on social media @proorganizerbootcamp.



## **MATT NIECE** | DIRECTOR OF COUNSELING SERVICES, UNIVERSITY HEALTH SERVICES, BOISE STATE UNIVERSITY

Dr. Niece is a licensed clinical professional counselor (LCPC) and a state registered supervisor. He holds a bachelor’s degree from Boise State University, and both a masters of mental health counseling and a doctorate in counselor education and counseling from Idaho State University. Dr. Niece has served the communities of Boise, Meridian, and Nampa through work at various counseling agencies and is a co-owner of Grief and Loss Consultations LLC. where he provides expert witness testimony in wrongful death cases across the country. Dr. Niece also maintains a private practice in Boise and has been adjunct faculty for Boise State University, College of Idaho, College of Western Idaho, and currently with Idaho State University at the undergraduate and masters level. His clinical interests include working with individuals, couples, and groups who struggle with anxiety, and depressive issues especially in regards to relationships and major life transitions, grief and loss, counseling student-athletes, self-worth, and LGBT+ issues.

Professionally he is driven to advocate for all clients, the counseling profession and the efficacy of integrated health services.



## **DONNA O'KELLY** | DIRECTOR OF THE ANALYTICAL RESEARCH LABORATORIES, MATERIALS AND FUELS COMPLEX, IDAHO NATIONAL LABORATORY

Dr. Donna O’Kelly is the director of the Analytical Research Laboratories at Idaho National Laboratory’s Materials and Fuels Complex and has more than 30 years experience in nuclear and analytical chemistry at academic and federal laboratories. She serves as the co-president of Idaho National Laboratory’s Women in Leadership and is a board member for Hospice of Eastern Idaho. Donna understands the impact feelings of impostor syndrome can have. She enjoys supporting other women and helping others find their voice.

### **MARIO PILE** | PROJECT DIRECTOR, VETERANS UPWARD BOUND, BOISE STATE UNIVERSITY

Mario is passionate about improving education for underserved students. Prior to his role at Boise State, Mario worked with youth at the Idaho Youth Ranch and the Idaho Youth Challenge Academy, a Idaho National Guard program. He also has served on the boards for Genesis Community Health and Juvenile Justice Council and currently serves on the boards of Lee Pesky Learning Center and Boise Public Radio. Mario joined the Air Force in 2002, which eventually brought him to Idaho in the summer of 2006. He has served a total of 18 years in the military; 6 years active duty and 12 years in the Idaho Air National Guard. Mario earned a degree in Criminal Justice from Colorado Technical University. Recently became the new Project Director for Veterans Upward Bound. Yet, most importantly I get the joy of being a father to my 11 year old son Malachi.



### **MEGAN POWERS** | CHIEF STRATEGIST, POWERS OF MARKETING

Megan Powers is a creator and strategist who thrives on helping people learn.

Founded in 2013, her company Powers of Marketing is a boutique strategic marketing communication agency, providing product marketing, podcast hosting, event planning & production (online and in person), strategy consultation, training, and content development to organizations seeking to strategically market themselves through content and events. Megan is passionate about being face-to-face for events AND about the opportunities digital spaces also give us to interact, learn, and grow revenue.

Her podcast Making a Marketer has been going strong since 2017, and covers all aspects of marketing and business.



# AVAILABLE ACTIVITIES

## FIRESIDE CHAT: IDAHO'S DIVERSE NARRATIVE

Wednesday, Sept. 29th.  
4:00 pm - 6:00 pm

EACH PANELIST WILL SHARE STORIES ON LIVING IN IDAHO, CELEBRATING HERITAGE, AND GROWING IN OUR COMMUNITY.



**CHERIE  
BUCKNER-  
WEBB**



**KATIE  
NIEMANN**



**MARIO  
PILE**



**TRINA  
PONCE**



**SONYA  
ROSARIO**

### Fireside Chat: Idaho's Diverse Narrative

September 29th | 4-6 pm MDT

On the first day of the conference the Andrus Center will host a fireside chat with Mario Pile (Project Director for Veterans Upward Bound at Boise State), Cherie Buckner-Webb (Senator, Jazz star, and many more things!), Sonya Rosario (Storyteller, Social Justice Advocate, and Filmmaker), Katie Niemann (education chair for the Boise Valley Japanese-American Citizens League) and Trina Ponce (Diversity, equity, and inclusion leader).

Each panelist will share stories on living in Idaho, celebrating heritage, and growing in our community.

**HOSTED BY:**

## VIRTUAL HAPPY HOUR RECEPTION



**RHEA ALLEN**

**BYOB**

Thursday, Sept. 30th, 4:00 pm - 5:00 pm



A virtual happy hour and breakout rooms to network, discuss your aha moments from the conference together, and more!

Prizes, trivia fun and connections promised!!



**HOSTED IN:**

### Hosted Happy Hour

September 30th | 4-5 pm MDT

Join Rhea Allen for the Virtual Happy Hour Reception after the Women & Leadership Conference in ZOOM!

Your host, Rhea Allen, is a Skill Builder Leader, Co-Founder of Peppershock Media and Adjunct Marketing Professor at Boise State University.

Rhea will facilitate a virtual happy hour and breakout rooms to network, discuss your aha moments from the conference together, and more! Prizes, trivia fun and connections promised!!

**Zoom link will be provided - add it to your calendar in Hopin!**

# AVAILABLE ACTIVITIES



## Story Court

Similar to [NPR's Story Corps](#), we want to share humanity's stories in order to build connections between people and this conference.

Attendees can jump in to the 'session' and share their story, based on the theme - Women and Leadership **anytime between 11:45am and 12:30pm each day of the conference**. Share a story that impacted you by another Woman, or a pivotal moment for you, or perhaps share about this conference and how it may have impacted you in years past. The story's will all be recorded. We will have a moderator present to answer questions and facilitate.

- The session is automatically recorded
- You can start sharing whenever you would like between noon and 2pm each day
- invite someone to join you to share in your story via the People tab prior to starting here
- A moderator is there to assist you
- There is no time limit, though we ask that you consider the time to allow for others to share their stories as well

*By engaging in Story Court, you agree to the sharing of your recorded content by the Andrus Center for Public Policy post conference.*

**The Andrus Center is hosting a quiz booth where participants can participate in a series of quizzes through Kahoot! during the conference. Participating racks up points and the top three will win Prices!**

*Find the quiz booth in the*



## Participate in the Kahoot! Quiz series to win a prize!

Starting at 8am on preview day until 3pm on the 30th, attendees can participate in the six quizzes available in our Andrus Center Quiz booth, found in the Expo Hall. Participate in all six and see your points go up as you compete with other participants throughout the three days. The top three winners will receive a prize. Good luck!

# Live Booth Schedules



Expo Hall

Visit booths in the Expo Hall on preview day, during breaks, and after hours.



## September 29, 2021

## September 30, 2021

- 10:30-10:45 Your Why
- 11:45-12:30 Breaking Down Barriers in Male Dominated Fields
- 1:30-1:45 Ask a ranger
- 2:45-3 Day one takeaways

- 10:30-10:45 Book Club
- 11:45-12:30 If Not You, Who?
- 1:30-1:45 Inspiration Corner
- 2:45-3 Share the Love

Connect with panelists on the various topics scheduled and check out the insider videos available at the National Park Service booth.



## September 28th - PREVIEW DAY

### INL Booth Schedule

<p><b>Doing Business with INL</b></p>  <p><b>Stacey Francis</b> Small Business Program Manager</p>	<p><b>Internships at INL</b></p>  <p><b>Ali Josephson</b> University Partnerships Specialist</p>	<p><b>Community Giving at INL</b></p>  <p><b>Misty Benjamin</b> Community Outreach Manager</p>
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- 8-8:30 Nuclear Myth Busters
- 8:30-9 TravelStorys
- 9-10 INL Virtual Tours
- 10-10:30 Community Grants
- 10:30-11:30 Doing Business with INL
- 11:30-12 Nuclear Myth Busters

- 12-12:30 TravelStorys
- 12:30-1:30 INL Virtual Tours
- 1:30-2 Internships at INL
- 2:30-3 Nuclear Myth Busters
- 3-3:30 TravelStorys
- 3:30-4:30 INL Virtual Tours

## Live conference days: September 29th September 30th

Vist Idaho National Labratory's booth to hear from Stacey, Ali, and Misty during breaks, sign up to take a virtual tour of Idaho National Laboratory during the conference, and learn cool facts about INL!

- 8-9 INL Virtual Tours
- 10:30-10:45 TravelStorys
- 11:45-12:30 Doing Business with INL
- 1:30-1:45 Community Grants
- 2:45-3 Internships at INL

- 8-9 INL Virtual Tours
- 10:30-10:45 Community Grants
- 11:45-12:30 Doing Business with INL
- 1:30-1:45 TravelStorys
- 2:45-3 Internships at INL



# Meet your **YOUR FINANCIAL SUCCESS FAN CLUB**

<b>SEPTEMBER 29</b>	<b>BREAK 1 (15 MINUTES)</b> <b>Kristy Massie</b> <i>Community Development Officer</i> <b>UNDERSTANDING CREDIT (PART 1)</b>	<b>BREAK 2 (15 MINUTES)</b> <b>Sean Meldrum</b> <i>Wealth Advisor</i> <b>INVESTMENT PREVIEW</b>	<b>BREAK 3 (15 MINUTES)</b> <b>Mikkel McBride</b> <i>Community Development Officer</i> <b>TALKING TO YOUR KIDS ABOUT FINANCES</b>	<b>4:00 PM (1 HOUR)</b> <b>Natalie Chatfield</b> <i>Mortgage Loan Officer</i> <b>FIRST-TIME HOMEBUYER</b>
	<b>SEPTEMBER 30</b>	<b>BREAK 1 (15 MINUTES)</b> <b>Kristy Massie</b> <i>Community Development Officer</i> <b>UNDERSTANDING CREDIT (PART 2)</b>	<b>BREAK 2 (15 MINUTES)</b> <b>Kristy Massie</b> <i>Community Development Officer</i> <b>HOMEOWNER EQUITY AND REFINANCING</b>	<b>BREAK 3 (15 MINUTES)</b> <b>Mikkel McBride</b> <i>Community Development Officer</i> <b>BUDGETING AND DEBT REDUCTION</b>



IDAHO STATE HISTORICAL SOCIETY  
*Celebrating 140 YEARS OF SERVICE*

Join Jennifer Spencer in the booth to talk about Idaho State Historical Society Membership.



MEMBERSHIP MATTERS

FIND A MEMBERSHIP LEVEL THAT IS RIGHT FOR YOU

TRAILBLAZING WOMEN OF IDAHO



On March 13, 2021, the Idaho State Museum opened a new interactive and engaging exhibition, Trailblazing Women of Idaho. The women highlighted throughout the exhibition have impacted the political, cultural, economic, academic, social, and civic fields. Visit the ISHS booth to learn more about these amazing women.

Also check out Idaho State Historical Society's

**YouTube HIGHLIGHTS**



Boise Area (ID) Branch



Watch the "This is AAUW" video. Also, access research reports available on a number of issues of interest to women:

- Gender Pay Gap
- Women and Student Loans
- Sexual Harassment
- Women and STEM



Learn more about Idaho Power and hear from Lisa Grow, Idaho Power President and CEO, as you navigate informational slides and videos.

Enter the sweepstakes to win:



**Nest Learning Thermostat**

"Programs Itself, Then Pays for Itself."



Learn more about the **PWN**: an employee resource group supporting and advancing the interests of female and female-identifying personnel at POWER Engineers. An initiative started in 2015 to foster career equality, professional development and mentoring opportunities for career advancement at Power Engineers.



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