



**NJ Conference  
for Women**





# NJ Conference for Women

## AGENDA

7:30 - 8:30 a.m.	Registration and Networking	Ballroom/ Foyer
8:30 - 9:30 a.m.	Opening Keynote: Candy Chang, Artist & Urban Designer	Ballroom
9:30 - 10:15 a.m.	General Session: Patrice Banks, Girls Auto Clinic	Ballroom
10:15 - 10:45 a.m.	Break	
10:45 - 11:35 a.m.	Workshop Session I	Breakout Rooms
11:35 - 11:45 a.m.	Break	
11:45 a.m. - 12:35 p.m.	Workshop Session II	Breakout Rooms
12:35 - 12:45 p.m.	Break	
12:45 - 1:30 p.m.	Lunch & Networking	Ballroom
1:30 - 2:30 p.m.	Afternoon Keynote: Lisa Tanzer, Life is Good	Ballroom
2:30 p.m.	Adjourn	

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## SPECIAL THANKS



# Keynote Speakers

## Candy Chang, Artist & Urban Designer



World-renowned artist and urban designer, Candy engages communities to share everything from their greatest hopes to their deepest anxieties in public. Through the activation of public spaces around the world, Candy provokes both playful and profound visions for how we can connect, reflect, and nurture the health of our communities. Chang is best known for the Before I Die project, which began when she stenciled the words “Before I die I want to \_\_\_\_\_” on a chalkboard wall on an abandoned house in New Orleans after losing someone she loved. The participatory project has since grown into a global phenomenon and today there are over 2,000 Before I Die walls in over 70 countries.

## Lisa Tanzer, Life is Good

Lisa is President of Life is Good and has over 25 years of consumer brand experience. Prior to becoming president, Lisa served as the company’s head of Marketing after spending over 25 years on the board of directors of the Life is Good Kids Foundation. She’s held executive positions in the entertainment, ecommerce, and education sectors. Earlier in her career, Lisa held marketing and strategy roles at Hasbro, Staples, The Gillette Company, and PricewaterhouseCoopers. She received her BA from Tufts University and an MBA from Harvard Business School.



# General Session

## Patrice Banks, Girls Auto Clinic



Patrice, an engineer and automotive technician, created a movement that inspires women, the #1 customer in the auto industry to change the relationship they have with their car! GAC offers automotive buying and repair resources, products, and services based on trust, education, inclusion, and empowerment. Whether she is delivering a car care workshop, giving a TEDx talk, appearing on numerous TV shows including CBS This Morning, Fox and Friends, or working on your car, Patrice has reached millions across America with her passion and commitment for educating women and closing the gender gap in the automotive industry.

## Emcee

Courtney is Head of Upper School at Stuart Country Day School in Princeton, NJ, where she also serves as the director of the National Center for Girls' Leadership at Stuart. She serves on the planning committee for the #LEADLIKEAGIRL Conference, an annual gathering dedicated to showcasing and inspiring girls' confidence and creativity in STEM, entrepreneurship, and leadership. In addition to her work in independent schools, she has striven to share her passions with other communities through leading workshops, facilitating conversations, guest lecturing, and serving on panels.

## Courtney Portlock



# Workshops

## Workshop A: "Unlock Your Character Strengths: The Key to Less Stress, Success & Happiness"



**Maria Parrella Turco**  
President & Founder, Honor Yoga

You will join over 6 million people who have learned to improve their quality of life. Research reveals that people who use their strengths every day are 3x more likely to report having an excellent quality of life and 6x more likely to be engaged at work. Participants will learn which strengths to cultivate for happiness and success and how to spot strength in others, as well as techniques to destress and flow through life with happiness and ease.

**Location: Village Square**

## Workshop B: "Financial Check-Up: Make Your Money Last A Lifetime"



**Annmarie Woods**  
Director, New York Life & Mainstay Investments

Put financial independence on your "to do" list. You've achieved professional success, now what? Women influence 7 trillion dollars of spending, join Annmarie for a discussion on how to create a financial checklist using strategies that can be implemented immediately.

**Location: Ballroom A-C**

## Workshop C: "Establishing Resiliency in Today's Cyber-Ecosystem"



**Chris Mangano**  
Vice President, Mercadien Technologies

Information sharing is, at once, the Cyber-Ecosystem's primary benefit and threat. Private data is becoming increasingly accessible to criminals/bad-actors. It's not a question of "if" but "when" you or your organization will be impacted. It's essential that you identify existing vulnerabilities. Chris will help you understand the how-tos of protecting your personal information.

**Location: Ballroom F-H**

# Workshops

## Workshop D: "Fiercely Female: Finding Your Inner Leader"



**Jennifer Davis**

Executive Leadership Coach, Jennifer Davis Coaching

Disengage with your inner critic and recognize how you are creating barriers to personal success. The mission of Fiercely Female is to challenge leaders to step outside of their normal way of thinking and into a dynamic space of imagination and fun in order to access intuition and creativity. Learn and experience a strategic approach to connect with your inner leader to apply to your life. Tap into the power of the leader you want to be, both personally and professionally.

**Location:** Terrace View

## Workshop E: "Selling Yourself"



**Don Warkentin**

Director of Training, Dale Carnegie

Developing your personal brand is critical to building your network. Personal branding gives you an edge to make an outstanding impression.

In this workshop, we will look at how we can strengthen first impressions, develop a personal branding statement, and have a greater impact on others by learning how to engage in a relationship building conversation through a fun and interactive activity.

**Location:** Nassau Room

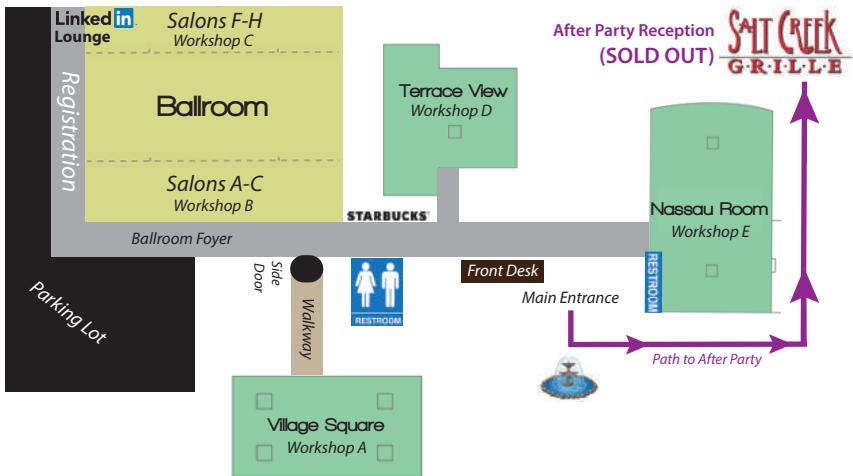
## LinkedIn Lounge

When was the last time you updated your LinkedIn profile? Not sure where to start? LinkedIn expert Karen Yankovich and her team will be at our LinkedIn Lounge all day, offering complimentary LinkedIn profile reviews. You'll get tips and tricks, personalized for YOU. Your personalized professional brand starts today!

**See map on next page.**



# Conference Map



**Workshop A: "Unlock Your Character Strengths:  
The Key to Less Stress, Success & Happiness"**  
Location: Village Square

**Workshop B: "Financial Check-Up: Make Your Money  
Last A Lifetime"**  
Location: Ballroom Salons A-C

**Workshop C: "Establishing Resiliency in Today's  
Cyber-Ecosystem"**  
Location: Ballroom Salons F-H

**Workshop D: "Fiercely Female: Finding Your Inner Leader"**  
Location: Terrace View

**Workshop E: "Selling Yourself"**  
Location: Nassau Room

# Don't miss...

## Exhibitors

AprilMarin  
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Brown Dog Marketing  
Caesars Entertainment  
Capital Health  
Cargot Brasserie  
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Pinot's Palette Princeton  
Princeton Geoscience, Inc.  
Radiology Affiliates Imaging  
Rago Arts and Auction Center  
Robert Wood Johnson University  
Hospital- Hamilton  
Sãte Integrative Pharmacy  
Stark & Stark  
Stuart Country Day School  
Touchstone Crystal by Swarovski  
The Vitamin Shoppe

## Life Is Good Shirts



W1890 - Women's Crusher  
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Sleeve Print

Take some optimism home with you today and keep the spirit of empowerment alive all year long.

T-shirts are for sale near the LinkedIn Lounge at the discounted event rate of \$20.

**"Optimism enables us to explore the world with open arms and an eye toward solutions, progress, and growth. It also makes life a hell of a lot more fun."**

~LifeIsGood.com

# Conference Management

The NJ Conference for Women is the premiere networking and educational event for women in New Jersey, providing a forum to promote an environment for women to connect and build relationships. It is facilitated and managed by the Women in Business Alliance program of the Princeton Regional Chamber of Commerce.

## Women in Business Alliance Committee

Nicole Lyons (Chair)  
Karen Anderson  
Mary Betz  
Veronique Cardon  
Carol Einhorn  
Michelle Everman  
Robin Fogel  
Danielle Gletow  
Jane Gore  
Elizabeth Hampton  
Sharon Kucera

Eleanor Lyons  
Dayna McMullin  
Denise Mariani  
Linda Martin  
Rochelle Moneta  
Susan Mullin  
Kapu Patel  
Kimberly Rescorla  
Leslie Walters  
Pamela Wilson

## Princeton Regional Chamber of Commerce Staff

Peter Crowley, President & CEO  
Lorraine Holcombe, Executive Vice President & CFO  
Alice Barfield, Vice President  
Christine Curnan, Senior Director of Membership Development  
Gina Guarino, Director of Marketing & Events  
Kate Stevens, Director of Development & Events  
Emily Pirrotta, Event Coordinator  
Leah Chiorello, Event Coordinator

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and the blur of the trees.

It's finding a new road  
to get lost on.



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## SAVE THE DATE FOR 2019!



## NJ Conference for Women

October 25, 2019

A Network Can Change Your World

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