



WILC

WOMEN IN LEADERSHIP CONFERENCE

FORGING NEW PATHS: Redefining Leadership

February 12, 2016 | Jones Graduate School of Business | McNair Hall, Rice University



The Women in Leadership Conference is an annual conference organized by a committee of MBA women leaders from the Rice University chapter of the National Association of Women MBAs. This leadership conference was created with the objective of providing present and future women business leaders with a unique forum to exchange ideas, providing women an opportunity to gain thought leadership on professional development and issues important to women in today's workforce. This year's conference, "Forging New Paths," will be focused on empowering rising women leaders to create their own paths to success.

The conference offers a significant opportunity for corporations and industry leaders to directly contribute to the development of women leaders in the community. The National Association of Women MBAs (NAWMBA) is dedicated to empowering graduate women in business in order to propel more women into leadership positions in corporate America and to enhance diversity in the workplace. The NAWMBA chapter at the Jones Graduate School of Business achieves this goal through:

- Organizing networking events with alumni, professional women and local NAWMBA chapter members
- Planning the annual Women in Leadership Conference at the Jones School
- Encouraging attendance at the NAWMBA National Conference and Career Fair
- Providing support through mentoring opportunities
- Raising awareness through community outreach

AGENDA

7:30am – 8:30am	Light Breakfast & Registration	McNair Hall Rotunda
8:30am – 9:00am	Opening Remarks and Introduction	Shell Auditorium*
9:00am – 10:00am	Morning Keynote	Shell Auditorium
10:00am – 10:30am	Coffee and Networking Break (Silent Auction Begins)	Anderson Family Commons
10:30am – 11:30am	Breakout Sessions <ul style="list-style-type: none"> • Paving the Way: Women Entrepreneurs • Navigating Your Career: Skills and Tips • Trailblazers: Women in Male-Dominated Industries 	Shell Auditorium Room 214 Room 312
11:45am – 12:45pm	Lunch	Doré Commons, Baker Institute
1:00pm – 2:00pm	Afternoon Keynote	Shell Auditorium
2:00pm – 3:00pm	Breakout Sessions <ul style="list-style-type: none"> • Corporate Social Responsibility: The Road to Sustainability • Personal Branding: Crafting Your Story • Non-Traditional Career Paths: Taking the Road Less Traveled 	Shell Auditorium Room 214 Room 312
3:00pm – 3:45pm	Cocktail Reception (Silent Auction Closes)	Anderson Family Commons

* No food or drink allowed



The Jones Graduate School of Business at Rice University is one of the world's leading business schools. Named in honor of the late Jesse Holman Jones, a prominent Houston business and civic leader, the Jones School is distinguished by its strong foundation in accounting, finance, marketing and management with areas of excellence in energy, entrepreneurship and health care. Degreed programs include the Rice MBA, MBA for Executives and MBA for Professionals as well as joint MBA degrees in medicine, mechanical engineering and professional science. A Ph.D. in Business attracts candidates aspiring to become faculty members at business schools in prestigious research universities internationally. The Jones School also provides an undergraduate business minor and full schedule of non-credit executive education open enrollment and customized courses for business and industry along with certificates in finance and accounting, health care and marketing. For more information visit business.rice.edu.

About Rice University

Rice's small size allows personal interaction between students and professors, while our eminent faculty foster the intellectual excitement of a major research university. At Rice, undergraduates at all levels participate in cutting-edge research with world-class faculty in the humanities, social sciences, engineering and natural sciences. Premier architecture and music professors enhance classroom experiences with their exceptional talent and artistry. A Rice education offers personal involvement and excellence in programs that prepare graduates for a changing world. For more information visit www.rice.edu.

Finance and energy dominate the Houston market, but we are also known for our food, fashion and culture. Come and learn about our panelists who picked careers outside of what people traditionally think of as “business” careers and learn what it takes to succeed.

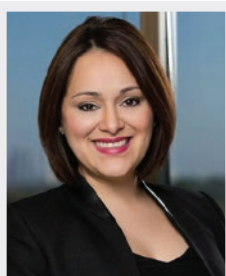
Moderator: Lee Ann Butler, Lecturer in Management, Jones Graduate School of Business



VANESSA TREVIÑO BOYD

Beverage Director, Lakeside Country Club

Vanessa Treviño Boyd is beverage director at Lakeside Country Club, overseeing a wine program servicing 1,100 members. A three-time recipient of Wine Spectator Magazine’s “Best of Award of Excellence,” she has been recognized in Food Arts, Wine Enthusiast, Santé, The New York Times, The Houston Chronicle, Houston Press and Wine & Spirits. Vanessa is the recipient of many awards, including ‘Best New Sommelier’ by Food & Wine magazine, ‘Houston’s Best Sommelier’ and ‘Best Wine List’ by Houston Press, ‘Best Presentation’ award at Houston’s Iron Sommelier competition and Championship title at Women of Wine’s annual Sangria Throwdown. Vanessa holds a B. S. in performance studies from Northwestern University.



JUDY CAMARENA

President, Arandas Franchises

In less than a decade, Judy Camarena has taken Arandas Franchises from a struggling string of family-run franchises to a thriving, recognizable brand expanding into a growing number of markets with an increasingly diversified portfolio. She developed her father’s dream – a traditional Mexican-style taqueria – into what now comprises nearly 29 Taquerias Arandas branch locations in Houston and Dallas, five Arandas Bakeries, one Ostoneria Arandas seafood restaurants and a Trailita Arandas mobile unit. Taquerias Arandas sales have increased 52 percent since 2003 and total franchise sales have increased to more than \$60 million. Camarena has earned many accolades, including LATINA Style magazine’s Entrepreneur of the Year award for Houston.



CHLOE DAO

Fashion Designer

Chloe Dao put Houston on the fashion map after her win on Project Runway Season 2. Her DAO Chloe DAO collection continues to be made exclusively in Houston, Texas and have been on exhibit at the Contemporary Arts Museum Houston and the Smithsonian Museum. Chloe’s warm southern charm and playful spirit is apparent in every one of her collections and in her boutique, which is celebrating its 16th anniversary this year. She serves on the advisory boards of Houston Community College, University of Houston and The Art Institute of Houston and supports several non-profit organizations, including Dress for Success, Community Cloth, Girls, Inc. and Think Pink.



AMANDA DINITZ

Chief of Strategic Initiatives, Houston Symphony

Amanda Dinitz serves as chief of strategic initiatives at the Houston Symphony. As part of the eight-member senior leadership team, she is responsible for strategic planning and the implementation of high-priority institutional initiatives that require cross-departmental and cross-constituent collaboration. Amanda has also served as director of executive operations and as manager of popular programming. She began her professional career as a marketing coordinator at Sony Music’s Legacy Recordings record label in New York City. Originally from Marshfield, Massachusetts, Amanda graduated magna-cum laude from Fairfield University (CT), with a double major in marketing and music and memberships in national business, music and Jesuit honor societies.

Dear Women in Leadership Conference Attendees,

Welcome to the Jones Graduate School of Business at Rice University. I am pleased to announce the National Association of Women MBAs (NAWMBA) 16th annual Women in Leadership Conference. As in years past, this event seeks to educate, empower and connect MBA students and women from various industries through a series of thought-provoking panels.

This year's Women in Leadership Conference, themed Forging New Paths, aims to explore the different paths of success women leaders have taken in pursuit of leadership.

Our board is pleased to share with you a diverse set of speakers who have all forged their own unique paths to success. By hearing their experiences and stories, we hope that attendees will be empowered to explore different approaches to leadership and tackle ongoing challenges that face women in the workplace. Our intent is to facilitate professional and personal relationships and to enhance the development of thought leadership by providing an opportunity to interact with and learn from some of the most inspiring and innovative women leaders in the community.

Without the support of the students, staff, and faculty of the Jones Graduate School of Business and the generosity of our corporate sponsors, the NAWMBA Women in Leadership Conference would not be possible. A heartfelt thank you goes out to all those involved and to our speakers and panelists for taking time to share their ideas and insights.

Finally, thank you for joining us. We encourage you to meet new people, inspire and be inspired. Hopefully, this event will help you in your own pursuit of leadership.

Sincerely,
The NAWMBA–Rice Chapter Board



CRISTINA TORRES
Conference Chair

2016 BOARD MEMBERS

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First Year Representative

CHELSEA GREENWALD '15
First Year Representative



TANDRA JACKSON

Principal, KPMG

Tandra Jackson is a principal in KPMG's Houston office. She has over 23 years of professional experience across multiple industries, including energy and chemicals, industrial manufacturing and health care. Her reach extends across a broad range of areas including business process improvement, systems selection and implementation, IT audit, governance, risk and compliance. Tandra is an MBA and Certified Information Systems Auditor. She serves as KPMG's office managing partner for the Houston Business Unit. Tandra is on the board and a member of the Technology Committee for Ronald McDonald House, on the board and on the Executive Task Force of Greater Houston Partnership and on the board of Central Houston, Inc.



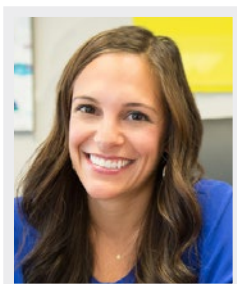
HONG OGLE

Market President, Houston, Merril Lynch Wealth Management

As market president, Hong is Bank of America's leader in the Houston market. She helps meet the financial needs of individuals, families and businesses by connecting them to the right resources within the bank. Hong leads the organization's local corporate social responsibility work, leveraging the company's unmatched capabilities to help the region address social and economic challenges and build stronger communities. She is also the market executive of the Houston market for Merrill Lynch Wealth Management. Born and raised in Beijing, China, Hong earned a bachelor's degree from Tsinghua University and an M.S. from Florida State University. She serves on the boards of Greater Houston Partnership and Central Houston Inc.

Your personal brand, developed and reinforced correctly, has the power to launch your success. Communicating one's brand with authenticity, integrity, and consistency often poses a challenge for professionals. Our expert-led panel will share personal stories from their diverse backgrounds and experiences with regard to personal branding. Join them to learn about how they developed their personal brand, how their brands have helped shape their careers, and lessons they learned along the way.

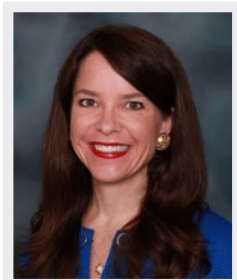
Moderator: Connie Porter, Visiting Assistant Professor of Marketing, Jones Graduate School of Business



ALLIE DANZIGER

President and Founder, Integrate Agency

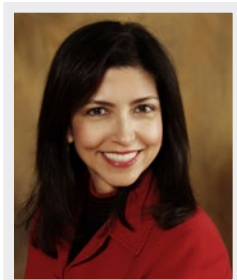
Allie started Integrate to help brands and individuals differentiate and prevail by embracing change and integrating new and traditional tools in their communication mix. Her experience, network and management skills cultivate the top PR, marketing and social media professionals in the industry. Allie's well-connected finger is constantly checking the pulse of today's fast paced social media and digital worlds, always searching for the next big thing that can help clients' businesses flourish. In 2014 Integrate expanded its services by offering graphic design and media buying to clients. Allie is a recognized speaker in the industry, delivering her insight and unique perspectives to audiences across the nation.



SARA LITTON

Senior Brand Manager, The Coca-Cola Company

Sara Litton is senior brand manager at Coca-Cola North America, working for the Minute Maid Business Unit. Since joining the company, she has managed several different product lines, including Odwalla, Minute Maid Orange Juice and Lemonades/Punches, Minute Maid Lights and Minute Maid Youth products as well as BACARDI Mixers and Hi-C. Sara leads a cross-functional team on media, promotions and packaging to new product launches and strategy development. Prior to joining Coca-Cola, she worked in Equity Research at Robert W. Baird & Co. Sara received her B.A. in English, with a minor in French, from Baylor University and an MBA from the University of Texas at Austin.



LAURA MORALES

Founder, Energize Your Outlook

Laura Morales is the founder of Energize Your Outlook, a speaking, training and executive coaching firm. She specializes in helping motivate and energize organizations through speaking engagements, networking workshops and interpersonal communications training. Laura works with corporations, universities and government contractors. She is an adjunct professor in the communications department at the Jones School and taught The Art of Networking at Rice University's Glasscock School of Continuing Studies for eight years. Prior to launching her business in 2005, Laura spent nearly 23 years in the rapidly changing telecommunications industry. Laura earned a B.B.A. with a minor in Spanish from Southern Methodist University.



DR. MARY ANN REYNOLDS WILKINS

VP and Senior Business Development Officer, Stewart Title Guaranty Company

After a successful career in academia, Mary Ann Reynolds Wilkins entered the title industry where she currently serves as vice president and senior business development officer for Stewart Title. In 2011, she was named one of the "50 Most Influential Women in Houston" by Houston Woman Magazine. An accomplished pianist, Mary Ann recorded three piano CDs and served as co-producer of the musical, "Galveston," which played at the Hobby Center. She earned a Bachelor of Music Education from West Texas State A&M University; a Master of Music and Doctorate in Public School Education from East Texas State A&M University and a Master of Education from the University of North Texas.

A strategic approach to corporate social responsibility not only has the power to address broader social issues but also has the chance to add to a company's value proposition in a world where consumers are demanding more from the corporate sector. Join leaders in the CSR space as they discuss current CSR efforts in Houston and why CSR matters.

Moderator: Elizabeth G. Love, Senior Program Officer, Houston Endowment



JONI E. BAIRD

Manager, Chevron Houston, Policy, Government and Public Affairs

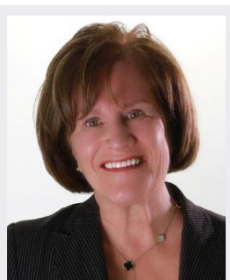
With over twenty years' experience, Joni has proven her expertise in bringing together the strategy for community engagement, charitable investments, volunteerism, sponsorships, issues management and local government relations to advance corporate social responsibility. In her role at Chevron, she and her team represent the local workforce of 10,000 in the community, resulting in numerous social responsibility awards for the company. In 2009, she was selected as one of Houston's 50 Most Influential Women. She earned an undergraduate degree in Business Administration and a master's degree in management from Regis University in Denver, Colorado.



CYNTHIA T. CANEVARO

Executive Director, The Robert and Janice McNair Foundation

Cynthia is executive director of The Robert and Janice McNair Foundation. In 2011, she was recruited to manage the national FairTax® campaign co-founded by Robert McNair and Leo Linbeck, Jr. Prior to that, Cynthia was responsible for human resource administration and business development for a federal contractor at the Federal Aviation Administration's Mike Monroney Aeronautical Center in Oklahoma City. She graduated from Oklahoma State University with a B.A. in communications and began her professional career in Los Angeles, supporting then-Governor Ronald Reagan's 1980 presidential campaign.



NANCY LEVICKI

President and Co-Founder, Dress for Success Houston

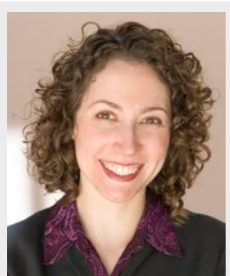
In 1998, Nancy Levicki put skills as the couture buyer for Sakowitz back to work to help low-income, Houston area women enter the job market looking and feeling their best. Joined by a small group of founding board members, she opened the first Dress for Success® in the state of Texas. It has served 35,000 underprivileged women in Houston. Under Nancy's leadership, Dress for Success Houston completed a successful \$6.5 million capital campaign and moved into a stunning 16,600 sq. ft. building.



CATHERINE CLARK MOSBACHER

President and CEO, The Center for Houston's Future

Catherine Clark Mosbacher joined the Center for Houston's Future as president and CEO in 2008. Catherine was an adjunct professor at the University of Houston Law Center for eight years, legislative counsel to Texas Eastern Corporation in Houston, and assistant counsel to the United States Senate Legislative Counsel in Washington, D.C. She is the founder of BEAR, Be a Resource for CPS Kids, a nonprofit that provides help and hope to abused and neglected children. Her many honors include Houston's 50 Most Influential Women.



JOY PARTAIN

Public Affairs Manager, Greater Houston/SE Texas, KROGER

Joy Partain oversees corporate philanthropy, government affairs, and media relations for the Kroger Co.'s Greater Houston/SE Texas division. She also runs cause marketing campaigns that span Texas and Louisiana, benefiting local food banks and other community partners. She previously ran community relations at Amegy Bank and held leadership roles with Houston Grand Opera and Fort Worth Opera in development, marketing, and PR. She serves on the board of the Texas Retailers Education Foundation and she was a Leadership Houston Class XXXIII fellow.

According to Gender-Global Entrepreneurship Development Index (GEDI), the U.S. ranked first out of 17 countries on having the conditions that foster high potential entrepreneurship, yet only one woman raises equity financing for every nine men that do. Join this panel of entrepreneurial leaders to hear about the unique challenges they have faced starting their own companies, what they wish they had known before they started their journeys, and how they see the future for women-led startups.

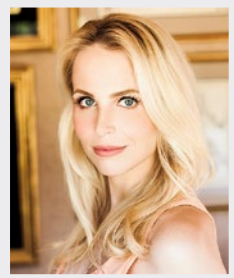
Moderator: Tiffany Stott, Associate Director, Jones Graduate School of Business, Career Management Center



KATHERINE CHAMBERS

CEO and Co-Founder, The Right Place

Before co-founding The Right Place in 2013 with Dr. Alan Abrams, Katherine was vice president of U.S. Marketing for HomeAway, Inc., the largest marketplace of vacation home rentals in the world. She was also director of marketing in the Global Development Group and director of online marketing and distribution, for Starwood Hotels & Resorts Worldwide, where she was awarded the 2004 Best Technology Innovation. An entrepreneur at heart, Katherine was later selected to lead a pilot top-talent, leadership development program of high-potential, and innovative company directors called GenNext in partnership with the CEO of Starwood. She holds a B.A. from the University of Virginia.



KATHLEEN JENNINGS

CEO and Founder, BeautyNow

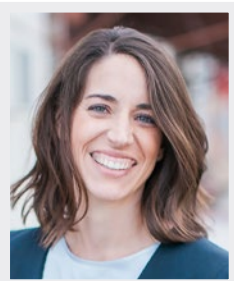
Kathleen Jennings is a former attorney, mother to two young boys, and a tech entrepreneur. In 2014 she launched BeautyNow (www.beautynowapp.com), a free app that is like OpenTable for beauty appointments. BeautyNow currently includes over 5,000 salons and spas across the United States. In 2015, BeautyNow announced a major equity investment by John Paul DeJoria, founder of John Paul Mitchell Systems and Patron Tequila. Kathleen also writes the popular "BeautyNow Blog," a great source for makeup and skincare tips (follow @beautynowapp).



Yael Katz

CEO, Braincheck

Yael Katz brings her expertise in entrepreneurship, neuroscience and big data to BrainCheck. Most recently, she was vice president at JW Player, a pioneering video technology company in NYC, leading marketing, strategy and operations from the early stages. Yael also served as a management consultant at Campbell Alliance, a boutique life sciences firm. She is founder of a computer vision startup, CountVision, and author of numerous peer-reviewed papers and recipient of multiple awards, including an NSF Postdoctoral Fellowship in Biological Informatics. Yael holds a B.A. in physics from Penn, a Ph.D. in neuroscience from Northwestern and was a postdoctoral fellow at Princeton working on information processing in animal groups.



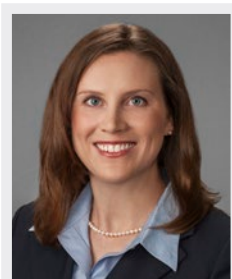
CAROLYN RODZ

CEO, Circular Board

Three-time entrepreneur Carolyn Rodz founded Circular Board. She has helped raise billions of dollars of capital for innovative organizations, created a luxury retail line that sold in over 400 stores worldwide, and launched an interactive marketing firm serving Fortune 500 enterprises and startups positioning themselves for industry leadership. Carolyn now serves as an advocate for women entrepreneurs, connecting them to sources of capital, strategic partners, and mentors to create businesses that scale. Recognized for several awards, including Entrepreneur Magazine's 2016 "Women to Watch," Carolyn is a delegate to the United Nations Foundation Global Accelerator, member of the Dell Women's Entrepreneur Network and contributor to Fortune, Huffington Post, Entrepreneur and Time.

While there is no cookie cutter approach to managing your career, our panelists can share with you some of the insights they have gained through their own career development. Come learn about navigating, negotiating, and building a strategic network and see how it can apply to your own career.

Moderator: Yolander Albert Smith, Director of Employer Relations, Jones Graduate School of Business, Career Management Center



TRACY LEROY

Partner, Sidley Austin LLP

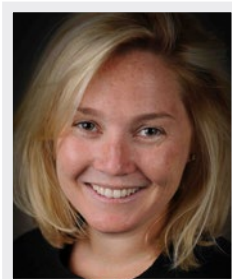
Tracy LeRoy focuses on litigation and dispute resolution for energy industry participants. She regularly represents clients in a variety of employment-related areas, including trade secret litigation, litigation regarding the enforceability of non-competition and non-solicitation agreements, discrimination claims, whistleblower claims and claims of fraud. Tracy also represents financial institutions and issuers of securities in derivative and securities class action litigation. Prior to joining Sidley, she practiced with international law firms based in Houston and Chicago and a regional firm based in Spokane. She has been recognized in several publications, including Super Lawyers as a Texas Rising Star for 2015–2016 and Benchmark Litigation as a Future Star (Texas) for 2014–2015.



KALA MARATHI

Executive Director of Innovation, University of Houston's CT Bauer College of Business

In her role at UH, Kala is launching the Robinson Venture Fund and establishing other entrepreneurial-focused initiatives. She served as managing director of the Houston Angel Network for nine years, facilitating over \$30M in investments in 85 early stage technology deals. With extensive experience in strategy and corporate finance with companies such as Continental Airlines and Chase, Kala also worked with Reliant Energy where she was a founding member of the corporate venture group, Reliant Energy Net Ventures. She is a director in the Texas Lyceum. Kala has a B.A. in Japanese and economics from Wellesley College and an MBA from the Tuck School of Business at Dartmouth College.



BREW MCKENNA

Chief of Staff of the Texas Medical Center

Brew McKenna is chief of staff of the Texas Medical Center, where she serves as a trusted advisor to the president and chief executive officer. She works to initiate, plan and execute intermediate to large scale, cross-functional, company-wide initiatives. Prior to her work there, Brew had a distinguished career in both political and non-profit fundraising, including United States Senator Chuck Schumer of New York, His High Royal Highness the Prince of Wales, education reformer Michelle Rhee, and numerous others. She graduated from James Madison University in Harrisonburg, Virginia with a bachelor's degree in English literature and a minor in technical and scientific communication.



MARGARET C. (PEGGY) MONTANA

Former EVP of Shell and former CEO of Shell Midstream Partners

Peggy Montana retired as chief executive officer in June 2015 and remains a member of the board of directors of Shell Midstream Partners, L.P. Employed at Shell since 1977, she served in various capacities in the downstream and midstream sector during her career, including executive vice president, US Pipelines; executive vice president, supply and distribution; vice president, Supply USA; vice president, Global Distribution; and general manager, Distribution for Shell's Asia Pacific business based in Singapore. Peggy currently is a member of the board of directors of the Houston YMCA. She holds a bachelor of science in chemical engineering from the University of Missouri, Rolla.

Women leaders face a variety of challenges when working in traditionally male-dominated industries. These challenges can range from work-life balance and managing colleagues to barriers arising from gender stereotypes. Join our experts in hearing about the challenges they've overcome and insights on how more women can be successful in leadership positions in these fields.

Moderator: Barbara Ostdiek, Associate Professor of Finance, Senior Associate Dean of Degree Programs, Jones Graduate School of Business



DYAN GIBBENS

Founder and CEO, Trumbull Unmanned

Dyan earned her B.S. in Civil Engineering from the U.S. Air Force Academy, where she was a member of the Air Force Parachute team. After studying engineering, Dyan learned to fly then served as an acquisitions officer. While managing cruise missiles, a type of unmanned aircraft, she earned her MBA. Dyan then managed Air Force One and Global Hawk UAS engineering and logistics. Her Ph.D. research in UAS/drones, RFID, wireless systems, computer vision and the promotion of hydrocarbon sequestration from a UAV led Dyan to being recognized as an industry expert and includes being selected as an SPE Distinguished Lecturer (2015-2016).



KATIE MEHNERT

CEO, Pink Petro

Katie Mehnert is founder and CEO of Pink Petro™, the first and only global social learning community for women in energy aimed specifically at disrupting the gender gap. Pink Petro launched in early 2015 with support from Halliburton, Shell, and Jive Software. Katie is CEO of Cognovi Communications, which provides strategic change management solutions to the energy industry. A graduate of Louisiana State University in Communications, Rice University's Executive Energy program and The Center for Houston's Future, Katie authors a business column for Singapore Straits Times, speaks internationally, and is a four-time World Major marathoner having completed London, Chicago, New York and Berlin.



CARMEN THOMPSON

Investment Director, Hedge Funds, Rice University

Carmen Thompson joined Rice University in 2005 as Investment Director, first overseeing risk management and asset allocation and currently overseeing Rice's \$1 billion+ allocation to hedge fund and distressed investment strategies. Prior to joining Rice, she was Vice President of Finance and Investor Relations for Crown Castle International Corp (NYSE:CCI), having joined the company prior to its IPO. Prior to CCI, she was Director of Financial Analysis for Torch Energy Advisors, one of the first fund managers offering directly held oil and gas investments to institutional investors. She began her career at Ibbotson Associates, the consulting practice of Roger Ibbotson, the University of Chicago and Yale Professor, who, along with Rex Sinquefeld, quantified the equity risk premium for the first time. Ms. Thompson holds undergraduate degrees in finance and accounting from Texas A&M University and an MBA from Rice University.