



2021 View From the E-Suite: Women's Professional Empowerment Symposium

October 6 - 8, 2021

Unbreakable

Co-hosted by:



XisPossible

ABOUT

Co-Hosts



Pathways to Excellence, Incorporated

Pathways to Excellence, Incorporated is a Maryland-based nonprofit with a mission to provide charitable and educational programming and resources to advance educational, professional and developmental opportunities among under-represented populations.

The leadership team has over 50 years of experience with classroom education (K-12) and out-of-school programs, and 20 years' experience leading national worker protection and workforce development efforts.

X IS POSSIBLE, LLC



Established in 2016, X Is Possible, LLC is a small, Minority and Woman Owned, personal and professional development company providing organizational and employee development services, including strategic planning and facilitation, executive and career coaching, and management training. X Is Possible, LLC offers management consulting and organizational development services to government agencies, nonprofit organizations and socially responsible corporations.

WELCOME TO THE E-SUITE

How long has it been since you took a break? How long has it been since you prioritized you? My guess is that the answer to both questions is “too long.” On behalf of the E-Suite family, co-hosts, and sponsors, I want to congratulate you for taking this time for YOU!

As we celebrate making it through one of the toughest periods in history, we are delighted to have you join us for the 2021 View From the E-Suite: Women’s Professional Empowerment Symposium!

Like you, the E-Suite team is acutely aware of the challenges facing women in 2021. We see you wearing multiple hats as educator; teacher; chef; nurse; CEO; problem-solver; housekeeper; and more. We watch you jump from meeting to meeting, trying your best to keep everything afloat. We see your concerns about money and security. And, we know that self-care has taken a back seat to EVERYTHING else.

For years, working women have reported dissatisfaction with their opportunities for career advancement, their career options, and the contributions they are able to make to society. Women, in particular, face challenges in ascending to senior positions within their companies or organizations. When we do advance, we often don’t receive the same levels of compensation, recognition, or respect.

Challenges affecting working women - including opportunities for career advancement, access to mentors, and support in starting or growing businesses - persist in our current environment. While our backgrounds may differ, the obstacles we face as women cross industries, skin color, ethnicity, and geographic boundaries.

It is my hope that you will use this time to focus on YOUR professional priorities and appreciate this time you have set aside for YOU!

Yours in Service,

Erica M. Roberts
Creator, E-Suite Academy



MEET THE E-SUITE CREATOR

– Erica M. Roberts



Erica M. Roberts is the Executive Director for Pathways To Excellence, Incorporated, and the Founder & President of X Is Possible, LLC. She boasts over 15 years of executive and professional leadership experience within Federal government agencies and non-profit organizations. As a Training Director, Customer Experience Expert, and Employee Engagement Strategist, she has partnered with Federal government agencies, industry associations, and workforce professionals to design and deliver customized organizational development solutions to deliver tangible results to clients. She has enjoyed delivering measurable value by engaging employees to transform culture and practices within organizations.

Erica earned a Master of Business Administration and a Bachelor of Science in Management from Florida A & M University. She completed a Senior Executive Service Candidate Development Program and was approved by the U.S. Office of Personnel Management for appointment to Senior Executive Service in 2018. Erica is a certified Project Management Professional and credentialed coach (ICF-ACC). She is also active in the National Black MBA Association, as one of the founders and Interim President of the Greater Maryland Chapter, past President of the Washington DC Chapter, and previous National Advisory Council member. In her spare time, Ms. Roberts enjoys volunteering. She is an active member of Delta Sigma Theta Sorority, Incorporated – a public service organization that executes programs in support of local, national, and international causes.

Xis Possible



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SCHEDULE OVERVIEW



VIP BONUS DAY!

October 6, 2021

**6:00 – 7:00 PM: PLAN MY E-SUITE EXPERIENCE (ERICA M. ROBERTS) -
(FULL REGISTRATION AND E-SUITE ELITE ONLY)**

**7:00 – 8:30 PM: COOKING WITH CHEF CHERON | CHERON BURNS
(OPEN TO ALL REGISTRATION TYPES)**



SHRIMP PASTA W/CREAMY VODKA SAUCE

- 12 OZ FETTUCCINE PASTA
- SALT
- 2 TABLESPOONS BUTTER
- 1 1/2 CUPS FINELY CHOPPED ONION
- 4 CLOVES GARLIC, MINCED, ABOUT 4 TEASPOONS
- 1/4 TEASPOON RED PEPPER FLAKES
- 1 28-OUNCE CAN CRUSHED TOMATOES
- 1/4 CUP VODKA
- 6 TABLESPOONS HEAVY WHIPPING CREAM
- 1 POUND PEELED, DEVEINED RAW SHRIMP
- 3 TABLESPOONS CHOPPED FRESH PARSLEY
- FRESHLY GROUND BLACK PEPPER

October 6, 2021 ~

BONUS / VIP DAY

Meet Chef Cheron, Owner Rx Catering



Cheron Reed Burns is the Owner/General Manager of Rx Catering, Washington DC. Rx Catering – DC Metro is a minority- and woman-owned business with over 10 years of experience providing food service and event management solutions to government, commercial, and nonprofit organizations. Rx Catering has been in business since 2008 and remains one of the top-rated catering food service organizations in Washington, DC metropolitan area. Cheron manages the daily operations of the catering company located in Alexandria, VA with a diverse staff of 18 and catering geared towards the pharmaceutical/medical, private, corporate, & institutional industries. Some key customers are U.S.

Foreign Affairs Committee, U.S. Department of Transportation, U.S. Department of Labor, Fresenius Dialysis, George Washington University, Howard University, ManTech, National PTA, and several pharmaceutical/medical companies.

As a former District Sales Manager with Pfizer, Inc. and eight (8) years in the pharmaceutical industry, Cheron understands the importance of excellent customer service with quality products. Rx's motto, "We cook with LOVE!" is implemented daily. Cheron Reed is active in her local sorority chapter – Delta Sigma Theta, Inc. – Northern Virginia Alumnae. She has been elected and has served in several positions – 1st Vice President, 2nd Vice President, and a Regional position on the Nominating Committee. Cheron has been a committed volunteer with the National Black MBA Association – DC Chapter, Leaders of Tomorrow mentoring program, where she was awarded 2006 "Volunteer of the Year" and 2008 "Entrepreneur of the Year". Cheron received her Bachelor of Science (cum laude) in Business Economics from Florida A&M University. A native of Minneapolis, MN & Champaign, IL, Cheron has a very supportive family and circle of friends that she appreciates immensely as she continues to pursue her entrepreneurial endeavors.

Bonus Day Sponsored by



Unbreakable

SCHEDULE OVERVIEW



DAY 1: LEADERSHIP / CAREER

October 7, 2021

9:00 – 9:30: MORNING STRETCH WITH TESHA (TESHA CROCKETT GIBSON)

9:40 – 10:10: WELCOME AND OPENING PLENARY (ERICA M. ROBERTS)

10:15 – 11:45: ALL ABOUT ME SESSIONS

- CAREER ADVANCEMENT (DETHRA U. GILES)
- CAREER CHANGE (ERICA M. ROBERTS)

11:45 – 12:15: SMALL GROUP NETWORKING

- EXHAUSTED: RACE IN THE WORKPLACE (CIERA PARKS)
- BATTLING BURNOUT (CARMEN SPEARS)
- BACK TO SCHOOL? (DR. JOHNETTE RUFFNER-CEASER)

12:15 – 1:15: SEAT AT THE TABLE LUNCH & LEARN: MY SELF-CARE IS NOT SELFISH (CHERYL WADE, DR. MARY DONOHUE, KYM ALI)

1:15 – 2:45: FORWARD FOCUSED SESSIONS

- CAREER ADVANCEMENT - CHAMPIONS AND MENTORS (DETHRA U. GILES)
- CAREER CHANGE - NAVIGATING SECTORS (LAJUAN BRYAN-BEVERIDGE; ERICA M. ROBERTS; MELISSA REAKTENWALT)

2:45 – 3:00: INDIVIDUAL SPEED NETWORKING

3:00 – 4:30: PROFESSIONAL POLISH

- MY CONFIDENT SELF (LISA EALY)
- MY COMMUNICATION (MAKE THEM LISTEN) - (ELAINE JACQUES)
- MY PROFESSIONAL IMAGE: BUILDING MY PERSONAL BRAND TO LEVEL UP MY CAREER (KRISTIN HARPER)

4:30 – 5:00: CHARGE TO ACTION (ERICA M. ROBERTS)

5:00 – 6:00: WIND DOWN

*** PROFESSIONAL EMPOWERMENT SUITE: 1:15 PM – 4:30 PM**

SCHEDULE OVERVIEW



DAY 2: BUSINESS / ENTREPRENEURSHIP

October 8, 2021

9:00 – 9:30: MORNING STRETCH WITH TESHA (TESHA CROCKETT GIBSON)

9:30 – 10:00: WELCOME AND OPENING PLENARY (ERICA M. ROBERTS)

10:00 – 11:15: CAPABILITY VS. CAPACITY (VALARI JACKSON)

11:15 – 12:15: WHERE'S THE FUNDING? (LISA ANDERSON)

12:15 – 1:15: BUILD THE TABLE LUNCH & LEARN: POST-COVID OPPORTUNITIES (SHEILA COLLINS, MICHELLE PRICE, VALARI JACKSON)

1:15 – 2:15: ASK THE EXPERTS

- GOVERNMENT CONTRACTS (JAMEECE PINCKNEY)
- PITCHING FOR SUCCESS (QUINN CONYERS)
- MARKETING MUSTS (TIARA WILLIAMS)

2:15 – 3:00: FOR PROFIT OR NOT FOR PROFIT...WHAT'S RIGHT FOR ME? (VALARI JACKSON & ARTHURINE WALKER)

3:00 – 4:00: FIERCE NETWORKING FOR BUSINESS WOMEN (VALARI JACKSON & ERICA M. ROBERTS)

4:00 – 4:30: CHARGE TO ACTION & CLOSING (ERICA M. ROBERTS)

*** PROFESSIONAL EMPOWERMENT SUITE: 10 AM – 4 PM**

CAREER / LEADERSHIP DAY SPONSOR

View From the E-Suite

Women's Professional Empowerment Symposium

Presented by  & 



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CareFirst  

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Committed to Our Community!**

MORNING STRETCH WITH TESHA @ 9 AM (ET)



Tesha Crockett-Gibson
Professional Coach, Yoga
Instructor, and Wellness
Enthusiast

I love yoga, but I am not your average yogi; I am not 5'5, or 110 pounds. There are days that I can do a headstand and days that a forward fold kills my hamstrings. And one more thing... I'm black.

I started yoga to help me become a better runner. After taking up running in my 30's, I started developing multiple running injuries, and I learned the best way to become a more efficient, healthy runner was to practice yoga.

Fast forward ten years, and not only am I still practicing, but now I am a yoga instructor. I started practicing for physical reasons, but I quickly discovered the magic that happens when you allow your mind to meet your body and embrace the transformation that awaits us all. Yes, yoga helped me become a better runner, but it did so much more than that. It restored my strength, decreased my anxiety, increased my flexibility, and allowed me to lean into my limitless power on and off the mat.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



DAY 1: CAREER / LEADERSHIP

Career Change

Featuring: **Erica M. Roberts**

MY Needs Analysis – 101: What has the last year taught you about yourself and your needs? In this working session, Erica M. Roberts will share some of the key drivers affecting women's decisions to make changes in their careers.



10:15 AM

MY **NEEDS** ANALYSIS - 101

What has the last year taught you about yourself and your needs? In this working session, Erica M. Roberts will share some of the key drivers affecting women's decisions to make changes in their careers.

MEET CAREER / LEADERSHIP FACILITATOR

~Dethra U. Giles



Dethra U. Giles is an international consultant, best-selling author, and highly sought-after keynote speaker. She is also the founder of ExecuPrep – a global brand that provides coaching, leadership development, and performance improvement in the workplace. She is also the host of The Happily Ever Employed podcast. She has worked with multiple industries with hundreds of clients and thousands of leaders worldwide.

For years, Dethra U. Giles has wholeheartedly committed herself to the study and application of leadership and personal development mastery. Giles derives joy from her work by partnering with clients to create outstanding results and be part of their success stories.

Dethra has also been a keynote speaker to clients from the Centers for Disease Control (CDC), the Army Corp of Engineers, and the Salvation Army which has also yielded impeccable results. She uses her formal business education and years of experience to motivate, empower, and celebrate her clients as they achieve their desired outcomes.

Ms. Giles is the author of "Unstuck: Discovering Career Limiting Actions," the soon to be released book "Breaking Good Habits™" and many other featured articles. Her books have greatly contributed to the success of many individuals and organizations in both problem-solving and goal setting, helping to maximize and maintain personal achievement and productivity. She has shared her knowledge as a contributing writer on human resources and professional development topics for Today's Financial Woman, YBE, and iWorkwell publications. She has served as adjunct faculty at the Federal Executive Institute, Georgia State University, Mercer University, and as a faculty member for Goldman Sachs' 10,000 Small Businesses and the Tory Burch Foundation.

10:15 AM

MY EXECUTIVE PRESENCE

What does executive presence look like? Do I have it? This 90-minute session will review the qualities that separate those in the C-Suite (and E-Suite).

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



FACILITATED NETWORKING

DAY 1: Small Group Networking

Connect with like-minded, similarly situated women in these facilitated group networking sessions.

Exhausted: Race in the Workplace | Battling Burnout | Back to School?

FEATURING:



Ciera Parks
CEO, CWC HR Solutions
and Training



Carmen Spears,
LCPC
Therapist, Guiding
Light Therapy, LLC



Dr. Johnette
Ruffner-Ceaser
CEO & Founder, Liberated
Expressions

DEI

EXHAUSTED: RACE IN THE WORKPLACE

Let's talk about race and candid conversations in the workplace. How has the climate changed since 2020?

HEALTH

BATTLING BURNOUT

Burnout is real! Hopin to "vent" about your experience, and walk away with solutions!

HEALTH

BACK TO SCHOOL?

Are you considering returning to school? Do you think an additional degree will help your career? Join this conversation to discuss the pros and cons of going back to school!

MEET THE FACILITATORS



SMALL GROUP NETWORKING

CIERA PARKS, MHRD, SHRM-CP

CEO, CWC HR Solutions and Training



Ciera Parks has over 13 years of experience as an HR Strategic Consultant and DEI Trainer, specializing in talent and organizational development. Her DEI wheelhouse includes focus groups, coaching, employee resource group development, impactful programming, advocacy conversations and creating policies and practices that embody equity and inclusiveness.

Ciera partners with several organizations to increase dialogue around diversity, equity and inclusion, advocacy for minorities in corporate environments and youth empowerment. She's worked with: Colleges & Universities; Professional Associations; Community Groups; and Entertainment Companies

In addition to her volunteerism, her commitment to building inclusive environments has gotten her elected to the board of two Amazon affinity groups: the Black Employee Network (BEN), and Glamazon (LGBTQ Affinity Group).

CARMEN SPEARS, LCPC; THERAPIST

Private Practice Owner of Guiding Light Therapy, LLC



Carmen Spears is a licensed clinical professional counselor who specializes in grief and loss, anger management, and trauma. She prides herself on being compassionate, a great listener and developing individualized therapy treatment for all her clients. Her clientele consists of adults, and she can provide therapy to anyone

residing in Maryland. Showing her clients how to continue to live full lives, assisting them with processing life's different trials and tragedies, and working with them on being the best versions of themselves are her goals as a therapist.

Over the last 10 years, Carmen has gained various experience working with a diverse clientele. She has worked in many settings, with different diagnoses and problems, and utilizes different types of therapy treatments. You can learn more about all her services at www.GuidingLightTherapyLLC.com

Education and being involved in her field are extremely important too. She is a Certified Clinical Trauma Professional, a member of the Maryland Counseling Association, and a member of the Licensed Clinical Professional Counselors of Maryland Association. She attends numerous conferences and trainings.

MEET THE FACILITATORS

SMALL GROUP NETWORKING



DR. JOHNETTE RUFFNER-CEASER

Founder & CEO of Liberated Expressions, LLC



Dr. Johnette Ruffner-Ceaser teaches mid-executive level career women how to enhance and leverage their professional superpowers, one resume at a time! She is the CEO & Founder of Liberated Expressions, LLC, a Professional Services oasis that provides mesmerizing Resume Strategy support and inspirational Career Coaching.

After individuals work with Dr. Ceaser, they will know how to confidently and accurately articulate their professional value that gets hiring managers excited, change boring work duties into captivating results, and transform employment challenges into opportunities.

Dr. Ceaser is a graduate of the University of Maryland College Park, where she earned a Doctor of Education degree in Education Policy and Leadership Studies, specializing in Organizational Leadership. She holds a M.A in Telecommunications and a B.A. in Communication from George Mason University. Dr. Ceaser is also the Founder of the Professional Oasis, a 6-week counseling and coaching program designed to teach career women how to gain professional clarity, rejuvenation, and credibility. She is the Co-Founder of Community Coaches, and the author of *When the Bow Breaks*--a children's book that teaches girls to love and embrace their natural beauty and talents.

To learn more about Dr. Ceaser, visit www.liberated-expressions.com.

SEAT AT THE TABLE LUNCH & LEARN



2021 VIEW FROM THE E-SUITE MY SELF-CARE IS NOT SELFISH

OCTOBER 7, 2021



Erica M. Roberts



Cheryl Wade



Kym Ali, MSN RN



Dr. Mary E. Donohue

Did you know that attending to your own well-being is essential to success? Did you know that self-care is not limited to one activity? Did you know that it is not selfish to desire a dream life, dream business, or dream career?

The topic for this Lunch & Learn session delves into the need for self-care, and tips and strategies for women to prioritize their well-being.

MEET THE LUNCH SPEAKERS



CHERYL D. WADE

Global Head of Diversity, Equity and Inclusion, Cigna



Cheryl G. Wade is a highly action- and results-oriented, strategic change and engagement leader with an over 20 year track record of success advising public and private sector companies on strategic large scale transformation initiatives. As Cigna's Global Head of Diversity, Equity and Inclusion (DEI),

she leads the enterprise-wide DEI strategy. She drives the formulation and execution of creative and innovative programs, as well as processes and procedures for identifying, attracting, and retaining diverse talent at all levels of the organization.

Cheryl joined Cigna after a 17-year career with Booz Allen Hamilton, a professional services firm, where she was management consultant before transitioning into the role of Head of Diversity & Inclusion responsible for driving strategy and developing programs to advance a culture of inclusion. Cheryl is known for working across business lines, functions, and external strategic partners to align the business case into strategic initiatives and successful implementation that supports innovation, business alignment and growth.

Cheryl's recent career highlights include implementing unconscious bias e-learning to over 70,000+ employees as part of Cigna's Building Equity & Equality Program, the Inclusive Conversations Series, From Hidden Figures to Problem Solvers campaign and STEM Girls 4 Social Good (#SG4SG). In addition to her diversity, equity and inclusion experience, Cheryl is also a strategic consultant with experience leading multi-million-dollar client engagements and project teams in change management, process improvement, organizational development, strategic communications, and contact center optimization for various clients.

Prior to Booz Allen, Ms. Wade held a variety of consultative technical roles and leadership positions with PwC, Neustar, Siemens and General Electric.

Cheryl also serves in various leadership roles for community organizations and non-profits. With a passion for empowering young girls and driving equity and inclusion in education and the workplace, Cheryl utilizes her business acumen and leadership skills to fuel the success of various affiliations including her social enterprise start-up, iMatter.org.

Cheryl earned her Bachelor of Science in Industrial Engineering from North Carolina A&T State University and a Master of Business Administration from North Carolina State University. She is also a Project Management Institute (PMI) certified Project Management Professional (PMP).

MEET THE LUNCH SPEAKERS



KYM ALI, MSN, RN

Founder / Principal Consultant / Kym Ali Healthcare Consulting Firm



Kym Ali is a Registered Nurse who spent five years abroad traveling the world while developing her professional career in Qatar. Until Kym tragically lost her job to systemic racism and had to relocate back to the States, she personified the statement, "living our best life. "

Two weeks after returning home, her niece passed away at college. The stress took a toll on Kym. Two days after her niece passed away, Kym had a heart attack at the age of 37. **Kym knew she had to stop being strong, like so many women do, and take care of her physical and mental health.** After several unsuccessful therapy sessions, Kym knew she had to take matters into her own hands. She began to heal herself by becoming a mental health coach and behavior change specialist and is back to living her best life. Kym now supports ambitious women who know they are designed for greatness, remove mental blocks from past experiences and start playing big. Kym's work has been featured on NBC, FOX, CBS.

DR. MARY DONOHUE

CEO, The Digital Wellness Center



A social scientist with a focus on digital psychology, Dr. Mary has reframed wellness as a communication issue. She has dedicated her research to helping people avoid burnout, both in the workplace and at home. Her innovative solutions are contributing to wellness in companies like Microsoft, Walmart, American Airlines, TD Bank, Bank of Montreal, OLG, and Kaiser Permanente.

Dr. Mary's dedication to helping others heal through innovation is rivaled only by her sincere passion for living and celebrating life. To a large degree, this sincerity is based in her own fight to overcome chronic leukemia. Recognized by premiers, prime ministers, Queen Elizabeth II, and her peers, Dr. Mary has been honored as one of the 18 Outstanding Women in Tech and named one of the 100 Most Influential Women in America by Diversity MBA. Her work has appeared in Harvard Business Review, as research for stories on major networks, in columns for the Huffington Post and Financial Post, and on-air for all the major news networks.

Dr. Mary is a yogi, runner, mom, and overall nerd. And for a brief shining moment she will never forget, she was a Supreme with Miss Diana Ross.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



DAY 1: CAREER / LEADERSHIP

Career Advancement & Executive Presence

Featuring: **Dethra U. Giles**
International Consultant, Best-selling Author
& Keynote Speaker



1:15 PM

CHAMPIONS & MENTORS

Champions and Mentors: How do you identify, obtain, and leverage champions and mentors in your career? This session will provide a strategy you can use immediately to fill your court with the right people.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



DAY 1: CAREER / LEADERSHIP

1:15 PM

NAVIGATING SECTORS

Career change may include movement between sectors. This session includes overviews of career opportunities in different sectors, and strategies to navigate between them.

FEATURING:



**LaJuan Bryan-
Beveridge**



**Erica
M. Roberts**



**Melissa
Reaktenwalt**

LAJUAN BRYAN-BEVERIDGE (LBB)

The Career Change Agent

LaJuan Bryan-Beveridge is affectionately known as LBB. In her day job, LBB currently serves in a prestigious role as member of the C-Suite for a cabinet-level federal agency. LBB has held a long and courageous career in public service, this month surpassing a milestone of 31 years of service. She worked her way up the career ladder and is a champion willing to help others do the same. Committed to service excellence, LBB provides much needed support to people within the government as well as the private sectors in achieving their career goals! Her level of professionalism and vision has contributed to the successful growth of current and future leaders. As a career coach, LBB's focus is... "All about the people"; helping them to make their dreams a true reality! Get ready to "Pivot" your mindset; while setting the course for your personal journey forward towards your chosen career direction!

MEET THE SPEAKERS



MELISSA REAKTENWALT

Founder, Advisor EViE Financial Group



Melissa is a financial literacy professional who is passionate about educating individuals and business owners about the power of smart money management. She has used her undergraduate degree in finance and her MBA in marketing to establish a comprehensive financial planning firm serving clients in Washington, DC and the surrounding area. During her 14 years in the financial services industry, Melissa has taught thousands of clients how to create and sustain financial freedom through better understanding what their money has the potential to do for them. In addition to working with clients directly, Melissa presents at regional and national conferences as well as teaches educational courses focused on financial empowerment and planning strategies.

ERICA M. ROBERTS

Nonprofit Capacity Building Consultant



Erica Roberts is a Consultant Capacity Building Specialist for the Ready for Work Nonprofit Capacity Building Initiative. In this role, she draws on 20 years of public service and leadership experience driving positive outcomes for diverse communities.

Erica earned a Master of Business Administration and a Bachelor of Science in Management from Florida A & M University. Erica is also active in several professional and community organizations, including the National Black MBA Association, where she previously served as Chapter President and inaugural member of the National Advisory Council.

Professional Polish



My Confident Self

Featuring: **Lisa Ealy**

CEO and Certified Leadership & DEI Coach
Purple Squirrel Group



Visit www.esuiteacademy.com/symposium
or email esuite@xispossible.com for more information.

Do you project the confidence needed to move ahead? How do you balance confidence and humility? A confident woman is comfortable making decisions, establishing and communicating a vision, and owning her authenticity. In this session, women will learn proven ways to increase confidence in their workplaces and businesses.

LISA R. EALY

CEO and Certified Leadership & DEI Coach, Purple Squirrel Group



Lisa R. Ealy, MBA, MAPTh, SHRM-SCP, has been in business for over 30 years and is the founder of Dare2Dream – a company guiding spiritually-minded executives and entrepreneurs from dreaming about earning six figures to doing it. Her life's mission has been to help God's people flourish. As an author, speaker, and career and business coach, Lisa has become a national authority on the topic of achieving a six figure income.

Using the 5 Step DREAM Roadmap™ VIP Days, and both Group and Self Study programs, Lisa coaches clients on how to obtain economic security by taking advantage of opportunities outside their comfort zone, and being resilient even after disappointment. Her energy and drive are infectious as she teaches through the step-by-step process of dreaming big (built in God) and leaving behind limiting beliefs to embrace Dream, Decide, Do – the financial pillars of true freedom.

Professional Polish



PROFESSIONAL POLISH (3:00 PM)

Professional Polish: My Communication

Featuring: **Elaine Jacques**
Leadership Development Coach



Communication is about more than words. The science behind effective communication includes how you communicate, body language, and listening, and more. This session focuses on how neuroscience, body language, and approach translate into executive communication.

ELAINE JACQUES

Leadership Presence & Leadership Development Coach



Elaine is a leadership presence / leadership development coach who supports mid-career and senior level leaders to #BEMA Become Even More Amazing through dividing up their really big goals into +1% action steps that can be implemented starting today!

Unbreakable

Professional Polish



My Professional Image:

Building My Personal Brand to Level Up My Career

Featuring: **Kristin Harper**

Driven to Succeed, LLC



Do you have a personal brand strategy? Does your strategy align with your career goals? In this session, you will gain insights into the factors that affect your personal brand strategy, and real-time tips to begin re-defining your professional image.

KRISTIN HARPER

Founder & CEO Driven to Succeed, LLC



Kristin Harper is the founder and CEO of Driven to Succeed, LLC, a leadership development company that provides brand strategy consulting, market research, keynotes on leadership and emotional intelligence, and career coaching for Fortune 500 companies, entrepreneurs, and rising leaders. She's known for building brands and helping people accelerate their careers using head and heart.

An award-winning businesswoman, Kristin went from college intern to a Global Vice President of a Fortune 15 company in her 30s. Throughout her career, she led global iconic brands including Crest®, Oral-B®, and Hershey's KISSES®. Now she and her team help brands uncover insights to drive growth through research, brainstorming, and innovation.

Kristin is a wife and mother to three, and author of *The Heart of a Leader: 52 Emotional Intelligence Insights to Advance Your Career* and *Love's Resurrection: A Spiritual Journey through Marriage, Divorce and Remarrying the Same Man*.

2021 E-Suite Entrepreneurs: 4-Week Lean StartUp Mastermind

Join seasoned business strategists and empowerment coaches to Start Your Entrepreneurial Journey in 2021!



Valari Jackson,
Fierce Focus Strategies



Erica M. Roberts,
E-Suite Academy

Programs

E-Suite Academy programs include:

- Initial Assessment
- Weekly self-paced training
- Weekly group coaching
- Career or Business Action Plan
- Accountability group

2021 Dates

- February 16 - March 9, 2021
- May 11 - June 1, 2021
- August 24 - September 14, 2021
- November 23 - December 21, 2021

**All E-Suite Entrepreneurs receive a complimentary,
non-transferable registration to the**



October 7 - 8, 2021

Interested in applying? Visit: esuiteacademy.com or Email: esuite@xispossible.com.

***Symposium registrants save
20% off November 23 -
December 21 cohort***

SCHEDULE OVERVIEW



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*** PROFESSIONAL EMPOWERMENT SUITE: 10 AM – 4 PM**

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



ENTREPRENEUR TRACK, OCTOBER 8

10:00 AM

CAPABILITY VS. CAPACITY

DAY 2: Business & Entrepreneurship



Featuring: **Valari Jackson**

Do you find yourself saying “yes,” and then later realize that you should have said “no”? Everyday, entrepreneurs must choose between competing interests, and the decision between yes and no often boils down to a question of ability vs. availability. In this session, Valari Jackson will help women identify unproductive habits, as well as scenarios that lead to overcommitment.

Unbreakable

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



ENTREPRENEUR TRACK, OCTOBER 8

11:15 AM

DAY 2: Where's the Funding?

Featuring: **Lisa D Anderson, CPA**

Strategic Business Advisor & Virtual CFO
Anavo Transformation Solutions LLC

Business owners need funding to start, pivot, and scale their businesses. Depending on the stage of business, entrepreneurs may consider various financing strategies. In this session, we will hear from an expert business strategist and consultant to learn about funding sources to grow your business.



Lisa Anderson is an award winning small biz growth strategist, GovCon expert, speaker, and accountant. She helps consultants become CEOs and scale their way to legacy. Her mission is to help a million achieve millions.

Lisa has helped her clients achieve as much as 400% growth within twelve months and rank on the Inc 5000 list by showing them how to leverage the power of relationships to scale their businesses and build their empires.

After selling her first multi seven figure business, Lisa is now building her legacy with her daughters by her side. As a Certified Public Accountant, Certified GovCon Expert and Certified Diversity & Leadership Coach, Lisa brings a holistic approach to growing and scaling business. Today, Lisa celebrates 24 consecutive years in business.

Lisa enjoys spending time with her family, secretly watching videos with her grandson, helping the Black community and traveling the world (dang this pandemic).



2021 VIEW FROM THE E-SUITE POST-COVID BUSINESS OPPORTUNITIES

OCTOBER 8, 2021



Erica M. Roberts



Valari Jackson



Sheila D. Collins



Michelle Harris Price



VALARI JACKSON

CEO and Founder of Fierce Focus Strategies



Valari Jackson is a dynamic, relatable and inspired leader. With her genuinely engaging style and thought-provoking conversation, she compels you to dig deeper and think higher. Some say it's her NASA training or the years as an Aerospace Engineer that give her the ability to set you on a trajectory to achieve greater than you realized you could.

With more than 25 years as a top-producing Realtor, she is a sought-after advisor and strategic thinking partner who knows first-hand the frustrations and challenges that can overwhelm even the most seasoned entrepreneur. Her uncanny ability to uncover and illuminate the blind spots and missed opportunities in your business, is matched with her passion to provide a framework for systems that will optimize your resources and increase your bottom line allowing your business to flourish.

Valari's talents extend beyond the business realm. She refers to herself as a classically-trained bargain hunter who once traveled for 31 hours and across 3 continents in pursuit of a great deal.

SHEILA D. COLLINS

Senior Advisor | Startup Programming | AARP Innovation Lab



Sheila D. Collins is a groundbreaking strategic advisor in the innovation space. She has over 15 years of experience in marketing, eCommerce and innovation. Her big-picture views coupled with her forward-thinking planning, and skilled execution has fueled her success. Sheila serves as the Senior Advisor for Startup Programming at AARP Innovation Labs, this accelerator works with start-ups, investors, and industry leaders to bring forth

disruptive technology to fulfill the organization's mission of empowering people to choose how they live as they age. She has also spun up several entrepreneurial ventures and programs. Earlier in her career, Sheila spun up a program called Piggy Bank, teaching youth about financial literacy. She is an angel investor and advocate for FemTech solutions and wealth building opportunities for BIPOC founders. Her accolades include – Money 20/20 Amplify “Ones to Watch”, The Network Journal 40 Under 40 and the Ben and Jerry's “Citizen Cool” Award. Sheila is a native of Brooklyn, NY and now resides in Washington, DC with her husband and daughter. Sheila earned her MBA from the University of Michigan, Ross School of Business and achieved her BA from Long Island University. She is a member of Delta Sigma Theta Sorority, Inc.

As a citizen of the world and avid traveler, acquiring passport stamps is one of her favorite pastimes. Sheila has lived, studied, and worked overseas and traveled to over 40 countries. Sheila is a Broadway musical, live concert and hot Pilates enthusiast.

MICHELLE HARRIS PRICE

Creator | A Third Mind Digital Mastermind



After two decades as a successful change agent improving systems and processes in large organizations, to include academic healthcare and Fortune 100 telecom, Michelle Price took a leap of faith to go from wage slave to the entrepreneur lifestyle she craved.

Michelle leveraged her early internet fascination into a digital marketing agency that launched her first client to NY Times best selling success. She became a popular speaker and trainer at the intersection of social media and book marketing for expert coaches, consultants and trainers.

Ever active in her community, her dream is an exit strategy for her media company that affords her the opportunity to personally help close the wealth gap for black women entrepreneurs. Currently she serves on the Board of the Attention Deficit Disorder Association for Adults (ADDA) and works with the San Diego Diamond Business District on economic development for local Black women entrepreneurs.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



ENTREPRENEUR TRACK, OCTOBER 8

CUSTOMIZE YOUR EXPERIENCE

1:15 PM

DAY 2: Ask The Experts

Government Contracts | Pitching for Success | Marketing Musts



Jameece Pinckney

President & CEO, HyQuest
Consulting Solutions, LLC



Quinn Conyers

Pitch Competition Host &
Compelling Keynote Speaker



Tiara Williams

Digital Director

These 60-minute sessions feature subject matter experts who can provide insights, and real-time discussion that are relevant to your specific business needs.

- Government Contracts (Jameece Pinckney)
- Pitching for Success (Quinn Conyers)
- Marketing Musts (Tiara Williams)

JAMEECE PINCKNEY

CEO, HyQuest Consulting Solutions, LLC



Ms. Jameece Pinckney is the President and CEO of HyQuest Consulting Solutions. Ms. Pinckney, who founded HyQuest, has served as a senior-level executive in the government contracting industry for nearly 20 years. She brings expertise gained in multiple leadership roles in contract management, finance and

accounting, project control, procurement, risk management, business ethics, and compliance to her role. Ms. Pinckney formulates and leads the execution of the company's strategy for delivering leading solutions to address our customers' critical challenges. She most recently served as the Director of Contracts and Procurement for Pragmatics, Inc., a government contractor in Reston, Virginia. She previously held positions with organizations including HydroGeologic, Inc. and Halliburton/KBR and served as a consultant with Naval District Washington.

QUINN CONYERS

Speaker | Coach | Author



Quinn Conyers broadcasts the brilliance of women in business! She shows them how to Turn Conversations into Cash so they can profit from public speaking. Quinn believes your voice is your secret weapon in business, and is a master at training entrepreneurs how to leverage public speaking as a marketing strategy, lead generation tool and revenue stream in business. If you are ready to maximize

and monetize all speaking opportunities on behalf of your business, book or brand you are in the right place. Through her powerful presentation, Quinn will show you how to verbalize your value and articulate your awesomeness so you can leverage your mouth as your #1 marketing strategy in business and be super successful!

She has over 16 years of virtual and in-person speaking, event hosting and training experience. She is eager and excited to unleash the voices of women in business all across the globe so they are clear, concise and compelling every time they open their mouths. Quinn has taught Speech Communications for 5 years at Coppin State University, earned a Bachelor's Degree from West Chester University and a Masters from Howard University in Washington DC.

Quinn is the author of 2 books, made it to the 2nd round of Shark Tank auditions four times, been featured on the Entrepreneurs Elevator Pitch TV show as well Essence, Black Enterprise, Vision and Purpose and Empowering Women to Speak Out Magazines. Get your pen and paper ready and join me in welcoming our guest speaker Quinn Conyers.

TIARA WILLIAMS

Digital Marketer



Tiara Williams has worked with a wide range of clients on digital strategies, including the HHS Office on Women's Health (OWH), the Centers for Disease Control and Prevention, and the National Institutes of Health, National Institute of Diabetes and Digestive and Kidney Diseases, and Federal Emergency Management Agency (FEMA).

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



FOR PROFIT OR

NOT FOR PROFIT?

2:15 PM

DAY 2: For Profit or Not for Profit... What's Right for Me?

Featuring:



Arthurine Walker

Executive Coach / Nonprofit Capacity Builder

Resiliency Blueprint

+



Valari Jackson

Speaker / Implementation Coach / Trainer

Fierce Focus Strategies

So you want to make a difference. Does that mean your next business venture should be a nonprofit? In this session, we will bust myths of for-profit vs nonprofit businesses to help women decide which model is best for them.

Arthurine Walker brings over 25 years of professional experience to her role as a Capacity Building Consultant at Fair Chance. She supports nonprofits in the Ready for Work Nonprofit Capacity Building Initiative. Her previous work focused on social and economic equity through initiatives addressing education and workforce development, cultural competence in teacher education, access to higher education and jobs for disadvantaged youth, health disparities, and anti-racism. Arthurine volunteers as an advisor to Corner Team community boxing program in Baltimore and the Association of African Universities initiative to engage the African diaspora with African higher education. Arthurine holds a Bachelor of Business Administration from Baruch College, CUNY and a Master of Art in Intercultural Management from the SIT Graduate Institute in Brattleboro, VT.

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EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



ENTREPRENEUR TRACK, OCTOBER 8

3:00 PM

FIERCE NETWORKING FOR BUSINESS WOMEN

Are you networking effectively? Hear expert tips from Valari Jackson on how to make fierce, meaningful and impactful connections. Erica M. Roberts will facilitate a structured speed networking experience.

4:00 PM

CHARGE TO ACTION & CLOSING

What are your commitments as you prepare to leave the symposium? How will you measure progress? Join us for this wrap up and close out.

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MEET THE EMPOWERMENT SUITE COACHES

VALARI JACKSON



Business Strategist, Fierce Focus Strategies



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MELISSA REAKTENWALT - FINANCIAL MANAGEMENT

Founder and Lead Advisor with EViE Financial



Melissa is the Founder and Lead Advisor with EViE Financial, a full-service financial planning and wealth management firm serving clients with a focus on instilling independence and empowerment. For the past 15 years, she has offered expert and actionable advice to clients on topics from retirement readiness and personal financial management, to entrepreneurship and wealth building.

Melissa also has an extensive history of providing sound, thoughtful education on financial and business ownership topics, delivered through wellness courses and workshops presented to individuals working through various stages of life. Her passion for financial wellness marries with her formal education and real-world experience to help clients manage their money in a realistic, efficient way.

MEET THE COACHES



TESHA GIBSON

Professional Life Coach and Wellness Enthusiast



Tesha is a performance and wellness life coach, a certified registered yoga instructor, and founder of Wellness After Dark. She has over 15 years of experience in Health Promotion, Positive Psychology, and Behavior Change, stemming across multiple fields including, non-profits, entrepreneurs, government, healthcare, and higher education.

She provides One on One and Group Coaching, Yoga Training and Retreats, and Wellness Empowerment Workshops. Tesha is passionate about creating space for her clients to embrace a resilient mindset, redefine boundaries, and explore their inner workings.

She is also a Certified Public Health Specialist, a Certified Corporate Wellness Specialist, and a soon-to-be doctor, who loves to travel, is an avid sports fan and enjoys exploring new adventures with her husband and dog, Hazel.

JATEYA JONES

Clarity Coach



A visionary with the ability to facilitate clarity and dream transformation. Although, once an Introvert, now ambivert, Jateya has always been a natural at networking and is fondly known as the “Natural Networker.” Her passion to help and heal led her to assist other introverts and students with effectively and efficiently networking.

Over the years she realized those who were the most successful were those who were crystal clear on their goals. Therefore, she adapted her system to guide her clients towards definite clarity, simplifying their transformation of dreams into reality. Gaining clarity, allows her clients to confidently and boldly claim their spot in the marketplace. In addition, she is an accomplished Program Manager offering expertise in public health, global learning, instructional design, client services, technical communication, social networking, and project management. Manage analysis, design, and development of education programs with various delivery platforms. Lead ongoing and new initiatives, and develop strong global team environments. Work with business leaders and partners to enhance training efforts. Apply feedback of learning process to ensure alignment with needs.

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