



2024 VIEW FROM THE E-SUITE

WOMEN'S PROFESSIONAL EMPOWERMENT SYMPOSIUM

— TRANSITIONS —



APRIL 18-19, 2024

Silver Spring, MD

Hosted by
Pathways To Excellence, Inc.



WELCOME TO THE E-SUITE

This year marks the 5th year of the View From the E-Suite, Women's Professional Empowerment Symposium! The number 5 is related to personal freedom, independence, and individualism, and is often used as a marker for major life changes and lessons. The number 5 symbolizes motivation and determination, adventure, courage, imagination, and making positive choices - all things associated with the E-Suite! There may also be meaning when looked at in sequence:

55 ~ freedom, independence, self-determination, learning new things, importance of family

555 ~ wealth, prosperity, synchronous with true self, embracing change

5555 ~ imagination, life transitions, new beginnings, opportunities

This 5th View From the E-Suite, Women's Professional Empowerment Symposium is a milestone event that represents all of the growth and change symbolized by the number 5. With a theme - Transitions - we are building on experiences, honoring past lessons learned, and taking meaningful actions to advance in ways that are true to self.

In a physical sense, we have also returned to where it all started, in a nod to our organizational journey over the last 5 years. Like you, Pathways To Excellence, Inc. had to overcome the changes and challenges associated with the pandemic. We had to accept risks and take advantage of opportunities presented that pushed us out of our comfort zones. And, like you, we emerged from those transitions better, stronger, and more successful in our mission to provide resources, programs, and opportunities to under-represented communities.

As the Executive Director of Pathways To Excellence, Inc., and the Creator of the E-Suite Academy and this symposium, I invite you to take this opportunity to clarify and advance along your professional journey, setting the stage for new beginnings in your own life. Tap into the collective power and wisdom of the women called to attend this event, and lend your voice to the conversation. Enjoy the speakers, panelists, coaches, and exhibitors who are here to support you. Make this time about YOU!

On behalf of the E-Suite Academy team, co-hosts, sponsors, and supporters, we welcome you to this symposium, and welcome you to the E-Suite!

Yours in Service,



Erica M. Roberts

Executive Director, Pathways To Excellence, Inc.
Creator, E-Suite Academy

@Pathways2x





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.

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.



Founded in 2018, EViE Financial is a minority-woman-owned financial services firm serving clients throughout the United States. Both individuals and small business owners gain invaluable knowledge and insight into their financial life through EViE advisors' integrated planning and wealth management approach. Led by Founder Melissa B. Reaktenwalt, EViE Financial takes a clear and strategic focus on empowering clients through actionable education on a broad range of financial topics as well as an independent and socially-conscious approach to wealth management and planning.

WorkSource Montgomery (WSM) is Montgomery County's fiscal agent responsible for local administration of the Workforce Innovation & Opportunity Act (WIOA) and coordination of the local workforce development system in Montgomery County. To put it simply, WSM connects jobseekers to employers and employers to jobseekers. WSM provides local job seekers with comprehensive employment and training services to promote economic sufficiency. For employers, WSM provides a robust set of business services and programs to help meet the talent needs of today and tomorrow.



The Black Collective's mission is to raise awareness, create active engagement, and advocate for resources that address racial equity and social justice related to business and capital development in the Black community.

PROGRAM SCHEDULE OVERVIEW (ALL TIMES IN (ET))

The View From the E-Suite: Women's Professional Empowerment Symposium emphasizes options and choice for its attendees. To that end, Pathways To Excellence offers an opportunity for attendees to plan their experience on April 17; attendees may participate in one of three tracks each day, April 18 and 19.

Thursday, April 17: Bonus Day

Tune into the RingCentral platform for bonus content to help you get the most out of your experience!

5:00 - 6:30: Plan Your Experience (E-Suite Team)

Tune into the RingCentral platform for a pre-recorded session to address questions you may have.

5:30 - 6:30: Health Hacks (Bahiyah Parks)

Hear some health hacks to benefit busy professional women addressing nutrition, movement, and much more!

Thursday, April 18: Career / Leadership Day

Career Climbing Track: Welcome to the Climbing (Career changers, climbers) Track for mid-level managers; GS 11 - 14 who aspire to advance in their careers.

At the Table Track: Welcome to the At the Table Track for senior leaders; GS 15 and above who aspire to advance in their careers; nonprofit Executive Directors.

Virtual Track: Join us for daily keynotes and Lunch & Learn sessions; listen in to pre-recorded content through our virtual platform (RingCentral). Note: recorded content will be available to all participants until April 30, 2024

Friday, April 19: Business / Entrepreneurship Day

The Start Up Track: Welcome to the Start Up Track for new and aspiring entrepreneurs in business less than 3 years, or who have been in business longer, but are considering launching a new product or service

The Scale Up Track: Welcome to the Scale Up Track for existing entrepreneurs in business more than 3 years, who are considering business growth/scaling

Virtual Track: Join us for daily keynotes and Lunch & Learn sessions; listen in to pre-recorded content through our virtual platform (RingCentral). Note: recorded content will be available to all participants until April 30, 2024.

SCHEDULE AT A GLANCE (ALL TIMES IN (ET))

April 18, 2024 – Careers & Leadership

8:30 am : 9:00 am: Check-In
 9:00 am : 10:00 am: Welcome and Keynote
 Seating and music
 Keynote: Revolutionary Evolution (Erica M. Roberts) – Great Hall (Main Stage)
 10:15 – 12:15: Strategic Growth Sessions

	Climbing Track (Hennither B. Gant)	At the Table Track (Erica M. Roberts)	Virtual Track
10:15 – 10:30	Facilitator Welcome (Hennither B. Gant)	Facilitator Welcome (Erica M. Roberts)	Facilitator Welcome (Erica M. Roberts - Recorded)
10:30 – 12:00	Strategic Career Negotiations (Hennither B. Gant)	Executive Level Mindset (Erica M. Roberts)	(Pre-recorded) Impostering (Pre-recorded) Navigating in a World of AI Dethra U. Giles
10:15 – 12:15:	Reflections & Takeaways (Hennither B. Gant)	Reflections & Takeaways (Erica M. Roberts)	Reflections & Takeaways ()

12:30 – 1:45 pm: Seat at the Table Lunch & Grow: Customizing Your Career
 Panelists: Erica M. Roberts, Melissa Reaktenwalt, Ernestine Chambers-Agwubuo
 Presentation of Awards

1:45 – 2:00: E-Suite Reflections / Empowerment Row

	Climbing Track (Hennither B. Gant)	At the Table Track (Erica M. Roberts)	Virtual Track
2:00 – 3:00	It's Time to Go (or Grow) Shoa Phillpotts Laura Labovich	Advocating for Self and Others Ebony Thomas LBB	(Pre-recorded) Mental Agility: Fostering Well-being and Resilience in High-Pressure Environments (Mika Cross)
3:00 – 3:15	Break	Break	Break
3:15 – 4:15	Who Am I? (LBB)	Financial Considerations for the Executive Woman (Melissa Reaktenwalt)	(Pre-recorded) It's Your Story To Tell Brag Sheet (Erica M. Roberts)
4:15 – 4:30	E-Suite Growth Plan (Erica M. Roberts)	E-Suite Growth Plan (Erica M. Roberts)	Reflections & Takeaways

2:00 – 4:30: Afternoon Sessions
 2:00 – 4:30: Coaching / Consulting (VIP) – by appointment
 Erika L. Davis – Empowerment coaching
 Jateya Jones – Clarity Coaching
 4:30 – 5:00: Charge to Action (Erica M. Roberts)
 6:30: VIP In person – Ladies in the Boardroom and the Kitchen

SESSIONS AT-A-GLANCE

Career Track April 18, 10:00 AM (ET)

Climbing Track - Strategic Career Negotiations

The session will cover specific negotiation scenarios that are common in the workplace, such as negotiating salaries, benefits, and promotions. Participants will also learn how to navigate more complex negotiations, such as those involving mergers and acquisitions, partnerships, and contracts.

At the Table Track - Executive Level Mindset

Despite their success in advancing to senior leadership, women often doubt their abilities, or question if they belong. The fear of exposure hinders performance and contributes to stress. Get ready for real talk to accept your position like a BOSS!

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE

Career Track April 18, 2:00 PM (ET)

Climbing Track - It's Time to Go (or Grow)

In this session, a panel will provide clues to help you understand when it's time to transition, and discuss opportunities in different sectors

At the Table Track - Advocating for Self and Others

By championing self-advocacy, senior leaders set an example for their teams. Hear real-time strategies you can use to advocate for yourself, while also pave the way for others, fostering growth, equity, and a culture of empowerment.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE

Career Track April 18, 3:15 PM (ET)

Climbing Track - Who Am I?

In this self-discovery session, we start you off with the hard inward-facing questions to help you to identify your career priorities. This is a working session for YOU. Come prepared to get uncomfortable!"

At the Table Track- Financial Considerations for the Executive Woman

Higher executive salaries can bring along new complexities. In this session, a seasoned Financial Advisor will walk through how to navigate a higher salary, addressing topics such as tax implications, savings and investment approaches, and lifestyle inflation.

PROGRAM SCHEDULE OVERVIEW (ALL TIMES IN (ET))

April 19, 2024 – Business & Entrepreneurship

- 8:30 – 9:00: Check-in
- 9:00: Welcome and Introductions (Erica M. Roberts)
- 9:15 – 10:00: I Will Use My Voice (Mothyna James Brightful)
- 10:15 – 12:15: About My Business Breakouts (both in-person and virtual)

	The Start Up (Alicia S. Jones)	The Scale Up (Jameece Pinckney)	Virtual Track
10:15 – 10:30	Facilitator Welcome (Alicia S. Jones)	Facilitator Welcome (Jameece Pinckney)	Facilitator Welcome (Erica M. Roberts)
10:30 – 11:00	Business Planning Fundamentals (Alicia S. Jones)	CEO Mindset (Jameece Pinckney)	(Pre-recorded) Overcoming Fear of Entrepreneurship (Lisa Anderson and Erica Roberts)
11:00 – 12:00	Financial Planning & Strategy (Melissa Reaktenwalt)	Positioning to Scale & Equity Investment (Jessica Grant)	(Pre-recorded) Financial Resilience in Times of Uncertainty for Business Owners and Entrepreneurs (Melissa Reaktenwalt)
12:00 – 12:15	Reflections & Takeaways (Alicia S. Jones)	Reflections & Takeaways (Jameece Pinckney)	Reflections & Takeaways (Erica M. Roberts)

12:30 PM – 1:30 PM: Build the Table Lunch & Grow: About My Business
Panelists: Lynne Stein Benzion, Jenna Reese, Kim Jones

Main Room

Regardless of your stage of business, there are fundamentals that women must get right! In this session, learn from a panel of passionate women who have committed their careers to propelling entrepreneurs.

- 1:30 – 1:45: Networking
- 2:00 – 4:00: About My Business Breakouts (both in-person and virtual)

	The Start Up (Alicia S. Jones)	The Scale Up (Jameece Pinckney)	Virtual Track
2:00 – 3:00	Early-Stage Marketing (Durecia Moorer)	Positioning to Scale & Equity Investment	Professional Profiles (Erica M. Roberts)
3:00 – 3:15	Break	Break	Break
3:15 – 4:00	Tapping local resources (Maryland Women's Business Center)	Human Resource Laws & Compliance for Small Business (Jody Friend)	(Pre-recorded) Building Your Sales Mindset (Cheryl Parks)

* 2:00 – 4:00: Coaching / Consulting

VIP registrants have the opportunity for a 20-minute real-time laser coaching session with a certified professional coach, or financial advisor.

- 4:15 – 5:00: E-Suite Development Planning & Charge to Action (Erica M. Roberts)

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE

Business/Entrepreneurship: April 19, 10:00 AM (ET)

The Start Up Track - Business Planning Fundamentals

During this panel discussion, you will learn the basics of choosing the right business structure and securing early financing. Learn from experts how to lay a strong foundation for business success.

The Scale Up Track - CEO Mindset

This session focuses on improving on and working on your CEO Mindset. Learn to think and expand your reach like a CEO.

Business/Entrepreneurship: April 19, 11:00 AM (ET)

The Start Up Track - Financial Planning & Strategy

This workshop delves into tax and finance strategies tailored for business beginners. From deductions to smart budgeting, gain insights to lay a robust financial foundation. Empower your startup for fiscal success!

The Scale Up Track - Growth Investments (Equity, Financing & More)

Business growth requires capital and investment. This session will introduce participants to the world of equity investment.

Business/Entrepreneurship: April 19, 2:00 PM (ET)

The Start Up Track - Early-Stage Marketing

New entrepreneurs are often overwhelmed by the concept of "marketing". In this session, we will differentiate between branding and marketing, and share critical actions for new business owners.

The Scale Up Track - Positioned to Scale

How do you market for impact? In this power hour, explore strategies to develop relationships and collaborations to scale your business growth.

Entrepreneur Track April 19, 3:15 PM (ET)

The Start Up Track - Tapping Local Resources

The next opportunity may be at your fingertips. Learn about the ecosystem that supports entrepreneurs and business owners, including incubators, nonprofit organizations, libraries, and more!

The Scale Up Track - Small Business Laws & Compliance

People fuel businesses. Unleash the potential of your workforce, while staying ahead of the game.

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