

AGENDA

WEDNESDAY, JUNE 23RD

6:00PM

Kick It By Eliza

Eliza Shirazi, Founder, Kick it by Eliza and Fempire

Eliza developed this kickboxing method that promotes health and wellness while celebrating and inspiring women to lead a healthy life and make authentic connections with other women. High Intensity Interval Training with kickboxing, boxing, rhythmic components, and a meditative cool down. All levels welcomed!

THURSDAY, JUNE 24TH

9:00-9:45AM

SCULPT THAT sASS

Alanna Perry | Fitness entrepreneur and owner of Barre Groove

The sASSiest sculpt class you have ever taken! Join the SCULPT SQUAD as you move through high-intensity sassy cardio bursts mixed with your favorite Barre Groove sculpt moves for a maximum calorie-burning effect. This sASSy sculpt class builds muscle, strength and endurance and will have you moving and grooving to the beat. The sASSy strength exercises target all major muscle groups so you can tone from head-to-toe, honay!

All participants attending this event will receive a free month of the Barre Groove on demand program! Look for the Promo Code in the chat.

10:00-10:30AM

Restorative & Mindful Yoga

Kaitlyn McDonough | Reebok Fitness Trainer and Founder, FIFTH Wellness

All fitness levels are welcome. This 30-minute class helps you to regulate your stress response and re-balance your nervous system. You will re-learn the art of relaxation, strengthening your presence and awareness both on and off the mat, and begin creating the roots to your foundation in achieving a happier and healthier lifestyle mind, body, and soul.

11:00AM

Welcome to the 2021 Women's Leadership Forum

Kathy Kiely | President, The Ad Club

Kathy Klingler | Chief Consumer Experience and Marketing Officer, Blue Cross Blue Shield of Massachusetts

11:10AM

Senator Elizabeth Warren

Nevertheless, She Persisted

Opening Remarks

11:15AM

Dr. Pooja Lakshmin | Psychiatrist & Author

The Betrayal of Burnout

Everything is definitely NOT okay for women right now and Pooja is on a mission to empower women through mental health education. With an intimate understanding of the underlying problems faced by working women and moms, she shares some strategies for defining success on your own terms by prioritizing your mental health and not letting guilt lead. Because it's not just about burnout, it's about being betrayed by society.

11:30AM

Audience Q&A

Moderated by Wendy Karlyn | Managing Director, Rightpoint

11:50AM

Breakout Sessions

Guided Mindfulness Break with Blue Cross Blue Shield of MA

Karen Susi | BSN, RN, Nurse Wellness Coach

Introduction by Sandhya Rao | M.D., Chief Medical Officer, SVP, BCBSMA

A guided mindfulness session with breathing exercise and progressive muscle relaxation.

Big Sister Association of Greater Boston

Jacqueline Church | Culinary Consultant, Former Big Sister

Wai Lam Kwan | Director of Operations at Boston Latin School, Former Little Sister

Moderated by Lisa Hughes | Award-winning Journalist, WBZ-TV CBS Boston Anchor

Matched more than thirty years ago, these 'per-sisters' remain an important part of each other's lives today. This touching success story is at the core of the positive role mentors play in the healthy development of girls. Support the Big Sisters by purchasing a Per-Sister tee shirt.

Leading the Next Normal: The Post-Pandemic Future of Female Leadership

Heather Bender | VP, Talent and Kiran Smith, EVP & CMO, iRobot

While we have all been encouraged by the availability of vaccines and the country re-opening as we emerge from this historic pandemic, for many of us the stress of workplaces re-opening and our families getting back to their pre-pandemic routines have us wondering what the future of work will look like and how will it work for us?

Attend this session and you'll have a chance to win a Roomba by iRobot.

12:10PM

Molly Burhans | Climate Activist and Founder, GoodLands

Keep the Faith: Save the Earth

Not many people would correctly guess the identity of one of the largest non-state global landowners. The answer: The Catholic Church. Molly, a trained cartographer and environmentalist discovered this as she worked on a graduate school project. What she found was that the maps had last been updated in 1901. The Church had simply lost track of its possessions. What followed was a study in persistence that led to a partnership with the Pope and recognition from the UN and National Geographic.

12:30PM

Audience Q&A

Moderated by Sarah Fay | Managing Director, Glasswing Ventures

12:45PM

Breakout Sessions

Vinyasa/Power Yoga Class

Kaitlyn McDonough | Reebok Fitness Trainer, Founder, FIFTH Wellness

Revitalize mind, body, and soul in his 15-minute class where you'll flow fluidly from one pose to the next connecting your breathing to your movements. All fitness levels are welcome.

Nevertheless, She Prepared: Financial Wellbeing for Women

Jennifer Halloran | Head of Marketing, MassMutual

Yasmeen Ramadan | Market Segment Strategist, MassMutual

This session, Why Women Should be (financially) Selfish, will explore some of the unique challenges that women face on the road to financial security, and offer some actionable advice on ways women can better prioritize their own financial well-being. There will be a quiz!

Women in Male Dominated Industries: A conversation between female founders

Ashley DePaolo, President | CommCreative

Esther Tetreault | Founder, Trillium Brewing Company

The boys club is somehow still a thing in certain industries and female founders face some hurdles. These founders will share their insights around not only how they survive, but how they thrive while staying true to their mission.

1:00PM

Gish Jen | Award Winning Author

Invisible no More

The award winning author has spent her career exploring the East-West culture gap. As a first generation Asian American living in this moment in the U.S., Gish's story is based on personal experience and a unique perspective on why the prejudices that have festered for decades have now reached a boiling point. [The Resisters](#) is her latest book published in 2020. She has something important to say about where our society could be headed if we stay on this path. It's been called the "1984" of our time.

1:15PM

Audience Q&A

Moderated by Peggy Bird | CMO, Boston Globe Media

*Win a copy of [The Resisters](#) by Gish Jen! Courtesy of **Salesforce**. During her segment, we will drop in a link to a quiz / entry form. Salesforce will send a copy to 100 lucky winners.*

1:30PM

Intermission

Time to stretch your legs, grab some lunch or a snack and connect with each other. Don't forget to visit the Sponsors and check out the afternoon sessions. See you back on the Main Stage in 30-minutes.

2:00PM

Nsé Ufot | CEO, The New Georgia Project & the New Georgia Project Action Fund

Let Us March on the Ballot Boxes

Under her leadership, the NGP founded by her mentor, Stacy Abrams, registered almost half a million new voters, changing the political landscape in Georgia, the course of the 2020 elections and the January '22 run-offs. Not one to rest, the latest smart activism is successfully calling out the corporations who fund the Republicans who have introduced restrictive voting laws. This corporate accountability campaign includes billboards in the sight lines of corporate headquarters. Impact felt. The savvy marketer employs an innovative combination of tech, art and culture to engage voters of color and young people. Launched an uber-successful marketing push called Twitch the Vote!

2:30PM

Nancy Floyd | Visual Artist

Weathering Time: A personal Archive

Nancy is an artist who has chronicled herself over 40 years — from youth to old age in bracingly honest daily photographic portraits. It's a fascinating study. Not only do the 2500 photographs tell the story of an aging female body, her life and her focus at any one time is revealed in the background details. The books that sit on her nightstand, rolls of film, letters, and other objects tell her story and reveal the passage of years. Her art book, *Weathering Time*, releases this month.

2:40PM

Audience Q&A

Moderated by Kate Ardin, CMO, John Hancock

2:55PM

Blake Bolden | Former NWHL Player & Pro Scout

Blake's Story: Be Bold

Her love affair with ice hockey began when she was six. That was well before she understood what challenges the future would hold for a black girl in a sport dominated by white boys. She was the only little girl on an all boys team, the only person of color in her hockey-focused high school, and the first black woman to compete in the National Women's Hockey League. As tough as all the barrier-breaking is, she remains passionate about the sport she loves and making the ice smoother for others to skate.

3:25PM

Breakout Sessions

Ladies Get Paid: 10 Tips for Negotiating your Salary

Claire Wasserman | Founder, Ladies Get Paid

It's just not fair. There is a gender pay gap. And there is only one way to fix it. We all need to know our worth and ask for what we deserve. Claire shares 10 tips to do just that.

Attendees will be entered in a chance to win [Ladies Get Paid](#) by Claire Wasserman and to attend a small discussion with Claire on July 21st at 12 noon.

3:45PM

Wendy Ong | President of TaP Management and TaP Records, U.S.

Making Dreams Come True

Wendy heads up the management team behind Dua Lipa, Ellie Goulding, Lana Del Ray and other powerhouse pop stars. She also runs a record label for next gen up-and-comers. Her personal journey led her from her home in Singapore to the U.S., knocking on doors until she caught a lucky break when Clive Davis answered. It's been a series of high notes (and a few lows) since that point that have propelled her to the very pinnacle of the music industry.

Wendy introduces us to one of the label's new artists, Julia Stone, for a quick convo and performance.

Julia Stone | Singer, Songwriter

Performing 'Fire in Me'

4:15PM

The Ad Club Mentoring Sessions

We are launching The Ad Club's Mentoring Program here at The Women's Leadership Forum. Space is limited, so sign up now for one of the sessions with our first group of mentors, all accomplished women in our industry who will share their stories, take your questions and provide personalized advice.

Joanna Bittle | CommCreative

Karen Hite | Hill Holliday

Anne McNally | John Hancock

Melissa Slade | Aetna

4:20PM

Connection & Conversation at the WLF Networking Receptions

Join your fellow attendees to network and chat about the topics that interest you.

Everything is NOT Okay

If you couldn't get enough of Pooja's talk and did not get all your questions answered, then join us to keep the conversation going about everything from shedding the mom-guilt to picking up some strategies for coping with stress.

Lead by: Dr. Pooja Lakshmin | Psychiatrist & Author & Wendy Karlyn, Managing Director, Rightpoint

Now What?

Alright, we are finally emerging from the Covid Cocoon. Ladies, it's been a struggle and none of us is sure what comes next. Join us to talk about your challenges, fears and coping strategies for exiting the WFH mode and jumping back into the IRL world.

Lead by: Danielle Criscuolo | VP Brand & Creative, Eastern Bank

Kiran Smith | EVP & CMO, iRobot

What are YOU Bingeing On?

Do you have a guilty pleasure or a movie, book, or music discovery that you are desperate to share? Join us as we discuss all things pop culture and find out what you've been missing or just how many like-minded women are out there.

Lead by: Kelly Heath | Head of People, Gupta Media

Yvonne Cain | SVP, Group Media Director, Mediahub

4:45PM

Conclusion

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Bina Venkataraman | Editor, The Boston Globe

Makeeba McCreary | Chief of Learning and Community Engagement, MFA

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