Welcome to the 2018 Women Empowered Leadership Conference! We’re so excited that you are here.

As the percentage of women entering the workforce and reaching middle management positions tracks that of our male counterparts, the percentage of women in the C-Suite and serving on boards of directors in corporate America remains shockingly small. Given that nearly 50 percent of all managers are female, how can it be that only 15 percent of C-level positions are held by women?

Only by supporting one another will we succeed in reshaping the future. This support takes many shapes from inspiring and encouraging each other to step out of our comfort zones to all-out pushing ourselves to take chances and daring to succeed. It is our hope that this conference, packed with amazing speakers and panelists sharing their secrets to success, will give you the tools to set higher goals for yourself and inspire you to do whatever it takes to accomplish them. When we succeed, we’ll no longer be seen as female leaders, but as strong leaders, capable of anything we set our minds to.

Please join us in thanking our 14 corporate sponsors, all of whom are committed to the advancement of female talent. Without their support, this conference would not be possible. We’d especially like to thank Southwest Power Pool, Inc. (SPP) for their support since the very beginning when the vision for this conference was just conceptual. As the presenting sponsor, SPP was quick to go on record with a willingness to invest in our future. We’d also like to thank the Women’s Foundation of Arkansas (WFA), which jumped at the opportunity to partner with us as we grew our vision into a reality. The WFA has a 20-year history of supporting women, with a current focus on building women’s economic security.

Thank you for joining us today. Seize the opportunity to establish meaningful new connections with like-minded professionals and fill your career toolbox with everything that you see and hear. The movement starts today!

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**AGENDA**

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<td>Welcome</td>
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<td>Making the Journey Matter, Elise Mitchell</td>
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<td>Discussion: Avoiding Career Pitfalls</td>
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<td>Command Your Own Career, Trudy Harper</td>
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**Barbara Sugg**  
Vice President, IT and Chief Security Officer  
Southwest Power Pool

With a nearly 30-year career in Information Technology in the male-dominated electrical utility industry, Barbara has established herself as an authentic servant leader, role model and mentor, shedding stereotypes along the way with her willingness to lean in. She serves on the Boards of Directors of Arkansas Women in Power, Arkansas Hospice and the Museum of Discovery. Barbara is also a member of the Founders Circle at the Arkansas State University Women’s Business Leadership Center. She holds a Bachelor of Science in Computer Science from the University of Louisiana at Lafayette, attended the Advanced Management Program at Harvard Business School and is a Certified Professional Coach.

**Anna Beth Gorman**  
Executive Director  
Women’s Foundation of Arkansas

Anna Beth Gorman has committed her professional life to public service with a specialized focus on advancing the status of girls and women in our society. Anna Beth became the Executive Director of the Women’s Foundation of Arkansas in April 2016 and is leading the organization’s effort to be the leading equity partner in building women’s economic security. The Foundation has two signature initiatives, Girls of Promise and Women Empowered. Prior to taking on this role, she served as Chief Membership, Volunteer, Program Officer, Girl Scouts Diamonds of Arkansas, Oklahoma, and Texas. She holds a Bachelor of Arts in Political Science from Hollins University and a Master of Public Administration and a Graduate Certificate in Nonprofit Management from the University of Arkansas Little Rock.
KEY POINTS
1. Look through the turn
2. Go with the detours in life
3. It’s okay to say you don’t know, but you must do whatever it takes to find out
4. Life is meant to be savored and experienced, not accomplished
5. Become a destination leader with a journey mindset

NOTES

Elise Mitchell
Founder & Chairman, Mitchell Communications Group
CEO, Dentsu Aegis PR Network

Elise is the founder and chairman of Mitchell Communications Group, one of the top 10 fastest-growing public relations firms globally and a two-time Inc. 500/5000 fastest growing company. Their clients include: Walmart, Procter & Gamble, Marriott, Kraft, Del Monte and other well-known brands. Elise has received numerous awards for her success in business including: Entrepreneur of the Year, Agency Professional of the Year and a Top 50 Power Player in Public Relations. At the end of 2012, Elise sold her firm to Dentsu, Inc., the world’s largest ad agency, based in Tokyo, Japan. In addition to her work with Mitchell, Elise is CEO of the Dentsu Aegis Public Relations Network. Elise is also a wife, mom, motorcyclist, author, and a passionate advocate for women entrepreneurs. She is a regular contributor to Entrepreneur.com and has a social reach of 18 million. She currently serves as president of the International Communications Consultancy Organization, which is the global voice of public relations agencies. She also teaches a master’s level course on leadership for Syracuse University. In 2017, Elise wrote Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance.
Every driven individual desires to be employed in the best job possible. This discussion is stacked with amazingly successful career-driven women who will each share their stories and suggestions about achieving career success while avoiding professional setbacks.

Kandi Hughes
Attorney
Southwest Power Pool

Cindy Boyle
Partner
BKD

Sandra Byrd
VP - Public Affairs &
Member Services
Arkansas Electric
Cooperative Corporation

Kelly Carney
VP - HR
Delta Dental of Arkansas

Kristi Moody
SVP, General Counsel &
Corporate Secretary
Windstream

Kandi, acting secretary/treasurer for Central Arkansas Water’s Board of Commissioners, is an attorney at Southwest Power Pool. Prior to joining SPP, she served as the Associate General Counsel at the University of Central Arkansas and as an Assistant City Attorney for the City of Little Rock. Kandi received her BA in Public Policy from Duke University, her Juris Doctor from UA-Little Rock’s William H. Bowen School of Law and her MBA from the University of Central Arkansas. She was recognized in Arkansas Business’ Arkansas 200, a group of Arkansans who influence the way we live, learn, and do business in the state of Arkansas.

Cindy leads the national cybersecurity practice at BKD, a national accounting and advisory firm. A native Arkansan, Cindy is based in Little Rock but serves clients across the country. She has served on the boards of several nonprofits and is currently the chair of the Audit & Risk Committee for Delta Dental of Arkansas. She is a National Association of Corporate Directors Governance Fellow, and a Founders Circle member of the Arkansas State University Women’s Business Leadership Center. Cindy is a graduate of Arkansas State University and is passionate about mentoring young women, especially those coming from at-risk backgrounds.

Sandra has worked in the energy regulatory and policy field for 33 years, since graduating from Washington University School of Law. Her current responsibilities at AECC include oversight of public communications, marketing, advertising, and member services, as well as monitoring emerging energy policy trends. Sandra also served as Chairman of the Arkansas PSC for seven years. She is a member of the national DOE-EPA State Energy Efficiency Action Network; the Aspen Energy Policy Forum; the Harvard Electricity Policy Group; the Communications Council of the Electric Power Research Institute; the MISO Communications Council; the LeadAR Advisory Council; and the 20th Century Club.

Kelly is the Vice President of Human Resources for Delta Dental of Arkansas, the state’s leading dental insurance carrier. She has over 15 years of Human Resource generalist experience in a variety of industries and holds a Bachelor’s degree in Human Resource Management from the University of Kansas. Kelly is certified as a Senior Professional in Human Resources through HRCI and as a Society of Human Resource Management Senior Certified Professional through SHRM. She is currently President of the Arkansas Compensation Association and a past President of the Central Arkansas HR Association.

Kristi oversees Windstream’s legal affairs, including strategic initiatives, regulatory and securities law compliance, corporate governance and records, contracts and state government affairs. She joined Windstream in 2006 as senior litigation counsel and was named vice president of law in 2012 and deputy general counsel in 2013. Prior to joining Windstream, Kristi was in private practice for 11 years at Wright, Lindsey & Jennings LLP. She has a juris doctorate from the William H. Bowen School of Law at the University of Arkansas at Little Rock and a Bachelor of Arts degree in political science from Louisiana Tech University.
DISCUSSION
Trailblazers 12:15 p.m.

Dynamic, successful women who are pioneers in their respective areas share the secrets to their astounding success in areas that women had not previously gone before. From overcoming adversity and not taking “no” for an answer, these incredible women will share their personal stories of endurance and success as they discuss their inspiring careers.

Barbara Sugg
Vice President, IT and Chief Security Officer
Southwest Power Pool

With a nearly 30-year career in Information Technology in the male-dominated electrical utility industry, Barbara has established herself as an authentic servant leader, role model and mentor, shedding stereotypes along the way with her willingness to lean in. She serves on the Boards of Directors of Arkansas Women in Power, Arkansas Hospice and the Museum of Discovery. Barbara is also a member of the Founders Circle at the Arkansas State University Women’s Business Leadership Center. She holds a Bachelor of Science in Computer Science from the University of Louisiana at Lafayette, attended the Advanced Management Program at Harvard Business School and is a Certified Professional Coach.

Dr. Phillis Anderson
Chief Executive Officer
ScholarMade

Phillis is a champion for youth and families, an educational reformer with more than 25 years of experience in K-16 public education and considers herself a socially conscious entrepreneur. She is an assistant professor at Philander Smith College in the Division of Education and a research journal reviewer for the American Educational Research Association. She also is the Founder and Chief Executive Officer of ScholarMade Achievement Place, a public charter school that is scheduled to open in Little Rock in August 2018. She has managed schools in Arkansas, New York, Washington, D.C., and Oklahoma and established one of nine charter schools in the nation on a military installation.

Adrienne Baker
Chief Operating Officer
Wright, Lindsey & Jennings

Adrienne is a commercial litigation attorney and the Chief Operating Officer of Wright Lindsey Jennings, one of the three largest law firms in Arkansas. She has served on the Red Cross board of directors for six years, including one as chair. Adrienne was named by Arkansas Business to its “40 Under 40” list (2017), voted one of the Top 100 Lawyers in Little Rock by the readers of Soiree (2015 and 2017), named a “Rising Star” by Mid South Super Lawyers (2012-present) and one of Soiree’s twenty-seven “Women to Watch” (2014). She is also a mother to a busy two-year-old.

Barbara Graves
Retired Business Owner

Barbara has always demonstrated an independent spirit. At age 25, pregnant and with borrowed money, she started Barbara Graves Intimate Fashions. For over 41 years, her business was known for outstanding service. Barbara believes in community involvement giving personally of her time and resources. She has served as LR Vice-Mayor and City Director. Barbara was honored to be the first woman chair of Rotary-Chapter 99; Baptist Health Board of Trustees; and Vice Chair LR Centennial Bank Advisory Board. Barbara is married to Mr. Wonderful i.e. Barry McDaniel. They have 2 charming adult sons, 2 wonderful daughters-in-law, and 3 precious grandchildren.

Melinda Mayo
Meteorologist
KATV

Melinda is a meteorologist with KATV-Channel 7 in Little Rock. Melinda is a co-host of Channel 7 News Daybreak and Good Morning Arkansas. Growing up in Pine Bluff, she always dreamed of working in TV, but weather was not her first love. Her early dreams were to be a news reporter and anchor. After 8 years of working in news at KARK-TV, Melinda decided that weather was a better fit for her and she became the first female broadcast meteorologist in Arkansas. She joined the team at KATV in 1996 and now enjoys talking to young girls across the state about the importance of STEM education.

NOTES
Trudy Harper retired in 2012 from her role as President of Tenaska Power Services Co., the power marketing affiliate of Tenaska, one of the largest non-regulated developers and owners of power plants in the United States. Before leading Tenaska Power Services Co., Trudy was General Manager of Business Development for Tenaska’s independent power plant development efforts. She has been involved in numerous activities in the electric power industry, serving on many boards and chairing the Members Committee of the North American Electric Reliability Corporation. Before joining Tenaska in 1992, Trudy held various transmission and generation planning and state and federal regulatory affairs positions with Texas Utilities Electric Company in Dallas. She earned Bachelor of Science and Master of Science degrees in electrical engineering with an electric power emphasis from Tennessee Technological University and a Master of Business Administration with a finance emphasis from Southern Methodist University. Since retirement, Trudy has returned to her hometown of Soddy-Daisy, Tenn., where she lives on the lake with her husband, Roger Knipp.
DISCUSSION

The Men’s Perspective 2:30 p.m.

Successful men with reputations for being strong advocates for women in the workplace share their thoughts and perspectives about minimizing the gender gap and achieving career success regardless of gender. Their personal stories about interacting in the workplace across gender lines will likely resonate with many attendees.

Cindy Boyle
Partner
BKD, LLP

Cindy leads the national cybersecurity practice at BKD, a national accounting and advisory firm. A native Arkansan, Cindy is based in Little Rock but serves clients across the country. She has served on the boards of several nonprofits and is currently the chair of the Audit & Risk Committee for Delta Dental of Arkansas. She is a National Association of Corporate Directors Governance Fellow, and a Founders Circle member of the Arkansas State University Women’s Business Leadership Center. Cindy is a graduate of Arkansas State University and is passionate about mentoring young women, especially those coming from at-risk backgrounds.

Jim Acuff
Chief Financial Officer,
Chief Operating Officer
Wilson & Associates, PLLC

Jim is responsible for all non-attorney related departments including finance, billings and collections, HR, compliance, and IT. In addition, he works with the attorney related departments to increase efficiencies, ensuring the firm’s growth and profitability. He is highly involved in the development of company culture and has an in-depth understanding of the role that culture plays in the success of the organization. Jim is also very involved with the firm’s leadership team to enhance their ability to be effective leaders. Jim received his education from Lipscomb University (B.S., Accounting, 1985) and Tennessee Technological University (M.B.A., 1986) and has been a CPA since 1988.

Ed Choate
President and CEO
Delta Dental of Arkansas

Ed joined Delta Dental of Arkansas as President and CEO in 2000 after serving in leadership positions in managed healthcare organizations for 20 years. During his tenure DDAR was named 2013 Arkansas Business of the Year and five times as a “Best Places to Work in Arkansas”. He currently serves as chair of the Baptist Health Board of Trustees and on the boards of Delta Dental Plans Association, Conway Development Corporation, and Renaissance Holding Company. Ed and his wife, Marilyn, have been married 41 years and have two married children and two grandchildren.

Tim Griffin
Lt. Governor
State of Arkansas

Tim was elected lieutenant governor in 2014 after serving as the 24th representative of Arkansas’s Second Congressional District from 2011-2015. Tim was U.S. Attorney for the Eastern District of Arkansas from 2006-2007. He also served as Special Assistant to the President and Deputy Director of Political Affairs for President George W. Bush. He has served as an officer in the U.S. Army Reserve, Judge Advocate General’s (JAG) Corps, for over 20 years and currently holds the rank of Lieutenant Colonel. He graduated from Magnolia High School, Hendrix College in Conway and Tulane Law School in New Orleans and attended graduate school at Oxford University in England.

Antoine Lucas
Director, Transmission Planning
Southwest Power Pool

Antoine is responsible for leading a team of professionals at SPP in the performance of engineering, stakeholder facilitation, and related activities necessary to establish cost-effective plans that ensure a reliable and economic transmission system for the future. He is responsible for tracking costs and statuses of all transmission expansion projects within the plan until completion. Antoine previously served in various management and engineering roles within SPP since joining the organization in 2007. Prior to joining SPP, Antoine worked in real time system operations for Entergy Services, Inc in roles as an engineer and system operator.
KEYNOTE

3:15 p.m.  Being Taken Seriously

KEY POINTS

1. You own your development
2. Leadership versus Management
3. Executive presence = Gravitas, Communication, Appearance
4. Small tweaks = Big changes
5. New leadership literacies are required
6. See and recognize feedback

NOTES

Chanda Chacón graduated from Vanderbilt University with degrees in Biology and Spanish and from Yale University with a Master’s Degree in Public Health Management. She is also a Fellow in the American College of Healthcare Executives. She began her career in healthcare with Texas Children’s Hospital in Houston for over 14 years in progressive leadership roles including ambulatory operations, pharmacy, the Heart Center, the Fetal Center and Women’s Services. Most recently, Chanda was the President of the Texas Children’s Hospital West Campus, the first community hospital in the Texas Children’s system that doubled in size during her 2-year tenure to meet the needs of the West Houston community. Chanda joined Arkansas Children’s as Executive Vice President and system Chief Operating Officer in October 2016. She has accountability for leadership and operations of Arkansas Children’s Hospital in Little Rock, the new Arkansas Children’s Northwest hospital in Springdale, and clinics across the state. She is active in the community and recently served as a court appointed Child Advocate serving children in child protective services’ custody and as an active member of P.E.O., a philanthropic organization focusing on the advancement of women through education.
Only by supporting one another will we succeed in reshaping the future. We’ll no longer be seen as female leaders, but as strong leaders, capable of anything we set our minds to. The movement starts today!

- Barbara Sugg