

# Celebrate Women's Wisdom: Schedule in Brief

## Thursday March 7

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**8 – 9 a.m.**

### Registration

Location: 2<sup>nd</sup> Floor Lobby

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**9 – 9:30 a.m.**

### Dean's Welcome

Location: Bunker Hill

Dr. Margaret J. Weber, *Dean, Pepperdine University Graduate School of Education and Psychology*

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**9:30 – 10:30 a.m.**

### Plenary Session

Location: Bunker Hill

Introduction by Dr. Linda Livingstone

#### How I Got Over: If I Knew Then What I Know Now

Joyce Davis, *Davis & Goodman International Media Consultants*

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**10:45 a.m. – 12 p.m.**

### Breakout Session 1

#### Option 1: Paper Presentations

Location: Hershey

Moderated by Sudonna Moss-Logan

#### African American Women Entrepreneurs: What Motivates Them to Pursue Entrepreneurism

- Dr. Cassandra L. Bailey, *Director of Career Counseling, Loyola Marymount University*

African American women have the highest percentage of businesses owned by women in the U.S. This research explored the motivational factors that influence African American women to pursue entrepreneurship and how they use their motivation to cultivate and sustain their businesses. Themes

that emerged from experiences of six African American women entrepreneurs will be shared.

#### From the Plight of the Super-Principal to a Leader Finding Work-Life Balance

- Dr. Beth Mossman, *Principal, Mark Twain Elementary, Lawndale Elementary School District*

Based on Coleman's and Perkins' (2004) framework for principals and school administrators, this paper focuses on the ingredients needed for work-life balance. You will hear a post-doctoral graduate, seasoned principal, new wife, and caregiver share her personal narrative of her journey from perceived super-principal to a leader finding work-life balance.

#### Women's Online Personas in the Age of Social Media

- Dr. Valeri Paul, *President, PFM Associates*

Social media is used by women at a greater percentage than men. Most working women are relying on social media and other forms of technology as strategies for work-life balance. This paper presentation examines women's professional and personal online personas and makes research-based recommendations for optimizing social media profiles.

#### Option 2: Panel

Location: Crocker

Moderated by Miriam Almestica

#### Reflections on Higher Education Administration: Voices of Women from Varied Levels of Academic Administration

- Dr. Dana Dunn, *Special Advisor to the President and Associate Professor of Sociology, University of Texas, Arlington*

- Dr. Jeanne Gerlach, *Associate Vice President for K-16 Initiatives and Dean and Professor, University of Texas, Arlington*
- Dr. Adrienne Hyle, *Chair and Professor of the Department of Educational Leadership and Policy Studies, University of Texas, Arlington*

This panel will examine life journeys through reflective thinking via journaling and the shared conversations of three women administrators in higher education. Each individual will capture her career experiences and progression in academic administration and place them within the context of the individual's personal and professional growth as a leader and an administrator. Focus will be placed on issues surrounding work-life balance.

#### Option 3: Paper Presentations

Location: Bunker Hill

Moderated by Jodi Senk

#### From Paper Dolls to the Presidency: A Glimpse into the Childhood Years and Life Experiences of Five Female College and University Presidents

- Dr. Regina M. Toman, *Assistant Dean, College of Public Affairs and Community Service and Director of the Division of Continuing Studies, University of Nebraska at Omaha*

Based on a recent study, this workshop explores the identity of five female college and university presidents through examination of their childhood years and life experiences. Ambition, epiphanies, and lifespan career development that influenced identity formation will be discussed. Attendees will have opportunities to participate through reflection and inquiry.

## Creating an Identity for Women in STEM: Education and Industry

- Heidi Sublette, *Education Faculty, Ashford University*
- Denise Berger, *Doctoral Student, Pepperdine University, Specializing in CSR*
- Maryam Rostami, *Faculty, Los Angeles Tech Trade College*
- Dawn Garrett, *Director of Operations, Raytheon*

The U.S. faces an increasing shortfall in young people graduating college with degrees in STEM (science, technology, engineering, and math) fields, while jobs in STEM fields are predicted to grow faster than any other field in America. This shortfall in STEM talent is particularly noticeable among women; this challenge can be addressed by reshaping education. Work-life balance issues will be explored during this conversation about women in the STEM fields.

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**12 – 1:30 p.m.**

### Plenary Session and Luncheon

Location: Watercourt  
Introduction by Jodi Senk

### Women at Work: Opportunity, Leadership, and Balance

- Dr. Linda Thor, *Chancellor, Foothill-De Anza Community College District*

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**1:45 – 2:45 p.m.**

### Breakout Session 2

#### Option 1: Paper Presentation

Location: Bunker Hill  
Introduction by Stacy Rothberg

### Women in Leadership: Strategies for Work-Life Balance

- Dr. Kerri Cissna-Heath, *Director of Residence Life at Pepperdine University*

This study explored the lives of 22 women who have at least one child and make over \$100,000 annually, focusing on strategies used for work-life balance. Findings from this study indicate that women are more likely to be successful at juggling multiple roles when they integrate strategies for balance. This presentation will summarize the top ten strategies that were revealed.

#### Option 2: Workshop

Location: Crocker  
Moderated by Veronica Ufoegbune

### Achieving Career Success: Confronting Work-Life Balance

- Dr. Leah Weiner, *Founder of the Emma Project; Alumna, Organizational Leadership, Pepperdine University Graduate School of Education and Psychology*

An interactive workshop focused on an inter-generational community to increase the visibility of women in the workplace. Discussion will include how women can create a work-life balance and will explore strategies focused on career success, including salary negotiations and building your own personal brand. Weiner explored various program models for a volunteer-led organization focused on leadership development during her doctorate. In 2011, she launched the Emma Fellowship because she had a strong desire to learn from other accomplished women in Los Angeles and increase the visibility of women leaders. The research highlighting the effectiveness of the Emma Fellowship will be shared.

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**3 – 4:15 p.m.**

### Breakout Session 3

#### Option 1: Workshop

Location: Hershey

Moderated by Yetunde Watson

### Breaking the Glass Ceiling

- Dr. Betty Uribe, *Executive Vice President, Business and Personal Banking, California Bank & Trust*

This mixed-methods study explored the values and leadership characteristics of a small female sample of military generals and one bank president. The presentation will include their leadership talents, motivation to lead, obstacles faced in their career, their leadership style, and decision-making process. A strategic collaborative decision process emerged from the study.

#### Option 2: Workshop

Location: Crocker  
Moderated by Maryam Rostami

### Assumptions about Women in Leadership Roles in the Entertainment Industry

- Deb Doel-Hammond, *Doctoral Candidate, Organizational Leadership, Pepperdine University Graduate School of Education and Psychology; Senior Human Resources Leader, The Boeing Company*
- Amanda Green, *Doctoral Candidate, Organizational Leadership, Pepperdine University Graduate School of Education and Psychology; Regional Director-Healthy Schools Program, Alliance for a Healthier Generation*
- Jeremy Metz, *Doctoral Candidate, Organizational Leadership, Pepperdine University Graduate School of Education and Psychology; Group Leader-Distribution Operations, Target Corporation*
- Tania Wood, *Doctoral Candidate, Organizational Leadership, Pepperdine University Graduate School of*

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*Education and Psychology; Executive Director-Marketing and Distribution Finance, Relativity Media*

This research attempts to identify common leadership characteristics, traits, and assumptions of leaders in entertainment. Fifteen executives representing film, stage, radio, and news media were selected to participate in a qualitative interview. Three research questions were addressed: what were the common characteristics of these leaders, what were the broad assumptions they made of their followers, and how did they view the role of women in leadership positions? Information was gathered and analyzed over a two-month period in which all subjects consented to answer seven interview questions as they related to the overall research questions.

## Option 3: Panel

Location: Bunker Hill  
Moderated by Crystal Jensen

### Women in Transition

- Dr. Barbara Ingram, *Professor of Psychology, Pepperdine University*
- Caitlin Sorenson, MA, *Intern, Los Angeles Gay and Lesbian Center*
- Ulla Grunnet, MA, *Doctoral Candidate, The Chicago School of Professional Psychology*
- Joanne Webb, MA, *Career Counselor, The Actors Fund*

This panel presents two qualitative studies of women engaged in voluntary or involuntary career transitions and a description of a group that facilitates transitions for

women in the entertainment industry. Panelists will identify predictors of positive outcomes, address gender and age issues, and discuss how women maintain work-life balance during difficult times of transition.

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## 4:30 – 5:45 p.m.

### Panel

Location: Bunker Hill  
Moderated by Kerri Cissna-Heath

### Women in Leadership Panel: Exploring Issues of Work-Life Balance

- Deanell Tascha, *Dean, Pepperdine University School of Law*
- Angela Robinson, *Ordained Minister of Euaggelion Ministries and GEAR UP Parent Coordinator*
- Dina Barmasse-Gray, *Senior Vice President, Human Resources, Cheesecake Factory*

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## 6 – 7 p.m.

### Networking and Reception

Location: 2<sup>nd</sup> Floor Lobby

Please enjoy this networking opportunity with all conference attendees.

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## 7 – 8:30 p.m.

### Plenary Session and Dinner

Location: Watercourt  
Introduction by Jennifer Trubenbach

### Authentic Leadership: The Hidden Leader in You

- Nana M.E. Magomola, *South African Lawyer and Business Women*

## Friday March 8

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### 8 – 9:30 a.m.

#### Breakfast Roundtable

Location: Watercourt

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### 9:45 – 11 a.m.

#### General Session

Location: Bunker Hill  
Introduction by Stacy Rothberg

### Your Legacy: Women's Philanthropy and How to Leave Your Own Mark

- Stephanie Buckley, *Associate Vice Chancellor, Pepperdine University*

It is well established that on average women outlive their male counterparts. But how do women give compared to men? This session will explore women's philanthropy and discuss the tools and techniques (beyond simply writing a check) for creating your own legacy.

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### 11:30 a.m. – 1:30 p.m.

#### Plenary Session and Closing Luncheon

Location: Watercourt  
Introduction by Dr. Margaret J. Weber

### Women's Changing Lives: Joining Agency and Voice

- Dr. Janet Giele, *Professor Emerita of Sociology, Social Policy and Women's Studies at the Heller School for Social Policy and Management of Brandeis University*

## Plenary Speaker Bios

**Joyce M. Davis** is an award winning journalist and internationally acclaimed author, writer, and media consultant. Currently, she and her husband provide media consulting services as Davis & Goodman International Media Consultants. She is the former foreign correspondent and editor for National Public Radio and Knight Ridder Newspapers. She has written extensively on terrorism, national security, and Islam. Davis lived and worked in a senior role providing radio and internet services to Iran, Iraq, Afghanistan, and other countries in Central Asia. She has received numerous awards including twice receiving the "DuPont-Columbia Award" Silver Baton for international reporting. She is a founding member of Women in International Security and a member of the board of directors of the World Affairs Councils of America. She is Founder and President of the World Affairs Council in Harrisburg, Pennsylvania, where she lives with her husband and son.

**Dr. Janet Z. Giele** is Professor Emerita of Sociology, Social Policy, and Women's Studies at the Heller School for Social Policy and Management of Brandeis University. Her pioneering research on the changing lives of women shows how different life patterns are variously shaped in each generation by each person's unique identity, social networks, personal drive, and response to change. Giele's 1995 book *Two Paths to Women's Equality* shows how temperance and suffrage women drew on their different life experiences to achieve the vote for women. Women today are similarly diverse in focusing on home or work or both, but they have a common purpose in wanting to find a satisfying life for themselves, their families, and the larger society. Professor Giele's newest book, *Family Policy and the American Safety Net*, shows how changes in women's lives have led to a wide range of public policies to strengthen family life. Professor Giele is an alumna of Earlham College and received her doctorate in sociology from Harvard University. She is currently president of Wellesley at Home, a community organization that helps

seniors to live independently as long as possible in their own homes.

**Nana M.E. Magomola, Bsc. LLB.** is a South African lawyer, business leader, and the chairman of Thamaga Investments. A general nurse and midwife, soon after graduating from City University of New York, she was appointed as a professional nurse at New York Hospital and later joined Johnson & Johnson in South Africa. Former President Nelson Mandela appointed her as Trustee of the Nelson Mandela Children's Fund and more recently Chair of Nelson Mandela Children's Hospital. Her passion for women's development led her to co-found the Business Woman's Association. Together with other prominent South African women leaders, she established the local chapter of the International Women's Forum (IWF). Magomola is also the current Chair of IWF's Presidents' Council. At the recent IWF Leadership Conference held in San Francisco, Magomola was inducted as one of the "Women Who Make a Difference" as a tribute to her contribution towards women leadership development and empowerment.

**Dr. Linda M. Thor** is chancellor of the Foothill-De Anza Community College District, one of the most prominent community college districts in the nation, serving some 65,000 students each year in Silicon Valley. Before joining Foothill-De Anza, Dr. Thor served for nearly 20 years as president of Rio Salado College in Tempe, Arizona and for four years as the president of West Los Angeles College in Culver City, California. Active at the national level, she serves on the board of the League for Innovation in the Community College, the executive council of the WICHE Cooperative for Educational Technologies (WCET), the Commission on Lifelong Learning for the American Council on Education, and the board of the Community College Baccalaureate Association. U.S. Secretary of Education Arne Duncan appointed her to serve on the Committee on Measures of Student Success, which is made up of 15 higher education leaders.

## Book Recommendations

Babcock, L., & Laschever, S. (2003). *Women don't ask: The high cost of avoiding negotiation*. New York, NY: Bantam Books.

Bianchi, S. M., Robinson, J. P., & Milkie, M. A. (2006). *Changing rhythms of American family life*. New York, NY: Russell Sage Foundation.

Blair-Loy, M. (2003). *Competing demands: Career and family among women executives*. Cambridge, MA: Harvard University Press.

Collins, G. (2009). *When everything changed: The amazing journey of American women from 1960 to the present*. New York, NY: Hatchett Book Group.

Eagly, A., & Carli, L. (2007). *Through the labyrinth: The truth about how women become leaders*. Boston, MA: Harvard Business School Publications.

Elder Jr., G. & Giele, J. (2009). *The Craft of Life Course Research*. New York, NY: The Guildford Press.

Ellison, K. (2005). *The mommy brain: How motherhood makes us smarter*. New York, NY: Basic Books.

Faludi, S. (2006). *Backlash: The undeclared war against American women*. Westminister, MD: Bantam Books.

Fey, T. (2011). *Bossy pants*. New York, NY: Reagan Arthur Books/Little, Brown and Company.

Gerson, K. (2011). *The unfinished revolution: Coming of age in a new era of gender, work, and family*. Oxford: Oxford University Press.

Halpern, D., & Cheung, F. (2008). *Women at the top: Powerful leaders tell us how to combine work and family*. Oxford, UK: Wiley-Blackwell.

Hewelett, S. (2002). *Creating a life: Professional women and the quest for children*. New York, NY: Talk Miramax Books.

Hochschild, A. (2003). *The second shift*. New York, NY: Penguin Books.

Lerner, S. (2010). *The war on moms: On life in a family-unfriendly nation*. Hoboken, NJ: John Wiley & Sons, Inc.

Mason, M., & Ekman, E. (2007). *Mothers on the fast track: How a new generation can balance family and careers*. New York, NY: Oxford Univesity Press.

Owen, H. (2012). *New thinking on leadership: A global perspective*. Philadelphia, PA: Kogan Page Limited.

Sachs, W. (2005). *How she really does it: Secrets of successful stay-at-work moms*. Cambridge, MA: Da Capo Press.

Stone, P. (2007). *Opting out? Why women really quit careers and head home*. Berkeley, CA: University of California Press.

Storm, S. (2009). *Motherhood is the new MBA: Using parenting skills to be a better boss*. New York, NY: Thomas Dunne Books.

Warner, J. (2005). *Perfect madness: Motherhood in the age of anxiety*. New York, NY: Riverhead Books.

Wirth, L. (2001). *Breaking through the glass ceiling: Women in management*. Geneva, Switzerland: International Labor Organization.