# Session Descriptions

<table>
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<tr>
<th>Time</th>
<th>Session Description</th>
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| 8:30-9:00    | Welcome & Keynote – Auditorium  
*Embrace Change*  
Robin Wilhoit, Anchor, WBIR-TV |
| 9:00-9:15    | Break                                                                               |
| 9:15-10:15   | **Track 1:** *Nonverbal Communication in the Workplace: Mistakes Women Make but Can Overcome* – Room 413A  
Courtney Wright, PhD, Associate Professor, College of Communication Studies, UT Knoxville  
Communicating nonverbal messages that undermine or conflict with our verbal messages inhibits individuals from achieving personal and professional goals. Through activity, engagement, and discussion, this session will present strategies for women to use nonverbal communication effectively in the workplace. |
| 10:15-10:30  | Break                                                                               |
| 9:00-9:15    | **Track 2:** *Career Development: 5 Steps for Achieving an Aspirational Future* – Room 413B  
Ron Tredway, EdD, Executive Director, Employee & Organizational Development, UT System Administration  
Career aspirations vary by person, yet the desire for a brighter future is a common goal for many professionals. Whether the goals entail seeking higher-level positions or enhancing one’s opportunities in their current role, it is important to have a plan for achieving the best “future” possible in one’s career. This session reveals a five-step approach for achieving one’s aspirational future, along with individual challenge and practical application. |
| 9:15-10:15   | **Track 3:** *Strategies to Land Your Next Job* – Room 413C  
Alica Shamblin, PHR, SHRM-CP Recruitment Manager, Human Resources, UT Knoxville  
Natalie Johnson, MBA, Human Resources, Senior Recruiter, Human Resources, UT Knoxville  
Covering everything from creating cover letters and writing resumes, to interviewing tips and techniques—this session is designed to help candidates in their job search process. Attendees should leave with the knowledge of how to write and use a cover letter and resume, including ways to stand out as a candidate. We will also discuss interview strategies and how to navigate the job search process. |
| 10:15-10:30  | Break                                                                               |

**Track 1:** Communication  
**Track 2:** Professional Growth  
**Track 3:** Career Management
10:30-11:30

**Track 1: Business Writing Tactics: Tips for More Effective Communication** - Room 413A
Linda Blake Walsh, Instructor & Writing Specialist, Haslam College of Business and College of Law, UT Knoxville
When you communicate in writing — whether in the form of a marketing brochure, a letter to customers/clients, or a proposal, you’re making a powerful statement about yourself and/or your organization. Thus, attention to detail is important. While focusing on the importance of audience (i.e., reader) awareness, this session will explore how being clear, concise, and compelling are key details of effective business writing. Supplementing the presentation, handouts on revising/editing and common writing errors will be available with suggestions for valuable writing resources. If writing is your primary responsibility or a part of your daily routine, this session will provide practical, easily implemented tips for fine tuning your writing skills.

**Track 2: Developing Your Leadership Potential** – Room 413B
Kelly McDaniel, MPH, Administrative Director, Family Medicine, UT Graduate School of Medicine
We often think of “leadership” with regard to position, title, and managerial responsibility, but being a leader means much more! Leadership refers to presence, character, and the ability to motivate self and others. Leadership is more than a position; it is a frame of mind. This will be an interactive session that looks at communication and leadership styles and at qualities that make a person a leader. We will look at definitions and characteristics of leadership and what prevents us from taking on more leadership roles in our organizations.

**Track 3: Using LinkedIn and Social Media to Manage Your Professional Presence** – Room 413C
Rebekah Winkler, Social Media Manager, Office of Communications & Marketing, UT Knoxville
Jessy Lawrence, Associate Director of Communications, Office of Alumni Affairs & Development, UT Knoxville
Before you get a call for an interview, potential employers are checking you out on social media. Learn how to make a great first impression before you even walk through the door. We’ll discuss tips for balancing your professional and personal presence online, and how you can use social media to connect with potential employers.

11:30-12:45

Lunch & Break

12:45-1:45

**Wellness**

**Smart Financial Management** – Room 413A
John Fawaz, Certified Financial Planner, UT Federal Credit Union
This session will cover topics such as financial management, the power of Roth, maximizing UTK benefits, retirement income and rebalancing, pension maximization, and how to pick a financial planner.

**Women’s Heart Health & Wellness** – Room 413B
Amy Stevens, MD, Program Director, Family Medicine, UT Graduate School of Medicine
Ceba Humphrey, MD, Resident, Family Medicine, UT Graduate School of Medicine
Join Drs. Stevens and Humphrey as they discuss key issues related to women’s health and wellness, including ideas and
practices to improve cardiovascular and heart health.

*Simple Practices for Better Stress Management – Room 413C*
Jaclyn M. P. Fleck, PsyD, Senior Staff Psychologist, Counseling Center, UT Knoxville
Jennifer Bauer, MA, Doctoral Intern, Counseling Center, UT Knoxville
This session will provide information about signs and symptoms of work-related stress. We will cover techniques to use to manage psychological illness and promote mental wellness. The session will feature an experiential activity.

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<td>1:45-2:00</td>
<td>Break</td>
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<tr>
<td>2:00-3:00</td>
<td><strong>Panel</strong>&lt;br&gt; <em>Women’s Experiences in the Workplace - Auditorium</em>&lt;br&gt; Panelists:&lt;br&gt; Mary Lucal, PhD, Associate Vice Chancellor for Human Resources, UT Knoxville&lt;br&gt; Lili’a Neville, Communications Director, Office for Diversity and Inclusion, UT Knoxville&lt;br&gt; Tomi Rogers, Extension Specialist, UT Extension Evaluation &amp; Staff Development, UT Institute of Agriculture&lt;br&gt; Emily Simerly, Deputy Chief, Police Department, UT Knoxville&lt;br&gt; This panel discussion will focus on topics related to women’s experiences in the workplace, including mentoring, issues of work-life balance, advice for new-, mid-, and late-career engagement, tips for success, and more.</td>
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<td>3:00-3:15</td>
<td>Break</td>
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<td>3:15-4:00</td>
<td><strong>Keynote</strong>&lt;br&gt; <em>Creating Space for Curiosity: Identifying &amp; Cultivating Your Passion - One Woman’s Career Story</em>&lt;br&gt; Margo Miller, Executive Director, Appalachian Community Fund&lt;br&gt; This interactive session will look at cultivating your passion to energize your career. Many folks struggle with work-life balance or even finding a job they enjoy going to everyday. It becomes less of a burden if you’re doing work that aligns with your values and feeds your passion. Margo will give you a few things to think about as you connect, learn, and grow along your career path.</td>
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<td>4:00-4:15</td>
<td><strong>Closing Remarks</strong></td>
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Track 1: Communication  
Track 2: Professional Growth  
Track 3: Career Management