



WOMEN IN LEADERSHIP: SHAPING THE FUTURE

Women Innovation Networking (WIN) Conference

March 6 - 7, 2024
Pittsburgh, PA

ABOUT

You're invited to join us for the Women's Innovation Networking (WIN) Conference on March 6-7, 2024 at the Sheraton Pittsburgh Hotel at Station Square in Pittsburgh, PA.

WHY ATTEND



This annual event draws dynamic and committed women professionals from across the state together to learn and grow through mentorship, collaboration, and networking. The theme of the 2024 conference is *Women in Leadership: Shaping the Future*.

CONFERENCE AT A GLANCE

Wednesday

4:00 - 5:15 p.m.

Opening Session

5:15 - 6:30 p.m.

Reception

Thursday

8:30 a.m. - 12:15 p.m.

Educational Sessions

12:30 p.m.

Lunch

1:00 - 1:30 p.m.

Closing Session

THE HOTEL

The Sheraton Pittsburgh Hotel at Station Square is located in the heart of downtown Pittsburgh. The newly renovated property blends comfort and style. On-site parking is available for a daily fee.

Call (412) 261-2000 and mention "PMAA" to receive the group guestroom rate of \$189.00.

FOR MORE INFO

717-737-7655

municipalauthorities.org

AGENDA

WEDNESDAY

4:00 p.m.

Welcome

4:15 – 5:15 p.m.

Most People Don't Need a Therapist, They Just Need a Change

- Coach Monique DeMonaco, Change Management Expert Coach

Monique has over 20 years working with executives, women-owned businesses, non-profits, and individuals and is devoted to helping her clients overcome struggles and create long-term sustainable change. She will share foundational tools for interrupting negative thoughts and limiting beliefs that keep you stuck in your life and help you build more confidence and sense of self to move forward. She'll provide some of her trademarked Brain-Science and Emotional Intelligence based trademarked tools to create sustainable changes in your life and redesign your personal stories.



5:15 – 6:30 p.m.

Reception

THURSDAY

8:30 a.m.

Welcome

- Melissa Hickman, VisitPittsburgh

8:45 – 9:30 a.m.

The P's to Success as Your Keys to Success

- Victoria Bechtold Kush, Buchanan Ingersoll & Rooney, PC



Drawing from nearly two decades of legal experience and leadership roles in community and civic initiatives, Victoria will discuss having prominence on purpose leading with passion, promoting partnerships and pathways, and persevering through problems. She will weave professional experience with her personal story, including interactive components and opportunities for audience engagement.

INTERESTED IN SPONSORSHIP?

Be recognized in front of women industry leaders from across the Commonwealth!

Contact us for opportunities and rates at (717) 737-7655.

9:30 – 10:45 a.m.

How My Career Found Me Panel

- Renee Daly, Cambria County Redevelopment Authority
- Brianna Keener, Allegheny Health Network
- Alison St. Clair, Ph.D., PE, Gibson-Thomas Engineering Company, Inc.
- Heather Tomasko, Johnstown Cambria County Airport Authority
- Adrienne Vicari, Herbert, Rowland & Grubic, Inc. (facilitator)

Panelists share their personal and professional challenges and successes as they became leaders in their workplaces and communities.

10:45 – 11:00 a.m.

Break

11:00 – 11:30 a.m.

Communication in a Postmodern Era

- Abbey McCann, Duquesne University

Communication is an integral part of our everyday life; it is used as a tool to build communities as well as fracture them. Abbey will explore the use of communications in a postmodern era and also explore the phenomenon of moral panics, particularly tied to women, and how these grow from groups pushing against the norms of the community.



11:30 a.m. – 12:15 p.m.

How to Get Your Social Media House in Order

- Linda Rooney, Dandelions Digital

Do you have a Meta Mess? Is your organization's Meta business account set up correctly? In this presentation, we will help untangle the messy world of social media posting, listening and analytics. We'll share tools and tips for posting and delve into how you can listen to what your constituents are saying about your municipality on social media platforms. Digital communications policy templates will also be shared.



12:30 – 1:00 p.m.

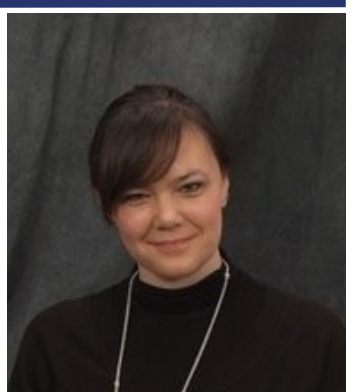
Lunch

1:00 – 1:30 p.m.

Work-Life Balance

- Mandy Searle, Gannett Fleming, Inc.

Mandy has worked as a Professional Geologist and GIS Specialist in the engineering consulting industry for over 20 years, contributing to a variety of projects around the world. She will share her experiences and challenges in balancing her career and personal life after a stroke in 2022.



WIN Conference

March 6 - 7, 2024

Sheraton Pittsburgh Hotel at Station Square ♦ 300 W Station Square Dr ♦
Pittsburgh, PA 15219



Registration

Name: _____

Job Title: _____

Authority/Firm: _____

Address: _____

City, State & Zip: _____

Phone: _____ E-mail: _____

Name: _____

Job Title: _____

Authority/Firm: _____

Address: _____

City, State & Zip: _____

Phone: _____ E-mail: _____

Name: _____

Job Title: _____

Authority/Firm: _____

Address: _____

City, State & Zip: _____

Phone: _____ E-mail: _____

- Return registrations to the PMAA office.
1000 North Front Street, Suite 401
Wormleysburg, PA 17043
- Payment is due with registration.
- Checks made payable to PMAA.
- We also accept: Visa, MC & Discover

Member Registration

\$150 per person

Non-Member Registration

\$180 per person

Balance Due: \$ _____

Visa MasterCard Discover

Card # _____ Exp.: _____ SC: _____

Hotel Reservations at Sheraton Station Square:

Phone: 412.261.2000

Reference Room Block (open): PMAA Women's Conference

Sponsorship Opportunities

All sponsors will be acknowledged at the Conference by signage, at the podium, and in written materials.

- Prime Sponsor, \$500**
 - Two minutes to promote your company before a session
 - Introduce Reception, Opening or Closing Speaker
 - 3 sponsorships available
- Conference Folder, \$500**
 - Your company name and logo featured on the folder containing conference materials.
 - Commitment by February 15 to ensure printing deadline.
 - 1 sponsorship available
- Conference Sponsor, \$300**
 - Introduce Session Speaker(s)
 - 3 sponsorships available
- Welcome Reception, \$150**
 - Recognition at Wednesday Reception

Cancellation Policy

All cancellations must be submitted to the office in writing one week prior to the meeting date. Due to reservation guarantees, unpaid no-shows will be charged. No refunds will be made after the cancellation deadline.