



# WOMEN INNOVATION NETWORKING CONFERENCE

## LEADERSHIP IN THE COMMUNITY

**February 27 & 28, 2023**  
**Lancaster, PA**

### ABOUT

You're invited to join us for the Women's Innovation Networking (WIN) Conference on February 27 - 28, 2023 at the Cork Factory Hotel in Lancaster, PA.

### WHY ATTEND

This annual conference draws dynamic and committed women professionals, from all across the state, together. The theme of the conference is *Leadership in the Community*. This interactive conference features sessions that will address *Communication Tools to Create Community Involvement, Workplace Culture, Bridging the Gap of Generational Shifts* and, the popular: *How My Career Found Me* panel.

### CONFERENCE AT A GLANCE

#### Monday

4:00 - 5:15 p.m.

*Communications Panel*

5:15 p.m.

*Reception*

#### Tuesday

8:30 a.m. - 12:00 p.m.

*Education Sessions*

12:15 p.m.

*Lunch*

12:45 - 1:15 p.m.


*Closing Speaker*

### THE HOTEL

The Cork Factory Hotel, a 19th century historic building featuring authentic guestrooms, meeting spaces and the Cork & Cap restaurant.

Call (717) 735-2075 and mention "PMAA" to receive the group guestroom rate of \$159.00.

#### FOR MORE INFO

 717-737-7655

 [municipalauthorities.org](http://municipalauthorities.org)

# AGENDA

## MONDAY

### 4:00 – 5:15 p.m.

*These professionals will share how they communicate their authorities successes and value to the community.*

- Lindsay Hughes, Manager of Administration and Public Relations, North Penn Water Authority
- Amy Schirf, Education Coordinator, Centre County Recycling and Refuse Authority
- Susan Sampson, Communications Manager, Lehigh County Authority
- Peggy Citeroni, Executive Director, Central Indiana County Joint Sanitary Authority
- Melissa Radovanic, Greater Johnstown Water Authority (Facilitator)

This discussion will be led by top-level communication authority professionals. Although value is often measured in dollars and cents, authority communications efforts bring to the table a less tangible, but equally important, value set. During this session, you'll learn tips on how to increase citizens trust, raise awareness and create public input on a project.

### 5:15 – 6:30 p.m.

*Reception*

## TUESDAY

### 8:30 a.m.

*Welcome*

- Katherine E. Walsh, Lancaster City Council Member

### 8:45 – 9:30 a.m.

*My Impact on Workplace Culture – Is it Positive?*

- David Carlson, Business Coach/Senior Director, ThistleSea Business Development

Dave has worked with PA public utilities and municipalities to improve their performance, customer service and create balance in managers' and employees' lives. During this presentation, you will receive key takeaways to develop action plans with specific strategies and tactics to build your teams through coaching and team-building processes.

A special thanks to the WIN Steering Committee for planning this conference.

### 9:30 – 10:45 a.m.

*How My Career Found Me Panel*

- Adrienne Vicari, PE, Herbert, Rowland & Grubic (Facilitator)
- Laura Kurtz, Esq., Eckert Seamans Cherin & Mellott, LLC
- Pamela Penatzer, Sales Specialist, LB Water
- Tammy Hurley, Executive Chef/Food Beverage Manager, Cork Factory Hotel
- Kim Bracey, CEO, YWCA York PA

Panelists share 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.

*Bridging the Generation Gap: Equipping Communities for a Collaborative Future*

- Adeline Mishler, Business Transformation Consultant, Ernst & Young

Adeline will share her expertise as a business transformation consultant in the government and public sector. In her current role, she specializes in using communications and change management strategies to empower federal, state and local governments to solve complex challenges.

### 11:30 a.m. – 12:00 p.m.

*Leading, and Giving Back, in Your Community*

- Kate Zimmerman, Executive Director, Leadership Lancaster

Kate is the Executive Director of Leadership Lancaster, a community leadership development program. In this position, Kate is instrumental in connecting, educating, and inspiring existing and emerging community leaders as they guide Lancaster County into the future.

### 12:15 – 12:45 p.m.

*Lunch*

### 12:45 – 1:15 p.m.

*Closing Speaker*

- Olivia Bragdon, Business Owner/Family Advocacy

Olivia began her career as a summer intern at Visit Johnstown and held the position of Communications and Group Tour Coordinator there for 15 years. In 2020, she decided to transition out of that position and into entrepreneurship and founded Bright Blonde Boutique. Bright Blonde Boutique specializes in unique, completely customized gifts and apparel. In 2019 Olivia, founded Stork Fund, an organization to assist families dealing with infertility and adoption challenges.

# WIN Conference

February 27 – 28, 2023

Cork Factory Hotel ♦ 480 New Holland Avenue ♦ Lancaster, PA 17602



## Registration

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Authority/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Authority/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

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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

\$140 per person

### Non-Member Registration

\$175 per person

Balance Due: \$ \_\_\_\_\_

Visa  MasterCard  Discover

Card # \_\_\_\_\_ Exp.: \_\_\_\_\_ SC: \_\_\_\_\_

### Hotel Reservations:

Phone: 717.735.2075

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
  - Luncheon Speaker
  - 1 sponsorship available
- Conference Folder \$500**
  - Your company name & logo featured on the folder containing conference materials.
  - Commitment by February 6 to ensure printing deadline.
  - 1 sponsorship available
- Conference Sponsor \$300**
  - Introduce a Session Speaker
  - 3 sponsorships available
- Welcome Reception Sponsor \$125**

### 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.