



The Power of YOU!

2023 Third Annual

Women

in Business

C O N F E R E N C E

Thursday, March 23, 2023

8:00 a.m. – 4:00 p.m.

Penn Harris Hotel and Convention Center
1500 Camp Hill By-Pass, Camp Hill PA

The schedule of events is as follows:

- 8:00 a.m. **Registration/Networking/Continental Breakfast**
- 9:30 a.m. **Welcome Remarks and Presenting Sponsor Remarks**
- 9:35 a.m. **Keynote Presentation**
– Dr. Neeli Bendapudi, President, Pennsylvania State University
- 10:30 a.m. **Networking/Refreshment Break**
- 11:00 a.m. **Breakout Panel Discussions:**
1. **The View from The Top – Female Leadership**
– Kathleen McKenzie, Vice President, Community Affairs, Highmark Inc.
– Roxanna Gapstur, President and CEO, Wellspan Health
– Andrea Shirk, President and CEO, Rock Lititz
 2. **These Are the Women In your Neighborhood**
– Stephanie Doliveira, Executive Vice President, People & Culture, Sheetz, Inc.
– Kim Tombasco, Experience Leader, PricewaterhouseCoopers, LLC.
– Jessica Printy Groves, Community Impact Manager, The GIANT Company
- Noon **Lunch and Networking**
- 1:30 p.m. **Breakout Sessions:**
1. **The Superwoman Syndrome**
– Joseline Castaños, Associate Dean & Director, Western Governors University
 2. **Leveling Up YOUR Brand**
– Hollie Geinter, Director, Communications and Brand, Duquesne Light Co.
- 2:30 p.m. **Networking/Refreshment Break**
- 3:00 p.m. **Power to Thrive: Leveraging Strengths for Leadership, Resilience & Success**
– Andy and Annie Hughes, Hughes Coaching and Consulting, LLC
- 3:45 p.m. **Wrap up**
- 4:00 p.m. **Program Ends**