



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. **Morning 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 — Leadership

– Kathleen McKenzie, Vice President, Community Affairs, Highmark Inc.

– Roxanna Gapstur, President and CEO, Wellspan Health

– Andrea Shirk, President and CEO, Rock Lititz

– Aaysha Noor, Moderator, Head of Diversity, Equity & Inclusion, The GIANT Company

2. Women in the Workplace — Culture and Community

– Stephanie Doliveira, Executive Vice President, People & Culture, Sheetz, Inc.

– Jessica Printy Groves, Community Impact Manager, The GIANT Company

– Kim Tombasco, Experience Leader, PricewaterhouseCoopers, LLC.

– Valerie Pritchett, Moderator, News Anchor, ABC27

Noon **Lunch and Networking**

1:30 p.m. **Breakout Sessions:**

1. The Superwoman Syndrome

– Joseline Castaños, Associate Dean & Director, Western Governors University

The Superwoman Syndrome, first coined in 1984, refers to a woman's practice of stretching herself thin to fulfill all the roles in her life to perfection. Is this a myth, a reality, or simply a fact of life for us women? This engaging presentation will discuss the syndrome, quiz the audience for self-awareness, and highlight skills/tools to combat the syndrome and find harmony in life. Don't miss this session for an opportunity to put your cape down, breathe, and re-center.

2. The Power Within: Creating impact and influence through your personal brand

– Hollie Geitner, Director, Communications and Brand, Duquesne Light Co.

If you feel stuck in your career, you aren't alone. The key is to understanding that you, an only you, can uncluck that gate holding you back.

Learn how to jump-start your personal brand in three impactful steps:

- *Understand who you are and what you value*
- *Decide where you want to go*
- *Cultivate your network*

2:30 p.m. **Networking/Refreshment Break**

3:00 p.m. **Afternoon Keynote Presentation**

Power to Thrive: Leveraging Strengths for Leadership, Resilience & Success

– Andy and Annie Hughes, Hughes Coaching and Consulting, LLC

Research shows that a strengths-based approach improves leadership effectiveness and builds engagement and confidence. In this interactive session, you will learn how to apply this strategy to common challenges faced by women in leadership, including the pursuit of personal wellbeing and fulfillment.

3:45 p.m. **Wrap up**

4:00 p.m. **Program Ends**

About the Speakers



Dr. Neeli Bendapudi, President, Pennsylvania State University

An ex officio and non-voting member of the Board of Trustees, Neeli Bendapudi was appointed 19th president of Penn State on May 9, 2022. With a nearly thirty-year career as a leader in higher education and business, Bendapudi is a dedicated educator, academic, and executive. She leads Penn State's twenty-four-campus network and top-ranked online World Campus with a focus on advancing excellence and creating opportunities for students, faculty, and staff to thrive.

Prior to coming to Penn State, Bendapudi was president of the University of Louisville, where she oversaw a series of transformative efforts spanning academics; finance; the health enterprise, philanthropy; athletics; diversity, equity, and inclusion; and more.

Among her leadership experiences, Bendapudi has served as provost and executive vice chancellor at the University of Kansas, dean of the School of Business at the University of Kansas, and as founding director of the Initiative for Managing Services at the Ohio State University. In addition to consulting for some of the world's largest companies and organizations, she was the executive vice president and chief customer officer for Huntington National Bank.

With a research background in the study of consumer behavior in service contexts, she has taught marketing at a variety of higher education institutions and been honored for contributions in her field at both the national and university level. Bendapudi earned her bachelor's degree in English and MBA from Andhra University in India and her doctorate in marketing from the University of Kansas.



Kathleen McKenzie, Vice President, Community Affairs, Highmark Inc.

Kathleen McKenzie is the Vice President of Community Affairs at Highmark Blue Shield. Ms. McKenzie oversees corporate grants management, community programs and volunteerism for Central Pennsylvania, Lehigh Valley and Northeastern PA. She also provides oversight and support for community affairs activities in the State of Delaware. She is responsible for the development and execution of defined strategies that promote Highmark's corporate Community Affairs initiatives and the coordination of strategic provider relationships.

Previously, Ms. McKenzie was Vice President of Community Affairs for Highmark Health where she was responsible for the functional integration and alignment of Allegheny Health Network's community affairs division. McKenzie began her career with Highmark in March of 2011 as the VP of Community and Civic Affairs at Allegheny Health Network. Ms. McKenzie also served as Allegheny County Deputy Manager.

Ms. McKenzie completed a B.A. in Government and Law from Lafayette College and received her Juris Doctor from the University of Pittsburgh School of Law.

Ms. McKenzie currently serves as a board member for The Central Pennsylvania Food Bank, The United Way of the Capital Region and Ronald McDonald House Charities of Central PA. She holds various leadership roles in the community including serving as a member of Penn State Health's Cancer Committee and the United Way's Women's Leadership Network. She has served as chair of the 2020 American Heart Association's Heart Ball and the Capital Region's Go Red for Women Campaign. She was also selected as a Central Penn Business Journal Woman of Influence and is the recipient of the 2022 Athena Award by the Harrisburg Regional Chamber of Commerce.



Roxanna Gapstur, President and CEO, Wellspan Health

In January 2019, Roxanna Gapstur assumed the role of President and CEO of WellSpan Health. She has over 25 years of healthcare leadership experience working in group practice, academic, and integrated health care systems with health plan operations. Prior to her appointment at WellSpan, Dr. Gapstur was a senior vice president and president within the HealthPartners system in Bloomington, Minn.

Dr. Gapstur has extensive experience in strategic planning, business development and operational leadership in both ambulatory and hospital settings. She has served in multiple executive roles including chief operating officer, chief nursing officer and as a senior executive accountable for population health. Dr. Gapstur obtained her bachelor's degree from the College of St. Catherine in St. Paul, Minn., and her master's degree and doctorate from the University of Minnesota.

She currently serves on a number of national and regional boards of directors: AllSpire Health Partners, American Hospital Association, The Hospital and Healthsystem Association of Pennsylvania, Pennsylvania Chamber of Business and Industry, Better York – York County Economic Alliance, Costa Academy, Cultural Alliance of York, Downtown Renaissance Fund, and Traditions Bank. She is also a member of the PA Early Learning Investment Commission and the CEO Coalition, a national group dedicated to healthcare workforce safety. Dr. Gapstur has been recognized by Modern Healthcare as one of the nation's 50 Most Influential Clinical Executives. She has been named to City & State PA's Health Care Power 100 list, Central Penn. Business Journal's Power 100 list, and has been named a Game Changer in the category of most admired nonprofit CEO by the Central Penn. Business Journal. She was also named a Top 35 Women in Healthcare Leader by Minnesota Women's Health Leadership Trust.



Andrea Shirk, President and CEO, Rock Lititz

Andrea is the leader of a new kind of live event crew. Focused on building a uniquely collaborative, state-of-the-art live event experience, her dedicated team has been breaking new ground within the industry. Andrea comes to Rock Lititz with a degree in Mechanical Engineering and multiple product development and program management roles in her resume, having worked in leadership programs at both Lockheed Martin and Bose. In 2013, she began leading the charge at Rock Lititz, a state-of-the-art production campus where shows from around the world come to practice, train, build and structure their tours, providing safer, easier and more efficient runs. The campus includes one of a kind rehearsal facilities, unique, multi-tenant space that dozens of leading live event companies call home, a hotel open to both public and crews, and the campus is still growing. Rock Lititz aims to maintain an environment that promotes collaboration, creativity, education and support, designed to encourage passion and drive within the live event industry.



Aaysha Noor, Moderator, Head of Diversity, Equity and Inclusion, The GIANT Company

A purpose-led and community orientated at heart with a desire to make this world a better place to live, Aaysha Noor leads with courage and compassion. She is dedicated to lift up underrepresented, and elevate marginalized voices.

Aaysha is the Head of Diversity, Equity & Inclusion at The GIANT Company where she is responsible for strategizing DEI initiatives to build a culture of inclusion and belonging across all aspects of organizational work and also support communities in equitable ways. A sought-after speaker and facilitator of equity and inclusion, Aaysha not only brings professional expertise but also her lived experiences. She often lends her expertise and experiences and shares her insights at business leadership, women empowerment, and various community events to inspire change.

An avid advocate of social justice and women empowerment, she continually serves on several nonprofit boards and committees to bridge the gap and help form inclusive policies and practices to make a positive impact. Currently serving on the Board of Directors of YWCA Carlisle, HACC- the Central PA Community College, the Pennsylvania Dept of Education Equity, Inclusion and Belonging Task Force, the Pennsylvania Human Relations Commission Task Force, Central PA Diversity Forum, and The Fund for Women and Girls-Women in Philanthropy committee. She is also at Large Director at ACLU PA, member of Network of Executive Women now Next Up, and Advisory Council member of Society of Professional Women with The Main Line Chamber of Commerce.

As a servant leader passionately serving the community, Aaysha has received many awards acknowledging her work and efforts in making a positive impact in the industry and communities at large.

She is the recipient of Peacemaker award by bcmPEACE Brethren Community, Leadership in Diversity Award by The Conference for Women: Be Extraordinary, Sarah Alyce Wright Award from YWCA Greater Harrisburg, and Torch of Global Enlightenment Award from World Affairs Council of Harrisburg. She was named Women of Style in recognition of her impact by Susquehanna Style Magazine in 2019, and was also featured in Inspire; Serving the Community, Making a Difference in Cumberland County. She was recognized as Top women in Grocery 2021 by Progressive Grocer, DEI Champion by National Diversity Council, and Women of Influence by The Griffin Report



Stephanie Doliveira, Executive Vice President of People & Culture at Sheetz, Inc.

Stephanie is responsible for strategic planning and execution of people-centric initiatives. She is also the executive sponsor of the company's commitment to IDEA — Inclusion, Diversity, Equity and Accessibility, an integral part of the overall corporate strategy.

Sheetz, a family owned and operated convenience retailer based in Altoona, PA has more than 25,000 employees throughout the company's six-state operating area. Recognized by Fortune as one of the [100 Best Companies to Work For](#), Best Retailers to Work For, Best Places to Work for Women and [Best Workplaces for Millennials](#), Sheetz is committed to offering sustainable careers built on an inspiring and authentically inclusive culture.

Stephanie is an advocate for children, child-care and early learning. She is a member of the Pennsylvania Governor's Early Learning Investment Commission (since 2008) and currently serves as the Co-Chair. She also serves on the Sheetz Family Charities board of directors, an employee-driven charity focused on children in need.

The Great Place to Work Institute awarded Stephanie the Inaugural Great Place to Work® For All Leadership Award in March 2018. Convenience Store News recognized her with the "Top Women in Convenience" honor in 2016 and 2020. In October 2020, S&T Bank and Pittsburgh Magazine recognized her for leadership in a feature series on Women & Business.

Prior to joining Sheetz, Stephanie practiced labor and employment law representing employers at a firm based in Pennsylvania. She received a Bachelor of Science degree in labor and industrial relations from the Pennsylvania State University, and a Juris Doctorate from the Widener University School of Law, Commonwealth Campus.

Stephanie is the proud mom of two sons, Gabriel and Carter.



Jessica Groves, Manager, Community Impact, The GIANT Company

Jessica Groves is manager of community impact for The GIANT Company, an omni-channel grocer known to customers as GIANT, MARTIN'S, GIANT Heirloom Market, GIANT Direct and MARTIN'S Direct that has been proudly serving families across Pennsylvania, Maryland, Virginia, and West Virginia since 1923.

An experienced grocery retailer with more than 18 years of experience in Jessica first joined the company in 2005. She quickly grew into roles of increasing responsibility across multiple departments including human resources, loyalty, merchandising, and store operations.

Most notably, as manager of loyalty strategy, she had responsibility for all elements of the company's highly popular loyalty program, including the rollout of the enhanced program, GIANT Choice Rewards, in 2019. She was instrumental in driving adoption and ongoing engagement among customers and team members alike. Under her leadership, in its debut year, GIANT Choice Rewards was honored with two Loyalty360 Best in Class Awards and a Platinum victory in the Customer Centric Culture category of the Customer Awards.

Named to her current role of manager of community impact in February 2021, Jessica leads the company's corporate social responsibility efforts in support of its purpose of connecting families for a better future, with an emphasis on changing children's lives, eliminating hunger, and healing the planet. Her scope of influence includes philanthropy, strategic partnerships, and volunteerism. To learn more about how The GIANT Company is making a difference in the communities it serves, visit <https://giantfoodstores.com/pages/our-purpose>.

Jessica earned a Bachelor of Arts degree in accounting and business administration from Thiel College. She is a member of The GIANT Company's Women's LINC and SALUTE Business Resource Groups. Jessica is a recipient of Progressive Grocers Top Woman in Grocery Rising Star award in 2019 and 2021 as well named an honoree for 2022 Pennsylvania Impact 50 by City & State PA. Jessica and her husband reside in Central, PA, with their two young children.



Kim Tombasco is the Experience Leader for the PwC Philadelphia, Harrisburg, Pittsburgh and Cleveland offices

In her role, she works closely with the Office Managing Partners to invigorate office culture and enhance the local experience for 3000 partners and staff, as well as PwC's clients and surrounding community.

She began her career with PwC Philadelphia as an intern in 2001 and joined the firm full time in 2003 where she spent several years supporting external clients within PwC's Assurance practice. Following her time in Assurance, she was part of both the deployment and campus recruiting teams, then joined human capital in 2011. Kim has had the opportunity to support various teams within human capital and, just prior to her current role, was responsible for leading strategic initiatives related to deployment, performance management and purpose and inclusion for 2000 professionals nationwide.

Kim graduated from Villanova University with a degree in accounting. She is a 2020 Leadership Philadelphia fellow. She lives in Upper Chichester, Pennsylvania with her husband Charlie and son Jackson (9) and loves to read and travel.



Valerie Pritchett, News Anchor, ABC27

Valerie Pritchett anchors abc27 News at 5, 7 & 11 on weeknights. In addition to her anchoring duties, Valerie also reports.

Valerie's passion for giving children in Pennsylvania a world in which to grow and thrive was sparked by a foster mother she met who had cared for dozens of infants in need. As a result, Valerie created "Val's Kids." This special segment shares stories of children looking for adoptive homes through the Statewide Adoption and Permanency Network. "Val's Kids" airs on abc27 News at 7 p.m. on Wednesdays and Sundays at 6 p.m.

Valerie's production and reporting of Operation Safe Kids, a feature promoting fire safety and the installation of smoke alarms, was instrumental in abc27 winning a Service to Community Award from the National Association of Broadcasters. The award is one of the highest honors a broadcast television station can earn.

Her love of Central Pennsylvania drives Valerie as an active community volunteer, serving as a board member for the Salvation Army Advisory Board, United Way of the Capital Region, the Central Pennsylvania Food Bank, and Catholic Charities. Valerie's work for nonprofits includes Harrisburg Police Athletic League, American Cancer Society, Harrisburg Symphony, and she raises puppies for Susquehanna Service Dogs.



Joseline Castaños, Ph.D., Associate Dean & Director, Western Governors University

A visionary leader and educator who began her professional life as a K-12 teacher. She is a lifelong learner constantly developing herself. Her degrees include bachelor's degrees in secondary education and romance languages, master's degrees in Teaching English to Speakers of Other Languages (TESOL) and Human Services with a specialization in mental health, and a Ph.D. in Educational Technology.

She led an international English program for Laureate International Universities in over 80 institutions worldwide and has seen the superwoman syndrome affect women of all backgrounds similarly. Later, she developed a framework/system to recruit, support, and retain faculty worldwide as the Laureate Center for Global Faculty Excellence Executive Director, where women were the backbone of higher education. Most recently, she led Walden University product development efforts for the College of Management and Technology and the College of Education and Leadership. As a Latina first-generation college student, she has learned first-hand the value of education and the need for women to support each other in the journey. Therefore, she is thrilled to serve as Associate Dean and Director at Western Governors University in the management and leadership vertical in the College of Business. She works diligently to make higher education accessible to all, especially to our underrepresented communities. Outside of work, her passions include family, running, and advocacy. She is passionately active with [NAMI](#), [AFSP](#), [MHFA](#), and the [MBHAC](#) to break mental health stigma and support those in need. She believes that as women who give unselfishly, we need to find balance and care for ourselves to better support others.



Hollie Geitner, Director, Communications and Brand, Duquesne Light Company

I change the world through storytelling. As director of communications and brand for Duquesne Light Company (DLC), I develop and share stories to help educate, inform, and inspire our more than 1,700 employees and 600,000 customers.

Prior to my role at DLC, I was vice president, culture and brand ambassador for WordWrite, a public relations and digital marketing agency. During my eight years there I counseled clients on bridging the gap between truth and misunderstanding, especially in times of crisis. In addition to my client responsibilities, I was accountable for the firm's sales and marketing efforts where I collaborated with the entire team to showcase our expertise in the Pittsburgh region and beyond.

Before joining the agency world, I held various PR and marketing positions, including at Highmark, Allegheny Energy and the Pittsburgh Downtown Partnership.

I belong to the Public Relations Society of America (PRSA) and serve as board member of the Pittsburgh Chapter. In 2019, I completed EDGE, a nine-month women's leadership program offered through the Pittsburgh Technology Council and Align Leadership, as well as the EDGE Compass Senior Leadership program in 2021.

I'm actively engaged in the community as a member of the Women's Leadership Council (WLC) of the United Way of Southwestern Pennsylvania and a member of the WLC Allegheny County Leadership Team. Additionally, I serve on the board of Pennsylvania Women Work and volunteer my time as a mentor for the Three Cups of Coffee mentor program. I also support Light of Life Rescue Mission as a volunteer fundraiser.

In early 2023, I was named a PRSA Renaissance Hall of Fame Award winner for my 20+ years of career success in public relations. In 2022, I was honored as an ATHENA award finalist by the Pittsburgh Technology Council which recognizes women who demonstrate excellence in their profession, contribute to the community, and help other women and girls succeed through mentorship. Additionally, I was recognized by Pittsburgh Magazine as a Woman & Business honoree in 2021 and in 2013 as a 40 Under 40 honoree — an annual recognition program managed by Pittsburgh Magazine and the Pittsburgh Urban Magnet Project (PUMP).

I graduated from Shippensburg University in 1997 with a Bachelor of Arts degree in Journalism/Communications.

Outside of the office, I enjoy running the river trails, walking my chocolate lab, kayaking, reading, crafting at home, vintage shopping, and inspiring my children to chase their dreams. Our family dream is to one day own a lakefront home.



Annie Hughes, Co-founder and CEO of Hughes Coaching & Consulting LLC

A dynamic consultant, educator and Certified Professional Coach (CPC), helping clients to achieve their personal, professional and business goals.

In her previous roles as founding director of [Harrisburg LaunchBox powered by Penn State](#), management consultant for [Penn State Small Business Development Center](#), and Director of Outreach for [Ben Franklin Technology Partners Central-Northern PA](#), Annie has coached and instructed hundreds of entrepreneurs in lean startup process, design thinking, and business planning and strategy. Currently, Annie serves as Statewide Coordinator of the [Invent Penn State LaunchBox & Innovation Network](#) and adjunct faculty at Penn State Harrisburg.

Annie has 13 years' experience in innovation practice and product development within corporate and small business environments. Prior to her work at Penn State, Annie was a Manager of Disruptive Innovation at the Hershey Company, where she built new brands in new product categories, often piloting new innovation processes. Prior to Hershey she was Director of Sales and Marketing at Eco Lips, Inc., a startup in her home state of Iowa.

Annie has a B.S. from Northwestern University's School of Communication and an M.B.A. from the University of Iowa. She and Andy live in Harrisburg with their dog Shelby, where they volunteer in civic projects that support community building and economic development. In her free time, you'll find Annie singing, drawing, reading and strolling the beautiful city of Harrisburg.



Andy Hughes, PhD., Co-founder and COO of Hughes Coaching & Consulting LLC

A thoughtful and passionate leadership coach, consultant and educator who strives to empower others to see their potential for leadership and to make a positive difference. Andy is also a Certified CliftonStrengths Coach. For more than fifteen years, Andy has worked with hundreds of students, professionals, and organizations inspiring them to perform to their best ability.

As the founding executive director of the [Garthwait Leadership Center](#) at Gettysburg College, Andy and his team have created an exceptional leadership program that is a model for preparing young people for leadership in the 21st century. Andy previously served as director of student involvement and leadership at Rollins College in Winter Park, Fla.

Andy earned a bachelor's degree majoring in English literature from Spring Hill College and master's degree in educational leadership from the University of Central Florida. Andy earned his PhD. in Administration and Leadership Studies from Indiana University of Pennsylvania. Andy grew up in Broomfield, England and moved to the United States more than 20 years ago. In his free time, you'll find Andy kayaking the rivers of Pennsylvania or watching a Tottenham Hotspurs soccer match (that's "football" in the UK) with his mates.



For more information on these events, contact Gretchen McDonel, Conference and Events Executive, 717.720.5457 | gmcdonel@pachamber.org.

For sponsorship information, contact Jennifer O'Donnell, Engagement and Events Executive, 717.720.5557 | jodonnell@pachamber.org.