

2025 *Women* in Business CONFERENCE



April 3, 2025 – Lancaster Marriott, Lancaster, PA

2025 Keynote Speaker

Caitlin Clark

Professional Basketball Player

AGENDA

8:30 A.M. Registration/Networking

9:15 A.M. Welcome Remarks

- Luke Bernstein, President and CEO, PA Chamber of Business and Industry
- Jewell Lester, Senior Vice President, Operations and Finance, PA Chamber of Business and Industry
- Kasey Paulus, Executive Vice President, Chief Operating Officer, WellSpan Health

9:30 A.M. The Art of Networking: Unlocking Your Professional Potential

- Lori Renne, Business Development Supervisor, UPMC

In face-to-face business interactions, mastering the art of networking is pivotal for personal and professional growth. This quick, engaging session will equip attendees with effective strategies and practical tools to maximize their networking experiences.

10:00 A.M. Network/Refreshment Break

10:15 A.M. Ask the Experts: Empowering Women to Thrive

- Erika Saunders, M.D., Chair, Department of Psychiatry and Behavioral Health, Penn State College of Medicine
- Caitlin Morrissey, Certified Trainer, National Fitness Partners
- Heather Valudes, Moderator, President & CEO, Lancaster Chamber of Commerce

Taking care of yourself is something you know you need to do, but with life's demands, it can seem overwhelming. Gain valuable self-care insights during this interactive panel discussion that is focused on empowering women to take charge of their mental and physical wellness! Practical tips on integrating physical fitness, holistic care, nutrition, and mindfulness into your life will be shared in this Q&A-style conversation.

11:00 A.M. Harnessing AI for Practical Use

- Jenn McCauley, Advance Program Manager, Nittany AI Alliance, Penn State University
- Kasey Paulus, Moderator, Executive Vice President, Chief Operating Officer, WellSpan Health
- Dr. Tasha Austin-Williams, Principal, Executive Leader of the Deloitte AI Institute for Government

Whether you're an artificial intelligence (AI) enthusiast or just curious about its potential, this panel is designed to equip you with practical knowledge and actionable insights to harness the power of AI in your career and daily life. We'll explore practical uses of AI to help enhance your productivity, streamline your daily tasks, manage your schedule, optimize your health and wellness, maximize your decision-making, and provide efficiency and balance to your life!

11:45 A.M. Lunch/Network

12:35 p.m. Speaker Introduction

- Tammy Ober, Chief Growth Officer at Penn Medicine Lancaster General

12:45 P.M. Owning Your Time Harnessing the Power of Prioritization

- Stephanie Doliveria, Executive Vice President of People and Culture, Sheetz

Transform your calendar and your life with this discussion on how to make conscious choices about prioritizing your goals! By embracing what serves you personally and professionally and saying “no” to what does not – without guilt or hesitation! — you’ll learn what truly matters, take better control of your time, and create a more balanced, fulfilling life. Join us for this session that will provide actionable advice and inspiration to help you make every moment count.

1:05 P.M. Securing Your Financial Nest Egg

- Sarah Lesser, Sr. Vice President, Middle Market, Truist
- Alison Wall Kerber, Senior Wealth Advisor, Vanguard
- Robin Stauffer, Moderator, Executive Director, High Foundation

An essential discussion on securing your financial future, this important session features finance and banking experts who will provide expertise and answer questions into budgeting, retirement savings, and other key financial strategies that will help set you up for lasting financial success.

1:50 P.M. Network/Refreshment Break

2:00 P.M. Growth Through Engagement: Leveraging Social Media to Build Your Brand

- Sara Taylor, Partner, Taylor Chip Company
- Lindsay Andrews, Moderator, Director, Communications, PA Chamber of Business and Industry

2:45 P.M. 1 of 1: A Conversation with Caitlin Clark

Caitlin Clark is one of the most exciting Professional Basketball Players of her generation, a transcendent athlete who has broken records on and off the court, achieving global popularity. After leading the University of Iowa to back-to-back NCAA Championship games and driving record viewership and attendance, Clark was selected first overall by the Indiana Fever in the most-watched 2024 WNBA Draft. Her remarkable impact during her rookie season helped propel the Fever to their first playoff appearance since 2016; and she became the first rookie since Candace Parker in 2008 to make the First Team All-WNBA, one of only five players to ever achieve this honor and was named the 2024 WNBA Rookie of the Year. You can read more about her remarkable collegiate and professional accolades and accomplishments [here](#).

In this highly anticipated Q&A session, Caitlin will talk about her history-making basketball career and share insights about her business ventures, charitable work, and the leadership skills that make her a role model to millions.

4:00 P.M. Conclude

About the Speakers



Luke Bernstein, President and CEO, PA Chamber of Business and Industry

A seasoned financial, government, and public policy professional, Luke came to the organization in 2022 with more than 20 years of experience in the public and private sectors.

Before leading the PA Chamber, Luke was most recently executive vice president, chief operations and technology officer at Orrstown Financial Services. He had served as Orrstown's corporate spokesperson since 2017.

He was previously senior vice president of external affairs at the Pennsylvania Bankers Association from 2015 to 2017 and deputy chief of staff for former Pennsylvania Gov. Tom Corbett from 2011 to 2015.

In addition to his executive leadership roles in the private sector and state government, Luke has experience working at the federal level, as a former appointed advisor in the Administration of President George W. Bush and as an aide in the U.S. Senate. He holds a bachelor's degree in political science and policy studies from Dickinson College, where he also served as an adjunct professor.

Luke also completed the Duke Leadership Program at Duke University's Fuqua School of Business. He is a very active member of his community, serving on numerous boards and as a youth sports coach.



Jewell Lester, Senior Vice President, Operations and Finance, PA Chamber of Business and Industry

In her dynamic leadership role, she oversees the financial, information technology, and operational aspects of the largest business advocacy organization in the state. Demonstrating a strong commitment to excellence, and the seamless integration of key organizational functions, she serves as the chief

liaison with several key board-level committees. Jewell holds an MBA from Case Western Reserve University and a Bachelor of Science in Management from East Stroudsburg University. Additionally, she is a graduate of the Institute of Organization Management program sponsored by the US Chamber of Commerce. Jewell is a member of the United Way of the Capital Region's Women's Leadership Network.



Kasey Paulus, Executive Vice President, Chief Operating Officer, WellSpan Health

Kasey Paulus is the Executive Vice President and Chief Operating Officer for WellSpan Health. Kasey is responsible for the WellSpan nursing strategic plan, nursing practice, and operations for 4,600 nursing team members across WellSpan Health, including acute care, ambulatory care, homecare and hospice, and care management services. In her role, she champions several initiatives focused on workforce and care model redesign, driving innovation through the lens of people, process, and technology. She is also accountable for increasing the pipeline of nurses through academic partnerships.

Kasey has twenty years of experience in nursing, nursing leadership, healthcare operations, continuous performance improvement, high reliability, and patient safety.

She joined WellSpan in July 2021 where she first served as vice president of Patient Care Services and chief nursing officer at York Hospital. Prior to joining WellSpan, she served as vice president of patient care services and chief nursing officer within the HealthPartners System in Minnesota. Prior to her appointment to CNO, she served as vice president of quality and safety for Park Nicollet.

She earned her Bachelor of Arts in nursing from Gustavus Adolphus College, followed by a master's degree in business administration from the University of Phoenix. She is also a certified executive in nursing practice.



Lori Renne, Business Development Supervisor, UPMC

Lori Krause Renne is a seasoned marketing, sales and strategic planning professional with over 30 years of experience. Currently, she serves as Supervisor, Business Development for the UPMC Corporate Ambassador Resource and Employer Solutions (CARES) team, serving corporate and community wellness clients. Lori works across Central PA to strategize and develop customized wellness programs that help companies improve the overall health, productivity, and morale of their corporate families. Lori serves on the board of the Members 1st Charitable Foundation, and as Interim Chair and Leadership Chair for the American Heart Association of Central PA's Board of Directors. She is a membership ambassador for both the Harrisburg and Lebanon Valley Chambers of Commerce. She was awarded "2024 Ambassador of the Year" for the Lebanon Valley Chamber. Lori is also an active member of the UPMC Pinnacle Foundation's Women's Giving Circle.

Lori is a graduate of LaSalle University with a B.A. in Communication and a minor in English. A native of Lebanon, PA, Lori lives in New Cumberland with her husband, Brendan, and son, Dylan (when he is home from Duquesne University), and their goldendoodle, Hank. She loves reading, walking, yoga, all things Pittsburgh, and spending time with her family.



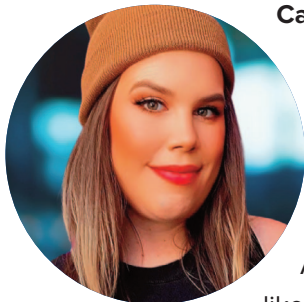
**Erika Saunders, M.D., Chair, Department of Psychiatry and Behavioral Health,
Penn State College of Medicine**

Dr. Erika Saunders earned her medical degree from the University of Iowa, completed a Howard Hughes Research Fellowship at Beth Israel Hospital and Harvard Medical School, and residency training in Psychiatry at the University of Michigan. She subsequently was awarded a Heinz C. Prechter research fellowship in Bipolar Disorder.

Dr. Saunders joined Penn State University in 2008 and has led the department since 2015. She serves as Clinical Co-Director of the Penn State College of Medicine Addiction Center for Translation and has led the Mood Disorders Program. During her tenure, Penn State joined the National Network of Depression Centers (NNDC). Dr. Saunders has served on the board of the Pennsylvania Psychiatric Institute since 2015, and has chaired the board since July 2024.

Dr. Saunders has been elected to serve on the board of several national organizations, including the American Association of Chairs of Departments of Psychiatry (Past President), the International Society for Bipolar Disorders (Vice President for Governance) and the American Society for Clinical Psychopharmacology. Dr. Saunders has been a fellow of The Hedwig van Ameringen Executive Leadership in Academic Medicine Program (ELAM) and the American Association of Medical Colleges Council of Deans.

Dr. Saunders is an expert on improving the delivery of care for psychiatric and behavioral illnesses and developing novel methods for predicting outcome and improving treatments for mood disorders based on neural, biological and social mechanisms. Dr. Saunders' work has been recognized nationally, and she has presented at meetings including the International Society for Bipolar Disorders, the Society for Biological Psychiatry, American Society for Clinical Psychopharmacology and the American Psychiatric Association.



Caitlin Morrissey, Certified Trainer, National Fitness Partners

With six years of Professional Training experience, I believe fitness is a journey of growth and transformation. My own path through sobriety and fitness taught me the power of movement, and now I help others unlock their strength—physically and mentally.

As a lifelong fantasy lover, I bring that passion into training, making workouts feel like an adventure while creating community. Fitness should be fun, accessible, and empowering. My goal is to cultivate a supportive community where everyone feels capable of pushing past limits and redefining what's possible. Let's grow together!



Dr. Heather Valudes, Moderator, President & CEO, Lancaster Chamber of Commerce

Heather Valudes became the President & CEO of the Lancaster Chamber in June 2022. She joined the Chamber in 2011 and was previously the Vice President, and prior to that, Community Impact/Advocacy Director.

During her tenure, she has led efforts around significant pieces of legislation, represented the Chamber and business interests, and led the Chamber to four-star accreditation from the US Chamber. She has responsibility for ensuring the implementation of the Chamber's strategic plan to positively impact over 1,300 business members and the Lancaster community.

Prior to joining the Chamber, Valudes was the Government Affairs Coordinator at the Building Industry Association where she represented them before all government bodies on issues related to the association's mission.

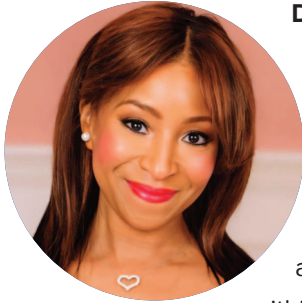
Valudes graduated from West Chester University in 2007 with a degree in Political Science and received a Master of Public Administration degree from West Chester University in 2010. She earned her Certified Chamber Executive designation in 2021, was named a 40 Under 40 by the Central Penn Business Journal and the Association of Chamber of Commerce Executives, and is a 2010 graduate of Leadership Lancaster.

She lives in Gordonville with her husband, Kevin, and their twin daughters. As a lifelong Lancaster County resident, she is committed to her local community. Beyond her service on Chamber related boards, she is a member of the Paradise Township Lions Club.



Jenn McCauley, Advance Program Manager, Nittany AI Alliance, Penn State University

Jenn McCauley is the Advance program manager for Nittany AI Alliance. In this role, she fosters experiential learning in team-based environments, helping students learn to use artificial intelligence to solve real-world challenges. Her previous roles in higher education include managing university-wide projects, implementing innovative technologies, and developing robust systems. As an adjunct Penn State faculty member, she enjoys encouraging her students' education and career advancement. Jenn graduated from Penn State in 2008 with a M.S. in Information Sciences and Technology and 2001 with a B.S. from the Smeal College of Business.



Dr. Tasha Austin-Williams, Principal, Executive Leader of the Deloitte AI Institute for Government

Dr. Tasha Austin-Williams is a Principal within Deloitte's Risk and Financial Advisory business boasting an extensive career of over 25 years in professional services. Her expertise spans the fields of artificial intelligence (AI) and advanced data analytics across a multitude of domains, including commercial and federal audits, fraud detection and analysis, dispute resolution and investigations, and within the defense and international affairs sector.

Tasha assumes a pivotal role in guiding Deloitte's endeavors within the dynamic domain of Artificial Intelligence. Her distinctive contribution resides in pioneering innovative, insight-driven solutions that catalyze profound transformation for her clients' core missions. Tasha's day to day role includes serving as the lead business partner actively contributing to the advancement of state diplomacy's critical mission. More broadly, Tasha provides strategic guidance to C-Suite Executives and management across the federal community, aiding them in navigating their agencies' most intricate and distinctive data challenges. Additionally, Tasha is instrumental in assisting organizations in evaluating their readiness for and adoption of AI solutions.

Tasha also serves as the Executive Director of Deloitte's Artificial Intelligence Institute for Government, where she plays a pivotal role in the organization's mission to bolster its capabilities in pivotal domains, particularly in the realm of trustworthy and ethical AI. Her portfolio encompasses the significant task of amplifying Deloitte's thought leadership and digital footprint within the sphere of AI for the public sector. Central to Tasha's mandate is the orchestration of a multifaceted ecosystem, drawing together diverse stakeholders comprising of government executives, leaders in non-profit organizations, academia, policy makers, and technology firms.

Tasha recently completed her Ph.D. research in Artificial Intelligence which focuses on using AI to detect human bias to address disparities in higher education and with financial inclusion.

Tasha is currently a professor at Cornell University teaching a cutting-edge course on AI and Public Policy. Tasha previously earned her bachelor's and master's degree in mathematics from North Carolina Central University, her MBA from Howard University, and also holds a Certificate in Artificial Intelligence Business Strategy and Applications from University of California, Berkeley underscoring her commitment to staying at the forefront of technological advancements and their practical applications.

Tasha currently serves on several Boards including the Board of Directors for NABA Inc. where she leads the Strategy, Innovation, and Technology Committee, and resides in Bowie, MD with her family. Her notable achievements were acknowledged in 2023 when she was recognized as one of the Top 50 Women Leaders by Women We Admire, and more recently in March 2024, Tasha was recognized by Deloitte as one of the Top 10 Deloitte AI Trailblazers during Women's History Month.

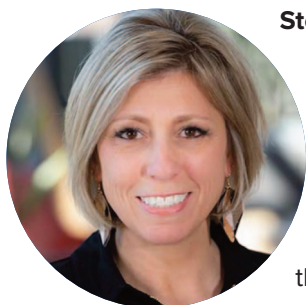


Tammy L. Ober, MHA, Chief Growth Office, Penn Medicine Lancaster General Health

Tammy L. Ober, MHA, currently serves as Chief Growth Officer of Penn Medicine Lancaster General Health (PMLGH). In this role, Ober leads the development and implementation of strategic growth plans and business development initiatives, ensuring alignment with the health system's mission and vision while driving financial stability, advanced service expansion and community access. Ober joined PMLGH in 2016 as Vice President, Hospital Operations and Post-Acute and was promoted to Senior Vice President of Integrated Service Line Operations in 2019.

Ober has over 25 years of hospital start-up and operations experience having served as CEO of HealthSouth Reading Rehabilitation Hospital from 1995 – 2005. During her tenure, she focused the newly acquired hospital on operational efficiencies and expanded inpatient and outpatient clinical offerings. Her focus on company culture, patient outcomes and experience, physician relations, employee engagement and financial performance resulted in a successful business turnaround. Ober left in 2005 to oversee the construction and operation of Lancaster Rehabilitation Hospital, the county's first freestanding rehab hospital. In 2011, Ober was recognized with the Pennsylvania Association of Rehabilitation Facilities Leadership Award.

Ober holds an undergraduate degree in Sociology from York College of Pennsylvania and a master's degree in Health Administration from Saint Joseph's University, Philadelphia, PA.



Stephanie Doliveria, Executive Vice President of People and Culture, Sheetz

Stephanie Doliveira 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.



Sarah Lesser, Sr. Vice President, Middle Market, Truist

Sarah C. Lesser is the Central Pennsylvania Middle Market Relationship Manager for Truist Financial Corporation. She has served clients in Lancaster, York, Harrisburg, Lebanon and State College for over 10 years.

Since being named to this position in August 2024, she has quickly developed relationships with Truist's largest, privately-held clients, the local communities and internal Teammates. Prior to directly interfacing with Middle Market clients, Sarah was responsible for the bank's Central PA Commercial Team since 2020. She oversaw an income statement that generated \$40 million in net income for Truist in 2023 with over \$2 billion in assets. With more than 10 years of banking experience, she served as the Commercial Real Estate Manager at M&T Bank, a Middle Market Relationship Manager and founder of M&T's Regional Women's Interest Network. Before entering banking, Sarah served as a Surface Warfare Officer in the United States Navy. Completing two Western Pacific deployments and earning three Navy/Marine Corps Accommodation Medals.

Passionate about the economic empowerment of women, Lesser serves as the Vice Chair for the Board of Lancaster's Milagro House, is a board member of the United Way of Lancaster County and the Foundation for the Boys and Girls Club of Lancaster. She is a Member of the Schreiber Center for Pediatric Development's Capital Campaign Committee and is an Advisory Board Member for the Lancaster Chamber's Excellence Exchange. Previously, she was on the boards of the Junior League of Lancaster and Susquehanna National Heritage Organization.

Sarah earned a Bachelor of Arts degree from Vanderbilt University and a Master's in Business Administration from the Fuqua School of Business at Duke University. When she isn't working, Sarah enjoys traveling with her family, chasing after her two daughters, golfing and trying new restaurants.



Alison Wall Kerber, Senior Wealth Advisor, Vanguard

Alison W. Kerber, CFP, CTFA, a graduate of Temple University, joined Vanguard as a Senior Financial Advisor in 2018. She spent the previous 13 years at a boutique RIA in Bucks County providing comprehensive financial planning services to corporate executives. Today, she advises clients as a Senior Wealth Advisor in Vanguard's Personal Advisor Wealth Management group. She holds both the CFP® and CTFA professional designations, and is currently pursuing a Master's degree in Personal Financial Planning through Kansas State University. Alison and her husband, Bill, reside in Chester County, and have two children, Chloe and Caleb.



Robin Stauffer, Executive Director, High Foundation

Robin D. Stauffer is the Executive Director of High Foundation where she leads and amplifies the Foundation's mission to improve the lives of people who live and work in Lancaster County as well as other communities where High companies operate.

A Lancaster native, Robin has been an integral part of the High legacy for more than 30 years. Through a variety of positions within High, Robin brought a wealth of knowledge to her position as Executive Director of the Foundation when she was appointed to the role in 2005. In this role, Robin and her team have aligned with community organizations that initiate and support change within areas of identified community need. She is also committed to leading innovative new projects that will have lasting impact and will activate systemic change in the Lancaster community and beyond.

Since 2021, Robin has served as a member of the Board of Trustees of Lancaster General Health Foundation. In addition, she served on the Board of United Way of Lancaster County from 2003 - 2021, including as an inaugural member of Women United, and as the County-wide Campaign Chair in 2008.

In recognition of her work at High Foundation, as well as her many volunteer commitments, Robin was awarded Central Penn Business Journal's Women of Influence Award for Community Achievement and inducted into their Circle of Excellence. She has also been honored by Thaddeus Stevens College of Technology for her commitment to equity in education and for exemplary community leadership.



Sara Taylor, Owner and Operator, Taylor Chip Cookie Co.

Sara Taylor is a founder, mom, and operational powerhouse. At 30 years old, Sara helped lead Taylor Chip to Inc. 5000 #285, all while maintaining a debt-free, lean operation that has grown 2000 percent in just three years. Recognized by Forbes' "30 Under 30" Class of 2024, Sara is the heart of the culture at Taylor Chip. She has learned to manage people and navigate different personalities during her extensive time in the service industry.

Focused on working hard with a smile, she has built an incredible team to ensure smooth day-to-day operations. Her top priority is creating an environment that fosters the team's success, both holistically and individually. Outside of work, she enjoys building relationships, inspiring moms to live a healthy lifestyle for their families, and spending time with her husband and child.



Lindsay Andrews, Director of Communications, PA Chamber of Business and Industry

Her chief responsibilities include writing e-newsletters and promotional material for business audiences, ensuring updates to the PA Chamber website, crafting scripts for PA Chamber educational events, working with the C-suite on materials for various events, developing social media content, and coordinating with the Government Affairs team on communications, among other duties. But her main love is telling our members' stories.

Among her favorite responsibilities is curating regularly appearing content for the PA Chamber's member-centric blog, The Current, which features a mix of news, feature articles, and brief video segments highlighting PA Chamber members' latest achievements, as well as our organization's advocacy efforts.

Lindsay's tenure with the PA Chamber began in 2011. Prior to that, she worked at a legislative information agency where she wrote detailed stories on state House and Senate committee meetings and press conferences; provided bill analyses and live coverage of legislative session; and trained clients on use of their accounts. Lindsay is a member of the United Way of the Capital Region's Women's Leadership Network, and a member of the Pennsylvania Public Relations Society. She earned her B.A. from Michigan State University and hails from the Harrisburg region, where she lives with her husband, Tom, and their two daughters.