

Montana State University  
College of Business  
*Women's Circle of Excellence*  
**LINKS OF A LIFETIME**  
*a conference for women*



*April 23-24, 2009*  
Hilton Garden Inn  
Bozeman, MT



MONTANA STATE UNIVERSITY  
COLLEGE OF BUSINESS  
WOMEN'S CIRCLE OF EXCELLENCE  
408 REID HALL  
BOZEMAN, MT 59717

*This event is sponsored in part by:*

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*With additional support from:*



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JACK & DONNA OSTROVSKY

### TRAVEL ARRANGEMENTS

A block of rooms has been reserved for \$82.00 + tax per night at the Hilton Garden Inn. Please call 1-406-582-9900 and mention the Women's Circle of Excellence conference to reserve rooms at this rate. Rooms must be reserved by March 24th to guarantee rate and availability.

Call Montana Travel at 1-800-247-3538 for discounted airfare to Bozeman for the conference.

### STAYING THE WEEKEND?

If you are planning on staying after the conference, and if there is a strong interest, we will consider coordinating events on Saturday. Please indicate if you would like us to make reservations for:

- Golf (weather permitting)
- Wine Tasting
- Group dinner or lunch on Saturday
- Campus Tour
- Other \_\_\_\_\_

We will notify you if there is an interest and costs prior to the event.

### CONTINUING PROFESSIONAL EDUCATION (CPE) CREDITS AVAILABLE

The CPE credits offered will be announced on our website upon finalizing the number of hours with the State Board of Accountancy. A nominal fee may be charged for those wishing to obtain credit. [www.montana.edu/cob](http://www.montana.edu/cob)

### SPONSORSHIP OPPORTUNITIES

Are you or your employer interested in sponsoring a portion of this year's conference? If so, please contact us at [audrey.lee@montana.edu](mailto:audrey.lee@montana.edu) and we will send you information on sponsorships that are still available.

### REGISTRATION CANCELLATION POLICY

Full refund before March 25, 50% refund before April 10  
No refunds after April 10

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## WOMEN'S CIRCLE OF EXCELLENCE LINKS OF A LIFETIME A CONFERENCE FOR WOMEN APRIL 23-24, 2009 HILTON GARDEN INN · BOZEMAN, MT REGISTRATION FORM

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

COLLEGE/MAJOR/GRAD YEAR: \_\_\_\_\_

SPECIAL ASSISTANCE REQUESTS: \_\_\_\_\_

### DEADLINES & PRICES

(REGISTRATION FEE INCLUDES ALL WORKSHOPS AND ASSOCIATED MATERIALS AS WELL AS FOOD AND REFRESHMENTS DURING THE COURSE OF THE EVENT)

	JUNIOR*	REGULAR
EARLY REGISTRATION: MARCH 25	\$95.00	\$170.00
FINAL REGISTRATION: APRIL 17	\$120.00	\$195.00

\*ALUMNAE FROM THE CLASS OF 2006, 2007, OR 2008

### ASK US ABOUT A CORPORATE RATE - 6+ ATTENDEES

BRING GIRLFRIENDS TO DINNER AND ENTERTAINMENT ON FRIDAY - \$50.00 EA

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### PAYMENT MUST BE INCLUDED WITH REGISTRATION

- CHECK (PLEASE MAKE CHECKS PAYABLE TO: MONTANA STATE UNIVERSITY FOUNDATION)
- CREDIT CARD (MASTERCARD / VISA / AMERICAN EXPRESS / DISCOVER)

AMOUNT ENCLOSED: \_\_\_\_\_ NAME ON CREDIT CARD: \_\_\_\_\_  
CARD #: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

- I WOULD LIKE MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES

FAX THIS FORM TO 406-994-6206 OR EMAIL TO [AUDREY.LEE@MONTANA.EDU](mailto:AUDREY.LEE@MONTANA.EDU)

MAIL TO:

MSU COLLEGE OF BUSINESS · WOMEN'S CIRCLE OF EXCELLENCE  
P.O. BOX 173040 · BOZEMAN, MT 59717-3040 · 406-994-7026

## MEET THE WORKSHOP SPEAKERS

For each workshop session, you have the choice of three very different sessions, all led by fantastic, experienced women. These one hour panels and workshops will provide you with the opportunity to learn from the speaker(s), receive advice and guidance, as well as ask questions in smaller, more intimate discussion groups. To learn more about the workshop speakers, please visit:

[http://www.montana.edu/cob/Alumni\\_and\\_Friends/WomensCircle.html](http://www.montana.edu/cob/Alumni_and_Friends/WomensCircle.html)

### THURSDAY WORKSHOPS - 2:45 PM

#### **POLISHED & PROFESSIONAL: FIRST IMPRESSIONS**

Lisa Daniels - Team Coordinator/MSU College of Business Bracken Business Communications Clinic & Management Institute

#### **STARTING & GROWING BUSINESSES: BACK TO THE BASICS**

Denise Palmquist - Managing Partner/Ripple Marketing and Flat Earth Imports  
Kalli Rytí - Assistant Vice President of Commercial Lending/First Interstate Bank  
Marissa McDonough - Partner/Bozeman Broker Group  
Janice Whetstone - Attorney/Business Law

#### **RETIRING IN TURBULENT TIMES**

Minette Jessup - MSU College of Business Adjunct Professor

### FRIDAY WORKSHOPS - 9:30 AM

#### **MOVING UP OR MOVING ON**

Marne Reed - Vice President of Human Resources/Printingforless.com  
Stephanie Stephens - Benefits & Safety Manager/Murdoch's Ranch & Home Supply  
Patty Meighen, HR professional for State Farm

#### **WORK/LIFE BALANCE: ONE SIZE DOES NOT FIT ALL**

Darcy Saunders - Owner/Cottonwood Case Management Senior Care-giving  
Paige Taylor - Psychologist/Bridger Psychiatric Services  
Chris Bauer - Business Manager/Division of Health Sciences - MSU

#### **BENEFITS OF CHARITABLE GIVING: WHY AND HOW WE GIVE**

Terry Profota - President/Sage Consulting Group & MSU College of Business Adjunct Professor  
Stephanie Primm - Director of Marketing/Murdoch's Ranch & Home Supply  
Kathleen Tonkovich - Vice President - Accounting/First Security Bank

### FRIDAY WORKSHOPS - 11:00 AM

#### **IT'S 2009. DO YOU KNOW WHERE YOUR WEB IDENTITY IS?**

Shelby Nordhagen - Founder/NetNewMarketing

#### **TAKING CARE OF YOU: WELLNESS AND STRESS MANAGEMENT**

Victoria Sally - Personal Trainer/Ridge Athletic Club  
Heather Turner - Owner/Pure Wellness Spa

#### **A WOMAN'S GUIDE TO MONEY MATTERS AT ANY AGE**

Anne Schlenker - Financial Advisor & Accredited Asset Management Specialist/Edward Jones Investments

## MEET THE GROUP SESSION PRESENTERS

JAYNEE GROSETH

Jayne is a Montana native and die-hard Bobcat. She graduated from MSU in 1973 and spent the next 3 years as a National Collegiate Advisor for Kappa Delta sorority, visiting more than 70 college campuses around the nation, working on membership development, leadership skills training and organizational management. Jaynee became the Assistant Director of MSU Admissions in 1975 and Director in 1982 before becoming the Director of Alumni Affairs. Jaynee is currently President and CEO of the MSU Alumni Association, a position she has held since 1992.

RIS HIGGINS

Ris is a leadership development coach for senior executives and their teams. She co-founded Leadership Outfitters, a Bozeman, Montana based coaching and experiential learning company. Ris offers unique development approaches for leaders seeking to achieve sustainable breakthroughs in their business and personal lives. Past clients include Miller Brewing Company, Kraft Foods USA and Canada, Capital One, Albertsons, FINRA, Wells Fargo and Heineken USA. Ris also writes a monthly newspaper business column, has co-hosted a monthly radio show on leadership, and produced a documentary on leadership development using horses. Ris holds a B.S. from Iowa State (1973).

With more than 25 years of experience in business, Mary has worked for NestleUSA and financial institutions before she joined Ryan Partnership in 1990. Ryan Partnership was named "Agency of the Year" by PROMO magazine and is the leading independent marketing agency in the United States. As the President of the Promotion Agency, Perry is assisted by six divisions spread over twelve offices with more than 500 employees who support iconic brands such as Dove, BacardiUSA, Nestle, New Balance, Advil, and Energizer. She graduated with a B.S. in Marketing from Mercy College in New York.

MARY PERRY

### GROUP PANEL SPEAKERS - LEADING LADY: TAKING CARE OF BUSINESS

Linda Hyman - Linda joined Montana State University in 2003 as Vice Provost for Health Sciences and the Director of the Montana WWAMI medical education program. She also serves as an Assistant Dean at the University of Washington School of Medicine. Linda has served as Program Director of Genetics at the National Science Foundation and has participated in grant and program reviews for the NIH, NSF, NASA and USDA. She maintains an active research program as a professor in the Department of Cell Biology and Neuroscience.

Sue Monahan - Sue is an Associate Professor of Sociology and Chair of the Department of Sociology & Anthropology at Montana State University. Her research focuses on complex organizations and the sociology of religion. She is currently researching the implementation of HIPAA in hospitals, examining how law is translated into organizational policy and practice. Sue is the Principal Investigator (PI) of MSU's NSF ADVANCE Leadership Award, which focuses on developing mentoring networks and opportunities for women faculty in the sciences, engineering and social sciences.

Anne Marie Quinn - Founder and CEO, Anne Marie brings 25 years of management experience in the biotechnology industry to Montana Molecular. Most recently she was a Senior Applications Scientist for industry leader Accelrys. Prior to Accelrys, she managed the Bioinformatics Core Facility at the Yale School of Medicine and the Biocomputing Unit at The Salk Institute. She has consulted in the startup phases for several biotechnology companies and holds a Master's degree from Yale University.

Toni Neal - Toni's extensive business background took advantage of her education in industrial engineering and computer science from the University of Oklahoma and an MBA from the University of Texas. She ran the regional productivity improvement and national cash management practices for Coopers & Lybrand. She also owned and successfully operated a consulting firm for 15 years that specialized in productivity and profit improvement; was Senior VP (the first female VP) in charge of technology and operations for a major southwestern bank and is a start-up partner in a highly successful bank in Austin, Texas.

# SCHEDULE OF EVENTS

subject to change

## THURSDAY, APRIL 23, 2009

### 11:30 CONFERENCE REGISTRATION

#### 1:00 WELCOME

#### 1:15 PERSONALITIES IN THE WORKPLACE

Your personality is a gift. While attitudes and behaviors are choices, your personality type will often drive your attitudes and behavior, especially in the workplace. Learn the basics of personality types and how to use this understanding to improve relationships in the workplace.

#### 2:30 AFTERNOON BREAK

### CHOOSE 1 OF THE 3 WORKSHOPS BELOW

#### 2:45 (WORKSHOP 1) POLISHED AND PROFESSIONAL: FIRST IMPRESSIONS

Feeling unsure about how to update your résumé and cover letter? In this competitive employment market, learn how to be a step ahead by conveying professionalism through your writing and beyond.

#### 2:45 (WORKSHOP 2) STARTING AND GROWING BUSINESSES: BACK TO THE BASICS

Learn how women business owners have started businesses and taken them to the next level successfully. From ideas of business development and growth to optimal finance options and real estate decisions, this panel will cover everything in between, and then some.

#### 2:45 (WORKSHOP 3) RETIRING IN TURBULENT TIMES

Exploring three areas of financial security--protecting savings, conservative spending, and supplementing retirement income--will make it possible for you to improve your retirement position. Even with the current economic woes, your dream of a comfortable retirement is still in reach.

#### 4:00 (GROUP SESSION) LEADING CHANGE TO CONSCIOUSLY CHOOSE YOUR FUTURE

As leaders, we can maintain viable, rather than damaged businesses; help our employees remain engaged, instead of blaming; and provide service that sustains loyal, rather than dissatisfied, customers. You will leave this session with tools that uncover insights you can use to develop yourself and your team. You can make a difference as a powerful leader who believes "embracing change is consciously choosing your future." Use this session to begin actively choosing yours!

#### 5:30 WINE WITH WOMEN - Special Guests; Our 2009 MSU College of Business Female Seniors

## FRIDAY, APRIL 24, 2009

### 7:30 CONTINENTAL BREAKFAST

#### 8:00 (GROUP SESSION) THE CEO OF ME: HOW TO BRAND AND MARKET YOU!

Success in today's business world requires a personal branding strategy and a marketing campaign that features "You!" We, as CEOs of our own personal brands, should shape and control our personal image much like the CEO of Unilever has defined the image of Dove products. In this workshop, we will apply market branding principals to assist you in developing a distinctive personal branding strategy.

### CHOOSE 1 OF THE 3 WORKSHOPS BELOW

#### 9:15 (WORKSHOP 1) MOVING UP OR MOVING ON

How do you, as an employee or manager, earn your keep and excel? How do you leave gracefully when you have gone as far as you can with a company? This session will help you know where you are on the ladder and where you should go from there.

#### 9:15 (WORKSHOP 2) WORK/LIFE BALANCE: ONE SIZE DOES NOT FIT ALL

Women in the workforce (and in general) have a delicate balancing act. There are work demands, family demands, health, and personal dreams and goals, not to mention all those things that come up unexpectedly. How do we fulfill these needs? Can we have and do it all? We will discuss how to best achieve long-term balance in your life.

#### 9:15 (WORKSHOP 3) BENEFITS OF CHARITABLE GIVING: WHY AND HOW WE GIVE

Join us for a lively discussion of how and why you would contribute through a business or as an individual. What are the benefits of giving time, resources, money or all? Are there strategies that work best for a non-profit versus a for-profit? How can we fit volunteer activities into our busy lives?

### 10:30 FRIDAY MORNING BREAK

### CHOOSE 1 OF THE 3 WORKSHOPS BELOW

#### 10:45 (WORKSHOP 1) IT'S 2009. DO YOU KNOW WHERE YOUR WEB IDENTITY IS?

Have you spent much time thinking about your web identity? If not, it's time to get a handle on it. Attend this session to learn what every savvy professional woman should know to put her best "e" foot forward - from websites to blogs to social media and beyond!

#### 10:45 (WORKSHOP 2) TAKING CARE OF YOU: WELLNESS AND STRESS MANAGEMENT

With life taking us in many directions, we need to make sure we take care of ourselves. Learn how our well-being affects our happiness and productivity. We will look at factors that affect your wellness, both at work and in every day life, and suggest technique for stress management and small changes that you can make for a healthier and happier you.

#### 10:45 (WORKSHOP 3) A WOMAN'S GUIDE TO MONEY MATTERS AT ANY AGE

This seminar is designed to teach you how to take control of your financial life. Seminar participants will learn strategies about what you can do now to prepare for retirement, options to pay for milestones in life, and developing a strategy to help achieve your financial goals.

### 12:00 LUNCH

#### 1:15 (GROUP SESSION) LEADING LADY: TAKING CARE OF BUSINESS

Depending on your career path, you may end up working in an environment that has stereotypically been ruled by men. What are the unique issues and barriers that women encounter as they enter and advance in this type of workplace? Successful women in male-dominated careers will raise your awareness about the biases and assumptions that women face regarding issues such as work and communication styles.

#### 2:45 AFTERNOON BREAK

#### 3:00 (ROUNDTABLE SESSION) ONE MORE THOUGHT: NETWORK WITH THE SPEAKERS

Join us for an interactive roundtable discussion consisting of the speakers from the previous workshops and group sessions. The speakers will be available to address any questions you may have and to provide guidance in their areas of expertise. This will be a great opportunity to take advantage of the speakers from sessions you were not able to attend and to network with strong women.

**4:00 (KEYNOTE PRESENTATION)** Brenda Davis, a retired executive for Johnson & Johnson, will share her career experiences with the audience and impart some of the wisdom she has gained over the years. She will discuss the importance of networking and mentoring in the business world and touch upon many of the topics addressed throughout the conference. Brenda will provide advice for women in any stage of their lives and end with a question and answer session.

About the Speaker - Brenda was the Corporate Compliance Officer and Vice President, Technical Resources for Johnson & Johnson. She was responsible for the management of numerous worldwide corporate functions and was a member of many Advisory Committees and served as a Director to various Boards and Groups. Brenda retired from Johnson & Johnson in February, 2007 and now resides in Bozeman with her husband, Swep.

Before joining Johnson & Johnson in 1992, Brenda was a Visiting Fellow at the Woodrow Wilson School of Public & International Affairs at Princeton University, served in the Cabinet of New Jersey Governor Thomas H. Kean as Chief of Policy & Planning and was a senior staff member of the U.S. Senate Committee on the Budget.

### 6:00 DINNER & ENTERTAINMENT

Riverside Country Club - 2500 Springhill Road, Bozeman, MT

Relax and unwind with dinner, networking and an enjoyable presentation by Broad Comedy, a sensational group of ladies that will leave you laughing and totally entertained.

