

**James Madison University Presents:
Women in Leadership ... Transitioning from College to Career
Saturday, March 22, 2014**

9:00 – 9:30 a.m.	Registration	Zane Showker Hall Lobby
9:30 – 10:15 a.m.	Welcome Mary Gowan, Ph.D. Dean and Kenneth R. Bartee Endowed Professor, College of Business, James Madison University	Zane Showker Hall 105
	Opening Keynote Address <i>Introduction of Speaker</i> Judy Dilts, Ph.D. Associate Dean, College of Science and Mathematics, James Madison University	
	Keynote Speaker: Alison Morrison-Shetlar, Ph.D. Provost and Vice Chancellor for Academic Affairs, Western Carolina University	
(Descriptions of sessions and speaker bios on following pages)		
10:20 – 11:05 a.m.	If I Knew Then What I Know Now....	Zane Showker Hall 105
11:15 a.m. – Noon	How to Be a Scrappy Entrepreneur	Zane Showker Hall 105
Noon – 12:30 p.m.	Lunch	Zane Showker Hall 242
12:30 – 1:15 p.m.	Women, Negotiation and Career Success	Zane Showker Hall 105
1:20 – 2:05 p.m.	You Got the Job, Now Build Your Credibility	Zane Showker Hall 105
2:05 – 2:15 p.m.	Closing Remarks Mary Gowan, PhD.	

**TO REGISTER, EMAIL PATRICIA MAY AT
MAYPL@JMU.EDU.
REGISTRATION CLOSSES AT 10 A.M. ON FRIDAY,
MARCH 21.**

Session Information

A. If I Knew Then What I Know Now

Spend time with a panel of JMU alums hearing about their careers, how they came to them, and what they wish they had known when starting out. This panel, spanning several decades of JMU alums, will share timeless and thought-provoking principles to help you get started on your career journey.

Presenters:

Erin Bryne, '12, Riveron Consulting

Mary Jane Bolling, '80, Independent Information Risk Management Professional

Katie Hall, '12, Public Sector Consultant, IBM

Lisa Kilday, '98, Registered Patent Attorney, Patent Protocol

Sharon Spalding, '81, Athletic Director and Head Cross Country Coach, Mary Baldwin College

Stacy Turner, '85, Director of Planning and Development for the City of Harrisonburg

Facilitator:

Susan Wheeler, Counsel, James Madison University

B. How to Be a Scrappy Entrepreneur

This session is led by two women who have taken risks and started businesses. Diane Bloodworth is in the technology sector, and Martha Woodroof has owned three restaurants. Both panelists will share from their experiences in hiring people, getting clients/customers, raising money, and how they managed to sleep at night.

Presenters:

Diane Bloodworth, Serial Entrepreneur and current CEO, Competitive Sports Analysis, Atlanta, GA

Martha Woodroof, Writer and NPR Host, Harrisonburg, VA

Facilitator:

Mary Lou Bourne, Director of Technology Innovation, James Madison University

Executive Director, James Madison Innovations, Inc.

C. Women, Negotiation and Career Success

This session will briefly cover research on the role of negotiation in career success for women, and explore differences in successful male and female approaches to negotiation. Participants will leave the session with a better understanding of the fundamental skills and best practices for women to employ in the negotiation of a wide range of career goals. Session participants will be encouraged to share experiences and perceptions of how women can use negotiating skills to advance their career goals.

Presenter:

Mary Anne Mason, Esq., Partner, Crowell and Moring, Washington, D.C.

D. You Got the Job, Now Build Your Credibility

What do employers expect from employees? How can I make sure I am following professional etiquette at work and after hours? Mary Ann Alger will address these and other issues, including tips on how to make key decisions and position yourself as a thought leader in your industry, during this session designed to ensure you get the right start in your new job and career.

Presenter:

Mary Ann Alger, Business Development Consultant

About Our Presenters

Mary Ann Alger, Business Development Consultant

Mary Ann Alger has extensive experience in finance, small business consulting, and entrepreneurship. In addition to serving as JMU's first lady, Ms. Alger is an advisor to the Center for Entrepreneurship at the College of Business, a frequent guest speaker in classrooms, and a mentor to students. She is a co-founder of the Madison Business Network and serves as an advisor to the Shenandoah Valley Small Business Development Center, the Harrisonburg School District Fine Arts Academy, and the Shenandoah Valley Children's Choir.

Diane Bloodworth, Serial Entrepreneur and current CEO, Competitive Sports Analysis, Atlanta, GA

Diane Bloodworth founded CSA in 2010 and serves as the President and CEO. Diane is a serial entrepreneur and previous founder of an IT process improvement consulting firm (BIT) that was acquired in 2003. She has more than 25 years of experience in the technology industry, including nine years at IBM. Ms. Bloodworth's IT consulting experience has included assignments with Fortune 500 companies, government, and small businesses. Active in the sports business community, she serves on the board of governors for the Atlanta Chapter of the Touchdown Club / National Football Foundation. She's also a diehard Georgia Bulldogs fan and proud mom of a Schnauzer named "Scout" – the corporate mascot. She has a degree in Finance from the University of Georgia and an MBA from the University of Miami. She is involved in several organizations including the Alumni Board of the University of Georgia Terry College of Business, the Startup Chicks, and LaunchPad2X. While pursuing her MBA, Ms. Bloodworth had the idea for an expert system to help football coaches develop winning game plans. Through scoutPRO®, CSA's initial product, she is able to combine her love of sports and expert knowledge of technology.

Mary Jane Bolling, Independent Information Risk Management Professional

Mary Jane Bolling is an Independent Information Risk Management Professional. Prior to this, she worked as a Director of Information Security for Capital One. She currently serves on the Computer Information Systems Executive Advisory Board. She earned a BBA degree with a double major in accounting and management information systems from JMU in 1980.

Mary Lou Bourne

Director of Technology Innovation, James Madison University

Executive Director, James Madison Innovations, Inc.

Mary Lou Bourne established the Office of Technology Innovation at James Madison University in January 2005, as well as the intellectual property non-profit corporation, James Madison Innovations, in 2008. In her dual roles of Director of Technology Transfer and Executive Director of James Madison Innovations, Inc., she provides leadership over all aspects of operations including developing strategies for marketing, licensing and commercialization of intellectual property created by faculty, staff, and students, fostering economic development collaborations, and assisting in the establishment of start-up companies based on intellectual property developed at JMU. Ms. Bourne has more than 20 years' work experience in project management and information systems implementation during her career including Controller at Bridgewater College, VirginiaTech where she served as the Associate Director of Administrative Information Systems, and systems integration for an international non-profit organization. A Certified Public Accountant, Mary Lou is a member of the Shenandoah Valley Technology Council, the Association of University Technology Managers (AUTM), and serves as chair of the Academic Licensing Community of Virginia (ALCOVe). Also, she is Founder and President of College GameLink, LLC, a platform for streamlining scheduling communications and aggregating game content.

Erin Bryne, '12, Riveron Consulting

Erin Bryne graduated from James Madison University in May 2012. During her time at JMU, she was actively involved in Student Ambassadors, the Madison Investment Fund, Students Helping Honduras, and the CoB Student Advisory Council. Ms. Bryne began her career at Deloitte after graduation within the Enterprise Risk Services (ERS) group. She provided consulting services to various clients within the financial services industry, performed financial risk assessments, and identified and tested financial

controls. Erin began working at Riveron Consulting in March 2014. Riveron is a unique financial consulting firm serving middle-market private equity funds, mezzanine and senior lenders, family offices, and public and private companies. She is currently a Level II candidate in the Chartered Financial Analyst program. Ms. Byrne lives in Arlington, Virginia, and enjoys cooking, fly-fishing, and soccer.

Judith A. Dilts, Ph.D., Associate Dean, College of Science and Mathematics

Judy Dilts is Associate Dean of the College of Science and Mathematics. She was elected a Fellow of the American Association for the Advancement of Science (AAAS), is former chair of the AAAS Education Section, and is currently secretary. She has held several leadership roles (boards, committees, Scientist-in-Residence) in Project Kaleidoscope (PKAL), a national organization dedicated to enhancing undergraduate science education. Dr. Dilts was one of the developers of PKAL Summer Leadership Institutes. At JMU, while associate dean, she also served as interim department head for JMU departments of Geology and Environmental Science and of Biology. She was a liaison among architects, construction engineers, and the Biology Department for JMU's new Biosciences building. Dr. Dilts came to JMU from William Jewell College where she was chair of the Department of Biology and held the Dr. Burnell Landers Chair of Biology. She is now Professor Emerita at WJC. While there she mentored over 70 students in research on the molecular biology of bacterial endosymbionts in paramecia. Dr. Dilts earned her BA, MA, and PhD from Indiana University in zoology, genetics, and microbiology.

Mary A. Gowan, Ph.D. Dean and Kenneth R. Bartee Endowed Professor, College of Business

Dr. Gowan joined JMU in July 2013. She is the former dean and professor of management at the Martha and Spencer Love School of Business at Elon University. Dr. Gowan has extensive consulting and executive education experience with private and public organizations in the areas of leadership, human resources management and organizational behavior. Her clients have included Lockheed Martin, Harris Teeter, Marriott, Sears, Bank of America, Wachovia and the cities of Charlotte, N.C. and El Paso, Texas. Additionally, she was a professor in the executive MBA program at LG Electronics' headquarters in South Korea. Dr. Gowan is on the board of the Southern Business Association of Administrators and is a past board member of the Society for Human Resource Management Foundation, the Institute for Sustainable Development, Alamance County Area Chamber of Commerce, Human Resource Division of the Academy of Management, Southern Management Association, and the Christian Service Center of Central Florida.

Katie Hall, '12, Public Sector Consultant, IBM

Katie Hall graduated from James Madison University in December 2012 with a BBA in Business Management. During her time at JMU, she was actively involved with several student groups to include SIFE (Students in Free Enterprise) and the College of Business Student Advisory Council. Ms. Hall currently works for IBM as a Public Sector Consultant. She has spent the last year as a PeopleSoft Functional Analyst on a large system implementation project for a government client with 350,000 employees. She is involved in multiple areas of the project including functional analysis with the client, testing of the system, and training the client on its end use.

Lisa Kilday, '98, Registered Patent Attorney, Patent Protocol

Lisa Kilday is a registered Patent Attorney in Washington, D.C. She was previously based in Singapore, Malaysia, and Afghanistan as a Patent Attorney and Legal Trainer. Ms. Kilday is the Principal of Patent Protocol, a consulting firm focused on educating companies, universities, non-profits, and government agencies in the administration of patents. Ms. Kilday graduated from the Catholic University of America, Columbus School of Law. Ms. Kilday received her B.S. in Chemistry from James Madison University.

Mary Anne Mason, Esq., Partner, Crowell and Moring, Washington, D.C.

Mary Anne Mason is a partner in Crowell & Moring's Antitrust Group and resident in the firm's Washington, D.C., office. She focuses on antitrust, competition, and economic regulatory law. Her government investigations practice involves merger clearance and advice. Additionally, she serves as pro bono counsel to the Maine Lobstermen's Association, an organization that supports a sustainable lobster

resource and the traditional fishing communities that depend on it. She received her J.D. from Georgetown University Law Center and her B.A. from the College of William & Mary.

Alison Morrison-Shetlar, Ph.D., Provost and Vice Chancellor for Academic Affairs, Western Carolina University

Alison Morrison-Shetlar is the Provost and Vice Chancellor for Academic Affairs at Western Carolina. Prior to joining Western Carolina in February, she served as dean of Elon College, the College of Arts and Sciences at Elon University previously. Additional administrative appointments were at the University of Central Florida and Georgia Southern University. She is the founder of North Carolina's Project Kaleidoscope Network, which brings together educators from science, technology, engineering and mathematics disciplines to focus on educational strategies. She has been awarded nearly \$4 million in external grant funding for research on topics ranging from laboratory-based examinations of the molecular, biochemical and physiological aspects of cell membrane transport systems to a more pedagogical investigation of large classrooms, effective use of technology, and student engagement, retention and graduation. A native of Scotland, Dr. Morrison-Shetlar also has served as founding chair of the molecular biology unit at the Max Planck Institute in Dortmund, Germany, and has taught at Ruhr University in Bochum, Germany; Trinity College in Hartford, Conn.; Wesleyan University in Middletown, Conn.; and the Kennedy Institute for Rheumatology in London. She holds a doctorate in biomedical science from Dundee College of Technology, where she also earned her bachelor's degree in biology and chemistry. She earned a management and leadership in higher education certificate from the Graduate School of Education at Harvard University.

Sharon Spalding, '81, Athletic Director and Head Cross Country Coach, Mary Baldwin College

Upon completion of her degree at James Madison, where Sharon Spalding played on JMU's Volleyball team and earned the Greater Madison Athlete of the Year her senior year, she went to the University of Virginia to pursue a Masters in Sports Medicine and Applied Physiology. She has worked in Cardiac Rehabilitation at a hospital-owned Wellness Center and for the last 25 years has taught and coached at Mary Baldwin College. At Mary Baldwin, Ms. Spalding coaches the Cross Country team and will return a squad that includes a two time DIII All American and three all conference runners in the fall. She is an American College of Sports Medicine certified Exercise Specialist and Cancer Exercise Trainer, and Certified Strength and Conditioning Specialist. Ms. Spalding also works five hours a week running the Cancer RX program at Augusta Health. This program is for current cancer patients to regain their strength during and after training. As a two time breast cancer survivor this work is very important to her.

Stacy Turner, '85, Director of Planning and Development for the City of Harrisonburg

Stacy Turner grew up in Virginia Beach and came to Harrisonburg in 1981 to attend JMU. She received a BS from JMU in 1985, followed by an MPA from UNC Chapel Hill in 1987. Stacy returned to Harrisonburg in 1992 when she became the City Planner. Since 1995, she has served as Director of Planning and Community Development for the City.

Susan Wheeler, University Counsel and Special Assistant Attorney General for James Madison University

Ms. Wheeler has presented at various higher education law conferences, and to various higher education groups on legal issues. She has served on numerous committees and as a member of the Board of Directors of the National Association of College and University Attorneys. She previously served as Policy & Legal Affairs Advisor at James Madison University, as Associate General Counsel, University Counsel, and Interim General Counsel at the University of Houston System, as a briefing attorney and research attorney for the First Court of Appeals in Houston, Texas, and as an Assistant Attorney General for the State of Texas. She is a graduate of the University of Texas Law School, and is licensed in Texas and Virginia.

Martha Woodroof, Writer and NPR Host

Martha Woodroof was born in the South, went to boarding school and college in New England, lived in Texas for a while, then fetched up in Virginia, where she's been ever since. She co-owned a couple of

Charlottesville restaurants in her thirties (built around her cooking), then turned to broadcasting, finding true professional love in public radio. Martha's also a recovering substance-abuser—and she's written a book called *How to Stop Screwing Up: Twelve Steps to a Real Life and a Pretty Good Time*. St. Martin's Press will publish her first novel, *Small Blessings*, in July.

Many thanks to the planning committee:

Mary Ann Alger
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Joyce Guthrie
Carol Hamilton
Christine Webb

Conference Sponsored by:

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