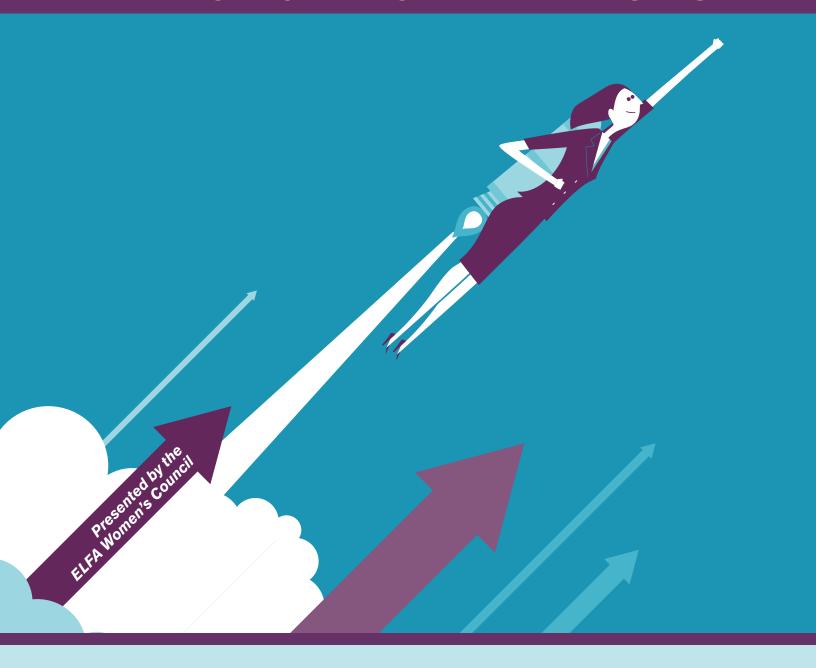
BE A FORCE FOR THE FUTURE



Women's Leadership Forum

April 23–24, 2018
DLL Headquarters • Wayne, PA

The inaugural ELFA Women's Leadership Forum will focus on leadership development for women at all stages of an equipment finance career. The forum will feature dynamic speakers with plenty of time for attendee interaction and networking with other industry leaders. You'll leave this event with new insight and concrete action steps you can implement when you return to your office.





Women's Leadership Forum *Be a Force for the Future*

April 23-24, 2018
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THANK YOU TO OUR SPONSORS









SCHEDULE OF EVENTS

Note: All events will be held in the Healthcare & Clean Technology Rooms at the DLL Headquarters Building unless noted otherwise.

Monday, April 23

10:30 - 11:30am

Attendee Registration

11:30am - noon

Welcome

Presenter:

DAVE SCHAEFER

ELFA Chairman CEO, Mintaka Financial, LLC

LORI FRASIER

Chair, ELFA Women's Council SVP, Strategy and Performance Management, Key Equipment Finance

Noon - 1:30pm

Networking Luncheon

This facilitated luncheon will include a networking exercise to engage attendees in meaningful conversations. Each attendee should bring 10 business cards to the luncheon.

1:30 - 1:45pm

Break

1:45 - 2:45pm

Building a Smart Network: Connections that Work to Get You Ahead

Dive into network science to build a better, smarter network. This interactive session will help you strategically craft your professional network (hint: it's not size that matters). We'll also tackle the critical and different roles of mentors, sponsors and advocates in your network to help you get ahead.

Presenter:

DR. TERRI BOYER

Advocate for women's advancement in the workplace and Founding Director of the Anne Welsh McNulty Institute for Women's Leadership at Villanova University

2:45 - 3:15pm

Refreshment Break

Monday, April 23 (continued)

3:15 - 5:15pm

Art of the Schmooze

This engaging session will offer strategies to help extroverts and introverts make the most out of events (e.g., how to break into those tight networking circles, how to exit conversations gracefully). Attend to shift your mindset around relationship-building, so you discover new connections and business opportunities—and can act on them. Practice your new skills at the evening cocktail reception immediately after this session.

Presenter:

ROBBIE SAMUELS

Networking expert and author of the best-selling business book *Croissants vs. Bagels: Strategic, Effective,* and Inclusive Networking at Conferences

5:30 - 6:30pm **Reception**

Location: Atrium

7:00pm

Dine Around

Have dinner on your own or join a community table dinner group. Simply sign up at the check-in desk. Please note that attendees are responsible for the cost of their meal.

Tuesday, April 24

7:30 - 8:30am

Breakfast Club: Let's Get Social

Let's kick-off the day with breakfast and an interactive social media presentation. In this session, we'll review why social media is so important for professionals at all levels to take advantage of, specifically LinkedIn. We'll cover three key focus areas:

- How to create and optimize your profile
- How to grow your professional network
- How to engage with posts and create your own

Plus, we'll have time for Q&A to address your questions, basic to advanced. This is a working session, and you're invited to bring your laptop, tablet or smartphone to follow along.

Presenter:

AMANDA DOOLEY

Digital Communications and Content Partner, DLL

8:30 - 8:45am

Day Two Kickoff

Presenter:

LORI FRASIER

Chair, ELFA Women's Council SVP, Strategy and Performance Management, Key Equipment Finance

8:45 - 10:00am

Walking the Line: Gender, Communication and the Double-Bind

Too nice to be a leader? Too aggressive to be likeable? Our gender has a large influence on the impact of our communication and can result in challenges for women leaders. This session will explore this double-bind and discuss ways we can be more effective in our communication strategies—challenging the myth of the "nice girl."

Presenter:

DR. TERRI BOYER

Advocate for women's advancement in the workplace and Founding Director of the Anne Welsh McNulty Institute for Women's Leadership at Villanova University

10:00 - 10:30am

Break

10:30 - 11:45am

Persuasion: Communications That Move People

You are a successful, highly credentialed woman. But in spite of this, you often get stuck "dialing down" your messages to avoid threatening others. Women often feel trapped in persuasion and negotiations, because they face tremendous backlash if they come on too strong. We'll begin by analyzing a video example of persuasion, and then offer specific strategies to own your message without apology.

Presenter:

TANYA MENON, PH.D.

Associate Professor at Fisher College of Business, The Ohio State University, Co-Author of *Stop Spending Start Managing* (Harvard Business School Press), featured on ideas.ted.com.

11:45am - noon

Closing Remarks

Presenter:

LORI FRASIER

Chair, ELFA Women's Council SVP, Strategy and Performance Management, Key Equipment Finance