

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.



EQUIPMENT LEASING AND FINANCE ASSOCIATION  
*Equipping Business for Success*



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## 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