

The Young Women's Leadership Symposium Helped Develop the Female Youth from the Tampa Bay Area



Student Participants of the Tampa Bay Young Women's Leadership Symposium

The Florida Diversity Council hosted its 5th Annual Tampa Bay Young Women's Leadership Symposium on March 2, 2013 at the Columbia Restaurant in Ybor City. Over 100 high school girls from around the Tampa Bay area attended the Symposium, which aims to promote the development of our future women leaders by giving them access to influential businesswomen in the Tampa Bay area. The symposium focused on leadership skills, personal brand management and career/college planning.

Felicia Hatcher (Author, Social Entrepreneur, and Owner of Feverish Ice Cream and Gourmet Popsicles) delivered the keynote address and inspired the young women in attendance by sharing their personal story, of despite not excelling in the beginning of her high school career, applying and receiving over \$100,000

in scholarship money for college and developing into a successful entrepreneur, even being featured on the Today Show. Copies of her book, The "C" Student's Guide to Getting Scholarships were given as prizes for forty Young Women's Leadership Symposium participants.

LaFern Batie (CEO, The Batie Group) served as Event Emcee and led the girls through a personal brand marketing training session for them to partake in with their mentors. Each table of young women was paired with a mentor who guided them through discussions and exercises. Companies that represented with event mentors include FIS, FordHarrison, UNUM, United Healthcare, Moffit Cancer Center, Grow Financial, and Aon Hewitt, among other companies in the Tampa Bay area.

"The Tampa Bay Young Women's

Leadership Symposium provided a great opportunity for the young women to be mentored by successful business women who have achieved their personal and professional goals," said Dennis Kennedy, Founder and CEO of the National Diversity Council.

The young female participants and mentors alike left the event describing the experience as "inspirational" and feeling grateful to have been involved in the symposium.

The Florida Diversity Council would like to thank the sponsors, organizations, mentors, and participants for helping make the Tampa Bay Young Women Leadership Symposium a success.