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*Women in Leadership — Rising Above the Ordinary*

Wednesday, May 29, 2013

Chatham University, Mellon Center  
Pittsburgh, PA

*Sponsored by:*

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For more information, contact Tonya Anderson at [tonya.anderson@diversityfirstjobs.com](mailto:tonya.anderson@diversityfirstjobs.com)



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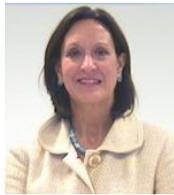
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## Welcome

**DENNIS KENNEDY**

*Founder & CEO, National Diversity Council*



Dear Participant,

Welcome to the 4th Annual Pittsburgh Women in Leadership Symposium hosted by the Pennsylvania Diversity Council. This great event offers an opportunity for you to observe, learn, network, and hear different perspectives from a diverse mix of executives who have made the climb up the corporate ladder.

The theme for today's symposium is "Women in Leadership: Rising Above the Ordinary." You will gather a wealth of knowledge, experience and expertise from some of the best female executives speaking on topics pertinent to today's women leaders as well as personal and professional challenges faced while successfully rising to the top in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today's topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the Pennsylvania Diversity Council. I would like to thank our corporate sponsors, planning committee, program participants, and volunteers for your support and participation. Without each of you, this event would not be a success.

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Welcome

chatham UNIVERSITY

May 29, 2013

On behalf of the Chatham University community, it is my great pleasure to welcome the Pittsburgh Diversity Council's Women in Leadership Symposium back to our campus. We are honored to host you and honored that the Council has returned to our campus for this important event. Chatham, as you may know, was founded as a women's college at a time when women were denied admission to the country's best colleges and universities. Since Chatham's founding in 1869, therefore, the education of women and the development of women leaders have been important pillars of our mission – and have remained so even after the advent of coeducational graduate programs at Chatham in 1994.

Today, Chatham educates over 2,200 women and men on this Woodland Campus, at our Chatham Eastside facility a little less than a mile away, at our Eden Hall Campus to the north, and online to students studying at those sites and remotely from around the world. Our commitment to women and women's leadership continues in our historic undergraduate women's college, in programs at both the undergraduate and graduate levels, and in outreach efforts of our Pennsylvania Center for Women & Politics and Center for Women's Entrepreneurship.

We salute the Pittsburgh Diversity Council's efforts to develop women's leadership, and we look forward to the day when today's participants join students studying at Chatham in helping make history.

Wishing the very best to the Pittsburgh Diversity Council and to everyone here today,

Esther L. Barazzone, Ph.D.  
President

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## Moderator



### **JANET MANUEL, MS, PHR**

*Director, Human Resources, Coventry Health Care  
President, Pittsburgh Diversity Council*

Janet is a Director of Human Resources for Coventry Health Care, Inc. In her role, she is responsible for partnering and consulting with all levels of management to assure development and implementation of strategic and tactical human resource plans designed to reinforce business success and the desired culture of the organization. Janet supports over 850 employees within three (3) Customer Service Operation sites (CSO's).

Prior to joining Coventry, Janet worked at HCR/Manor Care as the Regional Manager of Human Resources with overall Human Resource responsibility for 10 long-term care and assisted living facilities supporting over 1,000 employee.

Janet received her Bachelor's of Business Administration degree in Management from Cameron University in Lawton, Oklahoma, and received her Master's of Science Degree in Organizational Studies with concentrations in Leadership and Employee Relations from Robert Morris University in Pittsburgh, PA. She has earned her PHR certification.

Janet is an advocate for community involvement. She is currently the President for the Pittsburgh Diversity Council Advisory Board and she currently serves on several other Advisory Boards (WestPACS Employer Advisory Board, Career Training Academy Professional Advisory Committee, CCAC Placement and Career Services Advisory Board and Project for Freedom Advisory Board). She is a member of SHRM (The Society for Human Resource Management) and PHRA (Pittsburgh Human Resource Association – local SHRM chapter). Janet recently was elected to serve a three year term on the Board of Directors for PHRA.

Janet's passion for equality, diversity and inclusion and sharing her Human Resources knowledge has afforded her numerous opportunities to speak to students and displaced workers in various venues on topics regarding resume preparation, dress for success, interviewing skills, employment etiquette, networking and career choices.



## Panelist



### **DEBORAH BRESLOF**

*Senior Vice President and Banking Director, PNC Wealth Management*

As Senior Vice President and Banking Director for the Pittsburgh market, Deborah Breslof provides leadership in the delivery of Private Banking services and banking products, such as loans and deposits. She also serves as a banking services advisor for complex relationships. Deborah works closely with a team of specialists in investment management, financial and estate planning, and trust to help clients achieve their financial objectives.

Deb Breslof joined PNC in April 2001 as a portfolio manager for VentureBank, a technology financing division of PNC. Prior to joining PNC, she began her career in 1986 as a healthcare banking specialist with Irving Trust Company where she provided senior financing for healthcare providers nation wide. From 1988 through 2001, Deborah held several positions at Mellon Financial Services, serving as a relationship manager and department senior credit officer for mid-size and large corporations throughout the United States.

Breslof holds a Bachelor of Arts degree in Oriental Studies from Barnard College and a Masters of International Affairs degree in International Finance and Banking from Columbia University's School of International and Public Affairs.

Deborah is an active participant in the community through her volunteer work with the United Way and the Jewish Federation of Greater Pittsburgh. She is an active board member of the Pittsburgh Public Theater, the Agency for Jewish Learning, and the Adat Shalom Congregation.



## Panelist



### **CHRISTIE CAWLEY KNOTT**

*Former Executive Director, Family House*

Christie C. Knott served as the Executive Director of Family House, Inc., a nonprofit 501(c)(3) organization, established in 1983 to serve patients and their families seeking treatment in Pittsburgh for acute or life-threatening illnesses or injuries. For 26 years, Family House has provided a supportive, comfortable and affordable “home away from home” to seriously ill patients and their families from all 50 states and 44 countries. Over the years, more than 150,000 families have stayed at Family House – some for 18 months or more. Family House is currently comprised of four separate houses in the Oakland and Shadyside areas of Pittsburgh, totaling 163 guest rooms.

Family House is currently the largest hospital hospitality house in the nation and one of the few that houses patients receiving care across such a broad spectrum of medical services. During her tenure, Ms. Knott guided the organization and managed the planning, design, fundraising and opening of the fourth and largest Family House facility, Family House University Place in 2009. Family House annually supports more than 15,000 families including those seeking treatment for cancer, transplant, neurology, cardiology, trauma and surgical services.

Ms. Knott is originally from Scranton, PA. She is a graduate of Indiana University of Pennsylvania and holds a Bachelor of the Arts degree in Applied Psychology. Previously, Ms. Knott was the Director of Community Development at the Children’s Hospital of Pittsburgh Foundation, where she launched a corporate volunteer initiative; created specialized family centered care volunteer assignments and tripled the size of the overall volunteer program. Ms. Knott began her relationship with Family House Inc in 2000 as a volunteer for their annual signature fundraising event. Ms. Knott became the Executive Director of Family House and served in this role from 2005-2013.

Christie, her husband Ian and daughter Allie reside in Allison, Park, PA. She is currently a member of the Carriage House Children’s Center Board of Directors and chair of the human resources committee; member of the Ladies Hospital Aid Society, member of the Hospital Hospitality Network (HHN) and serves on the strategic planning committee, and co-chairs the Pittsburgh based Women’s Non-Profit CEO Leadership Forum. In her spare time, Christie enjoys reading, skiing, volunteerism and spending time with family and friends.

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## Panelist



**JACKIE DIXON**

*Director of Government Relations, Giant Eagle, Inc. (Retired)*

Jackie Dixon, as Director of Government Relations, Giant Eagle, Inc., established and maintained positive relations with local, state, and federal government officials in the communities Giant Eagle serves throughout Pennsylvania, Ohio, West Virginia and Maryland. Dixon and Giant Eagle understand that their success depended upon their ability to value and utilize insight from its diverse team members, customers, and communities. Dixon is Vice President of Community Relations for the Ladies Hospital Aid Society (LHAS). She is also a member of the Carlow University Board of Trustees.

Dixon is a member of the Fox Chapel Area Newcomers' Club, and the University of Pittsburgh Community Research Advisory Board (CRAB). She is also actively involved in the Homewood\*Squirrel Hill Redd Up- Clean Up Coalition- a consortium that regularly clears rubbish in Homewood, the Highmark Medical Review Committee, the League of Women Voters of Greater Pittsburgh, the Fox Chapel Area Branch of the American Association of University Women, the Fox Chapel Area Rotary Club, the World Affairs Council of Pittsburgh, and the National Council of Jewish Women (NCJW)-Pittsburgh Section. Dixon is also a member of the advisory board of the Bartko Foundation; a private non-profit organization whose mission is to invest in the selfsufficiency of single minority mothers. She is a board member of Heritage Community Initiatives in Braddock whose mission is to empower people and transform lives in the Braddock community. And, she is also a member of the Child Watch Board of Pittsburgh -- a coalition of child advocates focused on making the needs of children in Allegheny County a priority.

Just recently, Dixon was appointed (by the County Executive Rich Fitzgerald) to the Regional Asset District (RAD) Board. RAD supports and finances regional assets in the areas of libraries, parks and recreation, cultural, sports and civic facilities and programs. She was also selected as one of the 2012 twenty-five Women in Business Awardees by the Pittsburgh Business Times.

After 23 empowering years with Giant Eagle and 17 prior years with PPG Industries, Jackie Dixon recently retired, but remains relentless with her civic and community participation. Quoting Erma Bombeck, Dixon says, "When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left, and I could say, "I used everything you gave me."



## Panelists



### **MICHELLE ROCHON**

*Director of Talent Acquisition, WESCO Distribution*

Michelle Rochon is the Director of Talent Acquisition position for WESCO Distribution headquartered in Pittsburgh, Pennsylvania. Her role with WESCO includes building a Talent Acquisition function company-wide to include implementing diversity recruiting strategies. Michelle held positions (increasing in scope and responsibility) in both staff and line positions with Fortune 500 companies; GE Lighting, Key Bank, Wachovia/Wells Fargo Bank.

She is an accomplished, high-energy HR executive who leads corporations through change and challenge. Michelle is a strategy architect in the development of innovative initiatives to streamline processes and capitalize on organizational growth opportunities. As an employee advocate, she champions staff confidence and designs strategies to attract and retain critical talent in highly competitive business markets. A creative thinker and decision maker with an innate ability to work collaboratively with a commitment to achieving corporate goals.

Recognized for the ability to lead the professional development of diverse individuals and support a team-oriented approach.

She was the proud receipt of the “Most Powerful and Influential Women Award” in 2012.

Michelle earned an undergraduate degree from Notre Dame College of Ohio and a Masters in Organizational Development and Analysis from Case Western Reserve University.

She and her husband are residents of Pittsburgh, PA and Charlotte, NC.



## Panelist



### **NANCY FURBEE**

*Owner and Human Resources Entrepreneur, Furbee and Associates, LLC*

Nancy Furbee brings over twenty years of exemplary human resources experience to each of her client engagements. She has a well-rounded background in all facets of the HR profession and uses this to support her clients with fresh ideas and creative solutions. Nancy's corporate career gave her great experience in a variety of industries ~ including manufacturing, supply chain, insurance and software development.

Nancy's high energy and thoughtful nature provides her the ability to work with groups of any size and composition. She quickly establishes credibility and rapport with individuals during one-on-one coaching and with groups in team building environments.

Nancy holds certifications in Everything DiSC Personality Assessments and Compression Planning Facilitation. She has a Master's Degree in Human Resources Management, with a specialty in Training & Development, and a Bachelor's in Finance and Business Administration from La Roche College.

Nancy is a recent graduate of the Leadership Pittsburgh Class of XXVII. Additionally, she is an active member in the HR Leadership Forum, the Society of Human Resources Management, and the Pittsburgh Human Resources Association. She is a founding member of the Women's Nonprofit CEO Leadership Forum and a recent winner of the Fifty Distinguished Alumni Award from her alma mater.

Active in her community, Nancy served as a Founding Board Member for Venture Outdoors and currently serves on the Board for Pittsburgh Cares and BikePGH. She was appointed by City Council to the North Park Council of Friends and volunteers for Hair Peace, HEARTH, Venture Outdoors, and other area non-profits. Nancy's ability to work with diverse groups, from board members to volunteers, adds great value to each of the organizations she supports.

Overall, Nancy's life experiences and consulting and coaching work help bring a broad range of perspectives to each of her projects.

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## Schedule of Events

8:30 a.m. -9:00 a.m.

### **REGISTRATION, CONTINENTAL BREAKFAST, & NETWORKING**

9:00 a.m. -9:05 a.m.

### **WELCOME**

**Dennis Kennedy**, National Diversity Council

9:05 a.m. -9:10 a.m.

### **UNIVERSITY WELCOME & SPONSORS REMARKS**

9:10 a.m. -9:20 a.m.

### **INTRODUCTION OF PANELISTS AND TOPICS**

**Janet Manuel**, Moderator

9:20 a.m. -9:40 a.m.

### **TOPIC 1: BEYOND THE BOX – LETTING GO OF PRECONCEIVED BARRIERS AND FEARS**

**Nancy Furbee** — *Owner and Human Resources Entrepreneur, Furbee and Associates, LLC*

#### *Introduction:*

Upon entering the workplace as a new employee or in a new position, we experience thoughts of how this new opportunity and environment might be. Questions, such as: “Will I be able to do my job effectively and efficiently?” or “Will I be able to work well with my manager and fellow co-workers?” With such thoughts (and we have been told it is natural to have these thoughts), we tend to put ourselves in a “box” bound by preconceived barriers and fears. Barriers and fears can be social, economic, psychological – even generational. It has been stated that, as women, we need to find a happy medium between acknowledging the barriers that exist and forging ahead anyway.

### **TOPIC 2: “GIVING AND RECEIVING – SUPPORTING ONE ANOTHER IN BOTH DIRECTIONS”**

**Michelle Rochon** — *Director of Talent Acquisition, WESCO Distribution*

#### *Introduction:*

According to the National Association of Working Women, women still face multiple challenges in the workplace (in many cases, not all): a culture that minimizes and trivializes our problems, patronizing coworkers, critics who say our efforts will lead

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## Schedule of Events

9:40 a.m. -10:00 a.m.

*Cont'd from page 12*

to catastrophe, and the risk that we will be pitted against one another. However, on the other hand, it has been said that the power of women helping women is the most important power we have. Our panelist will focus on the importance of harnessing the power of alliances to lead more effectively, create more balance in your own life, and give others a helping hand.

10:00 a.m. -10:20 a.m.

### **TOPIC 3: “HOW WOMEN CAN LEVERAGE POWER IN THE WORKPLACE”**

**Jackie Dixon** — *Former Director of Global Relations, Giant Eagle*

*Introduction:*

- Women tend to shy away from directly exerting power – or asking others to exert power on their behalf – in the workplace. Power is the capacity to influence the way other people think, feel, and act. We gain that capacity when others believe that we have something of value that they want, need, or desire. Three examples of how women fail to obtain and utilize power in their career are as follows:
- Women are over-mentored and under-sponsored. Mentors provide social, emotional, and personal growth development. Sponsors leverage their significant influence on decision-making processes or structures and are advocating for, protecting, and fighting for your career advancement. Studies coming out of Harvard Business School find that men tend to receive “helping hands” from the guides in their life, while women just receive an over-abundance of advice.
- Women don’t ask for what they want. While women tend to expect that, if they are capable and work hard their efforts will garner them the advancement possibilities they desire. Men, on the other hand, ask for what they want, and get it (or get it more quickly). This starts with salary, but extends to work placements, promotions, and other career opportunities.
- Women don’t self-promote. Another recent study suggests that the one thing women could do that would MOST benefit them in their career is to tell others about their accomplishments. Instead, women think in order to move ahead, they need to work harder.

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## Schedule of Events

10:20 a.m. -10:35 a.m.

**QUESTION & ANSWER SESSION**

10:35 a.m. -10:45 a.m.

**BREAK**

10:45 a.m.. -11:05 a.m.

**TOPIC 4: “DOING BUSINESS IN HEELS: MAKING THE WORKPLACE A PLACE OF OUR OWN”**

**Deborah Breslof** — *Senior Vice President and Banking Director, PNC Wealth Management*

*Introduction:*

As many more women rise to top leadership positions, they continue to transform the workplace for future generations of women. Today, women do not have to conform to the “men’s club” and can truly be themselves in the office – whether that means organizing female-focused networking events, dressing in feminine clothing or taking advantage of company programs for working mothers. Learn how our panelists from various backgrounds have maintained their femininity and individuality in male-dominated industries.

11:05 a.m. -11:25 a.m.

**TOPIC 5: “LOOKING AHEAD: LEADERS OF THE NEXT GENERATION”**

**Christie Cawley Knott** — *Executive Director, Family House, Inc.*

*Introduction:*

It is predicted that the next generation of female leaders will continue to emerge at a rapid pace during the next two to three decades. Will they be prepared to lead multimillion-dollar or billion-dollar corporations or be successful judges, civic leaders, business owners and entrepreneurs?

11:25 a.m. -11:45 a.m.

**QUESTION & ANSWER SESSION**

11:45 a.m. -12:00 p.m.

**CLOSING REMARKS**

12:00 p.m.

**ADJOURN**

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We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness and are secure in their knowledge that their efforts make a difference.



Please contact **Ashlyn Outler** for Corporate Membership  
[ashlyn.outler@nationaldiversitycouncil.org](mailto:ashlyn.outler@nationaldiversitycouncil.org)