

Florida Diversity Council presents

Southwest Florida

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• S Y M P O S I U M •

Empowering One Another

March 17, 2015

Ft. Myers, FL



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Welcome from the Chairs

Welcome to the 2015 Southwest Florida Women in Leadership Symposium, where we will be discussing how women across our region are acting out our theme of “Empowering One Another,” our dynamic group of symposium panelists will engage you in a reflective and thought-provoking discussion geared toward the topics of Winning Style, How Far We Have Come, Today’s Work/Life Balance, Your Personal Board of Directors: How to Maximize Mentors, and Creating Change in an Organization.

We are fortunate to have a dynamic group of female leaders who will share their experiences and thoughts about advancing in today’s competitive workforce. Each panel discussion is designed to provide you with the valuable tools for handling diverse challenges in the professional sphere. We hope our impressive panel will motivate and inspire you to become leaders in your organizations and communities.

You are strongly encouraged to network and share best practices with one another throughout the event. It is our hope that you will take the insights shared with you today and utilize them for your own personal and professional development.

The Florida Diversity Council appreciates you taking the time to invest in your future and this Symposium as a whole. We are grateful for your attendance and wish to extend a special thanks to our sponsors: Florida Gulf Coast University | Multicultural and Leadership Development Department. We would also like to thank our volunteers, chapter leaders, staff, and members, because without your support, this event would not be possible.

Regards,



Barbara Melvin

Barbara Melvin
*VP & Business
Development Officer
Wells Fargo*



Barbara Linstrom

Barbara Linstrom
*Digital Media Director
WGCU Public Media*



Schedule of Events

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

REGISTRATION & CONTINENTAL BREAKFAST

8:30 a.m. -8:50 a.m.

WELCOME AND INTRODUCTION OF PANELISTS

8:50 a.m. -9:15 a.m.

WINNING STYLE

Tanya Caurean — *Vice President - Product Development, Technical Design, and Global Sourcing , Boston Proper*

Women are often noted for criticizing one another — especially in terms of looks and appearances — more than supporting one another. How we appear and feel about ourselves and are received by one another has a LOT to do with our level of confidence. How can we better support one another and encourage winning attitudes about our body image; how we dress and how we see ourselves?

9:15 a.m. -9:40 a.m.

HOW FAR WE HAVE COME

Colleen Kvetko — *President of Private Banking, First Florida Integrity Bank*

As the first WILS during Women's History Month, which will from now on be the designated month for the symposium, it's important to look back at how far women have come in only 43 years since the Equal Rights Amendment was passed. As the women's rights movement was born out of support for each other, our ability to continue to advocate for one another ensures continued success in overcoming gender bias.

9:40 a.m. -10:05 a.m.

TODAY'S WORK/LIFE BALANCE

Maritza Martinez — *Associate Vice President - Community Relations, University of Central Florida*

How can we tend to family without losing our edge in the workplace? Support from our peers; setting examples and managing with compassion all play into how women can help empower each other to feel good about how we juggle these often conflicting roles.

10:05 a.m. -10:20 a.m.

BREAK



Schedule of Events

- 10:20 a.m. -10:35 a.m. **QUESTION & ANSWER SESSION I**
- 10:35 a.m. -11:00 a.m. **YOUR PERSONAL BOARD OF DIRECTORS: HOW TO MAXIMIZE MENTORS**
Donna DiGiovanni — *Vice President – International Moving, SIRVA Worldwide*
- No woman is an island – even at work. Research shows that mentoring is essential to career success. Hence, individuals seeking to move up the corporate ladder must seek out mentors and create what is called a “Personal Board of Directors.” In addition to mentors, it is equally important to build a strong network and build strategic relationships within your organization as well as externally. You do not want to mitigate the significance of a strong network and strong relationships.
- 11:00 a.m. -11:25 a.m. **CREATING CHANGE IN AN ORGANIZATION**
Barbara Dell — *Founder/Executive Director, Dress For Success SWFL*
- To remain at the forefront of the corporate world, companies must regularly induce and properly manage change. Change may stem from new technology, a corporate merger, financial difficulties or other emerging problems. A successful change evolution is rooted in creativity, adaptability, and effective implementation. Our panelists will discuss the changes they have created, managed or lived.
- 11:25 a.m. -11:40 a.m. **QUESTION & ANSWER SESSION II**
- 11:40 a.m. -12:00 p.m. **CLOSING REMARKS & RECOGNITION OF SPONSORS**



Panelists



BARBARA DELL

Founder/Executive Director, Dress for Success SW Florida

Barbara Dell is the Founder and Executive Director of Dress for Success SW Florida, a nonprofit organization providing underprivileged women professional attire, a network of support and career development tools to help them thrive in work and in life. Dress for Success SW Florida, one of 135 Dress for Success affiliates through the world, opened its doors in September 2010 and serves women in both Lee and Collier counties. Barbara is from New York State and moved to SW Florida ten years ago. She was immediately hired as Marketing Manager for Stein Mart covering the territory of SW Florida. With a business, marketing and fashion background, Barbara has been able to utilize her many skills and certifications to cultivate the mission of Dress for Success and to continuously work at making an impact in the community.

MARITZA MARTINEZ, MA, MBA

Associate Vice President, Community Relations, University of Central Florida

Maritza Martinez is associate vice president of the UCF Division of Community Relations with more than 10 years of experience in community and public relations in higher education. She is involved with many local organizations, serving on the boards of the the American Heart Association, the Downtown Orlando Partnership, Valencia College's Take Stock in Children, Florida Blue's Statewide Multicultural Advisory Council, and Mayor Dyer's Project DTO. She represents UCF as a volunteer with several nonprofit organizations. Martinez received her bachelor's, master's and MBA from UCF. She was named the Orlando Business Journal's 2012 Woman to Watch and listed in July of 2013 as one of Orlando Magazine's 12 people to watch. Maritza is married to Julio E. Guerrero, and has two daughters, Juliana and Mariana, ages 11 and 8, respectively. She enjoys reading, running and biking. She can be reached at Maritza.Martinez@ucf.edu.



TANYA CAUREN

*Vice President – Product Development, Technical Design, and Global Sourcing
Boston Proper | A Division of Chicos FAS*

Over 30 years in the Apparel Business.

Graduate of The Fashion Institute of Technology

Began Career as a Designer, migrated into the world of Product Development and Speed Sourcing through her tenure with the Limited Family of Brands.

Has been a key player in the development of Technical Design and Production Management as an area of expertise over the past 20 years focusing on Specialty Store Private Brand Apparel.

Joined Chicos FAS's White House|Black Market Brand in January of 2005 as Director of Technical Design and was promoted to VP 2006.

Has managed a talented staff across cross functional departments that has consisted of 50 plus associates in the areas of Fabric R&D, Color Development, Technical Design, Global Sourcing, Production Management, and Quality Control.

Sees every day as a new opportunity to move the brand, the business and the team forward and with each style, partner delivering a positive experience to our customers and each other.

Loves art, jazz, entertaining and being a parent to Liyah.



Panelists



COLLEEN KVETKO

President of Private Banking, First Florida Integrity Bank

Colleen M. Kvetko was recently named President of Private Banking for First Florida Integrity Bank, formerly First National Bank of the Gulf Coast. Ms. Kvetko was named President and CEO of Shamrock Bank of Florida in May 2011 and held that position until the merger of Shamrock Bank to First National Bank of the Gulf Coast. Ms. Kvetko is well known for her leadership in the Banking Industry and for her many contributions to Southwest Florida's community organizations. Named by U.S. Banker as the 'Twenty Five Most Powerful Women in Banking,' in 2004 (10th) & 2005 (5th), Ms. Kvetko served for two decades as President, Chief Executive Officer, and Chairman of the Board of Fifth Third Bank Florida operations.

Ms. Kvetko began leaving her foot print in the Banking Industry in 1971. In 1987, she began working with Fifth Third Bank's National Lending Division in Cincinnati. In 1992, she was asked to start Fifth Third's Florida Affiliate, and was named President, CEO, and Chairman of the Board. She grew Fifth Third Bank South Florida operations from \$1 million in assets in 1992 to \$1.1 billion in assets and 16 locations by 2005. She briefly retired in 2005 until asked by Fifth Third Bank to return to assist in executing growth plans for South Florida.

Community service has remained a high priority throughout Ms. Kvetko's career. She has served on the boards and committees of many of Southwest Florida's leading community, educational, and professional organizations. These include the YMCA of Collier County, Conservancy of Southwest Florida, United Way of Collier County, NCH Healthcare System Foundation, Children's Hospital of Southwest Florida, Humane Society Naples, Ave Maria University Board of Trustees, Hodges University Board member, Naples Illustrated Advisory Board, Economic Development Council of Collier County, Greater Naples Chamber of Commerce, Florida Bankers Association, Florida Bankers Education Foundation, Faith & Wine, and many others.

Ms. Kvetko has resided in Naples for 22 years with her husband of 36 years, Kirk, and their Shih Tzus, Diva, Olivia, and Tiffany. The Kvetkos have a second home in Park City, Utah.

DONNA DIGIOVANNI

Vice President – International Moving, SIRVA Worldwide Relocation & Moving

For over 20 years, Donna DiGiovanni has served in various roles in the international relocation industry, most notably as Vice President of International Moving Sales at SIRVA Worldwide Relocation & Moving. Through her affiliations with global relocation, Donna has traveled to various parts of Europe and has enjoyed opportunities to work and explore the cultures in both Shanghai and Hong Kong. Donna's international logistics background also afforded her an opportunity to work at places such as Sotheby's Auction House and Bvlgari in New York City, where she managed some of the most famous and important jewelry collections in the world. When she's not traveling, Donna lives and works out of her home office in Fort Myers, FL which she shares with her husband, Frank and their two dogs. Donna has three (3) grown daughters and one adorable granddaughter.





The Florida Diversity Council is committed to enhancing the appreciation for and understanding of the value of diversity and inclusion in today's global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.



FLORIDA
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Please contact **Adrienne Fleming** for more information about the Council
adrienne.fleming@floridadiversitycouncil.org