

Florida Diversity Council presents

# South Florida

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March 20, 2015

Miami, FL

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## Agenda

- 8:00 a.m. -8:30 a.m.      **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:30 a.m. -8:50 a.m.      **WELCOME & INTRODUCTION OF PANELISTS**
- 8:50 a.m. -9:15 a.m.      **WINNING STYLE**
- 9:15 a.m. -9:40 a.m.      **HOW FAR WE HAVE COME**
- 9:40 a.m. -10:05 a.m.      **TODAY'S WORK/LIFE BALANCE**
- 10:05 a.m. -10:20 a.m.      **BREAK**
- 10:20 a.m. -10:35 a.m.      **Q & A SESSION I**
- 10:35 a.m. -11:00 a.m.      **YOUR PERSONAL BOARD OF DIRECTORS:  
HOW TO MAXIMIZE MENTORS**
- 11:00 a.m. -11:25 a.m.      **CREATING CHANGE IN AN ORGANIZATION**
- 11:25 a.m. -11:40 a.m.      **Q & A SESSION II**
- 11:40 a.m. -12:00 p.m.      **CLOSING REMARKS & RECOGNITION OF SPONSORS**



## Panelists



### **MAYRA BEERS**

*Director | FIU Center for Leadership, Florida International University*

Dr. Beers is Director of Operations and James L. Knight Research Fellow for the Center for Leadership in the College of Business at Florida International University (FIU). Mayra holds MA and Ph.D. degrees from FIU and her work has been recognized with the James R. Scobie Memorial Award, the Jay I. Kislak Foundation Prize, and a Mellon Foundation Fellowship, among others. Dr. Beers has participated in leadership development programs at institutions such as Harvard Business School, Wharton, Columbia, the University of Michigan's Ross School of Business, and The Center for Creative Leadership. She holds graduate certificates in Latin American and Caribbean Studies and in African New World Studies.

A founding member of the Center for Leadership, Dr. Beers has been instrumental in the development and implementation of numerous executive leadership development programs and workshops including the Senior Executive Leadership Program, the Women Leaders Program, the High Potential Leader and the Principals Leadership Development Program, where she now serves as Program Chair. Most recently, she worked on the development of the Physician Leaders Program in collaboration with the Herbert Wertheim College of Medicine at FIU. She developed and was primary facilitator for the Center's first leadership development program offered in a foreign country in Spanish, presented to Wal-Mart executives in Puerto Rico. In collaboration with Dr. Joyce Elam, the Executive Dean of the College of Business, Dr. Beers worked on the "Florida's Woman-Led Businesses Study," (2006-2011), a five year report on the challenges and successes of women who lead major organizations in Florida. Dr. Beers' work has been published in Cuban Studies, and she is a contributing author to The Fragmented University (Jossie-Bass).

Dr. Beers previously served as Chief of Staff for FIU President Modesto A. Maidique and as Founding Associate Corporate Secretary for the FIU Board of Trustees from 2001 until 2009. Prior to her work in the Office of the President, she was a Research Associate for the University President and Provost.

### **YUNI NAVARRO**

*SVP & Head of HR, Ocean Bank*



Yuni Navarro is an Executive Vice President of Ocean Bank and has been Head of Human Resources since 2009. Ms. Navarro is responsible for all activities of the Human Resources Division, working directly with the president and board of directors to support and further the organization's goals while engaging and motivating the workforce to achieve superior productivity, efficiency and customer service.

She joined Ocean Bank as a payroll clerk in 1993 and worked her way up the human resources ranks within nine years to Vice President and Human Resources Manager. Her responsibilities have since grown to encompass recruitment, diversity and employee relations, compensation, payroll and benefits, training and development and human resources information systems (HRIS). She received her Bachelors in Business Administration from Florida International University (FIU), where she also received her Human Resources Management Certification.

Her community involvement is extensive. For the United Way, she has been Vice Chair of the annual Women's Leadership Breakfast, the Women's Leadership Initiatives and the Young Leaders Circle. Her service includes terms as an Advisory Committee Member of INROADS, a member of the March of Dimes March for Babies Steering Committee and a Director of the Boys & Girls Clubs of Miami. She lives in west suburban Miami.



## Panelists



### **NIKKI SIMON**

*Partner and Dir. of Client Dev. & Corporate Social Responsibility, Greenberg Traurig, P.A*

Nikki Lewis Simon serves as the firm's Director of Client Development and Corporate Social Responsibility. As part of this evolving role, Nikki works to strategically align the firm's diversity and inclusion programming and initiatives with client needs thereby serving as an integral component of the business development function on a global scale, as well as to expand the current efforts of the firm's diversity initiatives in collaboration with cross-firm stakeholders, among other things. Prior to joining the business side of the firm, Nikki represented her cross-industry clients' business objectives by protecting their capital, whether human, intellectual or financial, against claims of wrongdoing in complex commercial litigation matters that span the full panoply of issues targeting businesses' corporate character and brand, like claims for discrimination, defamation, fraud and misrepresentation, professional negligence and malpractice, breach of fiduciary duty, securities law violations and wrongful death.

### **MARKESHA KIRKMAN**

*Area Vice President, Randstad USA*

Markesha Kirkman, Area Vice President for Randstad Managed Delivery responsible for the centralized virtual recruiting operation in Fort Lauderdale, FL. Randstad is the third largest staffing organization in the US, putting an average of 100,000 people to work in the US each week, through its network of nearly 1000 branches and client dedicated locations. Markesha has been an integral part in the development, management and vision of the virtual recruiting operation, RMD. She began her career with the Mergis Group (Acquired by Randstad) 6 years ago in St. Louis, MO as a Sr. Recruiter. Almost a year and half later Markesha was asked to move to South Florida to assist in the creation of what we now know as Randstad Managed Delivery. Since then she has gone from Sr. Recruiter to Delivery Excellence Manager, to Program Manager to Operations Manager to most recently Area Vice President. Her main objectives are to steer the national delivery of outstanding talent in both the temporary labor and direct hire verticals across the US in partnership with Randstad's internal operating companies. She manages a team of recruiting and account management professionals that supports a large scope of skill-sets including Office and Administrative, Business Professional and Finance and Accounting, Engineering and IT. She has received over 10 awards including Performance Forum 2009, 2011 and 2013 which is the ultimate reward for a year of outstanding achievement within the Randstad organization. Markesha holds a Bachelor of Science in Electrical Engineering from University of Missouri St. Louis.



### **HEATHER MONAHAN**

*Chief Revenue Officer, Beasley Broadcast Group, Inc.*

Heather Monahan serves in the newly created position of Chief Revenue Officer for the Naples, Florida-based Beasley Broadcast Group, Inc. (NASDAQ: BBGI). Founded in 1961, Beasley is one of the Nation's leading radio broadcasters and one of the oldest pure-play radio companies in the United States. Today the Company operates 42 radio stations (26 FM and 16 AM) in eleven large- and mid-sized markets in the United States. As Beasley's Executive Vice President of Sales, Ms. Monahan is involved in all aspects of the Company's revenue generation, strategic development and acquisition integration. Heather serves as a board member of City Year Miami, a service organization that provides mentorship opportunities for at-risk youth. In 2012, the National Association of Broadcasters (NAB) and Radio Advertising Bureau (RAB) selected her as member of the steering committee for the 2012 NAB/RAB Radio Show.

Ms. Monahan joined Beasley Broadcast Group in 2003 as the Director of Sales for Beasley's Fort Myers-Naples cluster of radio stations. In September of 2004 Ms. Monahan was promoted to Vice President of Sales, responsible for company-wide initiatives to improve revenue generation and manage the development of the sales and management team. In 2007, Ms. Monahan was advanced to her current position of Executive Vice President. Prior to joining Beasley, Ms Monahan served as Market Manager for Wilks Broadcasting, LLC (a WCMP II portfolio company). A native of Worcester, Massachusetts Heather is a graduate of Clark University with a liberal arts degree in Psychology. She has lived in Miami since 2005.



## 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

**Mayra Beers** — *Florida International University*

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

**Yuni Navarro** — *Ocean 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

**Nikki Simon** — *Greenberg Traurig, P.A.*

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

**Markesha Kirkman** — *Randstad USA*

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

**Heather Monahan** — *Beasley Broadcast Group Inc.*

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

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Greenberg Traurig is proud to support the  
**South Florida Women in Leadership Symposium**  
in its mission to educate, inspire and  
encourage women leaders to advance  
in the workplace and their communities.



Miami Roots, Global Reach.

**NIKKI LEWIS SIMON** | Shareholder; Director, Client Development and Corporate Social Responsibility  
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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.



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Please contact **Adrienne Fleming** for more information about the Council  
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