



WOMEN'S LEADERSHIP
Summit

Friday, June 13, 2014
Orlando



WOMEN'S LEADERSHIP *Summit*

It's impossible to work within any profession and not feel the impact that women are making. We are becoming true powerhouses both inside and outside of the office, going above and beyond to use the power of our knowledge and experience for the good of our professions.

The Women's Leadership Summit will provide business women of all industries with opportunities to network and advance their leadership skills.

Participate in the Mentoring Match event and the Dress for Success Apparel Drive, sponsored by the Women in Leadership committee. See page 6 for complete details.

Don't miss the Women to Watch Awards presentation honoring women exemplifying leadership excellence in the accounting profession presented by the FICPA's 2013-2014 Board Chair, Ken Strauss.

women's leadership summit
Women to Watch
Awards

Follow the FICPA on

twitter

@ficpa and use #MegaCPE to tweet about the summit.

CPE Credit

This conference qualifies for 6 Behavioral hours (BE) of CPE credit and is subject to change. CPE credit is subject to approval by the Florida Department of Business and Professional Regulation.

Conference at a Glance

7 - 8 a.m.	Registration and Continental Breakfast
8 - 8:15 a.m.	Opening Remarks and Women to Watch Award Presentation
8:15 - 9:05 a.m.	Keynote – Get Better Results: Improve Outcomes with the Result Triangle
9:05 - 9:20 a.m.	Networking Break with Sponsors
9:20 - 10:10 a.m.	Getting a Seat at Your Leadership Table: How Women Can Land the Leadership Roles They Want!
10:10 - 11 a.m.	Delegating Sounds Easy, So Why's It So Difficult? How to Let Go
11 - 12:20 p.m.	Lunch with Fashion Show
12:20 - 1:10 p.m.	Turn, Pull, Shove and Catch. Creating an Environment for Women to be Successful
1:10 - 2 p.m.	There's No Working Without the Networking
2 - 3:15 p.m.	Differences in the Way Men and Women Think and Process Information



Mega CPE Conference Keynote

Michelle is a growth strategist. She teaches innovative practice management and marketing strategies to accountants around the world. She's been named among the Ten Most Powerful Women in Accounting and the Top 100 Most Influential People in Accounting by *Accounting Today*. She's also among CPA Practice Advisor's Top 25 Thought leaders. Recently, she joined Kennedy and Coe after leading her firm, Golden Practices Inc., for over 15 years and is a senior fellow of VeraSage Institute.



Conference Schedule

7-8 a.m. Registration and Continental Breakfast

8-8:15 a.m. Opening Remarks and Women to Watch Awards Presentation

Kenneth Strauss, CPA

2013-2014 Board Chair, Florida Institute of CPAs Kenneth Strauss honors women who exemplify leadership excellence in the field of accounting with the Women to Watch Awards.



8:15-9:05 a.m. Keynote – Get Better Results: Improve Outcomes with The Result Triangle (1 BE)

Michelle Golden, CPF

Member Growth Leader / Kennedy and Coe, LLC
Camarillo, CA

Think about how often you need the cooperation of others to successfully accomplish something. Let's say that "successfully" means achieving what you want as painlessly as possible – minimizing drama and maximizing results.

Whether it's leading a business project, finalizing a new deal, getting your colleagues on the same page or more personal—urging an elderly parent to see the doctor, persuading your spouse to support an idea or just getting your kid to clean her room—to do it best you have to get into people's minds or hearts. This almost always requires changing how the person views it or feels about it.

Take your interactions to the next level. Learn about The Result Triangle – the tool that unlocks the secrets for inspiring, comforting and energizing, so that you can achieve highly-successful outcomes.

In this session, you'll discover:

- How to determine what your goals *really* are. Spoiler: it's not always what you first think.
- Ways to align business partners or teammates, reduce fear and establish realistic expectations.
- Keys for setting up all of your new initiatives for success while mitigating risks of failure.
- Tips for increasing employee engagement and morale: inspire employees to do their very best work.

9:20-10:10 a.m. Getting a Seat at Your Leadership Table: How Women Can Land the Leadership Roles They Want! (1 BE)

Lynda McDermott, MSOD, CSP

President / EquiPro International, Ltd.
Tampa

In this inspirational program, you will learn the must-have leadership skills that women need to continue their career progress toward the positions and roles that are best suited to their skills.

10:10-11 a.m. Delegating Sounds Easy, So Why's It So Difficult? How to Let Go (1 BE)

Michelle Golden, CPF

Member Growth Leader / Kennedy and Coe, LLC
Camarillo, CA

The ability of a business to grow is directly proportionate to everyone's delegating effectiveness. Truly empowering others to grow by entrusting them with responsibility and authority are huge challenges for people who like things done "just so."

CPAs are trained skeptics who are cautious and wary of errors, hunting them down to dissect and correct them. But it's certainly not just accountants who struggle to delegate; many managers and C-suite execs are plagued with an inability to truly let go. How do we overcome this and get the most out of our people? How do we shape up-and-comers with the skills to advance the business? How can we get past the need for control and let go of certain work and certain business relationships?

In this session, you will:

- Discover the real obstacles to delegation
- Learn the Four Distinctions of Trust and how to repair and regain trust that's been damaged
- Learn how to get "delegates" to help you feel more comfortable with entrusting work to them
- Be able to determine whether a lack of delegation is the true problem, or if you actually have the wrong people
- See how the autonomy that you grant today will impact tomorrow

11 a.m-12:20 p.m.

Lunch with Fashion Show

The FICPA's Women in Leadership Committee presents the **Dress for Success: "What to Leave at Home" Fashion Show** during lunch. Attendees will see the dos and don'ts of business to casual attire.

12:20-1:10 p.m.

Turn, Pull, Shove and Catch. Creating an Environment for Women to be Successful (1 BE)

Renee Dabbs

Principal / The Voyageur Company

Tampa

Women supporting women does not happen by accident. Learn how Renee Dabbs has spent her career working with women on how to support each other. She will talk about her corporate and political experiences. We are better at supporting each other than we think!

1:10-2 p.m.

There's No Working without the Networking (1 BE)

Becca Gilbert

Senior Manager of Marketing & Business Development / Thomas Howell Ferguson

Tallahassee

You've heard the story that networking can be a powerful boost to your bottom line. So why are you still avoiding it? Becca Gilbert has built incredible networks from Music Row in Nashville to Hollywood Boulevard in Los Angeles. She has experienced firsthand the power of growing small businesses in multiple industries, by simply connecting with people. Join us as we learn how to survive and thrive in the world of networking.

2-3:15 p.m.

Differences in the Way Men and Women Think and Process Information (1 BE)

Maria Dolan

Program Manager / Internal Revenue Service

Tampa

Kevin Reynolds, CPA

Partner / Daszkal Bolton, LLP

Boca Raton

Sarah Cortvriend, Esq.

Shareholder / Carlton Fields, P.A.

West Palm Beach

In this panel discussion, we'll highlight the differences in the way men and women think and process information. We will provide different perspectives and responses to scenarios proposed prior to the presentation.

Mentoring Program

Thursday, June 12, 6 - 7:30 p.m.

Meet Your Mentoring Match – Join the FICPA’s 2014 Mentoring Program in the Grand Republic Ballroom

Share. Learn. Grow. Mentor.

This is your chance to meet the perfect mentoring match for your CPA career.

The FICPA’s Women in Leadership Committee is happy to announce the Meet Your Mentoring Match program that will begin in June 2014 and conclude in December. Mentoring is both a *Give and Grow* opportunity with the goal of providing a rich and rewarding experience for both parties. Sharing knowledge, expertise and insight helps to create more motivated and accomplished professionals. Mentors are a powerful force for developing colleagues and associates within an organization or community.

Mentoring is a special partnership between two people based on:

1. Commitment to the mentoring process
2. Common goals/expectations of the process
3. Mutual trust and respect

If you want more information or are interested in participating in this free program, visit our [website](#) and sign up online by **May 15, 2014**. Matches will be announced in June at the 2014 Mega Conference. Matches are not required to register for the Mega Conference. Participants are invited to attend a Mentor/Protégé Meet and Greet.



Dress for Success

The Women in Leadership Committee invites you to participate in our Dress for Success Appeal Drive. Please bring your nearly-new apparel to donate to Dress for Success Greater Orlando.

Drop off your donations at the registration desk when checking in for the Women’s Leadership Summit at Mega CPE Conference on June 13, 2014, and we will take care of the rest. All donations collected will benefit Dress for Success Greater Orlando, the Central Florida affiliate of the international Dress for Success organization, and will go directly toward empowering women to achieve self-sufficiency.

For donation tips and additional information, visit www.dressforsuccess.org/orlando or contact Debra Kelly, FICPA Member Connects Manager, at (850) 224-2727, ext. 431.



Conference Info

Conference Site and Accommodations

Disney's Contemporary Resort

4600 North World Drive
Lake Buena Vista, FL 32830-8413
FICPA Room Rate: \$179 single/double

Hotel Cutoff Deadline: Wednesday, May 21, 2014

For all reservations, please contact a Disney Reservationist at (407) 939-4686 or visit the FICPA's custom hotel reservations page at <http://www.mydisneymeetings.com/ficpa2014>.



© Disney

*Be sure to mention the Mega CPE Conference to receive the special group rate.
Reservations made after the cutoff date will be subject to availability and current room rate.*

Disney's Wilderness Lodge

901 Timberline Drive
Lake Buena Vista, FL 32830
FICPA Room Rate: \$179 single/double

Hotel Cutoff Deadline: Wednesday, May 21, 2014*

For reservations, please contact Wilderness Lodge directly at (407) 939-4686 or visit the FICPA's custom hotel reservations page at www.mydisneymeetings.com/GenPrev.php?msid=14871.



© Disney

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Free Parking

Parking is FREE at Disney's Wilderness Lodge.

**Or when the room inventory runs out.*

2013-2014 Women in Leadership Committee

Barbara B. Strasdas – Chair
Tarsha R. Jacobs – Vice Chair

Tavara K. Andrews
Azuree M. Ashby
Donna M. Bloomer
Penelope Boyd-Gear
Candi L. Burton
Andreea Cioara-Schinas
Sarah K. Funk
Anne Marie Hicks
Ellen L. Joseph
Troy Kimbrough
Danielle D. Kucera
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Ana Machuca
Sandra L. Perez
Canita G. Peterson
Saadia Rauf
Arlene Ravalo-Jao
Jessica V. Shellard
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Maria A. Thomas
Virginia J. Veit

CPE Policies You May Need to Know

CPE policies may be found on our website at www.ficpa.org/policies or on the registration confirmation sent upon completion of registration.

Did you know?

You can apply your nonmember fee from this event towards an FICPA membership. Visit www.ficpa.org/policies for more details and an application.

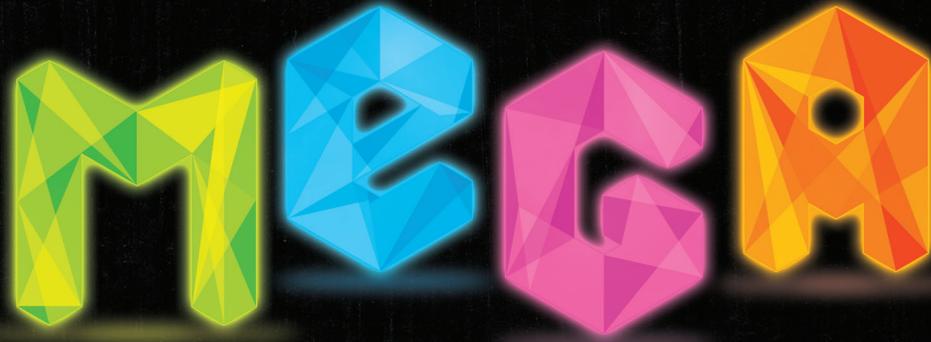
Conference EZMaterials

Are you using all of the **FICPA Conference EZMaterials** advantages?

- **Available in Advance** – Download the EZMaterials PDFs to your laptop, tablet or other device seven days before the event.
- **Searchable** – Save time by jumping right to a subject – no more flipping through pages or reading extra.
- **Portable** – Upload your materials to the cloud or save to a flash drive and access anywhere.
- **Green** – Help preserve our beautiful planet by saving paper.

More convenient, greener and so much EZer.





C P E C O N F E R E N C E

Disney's Contemporary Resort
Orlando
June 11-14, 2014

Back In Black

Going to the Women's Leadership Summit? You're invited to take advantage of everything that the Mega CPE Conference has to offer.

Visit www.ficpa.org/MegaCPE to see amazing offerings tailored for you.



www.ficpa.org/MegaCPE



Registration **4** ways to register for Women's Leadership Summit

Internet register on line at www.ficpa.org/content/CPE/Events/MegaCPEConference.aspx.

Fax a completed registration form with credit card information to the FICPA at (850) 681-2433.

Call the FICPA Member Service Center at (800) 342-3197 or (850) 224-2727 to place a credit card order.

Mail a completed registration form to: Continuing Professional Education, FICPA, P.O. Box 5437, Tallahassee, FL 32314-5437.

1 Contact Information

Name _____ FICPA Member No. _____

Firm _____

Address _____ City/State/ZIP _____

Telephone (_____) _____ E-Mail _____

Check here if registration reflects an address change.

In accordance with ADA requirements, if you are disabled and require special services, please check here. Someone from our office will contact you.

2 Pricing

Registration Prices (Women's Leadership Summit)

Summit Price \$99 \$ _____

3 Method of Payment

Check enclosed in the amount of \$ _____

Please charge my company-issued credit card:

Please charge my personal credit card:

VISA MasterCard American Express Discover

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Card Validation Code:
(3 or 4 digit code located on the credit card)

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Cardholder Name _____

Signature _____ Exp. Date _____

The FICPA is not responsible for checks or registrations delayed or lost in the mail.