



GCPA

**emPOWERing
Women**

REGISTER NOW

10th Annual emPOWERing Women Leadership Conference

Pre-Conference Cocktail Reception:

Thursday, November 7 from 5-7 PM

and

Full-Day Conference:

Friday, November 8 from 8:15 AM - 4 PM

The AT&T Conference Center ~ Austin

Conference Chair: Carrie Eberhard, Principle Services LLC

Co- Chair: Ruwa Collier, BP

**Join us for this one-day conference focused on
leadership, career advancement and networking!**

All-inclusive conference registration includes:

**A full day of keynote speakers and panels, lunch, beverages and
breaks PLUS pre-conference cocktail reception on Thursday 11/7**

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To discuss your participation as a sponsor, view the sponsor brochure [HERE](#) and contact Mary Armstrong, Director of Member Services & Marketing at 281.460.3054 or marmstrong@gulfcoastpower.org

The GCPA emPOWERing Women program has focused on encouraging and empowering the development of women in the power industry since 2013 by offering opportunities for networking, support, and inspiration.

This year will be a special one as we have reached our 10th year of the GCPA emPOWERing Women Leadership Conference. The agenda is set to deliver an impactful day of professional development, actionable takeaways, unique perspectives, inspiration delivered by industry leaders, and new connections across the power industry.

The event's celebratory theme will be centered around creating a collaborative culture of professional growth and honoring both 10 years of empowering women within GCPA and the incredible community of women leaders we have impacting our industry and building a powerful future.

Cheers to 10 years – we are looking forward to celebrating with you!

Carrie Eberhard and Ruwa Collier

Chair & Co-Chair, GCPA emPOWERing Women Leadership Conference Planning Committee

THANKS TO OUR PLANNING TEAM

Chair: Carrie Eberhard, Principle Services LLC

Co-Chair: Ruwa Collier, BP

Jennifer Ayers-Brasher, RWE
Sarah Chatterjee, EPE
Stacey Murphree, CenterPoint Energy

LaShunda Patrick, Oncor
Katy Wilson, Trans Alta
Sara Yingling, TNMP

ABOUT GCPA & emPOWERing WOMEN

Since 1983, GCPA has served Texas and the Gulf Coast as a regional electric power trade organization dedicated to promoting an improved understanding of the issues and opportunities impacting contemporary power markets. Today, GCPA has grown to a total membership of over 2,000 including 140+ member corporations. Our emPOWERing Women program was introduced in 2013 with the dual goals of offering opportunities for support, development and networking among women working in the electric power industry while also encouraging younger women pursuing technical degrees to consider careers in the electric power arena.

[Visit the GCPA website](#)

[Visit the emPOWERing Women website page](#)

AGENDA - THURSDAY, NOVEMBER 7th

5:00 - 7:00 PM

PRE-CONFERENCE COCKTAIL RECEPTION



AGENDA - FRIDAY, NOVEMBER 8th

7:15 AM

REGISTRATION ~ CONTINENTAL BREAKFAST

8:15 AM

GCPA Welcome

Welcome by Chair & Co-Chair

Barbara Clemenhagen, Executive Director, GCPA

Carrie Eberhard, Vice President, Principle Services LLC

Ruwa Collier, Biogas Lead Origination Analyst, BP

8:30 AM

KEYNOTE - Using Storytelling for Understanding

Forget the PowerPoints. Focus on storytelling. When we use storytelling instead of canned presentations, we connect with people and forge connections between people and ideas. As leaders, one of the most powerful tools in our toolbox is storytelling as it gives us the power to influence, teach and inspire. Good stories foster familiarity and trust and bring the listener into the story where they are, making them more open to learning. In addition, well-told stories are remembered more accurately and for longer, compared with slides filled with facts and figures. Learn more about what makes a good story and how to use it to advance the energy transition.

Keynoter: **Sandy Nessing**, Vice President & Chief Sustainability Officer, AEP

9:00 AM

PANEL - Crucial Conversations

Casual conversations can quickly become crucial conversations — especially when stakes are high, opinions vary, and emotions are strong — and can have significant consequences when the conversation is avoided or not handled well. When you learn to handle crucial conversations effectively, the quality of your relationships and your effectiveness in your career will improve dramatically, and you'll be able to handle life's most difficult and important conversations.

Moderator: **Cindy Steffen**, Director, Employee Development, Austin Energy

Panelists:

Mary Anne Brelinsky, President & Chief Commercial Officer, Alpha Generation, an ArcLight Company

Connie Corona, Executive Director, PUCT

Shannon Johnson, Deputy Legislative Director - Office of the Honorable Bob Hall, Texas Senate

LaShunda Patrick, Center for Excellence & Innovation Specialist, Oncor

9:45 AM

NETWORKING BREAK

10:15 AM

KEYNOTE - Thriving in the Digital Era: Harnessing Digital IQ & Emotional Intelligence

How do we up-skill for the digital era and learn how to leverage new technologies to enhance life, work and career while maintaining the uniquely human—and particularly feminine—qualities that are essential for superior decision-making and leadership? As we navigate the hype surrounding digital advancements and AI, this talk will provide insights on how to strike a balance, ensuring that we embrace technological progress without losing sight of the emotional intelligence and intuitive strengths that set us apart as women leaders in the energy sector.

Keynoter: **Nada Ahmed**, Thought Leader, Author and Founding Partner of Energy Tech Nexus

11:00 AM

NETWORKING ACTIVITY: Flying Challenge

11:15 AM

KEYNOTE - Confidence & Connection

In this keynote, Barbara Sugg will share her personal journey of overcoming imposter syndrome to achieve self-confidence on her path to becoming the CEO of Southwest Power Pool. Although she says that imposter syndrome is always with her, she will share tips and tricks for identifying it, maximizing its value, and keeping it in check to achieve ultimate success.

Keynoter: **Barbara Sugg**, President & CEO, SPP

12:00 PM

LUNCHEON

1:15 PM

KEYNOTE - Talent Trends in Energy

Re-skilling / up-skilling, clean energy, AI, and a multigenerational workforce – understanding key talent trends in the energy sector is critical to future-proofing your career in the industry. Drawing from a 'been there, done that' perspective, this keynote will provide invaluable insights and practical strategies for thriving in the ever-evolving energy landscape.

Keynoter: **Kimberly Smith**, Partner, Avant Executive Search & Talent Advisory

1:45 PM

PANEL: Advocating for Your Future

Consider this panel a PSA on how to fearlessly and unapologetically advocate for yourself and your career. Engage with leaders as they discuss their personal career advocacy journeys, from addressing challenges to seizing opportunities. The panel will explore topics such as self-confidence and its perception as aggression when observed in women; the importance of leadership support; and younger millennials and Generation Z challenging norms in the workplace.

Moderator: **Kimberly Smith**, Partner, Avant Executive Search & Talent Advisory

Panelists:

Heather Bailey, WETT Board Member; President, hbaileygroup

Dominique Bourda, Vice President, Operations, ENGIE

Carrie Eberhard, Vice President, Principle Services LLC

Nicole Hitchcock, Associate Director - Project Management, Texas-New Mexico Power (TNMP)

2:30 PM

SURVEY

Leader: **Ruwa Collier**, Biogas Lead Origination Analyst, BP

2:45 PM

NETWORKING BREAK

3:00 PM

PANEL - C-Suite Roundtable: The Path to Female Leadership

You won't want to miss this signature conference event as we bring together a phenomenal group of women serving in executive roles across the power industry for a candid discussion on leadership, risk taking, and career longevity.

Moderator: **Courtney Hjaltman**, Commissioner, PUCT

Panelists:

Laura Beane, President, North America, Vestas

Stacey Doré, Chief Strategy & Sustainability Officer, Vistra

Trisha Elizondo, CEO, Energy Renewal Partners

Emily Shults, Sr. Vice President & Chief Business Officer, Low Carbon Solutions, Sempra Infrastructure

4:00 PM

ADJOURN

CELEBRATE THE 10th ANNIVERSARY OF THIS CONFERENCE

Make some memories with both new and old friends! We will have a photo booth available all day in the lobby outside of the conference room. Take a picture with fun props celebrating our 10th Annual emPOWERing Women Leadership Conference!

CONFERENCE PRICING INFORMATION

| Conference Pricing | Early Bird Registration through 10/22/24 | Regular Registration 10/23/24- 11/6/24 | Onsite Reg. 11/8/24 |
|------------------------|--|--|---------------------|
| GCPA Members | \$600 | \$700 | \$750 |
| Non-Members | \$800 | \$900 | \$950 |
| State Agency Employees | \$275 | \$275 | \$325 |

- **CONFERENCE PRICE:** Includes full day conference on 11/8 with breakfast, lunch, and breaks PLUS the pre-conference cocktail reception on Thursday 11/7 from 5-7 PM.
- **EARLY BIRD REGISTRATION PRICING:** Available through COB on Tuesday 10/22/24
- **ONLINE REGISTRATION CLOSING:** Closes on Wednesday 11/6/24 at 12:00 Noon.
- **ON-SITE / WALK-IN REGISTRATION:** Opens at 5:00 PM at the pre-conference cocktail reception on Thursday, November 7 and again at 7:15 AM on Friday, November 8.
- **REFUND POLICY:** Cancellations must be received by 5:00 PM on Friday 10/25/24 in order to receive a refund. A 10% service fee will be charged against all refunds. Please direct all cancellation requests to [Mary Armstrong](#).

[CLICK HERE](#)
to visit the website and register

VENUE, PARKING & HOTEL ROOM INFORMATION

VENUE: The conference and reception will be held at the [AT&T Hotel and Conference Center](#) at 1900 University Avenue, Austin, TX 78705.

PARKING: Parking is available in the attached Conference Center Garage. Guests may self-park for 8-24 hours for \$21 per day. Valet services are also available at the University Avenue entrance for \$21 per day or \$38 for overnight.

HOTEL ROOMS: GCPA does not have a room block for this conference. To reserve a room at the AT&T Hotel at their currently published rate, go to the [AT&T Reservation Site](#) or call (512) 404-3600. You may also elect to stay at another area hotel of your choice.