



DAY 1
Tuesday, Sept 2

- 11:00 a.m. **Welcome to the 3rd Annual TACVB Women's Leadership Conference!**
- 11:00 – 12:30 p.m. **Vitality at Work: Tapping into Your Vibrancy for High Performance and Joy**
Focusing our attention on burnout can, ironically, unknowingly lead to even more burnout. What happens when you place your attention and behavior on vitality, vibrancy, and expanding your energy at work?

Join Kedren Crosby, Founder of Work Wisdom LLC, to explore and experiment with twenty concrete practices you can apply immediately to bring new life into your work. (This workshop expands upon this popular episode of [The Behaviorist Podcast.](#))
Presented by Kedren Crosby, MPS , Founder, Work Wisdom
- 12:30 – 1:30 p.m. **Lunch and Networking Exercise**
Facilitators Maura Gast, Executive Director, Irving CVB, and Amy Brown, Senior Vice President of Convention Sales and Services, Visit Fort Worth
- 1:30 – 3:30 p.m. **Outsized Impact: Using the Science of Influence and Empowerment to Accomplish More with Less Effort**
Women in the workforce have incredible opportunities right now to make an extraordinary impact. Still, they also have to face the reality of challenges like unconscious bias, unpromotable work, and disproportionate family obligations. Learning how to leverage your influence and empower others can help you accomplish more, save time, and minimize frustration.

Join Kedren Crosby for this interactive session to learn how to effectively leverage values to connect and persuade, adopt evidence-based communication (including non-verbal communication) to influence, and explore six methods for empowering others to scale your impact.

Presented by Kedren Crosby, MPS, Founder, Work Wisdom

3:30 – 3:45 p.m. **Break**

3:45 – 4:45 p.m. **The Emotionally Intelligent Leader: Unlocking Real Impact Through Heart and Strategy**

Discover how to lead with both compassion and clarity in this powerful session on emotional intelligence (EI). You'll explore how to harness the full spectrum of EI—balancing empathy with insight—to deepen your leadership impact and drive meaningful, lasting change. This dynamic session goes beyond theory, offering real-world strategies that elevate team engagement, decision-making, and organizational culture. It's time to move beyond traditional leadership models and unlock the transformative potential of leading with both heart and mind.

Led by Meg Winchester, Vice President, Fired Up! Culture

Panelists: Maura Gast, Executive Director, Irving CVB, Brook Kaufman, CEO, Visit Corpus Christi

4:45 – 5 p.m. **Day 1 wrap up**

5:30pm – 7:30pm ****NEW: Women's Conference Reception** *presented by Visit Houston*

Wines from a Broad // 317 Houston Street, Fort Worth

DAY 2

Wed, Sept 3

8:00 – 9 a.m. **BREAKFAST and table topics**

9:00 – 10 a.m. **Unscripted: Mayor Mattie Parker on Power, Purpose & Public Service**

We are thrilled to wrap up our Women's Conference with an inspiring and candid fireside chat with Mayor Mattie Parker. In this powerful conversation, Amy Brown will step into the interviewer's seat as she guides Mayor Parker through reflections on her leadership journey—exploring the pivotal

moments, bold decisions, and personal challenges that shaped her path to becoming one of the youngest mayors of a major U.S. city.

10 – 11:00 a.m.

Growth That Lasts: The Leadership Equation That Changes Everything

Transformational growth—in leadership, business, and life—emerges at the intersection of Growth Mindset, GRIT, and Self-Determination. Each element is powerful on its own, but when integrated with intention, they create a catalyst for lasting change and deep fulfillment. This isn't just a framework for personal development—it's a practical strategy to clarify your goals, align them with your purpose, and activate the mindset, drive, and discipline needed to achieve them.

Presented by Emily Williams Knight, Ed.D., President & CEO, Texas Restaurant Association

11:00 a.m.

Conference Wrap Up