

WiM LEADERSHIP CONFERENCE

Tuesday, October 29th

JEPSON ALUMNI CENTER AT
UNIVERSITY OF RICHMOND



2024 WiM-Virginia Leadership Conference: Welcome to the Future!

Calling all trailblazing women in manufacturing! Join us for a day where Rosie the Riveter's "We Can Do It" mindset meets the modern-day woman's drive for success. We'll celebrate the women who are not just keeping Virginia's manufacturing industry competitive but are also leading the charge into the future.

8AM-9AM

Registration Opens

Featured Sessions:

21st Century Rosies: A Fireside Chat

Moderator: [Keisha Anderson](#), Director, Trades Training, Newport News Shipbuilding
Newport News Shipbuilding Panel:

- [Thomasina Wright](#), VP Submarine Fleet Support
- **Jajuan "J" Mathre**ws, Superintendent
- **Beth Matschke**, Program Manager
- [Irin Hall](#), Director, Plant Ops

The day kicks off with our 21st Century Rosies: A Fireside Chat, where the incredible women from Newport News Shipbuilding will share how they are shaping the future they want in the industry. This session sets the tone for a day of empowerment, innovation, and self-discovery.

Lunch Keynote Speaker: [Martha King](#), 3X Timbersport Champion

Known as Lumberjill, Martha King proves that Timbersports aren't just for men. When most people think of loggers, they envision a burly man swinging an axe to chop wood, but one woman is changing what it means to be a lumberjack athlete. Martha King doesn't resemble the stereotypical bearded man in flannel, but her skills with axes and saws have brought her to the top of the lumberjack sports world. Hear how Martha's tenacity is changing the face of Timbersport and breaking barriers for young women to excel in what is sometimes referred to as "the original extreme sport".

Marth King has been competing professionally for the past 10 years taking home her third U.S. title at the STIHL Timbersports National Women's Championships and first place at the Timbersports International Women's Cup in Vienna, Austria in 2023.

Session Highlights:

Throughout the day, you'll have the opportunity to dive into sessions designed to enhance your career and leadership skills. Whether it's learning to advocate for yourself in the workplace or understanding the difference between a mentor and a career coach, these sessions will give you the tools you need to take control of your professional journey.

Owning Your Career: Advocating for Yourself in the Workplace – Alyssa Broadnax, Dominion Energy & Susan Beck, Dominion Energy

Advocating for yourself is essential for professional growth and career development. This session explores strategies and practical tips on how to effectively advocate for your needs, ideas, and contributions in a professional setting. Participants will learn how to build confidence and communicate assertively to ensure voices are heard and valued.

Career Coach vs. Mentor: Understanding the Differences – Katy Stuck, Shine Strategies

"Coaching is about understanding the individuality of each person you are coaching and helping them to be the best version of themselves." — Bob Bowman

Are you ready for a career coach? Career coaches and mentors both provide you with experience, insights and ideas. However, they often serve very different purposes.

- The difference between Mentor and Career Coach
- The Cost and Benefits of Professional Guidance
- How to Find the Right Career Coach

Influence & Persuasion: Your Workplace Superpowers – Jessica Gomez, Newport News Shipbuilding

- Discuss the key communication skills good leaders need
- Describe how to use your unique abilities to increase credibility
- Explain what actions you can take to increase your personal charisma
- Use negotiation expertise to gain respect and influence
- List ways to improve your everyday negotiation skills

4PM – 4:05PM Closing Comments & Networking on Outdoor Terrace

We'll wrap the day with a cocktail reception in the beautiful Jepson Alumni Garden—because after a day of breaking barriers, we deserve to raise a glass to our achievements!

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