

Lifestyle

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Kennesaw State University will hold its first one-day leadership conference to enrich the world of the ...



Staff photo by Michael Wood

KSU president Dr. Betty Siegel and Linda Wind, director of the Center for Women's Programs, discuss the leadership conference at the Cobb Galleria Centre.

Possible woman

By Sue Meade
Marietta Daily Journal Staff Writer

The Possible Woman Leadership Conference 2000

Who: Keynote Speakers include Mary Matalin, Dr. Betty Siegel and Myrtle Evers Williams

What: An all-day seminar of workshops featuring 40 speakers and presenters covering women's health, entrepreneurship, leadership, finances, politics, networking, professional image, philanthropy and much more.

When: Wednesday, May 24, from 8:30 a.m. to 6 p.m. Registration is on-going. Early registration (before April 16) is \$199. After that, the fee is \$299. Fees include lunch.

Where: Cobb Galleria Centre
Information: Call Linda Wind at (770) 423-6994 or visit www.ksu-womencenter.com.

Registration: Call (770) 423-6765.

Conference Schedule

7:30 - 8:30 a.m.: Registration, Check-in and coffee

Freud once asked the eternal question, "what do women want?" But the presenters at the Possible Woman Leadership Conference 2000 are asking women to ask themselves, "Who are you? What could you be?"

The May 24 one-day conference, held at the Cobb Galleria Centre, features three amazing keynote speakers and more than 40 dynamic presenters sharing the secrets of their success and the wisdom of their experience in a powerful and uplifting ladies' day-out program.

"This is all about making a difference in the lives of women. We explore the inner depths of the female psyche and all the possibilities — inner, outer, mental, physical, spiritual," said Linda Wind, director of the Center for Women's Programs at KSU.

Keynote speakers include Mary Matalin, KSU president Dr. Betty Siegel and Myrtle Evers Williams. First Lady of Georgia, Marie Barnes will kick off the conference.

"We have these icons here, just really incredible women and phenomenal leaders. They are heavy-duty speakers, taking this opportunity to give back to the community," Ms. Wind said.

The speakers are nationally recognized executives, entrepreneurs, leadership consultants and authors.

The leadership conference is an outstanding opportunity for women from all walks of life to come together to network, exchange thoughts and connect with their colleagues.

"The synergy that develops during a conference of this magnitude is truly a phenomenon," Ms. Wind said.

This is the first-ever one-day comprehensive Possible Woman leadership conference in the Atlanta

area. Ms. Wind, however, has been coordinating these life-changing seminars in other areas of the country for many years. She is expecting 1,000 women to attend this year's local event.

"The Possible Woman conference attracts all women, from very high level corporate women to those just starting out. It doesn't even have to be career women. People come for different things. I congratulate a lot of different topics that are of interest to everyone," Ms. Wind said.

This empowering day is designed to inspire and instruct through workshops that deal with successfully balancing career, family, important relationships and self-nurturing. Topics cover leadership, health, relationships, family, entrepreneurship, communication, professional image, and much more. It is intended to be a pivotal day, transforming and preparing women for the new millennium.

The workshops, with intriguing titles like "Play like a man, win like a woman," and "The Ageless Wisdom of Women," will help home professional skills and convert valuable life knowledge into a renewed personal strategy for fulfillment and growth.

The hardest part will be deciding which workshop to attend.

This conference is tax-deductible for participants and can be used toward continuing education credits at Kennesaw State University.

"The cost of this session is very, very low. I'm attending one in Boston this week that is over \$500, with fewer speakers. But, I wanted to price this so that anyone could go. I want to make it affordable, so we don't exclude anyone," Ms. Wind said. Men are welcome to attend, as well.

"By helping each other, we help ourselves. Women have so much to offer and I really feel like this is the era of women," Ms. Wind said.

Dr. Betty Siegel will deliver the opening keynote address on "Inspired Leadership" at 8:45 a.m.

Ms. Siegel is the president of Kennesaw State University and the first woman to head an institution in the 34-unit University System of Georgia. Under her administration, the university has evolved from a four-year college with an enrollment of 4,000 and 15 baccalaureate-degree programs to its current university status, attained in 1996, with more than 13,000 students and 50 undergraduate and graduate degree programs.

She was inducted into the 1999 Atlanta Business Hall of Fame and named three times to Georgia Trend Magazine's list of 100 most powerful and influential Georgians.

She has lectured or consulted with educational, professional, government and civic groups in all 50 states, Puerto Rico and nine foreign countries.

Mary Matalin will give the keynote address on "Politics, Women & the Future" during the conference lunch hour.

Ms. Matalin has been active in campaign and party politics since college. She works as a political strategist and has served in a number of positions including working as the 1992 political director for George Bush. She is also a successful author and frequent political commentator on television and radio.

As co-host of CNN's Crossfire, she is one of America's most popular and entertaining conservative voices.

She co-authored the bestseller, *All's Fair: Love, War and Running for President*, with her husband, James Carville, Chief Campaign Strategist for Clinton '92.

Active in politics since college, she held several positions with the RNC during the Reagan years. She attended Hofstra Law School, then joined the Bush campaign in 1986. After the Bush victory, she was chief of staff to RNC Chairman Lee Atwater.

Myrtle Evers Williams will give the final keynote address at 5 p.m., with Watch Me Fly: Women on the Move.

Ms. Williams is a civil rights activist, businesswoman and past national president of the NAACP. A national symbol of courage in the civil rights movement, she is a sought after speaker who provides inspiration to her audiences.

She is the author of "For Us the Living," a biography of her late-husband Medgar Evers. It later became a PBS American Playhouse Presentation.

A strong voter registration activist and candidate for political offices, she was elected Chairman of the National Board of Directors of NAACP in 1995.

She was the National Director of Community Affairs of Atlantic Richfield and later, Director of Consumer Affairs. She was the first black woman Commissioner of the Board of Public Works in Los Angeles. For her continuous involvement with community and civic concerns, she has been honored with commendations from governors and mayors across the country.

