

AMAZING WOMEN SPEAKERS



Shari Altergott is the Corporate Director of Marketing & Business Development at Associated & Peach State Integrated Technologies, Inc. During her 16+years tenure she has held several positions within the company; most recently became part of the Executive Leadership Team.



Linda Anlauf is the Pallet Rack Specialist at Wholesale Pallet Rack Products. Linda has 14 years of material handling experience. She is a member of the first Women in Industry MHEDA-NET group where she participates as a mentor. She is passionate about sharing knowledge and social media.



Amy Blueter is the VP of Operations at Kinetic Technologies with 15+ years of experience in manufacturing. Previous roles helped Amy look at the operations of a manufacturing facility from a unique vantage point, tying all facets together to optimize the process.



Mary Lynn Fayoumi, CAE, SPHR, GPHR, SHRM-SCP is the President and CEO of The Management Association, a Chicago-based employers' association which serves over 1000-member organizations. She is a highly respected advisor and is an authority on a variety of organizational issues.



Linda Larsen, BSW, MFA, CPAE, is one of only 232 people worldwide to be inducted into the Speaker Hall of Fame®. She has been a featured presenter for over 1,000 conferences. Linda combines her 20-year experience as a professional actress with her education and training in communications and behavioral sciences.



Tracy Niehaus is the Marketing Manager at Intelligrated. Tracy has more than 27 years of marketing experience, with expertise developing integrated programs for complex industrial products and services. Prior to Intelligrated, Tracy held comprehensive leadership roles in B2B-focused marketing agencies.



Ellen Schnur is the founder of ImprovTalk. Equipped with both formal improv training from the highly acclaimed Second City and with 25+ years in a corporate career, Ellen successfully injects learning with energy, laughter and fun to produce immediate results.



Annette Springer is the CEO of Springer Equipment & Southfork Lift Truck. Both companies are certified WBENC woman-owned businesses. Springer Equipment has been recognized in the annual Birmingham Business Journal's Book of Lists as "Top 25 Women Owned Business."



Jacqueline Terrell is the VP of Marketing for REB Storage Systems International. Jacqueline has worked in the Material Handling Industry for 7 years. She started in an administrative role at REB Storage Systems International and moved into marketing as REB's marketing administrator.



Molly Wood is an Engineering Manager for Ace Industries. Molly has worked in the material handling industry for the past 12 years. She now manages a team of engineers and detailers to provide engineering for two production facilities and 22 service branches.



Register Online at www.mheda.org/women



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Vernon Hills, IL 60061-2398
Ph: 847-680-3500
connect@mheda.org
mheda.org/women



Register by September 15th to
Receive the Early Bird Rate!

2017 WOMEN IN INDUSTRY CONFERENCE SCHEDULE AT A GLANCE theWit Hotel Chicago

WEDNESDAY, NOVEMBER 1

6:30 p.m. – 8:30 p.m. Wine, Dine and Unwind – Optional Networking Event

THURSDAY, NOVEMBER 2

7:00 a.m. – 8:00 a.m.	Breakfast & Registration
8:00 a.m. – 8:30 a.m.	Welcome & Ice Breaker Activity
8:30 a.m. – 9:30 a.m.	Staying Right Side Up When Everything is Upside Down
9:45 a.m. – 10:45 a.m.	Member Panel
11:00 a.m. – 12:00 p.m.	Gender Communications: It's Not Your Mother's Playground Anymore
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:00 p.m.	Thinking on Your Feet: Improv for Women in Industry
2:15 p.m. – 3:00 p.m.	Three Business Workshops
3:15 p.m. – 4:00 p.m.	Roundtable Discussions
4:00 p.m. – 4:30 p.m.	Trivia Game & Conference Wrap-Up
5:30 p.m. – 7:00 p.m.	Happy Hour Reception



WOMEN IN INDUSTRY CONFERENCE CONQUER TOMORROW

November 2, 2017
theWit Hotel Chicago

A CONFERENCE
FOR WOMEN IN
MATERIAL HANDLING



WOMEN IN INDUSTRY CONFERENCE CONQUER TOMORROW

November 2, 2017
theWit Hotel Chicago
Co-Presented by MHEDA & MHI

Are you ready to light your fire of excellence? It's time. Women are seeking a stronger voice in the material handling industry. MHEDA and MHI are partnering to present the first ever Women in Industry Conference. This dynamic event is designed for women who want to fire up their leadership and communications skills, connect with other women in the industry and maximize multiple learning opportunities offered in one-action packed day.

In addition to the knowledge gained, you will also have the unique opportunity to meet other women who work in material handling businesses and face similar daily challenges. Just like you, these women all have a story to tell. Together we will share experiences and life lessons learned.

You'll have a great time laughing, enjoying the amazing downtown Chicago location and learning things that will help you both professionally *and* personally. Register today and get ready to **Conquer Tomorrow!**

Who Should Attend?

- Material Handling Executives, Owners, Presidents
- Operations Managers
- Marketing Managers
- HR Managers
- Sales Professionals
- Women who want to improve their leadership and communications skills.

What are the Conference Take-Aways?

- Learn how your peers manage industry challenges.
- Discover ways to communicate more effectively.
- Reveal 25 distinct differences in how men and women think.
- Improve your non-verbal communication skills.
- Discuss modern trends in HR.
- Uncover tips for business development in the digital world.
- Quiet your inner critic and acknowledge your potential.
- Become a better leader.
- And so much more!

A Conference in the Heart of Chicago

theWit Hotel Chicago
201 North State Street
Chicago, IL 60601
Special Discounted Rate: \$239 per night. Call 312-467-0200.
Rate is available until September 30th or until room block fills up.

Boldly located in the heart of Chicago's theater, arts and shopping district, theWit Hotel stands as an homage to creativity and expression. With features like eye-popping design, stunning views, and innovative culinary creations, a stay at theWit is to experience an adventure that doesn't start until after you reach your destination. Enjoy mile after Magnificent Mile of world-class retailers lining the streets outside of the hotel with over 500 shops and 300 eateries found on nearby Michigan Avenue.

How Do I Register?

Register Online at www.mheda.org/women

Early Bird Member Rate by September 15	\$549 per person
Member Rate after September 15	\$629 per person
Non-Member Rate	\$999 per person
Wine, Dine and Unwind (Optional Networking Event)	\$75 per person

Registration includes: conference admittance and handout material, breakfast, lunch, refreshment breaks and Happy Hour Reception. Does not include travel, lodging or optional "Wine, Dine and Unwind" event.



SCHEDULE AT A GLANCE

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8:00 a.m. – 8:30 a.m.	Welcome & Ice Breaker
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12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:00 p.m.	Thinking on Your Feet
2:15 p.m. – 3:00 p.m.	Three Business Workshops
3:15 p.m. – 4:00 p.m.	Roundtable Discussions
4:00 p.m. – 4:30 p.m.	Trivia Game & Wrap-Up
5:30 p.m. – 7:00 p.m.	Happy Hour Reception

Questions? Call (847) 680-3500
Email connect@mheda.org
Visit www.mheda.org/women



TWO NETWORKING EVENTS YOU WON'T WANT TO MISS!

Wine, Dine and Unwind

Optional Networking Event
Wednesday, November 1
6:30 p.m. – 8:30 p.m.

Join us for a fun evening of drinks, delicious appetizers and laughter. Get to know fellow attendees in the unique private movie theatre room "Screen" at theWit Hotel. We invite you to kick back and relax in the plush recliners while watching featured programming sure to make you smile. Please note, this is an optional event. Registration is \$75 per person.



Happy Hour Reception

Thursday, November 2
5:30 pm – 7:00 pm

End your Women in Industry Conference experience with a networking reception. After a busy day of learning, relax with your industry colleagues by enjoying drinks, appetizers and stunning views of Chicago. Included with your conference registration. Sponsored by Charter Software Inc.



GIVE BACK OPPORTUNITY: DRESS FOR SUCCESS



We are collecting gently used women's business attire to donate to "Dress for Success." Bring your fabulous suits and other professional apparel and accessories that could furnish another woman with the confidence to enter or return to the workplace, make a great first impression and land a job that could change her life. Please donate items that are freshly dry-cleaned/laundered and ironed, not more than 5 years old, and suitable for wearing to job interviews.



10 REASONS TO ATTEND THE WOMEN IN INDUSTRY CONFERENCE

1. Connect with Colleagues

Welcome and Ice Breaker

8:00 a.m. – 8:30 a.m.
Conference emcees Linda Anlauf, Wholesale Pallet Rack Products and Tracy Niehaus, Intelligigrated. Ice Breaker facilitated by Linda Larsen, CSP, CPAE Connect, discover similarities and establish the tone for a productive, positive, enjoyable day. You will have the opportunity to set your goals and define what you would like to conquer as a result of attending this conference.

2. Take Positive Action

Staying Right Side Up When Everything is Upside Down

8:30 a.m. – 9:30 a.m.
Presented by Linda Larsen, CSP, CPAE
It is absolutely possible to achieve excellence when the world around you seems to be falling apart – IF you know the secrets. In this fast paced, fun program, learn practical ways to light your own fire of excellence and motivate yourself to take positive, consistent action. Learn what the most successful people throughout history have all known. Take-aways:

- Acknowledge and enhance skills you already have.
- Recognize, own and change behaviors that don't serve you.
- Stay level, calm and professional in difficult situations.

3. Hear from a Panel of Peers

Member Panel

9:45 a.m. – 10:45 a.m.
Hear how fellow MHEDA and MHI Members are facing challenges in a fast-paced world. Facilitated by Linda Larsen, CSP, CPAE

- Shari Altergott, Associated & Peach State Integrated Technologies, Inc.
- Amy Blueter, Kinetic Technologies
- Annette Springer, Springer Equipment & Southfork Lift Truck
- Jacqueline Terrell, REB Storage Systems International
- Molly Wood, Ace Industries



4. Improve Communication Skills

Gender Communications: It's Not Your Mother's Playground Anymore

11:00 a.m. – 12:00 p.m.
Presented by Linda Larsen, CSP, CPAE
The rules in business have changed. And yes, you can break the rules if you choose, but first you must know what they are. Learn the different ways that men and women approach situations and how you can adapt to solve communications problems. Take-aways:

- Understand 25 distinct differences in how men and women think.
- Gain the seven keys to enjoying healthy competition.
- Uncover which nonverbal body language undermines your message and which supports it.



5. Think on Your Feet

Thinking on Your Feet: Improv for Women in Industry

1:00 p.m. – 2:00 p.m.
Presented by Ellen Schnur, Improv Talk

The improvisational techniques presented in this session are not about learning to be funny, it's about gaining practical methods to becoming more agile leaders. Take-aways:

- Quieting your inner critic (self judgement) and trusting your own authentic leadership voice.
- Sharing leadership - taking the lead and passing it on.
- Embracing diverse perspectives and building on other's ideas.

6. Uncover HR Solutions

Trends in Modern Human Resources

Three concurrent workshops; 2:15 p.m. – 3:00 p.m.
Presented by Mary Lynn Fayoumi, CAE, SPHR, GPHR, SHRM-SCP, President & CEO, Management Association-The HR Source for Employers

The human resources challenges faced by organizations today are more complex than ever. In order to attract talented applicants, retain key talent and build a strong culture, HR practices must continue to evolve. Takeaways:

- Discuss critical changes to employment laws impacting the workplace.
- Uncover how technology can help and hinder your HR efforts.
- Learn why HR is not just one department's job.

7. Generate Leads

Business Development in the Digital World

Three concurrent workshops; 2:15 p.m. – 3:00 p.m.
Presented by Shari Altergott, Corporate Director of

Marketing & Business Development at Associated & Peach State Integrated Technologies, Inc.

Access to information is more readily available than we ever imagined. The truth is, it also takes a tremendous amount of time to sort through all of this data to determine what opportunities are real and make sense for your business. Takeaways:

- Discuss the art of lead hunting in the digital world.
- Learn how to uncover missed opportunities.
- Review how to generate out-bound leads through market research that can't be found from online tools.

8. Share the Spotlight

Fearless Leadership

Three concurrent workshops; 2:15 p.m. – 3:00 p.m.
Presented by Ellen Schnur, Improv Talk

Fearless leaders take responsibility, learn from mistakes and move on. This interactive session will help you strengthen your leadership skills and learn how to better understand different perspectives by utilizing the practices of improvisation. Take-aways:

- Identifying different perspectives from the same information.
- Learn how to "fail your way to success."
- Practice how to take and share the spotlight.

9. Discuss Commonalities

Roundtable Discussions

3:15 p.m. – 4:00 p.m.
Roundtable discussions are interactive and engaging, giving you the opportunity to discuss what you have learned and share your own knowledge, opinions and experience.

10. Let Your Hair Down

Two Casual Networking Events

All work and no play isn't good for anyone! We've planned two fun, casual networking events for you. Relax in the hotel's private movie theatre during our "Wine, Dine and Unwind" (optional) event. Then after the conference, join us for a Happy Hour Reception where you can enjoy drinks and amazing views of downtown Chicago.

