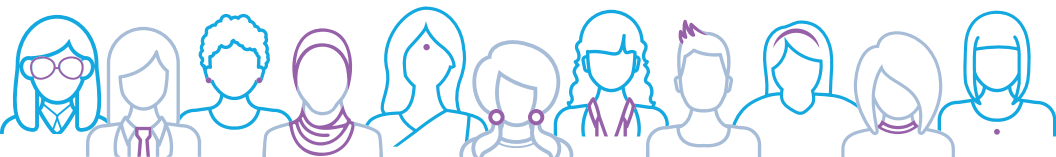




# Event Guide

Eaglewood Resort, Itasca IL  
August 12th, 2017



# GENERAL INFORMATION

## Event hours:

7 a.m. to 7 p.m.

## Get Connected:

Free attendee internet from **Bracket Labs**  
Password **TaskRayPM**

## Continue Connecting:

Use #WITConf17 in Success & social media to continue to share your experience & have conversations long after the event!



# GENERAL INFORMATION

## Meals

We are glad to offer continental breakfast, boxed lunch, coffee breaks & a light reception as part of the Saturday event. Breakfast & coffee breaks will be located in the \*Black\* Refreshment Break Area closest to the Pavilion & breakouts. Lunch is served in the Pavilion. The Closing Reception will be at the Prairie River (lower lobby level) bar & patio.

## Need Assistance

Got questions? We've got answers for you! Please look for the Salesforce Lightning Shirts to find event team members, approach a volunteer, or find the registration table for answers or to raise an issue.

Thanks!

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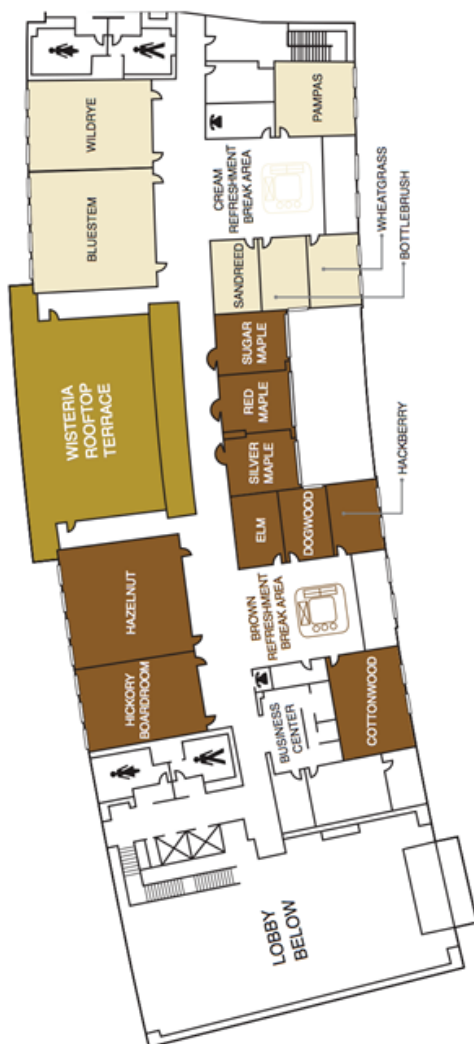
# VENUE MAP

## FIRST FLOOR



# VENUE MAP

## SECOND FLOOR



# AGENDA AT A GLANCE

7 AM - 8 AM	Registration & Breakfast
8 AM - 10 AM	Opening Keynote
10AM - 10:30 AM	Coffee Break
10:30 AM - 12:30 PM	Breakout Sessions
12:30 PM - 1:30 PM	Career Fair & Lunch
1:30 PM - 2:45 PM	Afternoon Keynote
3 PM - 4:45 PM	Breakout Sessions
5 PM - 7 PM	Happy Hour
8 PM - 9:30 PM	Final She Started It Screening

## OUR VP SPONSOR

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The Global Leader in Salesforce® Recruitment

Focusing exclusively on the Salesforce market, Mason Frank match Salesforce professionals to the most exciting projects and companies available in the global marketplace. From our New York, Philadelphia, San Francisco, Dallas, London, Melbourne and Singapore offices our skilled team of recruitment consultants are true specialists in the market.



# OPENING KEYNOTE

Location: Pavilion

8:00 am - 8:45 am

**Ayori Selassie - @iAyori**  
Author, Engineer, Entrepreneur



Meet Ayori Selassie, Product Marketing Manager, Einstein at Salesforce. Ayori leverages over 17 years of technology and consulting experience to serve as a trusted adviser for Salesforce's customers. For the past 8+ years at Salesforce she has contributed to the success of Fortune 500 companies, top emerging businesses and non-profits by aiding in data acquisition, management and analytics strategy for Mobile & Internet of Things. She also founded and serves as President of Boldforce which is an Employee Resource Group at Salesforce where she leads a charter to drive business results through diversity, inclusion & philanthropy. For philanthropic endeavors she founded Pitch Mixer Entrepreneur Forum & strategically contributed to the success of startups reaching valuations of \$56 Million. Ayori is known for doing it all but she prides herself on doing it well and making a difference by doing good. Her last philanthropic mission took her to Cuba to advise on how internet & modern technology can best advance their society.

# PLENARY KEYNOTE

Location: Pavilion

8:45 am - 9:45 am

Nora Poggi - @NoraPoggi

Director & Filmmaker of She Started It



Nora Poggi is a French journalist/filmmaker directing her debut film on women tech entrepreneurs, SHE STARTED IT, which premiered at the Mill Valley Film Festival in October 2016. She has interviewed key players in Silicon Valley for the past four years for publications including Examiner.com & Usine Nouvelle. She previously worked at French social network Viadeo.com and award-winning production company Lucky Dragon Productions. She is a TEDx speaker and has been featured in Inc, Forbes, Fast Company, Glamour, Huffington Post and many others.

# BREAKOUT SESSIONS

Please note: Workshops & screenings effectively span 2 breakout blocks.

Also, the workshops are up a floor in Bluestem, getting there either by taking the elevators (down the hall & toward the lobby, then back up the hall) or there are volunteers marking a set of hotel staff back stairs, for a more direct route.

# OUR DIRECTOR SPONSORS



Dell Boomi's cloud-based platform enables Salesforce customers to seamlessly move, manage, govern, and orchestrate data to automate business processes and build a truly connected business.



Silverline is a Salesforce Platinum Cloud Alliance Partner. We leverage the cloud, industry experts, and technology gurus to transform how our clients do business.



Leveraging 1% of Salesforce's technology, people, and resources Salesforce.org today is a self-funded social enterprise providing best-in-class technology to nonprofit and education organizations.



GetFeedback is beautiful customer feedback software for businesses using Salesforce®. More than 10,000 companies trust GetFeedback to measure customer satisfaction in real-time and improve the customer experience.



Coastal Cloud helps its clients plan, execute, design and deploy cloud-based software tailored to improve a complete range of enterprise operations.

# PRESENTATION SESSION

Location: Red Oak C      10:30 am - 11:15 am

## Let's Talk Diversity: Diversity Inclusion in Today's Workplace

Speakers: Gloria Ramchandani



This session talks about diversity inclusion in today's workplace. I will cover 3 lessons learned that have helped me stand out as a minority, beat stereotypes, and most importantly helped me be myself in the workplace. As I reference a handful of personal experiences, I will also call out key public figures who have inspired me over the years. The purpose of this session is to empower minority women who are in a male-dominated industry. If you are a developer, admin, release manager, BA, or architect, you will most likely have run into some of these scenarios.

# MOVIE SCREENING

Location: Theater

10:30 am - 12:15 pm

## She Started It

Director, Producer: Nora Poggi



Following five women over two years as they pitch VCs, build teams, bring products to market, fail and start again, SHE STARTED IT takes viewers on a global roller coaster ride from San Francisco to Mississippi, France and Vietnam. Along the way, it weaves in big-picture perspectives from women like investor Joanne Wilson; White House CTO Megan Smith; GoldieBlox CEO Debbie Sterling; and Ruchi Sanghvi, the first female engineer at Facebook.

Through intimate, action-driven storytelling, SHE STARTED IT explores the cultural roots of female underrepresentation in entrepreneurship—including pervasive self-doubt, fear of failure, and risk aversion among young women. It exposes, too, the structural realities women face as they become entrepreneurs, including lack of female role models and investors, and the persistent dearth of venture capital funding made available to women-led companies.

# WORKSHOP SESSION

Location: Blue Stem      10:30 am - 11:15 am

## Resume Building Workshop

Speakers: Lizz Hellings & Leslie Gestautas



As a hiring manager I've seen some less than amazing Salesforce resumes and have been the unfortunate recipient of some unprofessional emails and poorly written cover letters. I've endured some interesting interviews too. Let me share and walk you through 3 exercises that will help you clearly articulate your skills and professional goals and improve your resume, LinkedIn profile, and cover letter. These exercises will set you apart from the rest during your next career move.

\*\*\* Bring your laptop or a notebook as you will be "working" during this workshop. \*\*\*

# PANEL SESSION

Location: Red Oak B      10:30 am - 11:15 am

## Women in Salesforce Careers: Getting What We Deserve

Speakers: Vered Meir, Zayne Turner, Shonnah Hughes, Rebe De La Paz



Searching for a Salesforce job? Planning to soon? Just finished a search? Let's have an honest and interactive conversation about salaries and pay scales for Salesforce professionals, from administrators to developers to architects and everything in between. We'll briefly discuss salaries across the board in our sector, and then expound on some parts of the job search that are often challenging for women: naming our skills, identifying where we want to go, promoting ourselves, knowing how much we should be earning, and feeling confident in asking for it.



# PRESENTATION SESSION

Location: Red Oak C      11:30 am - 12:15 pm

Jumping off the cliff: a surefire way to land  
the career you want

Speakers: Davina Hanchuck



I would like to share my own personal story about how I took my career from a secretary making \$12 hr, to a systems analyst at a large company making 6 figures. I will share how I spent a Year of Yes – (never turning down an opportunity presented to me), and how putting myself way outside of my comfort zone, led to opportunities to advance my career that I never imagined would come along!

# PANEL SESSION

Location: Red Oak B      11:30 am - 12:15 pm

## Better Together - Becoming a #GirlBoss and Supporting Each Other Along the Way

Speakers: Misty Jones, Lacey Van Syckle, Mandy Febus, Rachel Higginbotham, Katrina Stiebs



Be Bold. Be Brave. Be Bright. Be you! Are you aspiring to be a kick ass #GirlBoss in technology? Well, you're not alone. In this panel leaders in the Salesforce ecosystem will share their insights and experiences.

Learn about their backgrounds, struggles, and how they ultimately became a success story for all women in tech working towards a leadership role.

We will walk you through how to break down the barriers that female leaders face daily, ask the necessary questions to identify the right people to support you, and dispel the common myths around women in leadership roles.

Now is the time to capitalize on your unique skillset and build your own personal brand of #GirlBoss.

# CAREER FAIR & LUNCH

Location: Pavilion

12:30 pm - 1.30 pm

**masonfrank**  
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The Global Leader in Salesforce® Recruitment



# AFTERNOON KEYNOTE

Location: Pavilion

1:30 pm - 2:45 pm

SVP, Technology & Products, [Salesforce.org](https://www.salesforce.org)

Brought to you by Salesforce Women's Network

Speaker: Cheryl Porro - [@cporro\\_sfdc](https://twitter.com/cporro_sfdc)



Cheryl Porro is here. Underestimated all her career, she knows how to use that to her advantage, but she uses her superpowers only for good. Her boundless well of optimism and empathy drives her need to see others succeed. An abundant worldview coupled with decades of industry experience allows Cheryl to lead technology teams to deliver greatness under the most challenging of circumstances, architect partnerships where everyone wins, and galvanize diverse thinkers to deliver impact.

As Senior Vice President of Technology & Products at [salesforce.org](https://www.salesforce.org), a nonprofit social enterprise that drives impact through the delivery of cloud-based technology to nonprofit and educational institutions, she leads her team to deliver transformational technology impact to tens of thousands of “for good” organizations including her own.

# PRESENTATION SESSION

Location: Red Oak C      3:00 pm - 3:45 pm

I Made It, You Can Too!

Speakers: Susan Harris



My first job on the Salesforce Platform came in my forties with no technology background. I was hired into a sales role for a Salesforce Partner. My daughter recommended me for the job, which I did not have confidence that I could be successful at. Three years later, I am a Technical Evangelist, Salesforce Certified Admin and a User Group Co-Leader. It has been an amazing journey and I have proven to myself and others that if you are determined to make it, you will.

# WORKSHOP SESSION

Location: Blue Stem      3:00 pm - 4:45 pm

## Leadership Workshop

Speakers: Missy Longshore



Moving beyond the hype of platitudes like, ‘do what you love and the money will follow,’ this practical workshop rooted in the real-life experience of a new Salesforce MVP who has done it all – survived layoffs, chronic pain, divorce, and student loans – will give you the tips, techniques, and tools you need to define success on your own terms. As a successful Salesforce consulting partner business owner, Missy will share her story of managing health, lifelong learning, and an ever-changing competitive career landscape so that you don’t need to re-invent the wheel of attempting to solve frustrating career challenges.

Topics highlighted will include: personal branding and expertise positioning (even if you don’t feel you’re an expert and shudder at the words ‘personal brand’), basic business building techniques (even if you’re years away from starting your own business or have no interest in entrepreneurship), resiliency during life’s ‘seasons’, and career strategy (how to think outside the standard 9 to 5).

Attend this engaging workshop to start to build a life roadmap where you define how entrepreneurship, personal growth, networking, an advanced degree, adventure, and community can all play a part in your future.

# MOVIE SCREENING

Location: Theater

3:00 pm - 4:45 pm

## She Started It

Director, Producer: Nora Poggi



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# PANEL SESSION

Location: Red Oak B      3:00 pm - 3:45 pm

From #AccidentalAdmin to #AwesomeAdmin  
and beyond

Speakers: Kristi Guzman



Maybe Salesforce is new to your company, department, or team. Or, maybe it's just new to you! Either way, you wear many hats and one of those hats is Salesforce-y. Congratulations, you're an #AccidentalAdmin!

On this panel, we'll talk about how to survive, and thrive, in your role as well as talk about what could be next for your career.



# PRESENTATION SESSION

Location: Red Oak C      4:00 pm - 4:45 pm

Everything I need to know, I learned at Circus School. How to find your passion and your courage.

Speakers: Bonny Hinnens



If being part of a circus sounds like a challenge, come learn tricks circus performers use that can help you overcome challenges too. Building on what we know about passion and community from our work in the Salesforce ecosystem, we can find other passions in life as well. And finding more passions will help you find more success and joy in your life. I will share what I've learned in circus classes that can help you develop your ability to face fears and overcome obstacles. Life is a circus, after all, full of color and chaos that beckons us to join the action.

# PANEL SESSION

Location: Red Oak B      4:00 pm - 4:45 pm

## Successful, Prolific & Healthy: Advice from the Trenches

Speakers: Jeremiah Dohn, Chris Duarte,  
Annie Shek-Mason, Mary Scotton



Join Jeremiah Dohn for a conversation with women living successfully in balance: healthy in their lives and prolific in their careers. Find out what great insights have led them to where they are today

# OUR OTHER CONTRIBUTORS

Wifi



Swag Item



Afternoon Keynote &  
She Started It Screening



Graphics & Media



Breakfast



Event Photography &  
Headshots



# HAPPY HOUR

5:00 pm - 7:00 pm

Prairie River Grill Patio



Join us for Happy Hour at the Prairie River Grill Patio. Mingle with attendees in an empowering private event over a few hosted drinks and passed appetizers. Some Career Fair tables will still be available to start discussions while you're on site. When you throw in great music, it's a recipe for success!

Drinks, food, your favorite people and fun - can it get any better? Let's wrap things up in style. See you there!

# MOVIE SCREENING

Location: Theater

8:00 pm - 9:30 pm

## She Started It

Director, Producer: Nora Poggi



Following five women over two years as they pitch VCs, build teams, bring products to market, fail and start again, SHE STARTED IT takes viewers on a global roller coaster ride from San Francisco to Mississippi, France and Vietnam. Along the way, it weaves in big-picture perspectives from women like investor Joanne Wilson; White House CTO Megan Smith; GoldieBlox CEO Debbie Sterling; and Ruchi Sanghvi, the first female engineer at Facebook.

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# Save the Date!

Next year's WITness Success will be on

July 27 & 28, 2018

Grand Hyatt  
Denver, CO



#WITConf17

