



6th Annual W.I.S.E. Summit Recap

Day 1: As in previous years, the first formal day of the summit would typically begin with a community service project and a wonderful dinner – allowing time for many ladies to meet or reacquaint with one another.

Due to a slight conflict, our volunteer time at the Mizell Senior Center didn't go according to our original plan! Read Steph Hudziak's full report on the details.

The evening networking dinner was beautifully coordinated and perfectly themed "Night with the Stars." This red-carpet event was designed to rightfully allow our members to stand out and shine as the unique individuals we each are! Each member had their own star on our "Walk of Fame" and dressed in gorgeous evening gowns with sparkling jewels.



Day 2: We were ready to hit the ground running and began with none other than the dynamic and engaging Kathy Mazzarella, CEO of Graybar Electric Co. Her energy infiltrated the room and set the pace for the remainder of the day. Lively and energetic Viveka Von Rosen followed with a presentation on tips and tricks to help leverage LinkedIn to promote and grow your business. The morning finished with an insightful panel discussion on Talent Management which was engaging and collaborative for the group as a whole.



Over lunch, Kathleen Durbin provided an empowering keynote presentation on our role as professional women in this industry. She highlighted lessons we could all relate to and carry with us in years to come. Just when you thought there couldn't be more, the afternoon wrapped with an incredible presentation on Customer Service Excellence from Alexandra Valentin of The Ritz-Carlton. Alexandra allowed all an insider look of what the true customer service experience can and should be in an effort to set your business and your brand apart from the competition.

After an intensively full and rewarding day, the ladies hit the town of Palm Springs and enjoyed a lovely dinner and reflected on the day's speakers and presentations.



Day 3: The final day of the Summit, which undoubtedly always seems to come too quickly, was upon us! The summit wrap up session was facilitated by Renee Caputo of Cylent and focused on methods with which we, professional leaders within our organizations, could effectively coach and mentor when the opportunity presented itself. It was an interactive session filled with role playing and allowed us to collaborate and share our real world experiences.



The landscape was amazing, the facility incredibly beautiful, but the highlight of this journey will always be the amazing and extraordinary women who comprise this group. Together as a team, I'm forever impressed with what we can achieve in this short time together, what we can strive for, and how we can build one another up. I was professionally challenged and personally fulfilled when I left the Summit.



We are extraordinary.

2017 WISE Summit Outreach

For the 2017 W.I.S.E. Community Outreach program, 45 women were set to volunteer at the Mizell Senior Center. This facility is a privately funded recreational center for seniors, which means they must arrange for transportation to and from the center to partake in the activities. They hold events such as bingo, chair yoga, balance classes, computer classes and host an array of counseling services. They even have a consignment shop located in the center. What I found to be the most impressive was the Meals on Wheels program, which makes and



delivers 700 meals a day to anyone eligible for the program. This center also has 90 volunteers a day. Due to the high rate of volunteers at the center, the center could not utilize 45 additional volunteers for that day. Although a first-time occurrence for the W.I.S.E. group, leadership was able to create a program change on the fly. However, Ian Murray, the Director of Programs at the center, gave a tour and spoke about the beautiful work that is carried on through the facility.

Due to the lack of need for help from our group, there was an impromptu roundtable. A few members, new and seasoned, spoke about their roles at their company and what they hoped to gain or what they have learned since becoming a member of W.I.S.E. Refreshments and snacks were provided, and the women enjoyed a little more sun before the evening's festivities. Although we did not get to partake in our community outreach portion of the Summit, as was planned, our leadership team made it worth our effort on a last-minute change. I am grateful I could attend and meet such inspiring women.





6th Annual W.I.S.E. Professional Development Recap



Keynote Speaker
Kathy Mazarella

Success is a choice. Rather than let others define it for us we need to define it for ourselves. Leadership is about helping the next generation and paying it forward. Don't be afraid to take the first step into the unknown. It will propel you to success.

From Maria Cartier – PFERD

- Learn what motivates you!
- What does success look like to you?
- Learn to say NO.
- Don't underestimate yourself.
- Overcome the fear and search for the reason.
- Live your beliefs.
- Learn to be successful.
- Learn the business.
- Be real.

Patrice Jackson – AGO Now



LinkedIn Branding

Viveka Von Rosen

Viveka gave me several specific actions items that I can take back to my own business to make a positive impact on my LinkedIn page. She provided me some valuable practices for building content that our employees can use to engage their contacts with our business.

Whitney Vincent – Hagerty Industrial Supply

I liked how she went over the company's employee pages. The idea of a social media policy is an easy way to help employees to understand what they can and cannot post. Creating a cohesive branding message can be a great tool to help drive customers or potential employees to your company.

Stephanie Hudziak – Durrie Sales Company



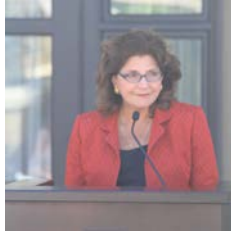
Talent Management Panel
Discussion Facilitator — Katie Gavin
Panelists — Renee Caputo, Denise Sims and Viveka von Rosen

The tie in between attracting and keeping top talent to your company's values and culture cannot be underestimated. Leadership must be committed to and model the values. Leadership also has to adjust to coaching based skills approach as part of talent retention.

Kristen Kraai-Keely – Line Drive

Great panel discussion from Katie, Renee, Denise and Viveka. They provided a lot of great information on a topic that is something everyone struggles with in Industrial Distribution. I can't wait to take the notes I took back to the team at Hubbard and share with them.

Allison Adams – Hubbard Supply Co



Lunch and Keynote Speaker

Kathleen Durbin

We all have a responsibility to promote and engage women in our industry. I need to make a difference and get involved 'now.' Use the sisterhood of WISE for guidance and strength.

Sue King - Greenfield

Stunning know how Kathleen has taken the advocacy for WISE to a whole new level. Well done! (and not surprised)

Cindi Ramirez



Ritz Customer Service Excellence

Alexandra Valentin

The Ritz Customer Service Excellence presentation was amazing. Their hiring and development go above and beyond the norm resulting in the superior customer service we all experienced during our stay at their hotel. Even though some of their practices are suited more for the hospitality industry, lateral sharing of duties and placing the employees before the customer are excellent ideas that we can implement at our organization.

Nancy Kurtenbach - John Day

The Ritz customer service excellence presentation taught me that service is a standard that can made a difference to all companies. And all companies have a need and desire to provide excellent service. Service is something that is transferrable into all industries. Employees should be the number one focus of companies. Empower your employees to make a decision or make something right without having a supervisor / manager.

Kimberly Smith

There were so many points relevant to our business and industry.

We all talked about culture but do our employees know and love the culture and contribute to it? Lateral services is having each team know and respect each other duties. Helps the flow of daily activities.

Too many customers are disappointed with today's customer service. Empowering the employee to make decisions and handle the situation is golden to customer service.

Debby Jacobs – Morris Marketing



Cylient's Coaching in the Moment Workshop

Renee Caputo

Key learnings were

- recognizing the behaviors that indicate opportunities to coach
- Identifying the 'knots' (knot knot, knot want, knot see)
- Asking insightful questions

With this process coaching became easy

Lori Mata – Norton

Understand the difference between “problem solving” and “Coaching” – we need to live in both worlds and know when to use each.

Coaching is a tool to get team members engaged and share in their organizations opportunities.

Coaching in the moment allows for team members to open up and understand the knots they may be experiencing. People aren't always aware of the knots which limits their problem solving abilities.

Mary M. Delaney – Jergens

THANK YOU TO OUR SPONSORS

THE SUMMIT SPONSORS



OPENING EVENT SPONSOR



LUNCH SPONSORS



BREAKFAST SPONSORS



ADVERTISERS



COMMUNITY SERVICE SPONSORS



WELCOME GIFT SPONSOR



COMPANY SPONSORSHIP

