

BIRMINGHAM GIRLS CLUB CONFERENCE

Saturday, October 19, 2013

SocialVenture, Birmingham

birminghamgirlsclub.com

#bgcconference



WELCOME TO THE CLUB!

We are excited to have you as an honorary member of the Birmingham Girls Club today as a part of our first conference.

Birmingham Girls Club was started in May 2013 after a group of friends met to discuss their side projects and found numerous resources and ideas among themselves. They decided to expand the group and include those women in Birmingham who could benefit from and also contribute to such an organization. We strive to empower women in philanthropy, networking, education, physical well-being, inspiration, and support.



Since the founding in May 2013 the Birmingham Girls Club has been at their 50-member capacity with a waiting list. The club hosts monthly activities, as well as socials and challenges. Philanthropy is a major goal and the club has supported Birmingham AIDS Outreach, Crisis Center, and Perform-4A-Purpose thus far.

We hope you have a great time at today's conference and the After Party this evening. If there is anything you need, please do not hesitate to find a volunteer. And we're always just an email way: info@birminghamgirlsclub.com.

Thank you again for coming!

Sherri Ross Walters

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STAFF

Sherri Ross
Rebecca Dobrinski

CONFERENCE FAQ

1. Hashtag (twitter, fb, google+, instagram): #bgconference
2. Updates and announcements: @bhamgirlsclub
3. Foursquare? Yes, Please check in!
4. Video? We are not recording the sessions so our attendees can be fully relaxed and uninhibited in their workshops.
5. Wi fi? Yes – Network is: SocialVentureGuest, no password required.
6. My question wasn't answered above. Please see a volunteer for any help or questions you may have.

CONFERENCE SCHEDULE*

8:00 am - 9:00 am	Registration and Continental Breakfast	
9:00 am - 10:00 am	Welcome And Announcements Wake Up and Stretch Main Room	
10:00 am - 10:45 am	SESSION 1 - CoWorking Space Phyllis Neill "How to Be Fabulous Online" Personal Branding	SESSION 2 - Outside Patio Jessica Jack Wyrick "Behind the Lens" Photography
10:45 am - 11:00 am	Morning Break and Networking	
11:00 am - 11:45 am	SESSION 3 - CoWorking Space Julie Watters "FREE - the Unexpected Joys of Moving (and Shaking)" Dance	SESSION 4 - Outside Patio Deidre Clark "Art X + Community = YOU" Community Arts Project
11:45 am - 1:00 pm	Lunch	
1:00 pm - 1:45 pm	SESSION 5 - CoWorking Space Billie Dupree "Turning Set Backs Into Set Ups" Positive Change	SESSION 6 - Outside Patio Mindy Santo "Your Guide to Practical Eating" Wellness
1:45 pm - 2:00 pm	Afternoon Break #1 and Networking	
2:00 pm - 2:45 pm	SESSION 7 - CoWorking Space Javacia Harris Bowser "In Your Own Words" Telling Your Story	SESSION 8 - Outside Patio Andrea Walker "How I Managed My Crazy" Stress Management
2:45 pm - 3:00 pm	Afternoon Break #2 and Networking	
3:00 pm - 3:45 pm	SESSION 9 - CoWorking Space Karen Florence "Goal Setting for the Wonder Woman Within"	SESSION 10 - Outside Patio Tanya Sylvan "Taking it All in Stride" Running Workshop
3:45 pm - 4:15 pm	Closing Announcement and Prize Drawings Main Room	
4:15 pm - 6:00 pm	Networking and Break Party Set-Up	
6:00 pm - 9:00 pm	After Party with DJ Lee Austin Main Room and Patio iCantina Food Truck On-Site	

* Schedule Subject to Change

SPEAKERS



Javacia Harris Bowser
(Writing) - “In Your Own Words” (Telling Your Story)

Javacia Harris Bowser is the founder of See Jane Write, a networking organization for women writers, bloggers, and journalists in Birmingham. In July 2013 she launched the website See Jane Write Magazine, which is meant to be a resource for women writers nationwide. Javacia is also a freelance journalist who writes regularly for several media outlets including Birmingham magazine, Hispanic Executive magazine, and USA Today’s custom publications. She blogs at WriteousBabe.com. Javacia is a self-declared “Southern fried feminist” and claims to be Jillian Michael’s biggest fan.



Deidre Clark
(Art + Community) - “Art + Community = YOU”

Deidre Clark is the founder of Kuumba Community Art and has committed herself to always doing as much as she can in such a way that she makes her community, Ensley, more beautiful and more beneficial than it was when she inherited it. She believes that healthy, thriving cities begin with healthy, thriving neighborhoods and research supports her belief that healthy, thriving neighborhoods have the arts at their center. It is this belief and the desire to see Ensley and surrounding neighborhoods surpass their former glory that provides the fuel she needs to travel around the city of Birmingham teaching digital photography and hosting exhibits to showcase her students’ work; all for children that would normally not be exposed to the art form. Deidre has taken Kuumba to Ensley, Homewood, Westend and looks forward to adding Gate City to her list this fall. Deidre has been featured in the Magic City Post, in Birmingham Magazine as a LIV Birmingham Proud Placemaker, and in the Birmingham Times.

In politics if you want anything said, ask a man. If you want anything done, ask a woman. ~ Margaret Thatcher



Billie Dupree
(Power of Positive Doing) - “Turning Set Backs Into Set Ups”

Billie Dupree was born and raised in Birmingham, Alabama, a southern gal with southern roots. However, there are a few northern branches due to two years of “life lessons” in New York. Although she is retired from Alabama Power after 20 years, she is definitely not in retirement. Followed with two years with another utility in New York, twelve years as a controller for a regional construction company, owner of Incubate Gallery (RIP) and now office manager for a national LED lighting manufacturing company. In her spare time, you can find Billie serving those in her church and community. Life isn't slowing down for Billie, it's speeding up!



Karen Florence
(Goal Setting) - “Goal Setting for the Wonder Woman Within”

Karen Florence is Operation Implementer for the booming Iron Tribe Fitness franchise. She attended Forrest Walden's (ITF founder) goal setting seminar in July of 2010. From there she set numerous goals, including joining the Iron Tribe team as an employee, and crushed them. In February, 2011 she joined ITF in an administrative role at the Iron Tribe Homewood location. After three months she was promoted to Manager. It didn't take long before her passion for this workshop helped Forrest produce a system to spread his goal setting lessons to the masses. Through goal setting and continued success she has been working for the corporate office for the past year helping develop systems alongside Forrest Walden and Jim Cavale (COO) to teach future Iron Tribe managers and franchise owners how to provide the best service possible. Her passion for helping people, along with her organizational and goal setting skills, have helped lead the way to realizing her lifelong career goal in helping grow the Tribe.

Women, like men, should try to do the impossible. And when they fail, their failure should be a challenge to others. ~ Amelia Earhart



Phyllis Neill
(Personal Branding) - “How to Be Fabulous Online”

Phyllis Neill is President of Buzz12 and is a passionate B2B digital marketing and social media enthusiast. After 20-something years in the world of software and traditional marketing and advertising, she started her own business in Birmingham Alabama with David Sher to help other businesses experience the successes we’ve had in our individual careers. Having recently sold her company to Intermark Group after 4 years in business for herself, Phyllis now serves as President of their mid size client division.



Mindy Santo
(Health) - “Your Guide to Practical Eating”

Mindy Santo is the Owner Mindy Santo, Inc. Helping people energizes her. Whether she is organizing her client’s home and/or office, carefully planning a trip, or contemplating the ways in which she can educate her clients about food and nutrition, her enthusiasm is fueling her every move. In the fall of 2011 she experienced a transformation regarding her view of food. She had been experimenting with new ingredients, cleaning up her diet, and increasing her awareness of how food affects our whole selves when she attended the ‘Eat, Drink, Read, Write’ festival. A food demonstration featuring Tamar Adler and several local talented chefs made a huge impact on her. Being exposed to Tamar’s approach to food, Chris Vizzina’s ease of preparation, George Reis’ finesse, Jessica Cox’s knowledge, and Eryka Perry’s insight brought her journey full circle. Everything she had been learning culminated into a connected philosophy of food and life that energized and excited her. She was hooked. She subscribed to every food blog relevant to her interests, followed kindred spirits on Twitter, and attended the Food Blog South event for good measure. Mindy had already been talking to anybody who would listen, so she simply expanded her audience. This is a topic she craves, pun intended, and she looks forward to continuing on this journey.

“If you obey all the rules, you miss all the fun.” - Katharine Hepburn



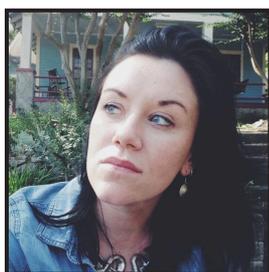
Tanya Sylvan
(Running Clinic) - “Taking It All in Stride”

Tanya Sylvan graduated from the University of Alabama with her bachelor’s and master’s degrees in Advertising and Public Relations. A native of Kendall Park, N.J., Tanya currently works in marketing at CRC Insurance Services, Inc. and Moosedog & Co. She is an ultra runner and can’t live without mountains, ethnic food, and her husband Zack. She blogs about running at tanyasyvan.com.



Andrea Walker
(Wellness) - “How I Managed My Crazy”

Though she was born and raised in Alabama, Andrea Walker dreams big and hopes to change the world. She loves building relationships through health and wellness endeavors and sharing her passion for living life in meaningful and mindful ways. Co-founder of FIT-ability Andrea is also an avid cross-fitter and certified yoga instructor.



Jessica Jack Wyrick
(Photography) - “Behind the Lens”

Jessica Jack Wyrick is a documentary photographer, world traveler, researcher, and blogger. When she’s not jet-setting or mixing photography chemistry, Jack can be found renovating her historic home in Birmingham, Ala. and consulting for mobile photography technology development and graphic design. She blogs at jessicajack.com and bhambuilt.com. Follow her on Twitter, Instagram, and Pressgram at [@lightdarkroom](https://twitter.com/lightdarkroom).

“Life is not measured by the number of breaths we take, but by the moments that take our breath away.” - Maya Angelou



Julie Watters
(Dance) – “FREE - the Unexpected Joys of Moving (and Shaking)”

Julie Watters is familiar with hardship thanks to what she describes as a first-hand look at “the best versions of the worst possible situations.” With a catalog of adventures that range from adverse childhood conditions, to adolescent trauma, to unusual health scares, to a stolen identity that led to a series of classy mug shots, shackle-modeling, and a brief field trip to two area correctional facilities, she has a special knack for lending an empathetic view on weakness and fear, with an added desire to help discover opportunities to feel better and happier. Through her fledgling business, Happy FitCamper, she hopes to share her coping mechanisms of creativity, artistic expression and movement to show others the door from basic surviving to the art of thriving.

VENDOR PASSPORT

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WEATHERSPOON
PHOTOGRAPHY**



THANK YOU

First of all, this conference wouldn't be possible without you. Thank you for coming and we hope you are having a blast!

Secondly, we wouldn't be here without the help of the **Birmingham Girls Club**, our amazing **board members**, our **volunteers, sponsors, speakers**, and **friends**. We'd like to thank **Rebecca Dobrinski** for heading up the volunteers, keeping me sane, and doing everything short of a miracle. We'd also like to give a huge shout out to **Jessica Martin** for our perfect logo and program design.

We are blessed to have wonderful sponsors that believe in the club and what we're doing in Birmingham. **Freshfully, Aloft Hotel at Soho Square, REV Birmingham, The Simple Booth, Cantina Tortilla Grill, Church Street Coffee & Books, Lululemon, CommuteSmart, Precision Hands Massage Therapy, and The Red Cat Coffee House** are some of our favorite places in Birmingham and we hope you will visit them soon and thank them in person. They are good people!

We are fortunate enough to have some of the most engaging ladies on the planet right here in Birmingham and without them this conference would be super boring. Thank you to **Javacia Harris Bowser, Deirde Clark, Billie Dupree, Karen Florence, Phyllis Neill, Mindy Santo, Tanya Sylvan, Andrea Walker, Julie Watters**, and **Jack Wyrick** for kicking off our first conference in a big way. We are honored to have all this talent in one place for the day.

The After Party wouldn't be nearly as fun without the help of **DJ Lee Austin at World Exit Productions** and the kindness of **Lynsey Weatherspoon Photography**.

Special thanks to our friends that tweeted, liked, shared, and forwarded the conference information. We'd especially like to thank **Edward Bowser at al.com** and our friends at **Y'All Connect** and **See Jane Write Magazine** for their coverage.

Finally, I'd like to thank my wonderful husband, **Daniel Walters**. Without his encouragement and support, Birmingham Girls Club wouldn't be a reality, this conference wouldn't be happening, and today would be just another football Saturday for me. Thank you for always giving me what I need, knowing when to let me do my thing, and loving me through it all.

Sherri Ross Walters

birminghamgirlsclub.com

