2021 IMPACT SUMMIT

No Pressure, No Diamonds!
Aug. 26, 2021

Presenting Sponsor
BISK | VENTURES
This annual leadership development conference is part of weVENTURE Women's Business Center’s mission to be the leading voice and resource for professional women on the Space and Treasure coasts.

While we wish we could all be together in person as originally planned, deciding to make the event 100% virtual was an easy call. With the current surge in COVID-19 cases and our local hospitals at capacity, we did not want to risk your health or that of your family, nor did we want to contribute to added stress for our brave medical frontline workers. Thank you for your flexibility and understanding.

To make the most of this virtual format, be sure to join the live small group breakout sessions after the main program. There, you will be able to discuss the topics covered by our three speakers more in depth. Our speakers have graciously agreed to host encore sessions Thursday, Sept. 2, as well.

Finally, we have included discussion questions on page 8 for those gathering for small group watch parties. However you choose to participate, we are confident you will enjoy the 2021 IMPACT Summit.

Schedule of Events

**THURSDAY, AUG. 26**

- **2:15 p.m.**—Zoom Link Opens
- **2:30–4 p.m.**—Main Program
- **4–5 p.m.**—Training Session 1
  
  *All three speakers will lead a small group training via an individual Zoom link to dive deeper into their topic. Participants may choose one to join live.*

**FRIDAY, AUG. 27–WEDNESDAY, SEPT. 1**

Watch the recording or host a watch party with friends or colleagues at a time convenient for you.

**THURSDAY, SEPT. 2**

Encore live presentations of the small group training sessions led by each of the IMPACT speakers.

- **9:30–10:30 a.m.**—Training Session 2, Led by Lauren Hodges, Ed.D.
- **11 a.m.–Noon**—Training Session 3, Led by Angie Sullivan
- **12:30–1:30 p.m.**—Training Session 4, Led by Stephanie Lopez, Ph.D.
No Pressure, No Diamonds!

When we are in a hard place, our only job is to withstand the pressure. To meet each day with the determination to persist. And in doing so, we are slowly transformed.

Diamonds are a symbol of beauty and strength and valued so greatly because they are made perfect by the extreme conditions of intense pressure and heat found deep within the earth, making them both rare and difficult to find.

As executive director of weVENTURE Women’s Business Center in the Florida Tech Bisk College of Business, I have seen countless small business owners over the last year be truly transformed. Their sheer will to carry on, to pivot, to adapt and respond to a myriad of challenges has been so inspiring. Entrepreneurs are emerging from the continuous pressure to find themselves hardened, yes, but more valuable than ever before.

They understand their customers’ needs and the foundational elements of their business more clearly, helping them to operate even more efficiently than ever before. Perhaps most importantly, they are now able to look back and appreciate the growth that has happened.

Appreciating the value of lessons learned the hard way is only possible if we give ourselves time to reflect and learn from them. That is why our theme for the weVENTURE WBC annual leadership development conference, the IMPACT Summit, is “No Pressure, No Diamonds.” We want to create a space for professional women across all industries to come together and reflect on the lessons learned from the last year and discuss opportunities for personal and professional growth that can now take place.

Diamonds and other precious gems are valuable because we appreciate the unique conditions necessary to make them and are inspired by their beautiful qualities that make each one special. How precious, then, are each of us? We are all diamonds in the making.
League of Extraordinary Investors

Karen Eidman, 98.5 The Beach WSBH
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Lindsay Sanger, RE/MAX Solutions Brevard
Beth Gitlin
Sarah Smith, Southern Caramel
Iris Graham, Millefiori Medical Skin Rejuvenation
Betty Lou Steen-Clarke, weVENTURE Advisory Board

Tracy Stroderd, EverythingBrevard.com
Sandy Michelson, Zonta of Melbourne
Kelly Swartz, Widerman Malek PL
Karen Montas, Johnson & Montas PA
Peter Tesch, Economic Development Council of St. Lucie County Inc.
Bobbi Whitmore, Bobbi’s at Parkside
Wendy Romeu, Alluvionic
Jenna Williams, Harmony Senior Living Advisors
Angie Sullivan

Born and raised in Louisville, Kentucky, Angie moved to Melbourne, Florida, in 2018. A mother of two, a wife and a successful business owner, she hopes to inspire and encourage others by sharing her story of challenges and opportunities. Her relatable approach reinforces common ideas that we all tend to forget in our busy day-to-day lives.

After 23 years in the marketing industry, Angie opened her business, Big Fish Advertising. As a one-person marketing agency, she grew Big Fish to over $1 million in billable sales. On the verge of moving into a new building and hiring multiple employees, Angie’s son, Joey, was diagnosed with medulloblastoma, pediatric brain cancer.

Angie and Joey packed up and moved to Memphis for treatment at St. Jude Children’s Research Hospital. Joey underwent two brain surgeries, suffered a stroke and had to relearn to talk, walk and write his name. In the middle of radiation and chemotherapy treatment, Joey developed meningitis.

While helping her son through cancer, Angie learned of her husband’s infidelity and faced the additional challenge of becoming a single mom.

Now, with Joey 10 years in remission, Angie is happily remarried. She and her husband, Mike, have opened a successful business in the midst of a pandemic.

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Stephanie Lopez, Ph.D.

Stephanie Lopez is an industrial-organizational psychologist, facilitator and executive coach who is an expert in the application of the science of psychology to organizations. Stephanie specializes in working with women and specifically helps leaders become more authentic and self-aware, which enables greater resilience, stamina and flexibility in the face of demanding and difficult challenges.

She’s known for creating a humbling and exciting coaching environment where she gently edges clients closer to insights. Stephanie transforms the way teams function by investigating the root causes of issues teams are experiencing and building their capacity to hold crucial conversations and address interpersonal issues when they arise.

Previously, Stephanie served as an organizational development advisor and coach for NASA for eight years. In this role, she focused on building and developing leadership capacity to effectively lead through many changes, including a center-wide reorganization at NASA’s Kennedy Space Center, the centralization of several human capital functions and agency-wide transformations.

Stephanie holds a bachelor’s degree in psychology, and master’s and doctoral degrees in organizational psychology. Stephanie is a Licensed Human Element® practitioner and certified coach.

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Lauren Hodges, Ed.D.

In this session, Lauren Hodges will discuss the importance of strategic recovery while leveraging scientific principles around human performance to unpack how this critical skill impacts our ability to show up as our best selves, both personally and professionally.

Lauren is the co-founder of Performance on Purpose LLC and founder of Total Body Training LLC, two performance coaching companies focused on advancing leadership and performance potential through keynotes, executive retreats, content design, consulting and executive coaching. Her primary areas of expertise are in learning experience design, well-being and human performance.

Lauren has worked with global leaders in health and human performance, including Johnson & Johnson’s Human Performance Institute, Estée Lauder Companies, Accenture, Thrive Global, Stanford Medicine, Marriott, Enterprise and others. Lauren was the lead course designer for Thrive Global’s flagship courses, Thriving Performance and Thriving Mind, and for Johnson & Johnson’s flagship courses, Corporate Athlete and Resilience, which have reached hundreds of thousands of people globally. She and her team of performance coaches work with thousands of leaders and their teams around the world to help them show up as their best, both personally and professionally.

She earned a doctorate in curriculum design from the University of Central Florida in 2011 and has certifications in coaching, strength and conditioning, and performance nutrition. She is a wife and mother, and she loves triathlons, fitness and surfing. Her mission is to serve leaders by helping them thrive in body, mind and spirit so their organizations can thrive too.

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Discussion Questions

Session 1: Angie Sullivan
1. What does “keep moving forward” look like for you today?
2. Is it easy or hard for you to trust others and let them help you? Why is that?
3. Share an example of a challenging time in your life that you can now look back on and recognize positive lessons or outcomes.

Session 2: Stephanie Lopez, Ph.D.
1. In what ways have you been labeling your emotions as good or bad? Numbing them? Resisting them?
2. In what areas of your life can you talk more openly about what you’re going through? Remember this can feel vulnerable, but it increases community and connection.
3. Where in your life are you powering through because you “have to” or “should”? How can you separate those thoughts from the facts in order to create a life that you enjoy more?

Session 3: Lauren Hodges, Ed.D.
1. What are you already doing to integrate strategic recovery into your day?
2. What gets in the way of integrating recovery for you personally? As a team? As an organization?
3. Which recovery pathway seems easiest for you to integrate: Physical, mental, emotional or spiritual? Which is most challenging?
4. What is one step your team or organization can take right now to support strategic recovery into your workplace?
5. Share examples like rethinking back-to-back calls/meetings, incorporating recovery breaks into longer meetings, respecting time zones, protecting space on the calendar for no calls and no meetings, no calls on weekends/after work hours, etc.
Here’s the deal. You switch. You save.

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Karen Eidman
General Sales Manager
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Making a Difference in Our Community

At L3Harris, we are committed to giving back to the communities where we live and work. Through financial support and the dedicated volunteerism of L3Harris employees, we are ensuring our corporation and our communities stay vibrant and growing.
“We must have perseverance and above all confidence in ourselves. We must believe that we are gifted for something and that this thing must be attained.” ~ Marie Curie

Widerman Malek is proud to be a part of weVENTURE’s “The Relentless Pursuit” to promote Diversity, Success and Thriving businesses for women.
What Our Clients Are Saying

“From our first meeting with Kathy Register, associate program director, IGNITE has been instrumental in our growth. Above all the mentoring and advice will hold you accountable and guide you toward each step to reach the goals you set out in the beginning of the program. For us, IGNITE has been incredibly helpful in forcing us to make decisions based on data and not the assumptions we create throughout the day-to-day operations of our business. You will have a team of experts around you giving you advice and making you feel confident in the decisions and path you’re taking. And most importantly, they become your advocates.”

—Jenna Williams
Harmony Senior Living Advisors

“G.E.M.S. (Goal-Oriented Entrepreneurs Making Strides) was just what I needed! Before G.E.M.S., I was discouraged, missing important steps and unaware what I needed to do to start a business. G.E.M.S. provided an astounding mentor who provided step-by-step solutions to the process and assisted in every obstacle. I started my business AND made connections with professionals that will be necessary for the success of my business into the future. The G.E.M.S. program was the best solution to turn my dream into a reality!”

—Ciara Carter
EVOACTIVE

To read more client testimonials, visit weventure.fit.edu/about-weventure/client-testimonials.
weVENTURE WBC Programs & Events

weVENTURE WBC offers a wide range of programs and services to support the economic prosperity of our community through the growth of small businesses. We offer a customized business mentoring program called IGNITE 360°®, business coaching and one-on-one counseling sessions, business education workshops, technical assistance and networking opportunities.

We invite all female entrepreneurs and those thinking about becoming entrepreneurs to explore all the benefits of weVENTURE WBC. We also encourage everyone in the community to join us at events and connect with our vast network of professionals from across the Space and Treasure coasts.

To learn about upcoming events, visit weventure.fit.edu/events.
weVENTURE WBC
2021 Board Members

The Honorable Rhonda Babb, County Court Judge
Sandra Burge, Seacoast Bank
Indira Ceville, Treasure Coast Communications & Marketing
Rebekah Stovall Fifer, Health First
Karen Montas, Johnson & Montas P.A.
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weVENTURE WBC Team

Kathryn Rudloff, Executive Director
Jamie Brock, Program Director, Women’s Business Center
Kathy Register, Program Director, IGNITE 360°

Susan Erickson, Program Manager, Events
Valerie Cameron, Business Coach
Jeannette Kraar, Business Coach
Greg Quinones, Business Coach

Special Thanks

Zen Campbell with Florida Tech for production assistance
Crowne Plaza Oceanfront for their flexibility
Raffle donors:

Jill Hanson, Director of Sales and Marketing, Staybridge Suites and One Hope Wine package
Rhonda Babb, weVENTURE WBC advisory board member and owner of Love Theresie jewelry design
Rebekah Stovall Fifer, Cocoa Beach package from Twin Finnegan’s Bar and Ginger Grapefruit and Rosemary Boutique
Staci Sullivan’s Jewelry & Design Studio
Kelly Swartz, weVENTURE WBC advisory board member and member of Funky Dog Improv troupe
Who We Are

Launched in 2007 at Florida Tech, weVENTURE Women’s Business Center was created to accelerate growth for women entrepreneurs by providing customized coaching and mentoring, business education and purposeful networking programs. weVENTURE WBC at Florida Tech is a nonprofit organization, funded in part through a cooperative agreement with the U.S. Small Business Administration. weVENTURE WBC is the leading regional voice and resource for igniting the economic power of women and entrepreneurs.

Services

SMALL BUSINESSES AND ENTREPRENEURS:

› Women’s Business Center Program
› Coaching and consultations
› Business education workshops
› IGNITE 360°® Business Mentoring Program
› Strategic resource referrals

BUSINESS COMMUNITY:

› ATHENA Leadership Program
› IMPACT Summit
› Women Who Rock Awards
› Strong Coffee Strong Women—Purposeful Networking
› Directory of Women-Owned Businesses
WOMEN HELPING WOMEN
HOW YOU CAN HELP

ADVOCATE
Help us spread the word about weVENTURE WBC and our programs to help women launch and grow their businesses.

BE AN AMBASSADOR
Introduce us to individuals/companies/decision makers in the community who can help us meet our fundraising and programmatic goals.

INVITE
We’d love to see members of your network at one of our events. Invite them to join you.

REFER
Know a business or individual who could benefit from our services? We’re ready and happy to help them!

SPONSOR
Can your business provide a sponsorship for a program or event? Would your company like to be a corporate sponsor of the organization as a whole? We have fantastic opportunities to help you with your corporate social responsibility goals.

MENTOR
Give of your time and talent by serving as a mentor for the IGNITE 360°® program or as a volunteer coach for our WBC clients.

DONATE
Individual and corporate investment in weVENTURE WBC helps us provide services for small businesses on the Space and Treasure coasts.

THANK YOU!
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