

CONFERENCE SCHEDULE

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

Saturday, March 22, 2025

College of Southern Maryland - La Plata Campus



8:00 a.m. – 9:00 a.m.

Registrant Check-in & Breakfast
Visit the Experience Gallery
Headshots begin

9:00 a.m. – 9:10 a.m.

Welcome

9:10 a.m. – 9:30 a.m.

Opening Remarks

9:30 a.m. – 10:15 a.m.

Featured Keynote Speaker

10:30 a.m. – 11:20 a.m.

Breakout Sessions: Ideation

11:20 a.m. – 12:20 p.m.

Breakout Sessions: Build

12:30 p.m. – 1:20 p.m.

Lunch Break & Experience Gallery
Headshots end at 1 p.m.

1:30 p.m. – 2:20 p.m.

Breakout Sessions: Action

2:20 p.m. – 2:30 p.m.

Afternoon Snack

2:30 p.m. – 3:30 p.m.

Finale: WomenLead Fireside Chat

3:30 p.m. – 4:00 p.m.

Closing Remarks & Experience Gallery

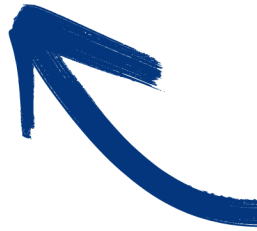
PROGRAM

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

Saturday, March 22, 2025

College of Southern Maryland – La Plata Campus



9:00 – 9:10 a.m. Welcome

Professor Tamara Gibbs-Franklin & Dr. Kandace Foreman
WomenLead Co-Chairs

Imani Spencer & Dashawn Rustin
Presidents, Business & Accounting Club and Women of Excellence

9:20 – 9:30 a.m. Opening Remarks

Dr. Yolanda Wilson
President, College of Southern Maryland

Dr. Suzanne Summers
Vice President, Division of Learning, College of Southern Maryland

9:30 – 10:15 a.m. Featured Keynote Speaker

Mia Williams
Founder, The Colors of Her Success

Mia believes every woman should have access to a powerful network. As an undergraduate student, she created **The Colors of Her Success**, placing young women in rooms with industry titans.

The Colors of Her Success has blossomed into a networking platform that helps women get access to the knowledge and resources required to thrive in their careers.



PROGRAM **WOMEN LEAD**

Purpose-Driven Vision: Move from Ideation to Action

10:15–10:30 a.m. Transition to Breakout Sessions

Choose your adventure. Stick with one track or mix it up!
Don't forget to visit the Experience Gallery in the BI Building.



10:30 – 11:20 a.m. Breakout Sessions – IDEATION

ENTREPRENEUR TRACK	NONPROFIT TRACK
Ideation Phase: Let's Get it Started! Room BU 105 Angela Connor Founder, ASCENDING Magazine	Your Idea Matters: Nonprofit and Small Business Impact on Local Communities Room BU 106 Stephanie Rolle Director, CSM Nonprofit Institute
Believe in You: Imposter Syndrome and Imposter Treatment Room BI 113 Shaneeza Kazim, Professor Christina Greer Ellis, Professor CSM Faculty	Believe in You: Imposter Syndrome and Imposter Treatment Room BI 113 Shaneeza Kazim, Professor Christina Greer Ellis, Professor CSM Faculty
Own Your Space Room BU 111 Presented by Women of Excellence DaShawn Rustin, Markala Pharr, Aniya Gaskins, and Rehoboth Mumuney – Women of Excellence Members	Own Your Space Room BU 111 Presented by Women of Excellence DaShawn Rustin, Markala Pharr, Aniya Gaskins, and Rehoboth Mumuney – Women of Excellence Members

PROGRAM **WOMEN LEAD**

Purpose-Driven Vision: Move from Ideation to Action

11:20–11:30 a.m. Transition to Next Breakout Sessions

Choose your adventure. Stick with one track or mix it up!
Don't forget to visit the Experience Gallery in the BI Building.

11:30 a.m. – 12:20 p.m. Breakout Sessions – BUILD



ENTREPRENEUR TRACK	NONPROFIT TRACK
<p>Connections that Count: Networking with Purpose Room BU 112 Brittney King CEO, Dance Therapy Arts</p>	<p>Grant Resources 101: Unlocking Funding Opportunities Room BU 116 Tora Wright Director, CSM Grant Development</p>
<p>Pitch Perfect: Making the Case for Your Business Idea Room BU 105 Denise Gilmer-Knudson & Michelle Brosco Christian, CSM Faculty, Communications with Melanie Miller, Miller Center for Leadership <i>Sponsored by the Miller Center for Leadership</i></p>	<p>Pitch Perfect: Making the Case for Your Nonprofit Room BU 117 Tiffany Barber Executive Director Poima Movement</p>
<p>Fund Your Idea: The Small Business Loan Process Room BI 113 Lucretia Freeman-Buster Chief of Business Services Charles County Economic Development Department</p>	<p>Money Moves: Financial Literacy for Women in Nonprofits Room BU 106 Candace Thompson Business Development Officer Educational Systems Federal Credit Union <i>Sponsored by ESFCU</i></p>

PROGRAM

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

1:20 – 1:30 p.m. Transition to Breakout Sessions

Choose your adventure. Stick with one track or mix it up!
Don't forget to visit the Experience Gallery in the BI Building.



1:30 – 2:20 p.m. Breakout Sessions – ACTION

ENTREPRENEUR TRACK	NONPROFIT TRACK
<p>Panel Discussion What He Said: How Male Leaders Can Serve as Allies Room BI 113 Presented by Men of Excellence (See page 9 for all participants.)</p>	<p>Panel Discussion What He Said: How Male Leaders Can Serve as Allies Room BI 113 Presented by Men of Excellence (See page 9 for all participants.)</p>
<p>Your Game Plan: Turning Ideas into Actionable Business Goals Room BU 105 Katrina Briscoe Consultant Small Business Development Center</p>	<p>Nonprofits in Action: Driving Change, Empowering Others Room BU 106 Jessica Strong Program Support Liaison Poiema Movement</p>
<p>Tech Toolbox: Must-Have Essentials for Small Businesses and Nonprofits Room BU 111 Melanie Oates CEO, Melden Tech™</p>	<p>Tech Toolbox: Must-Have Essentials for Small Businesses and Nonprofits Room BU 111 Melanie Oates CEO, Melden Tech™</p>

PROGRAM

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

2:20 – 2:30 p.m. Afternoon Snack



2:30 – 3:30 p.m. WomenLead Fireside Chat



**FEATURED
PANELIST**

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Angela Connor
Founder & Editor-in-Chief
ASCENDING Magazine



**FEATURED
PANELIST**

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Michele Roseman
President
C.U.E. Cardz Greeting Cards



**FEATURED
PANELIST**

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Destiny Hunter
IT Consultant/ Entrepreneur
Kuinua Tech LLC



**FEATURED
PANELIST**

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Stacy Sneed
CEO & Author
Women of Life Changing, Inc.

Panel Moderators

Professor Tamara Gibbs-Franklin & Dr. Kandace Foreman
WomenLead Co-Chairs

SESSION DESCRIPTIONS

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

10:30–11:20 a.m. – Breakout Session: Block A – IDEATION



Ideation Phase: Let's Get it Started (Entrepreneur Track) (Room BU 105)

Ready to bring your idea to life? This session will inspire you to turn your initial spark of inspiration into a plan of action. Build confidence in your business concept and walk away with a clear vision of your next steps in launching your big idea.

Presenter: Angela Connor – Founder & Editor-in-Chief, ASCENDING Magazine

Believe in You: Imposter Syndrome & Imposter Treatment (Entrepreneur & Nonprofit Track) (Room BI 113)

Imposter syndrome can hold you back from achieving your entrepreneurial dreams or career aspirations. In this session, we will address the common feelings of self-doubt and fear of not being “good enough.” Learn strategies to overcome imposter syndrome and build the confidence you need to own your entrepreneurial or career journey.

Presenters: Shaneeza Kazim and Christina Greer Ellis – Professors, College of Southern Maryland

Own Your Space: Be the Example, Set the Standard (Entrepreneur & Nonprofit Track) (Room BU 111)

It is time to take your place at the table! This session will empower you to step into your role as a leader and inspire you to share your gifts and talents with others. Learn how to build your personal brand and define your value to lead with confidence in any space. Hosted by Women of Excellence.

Presenters: DaShawn Rustin, Markala Pharr, Aniya Gaskins, and Rehoboth Mumuney – Women of Excellence Members

Your Idea Matters: Nonprofit & Small Business Impact on Local Communities (Nonprofit Track) (Room BU 106)

Nonprofits and small businesses are the backbone of local communities. In this session, explore how your nonprofit or small business idea can make a meaningful impact in your community. Learn about the social and economic contributions you can create to help others, and how to effectively measure and communicate that impact.

Presenter: Stephanie Rolle – Director, Nonprofit Institute



**From 11:20–11:30 a.m., take a short break and transition to the
Breakout Session: BUILD**

SESSION DESCRIPTIONS

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action



11:30 a.m.–12:20 p.m. – Breakout Session: Block B – BUILD

Connections that Count: Networking with Purpose (Entrepreneur Track)(BU 112)

Effective networking goes beyond collecting business cards. In this session, you will learn how to network with intention, creating meaningful, supportive relationships that can help you grow your business. Discover practical tips for connecting with like-minded professionals and build a strong support system to fuel your entrepreneurial success.

Presenter: Brittney King – CEO/Dance Instructor, Dance Therapy Arts

Pitch Perfect: Making the Case for Your Business Idea (Entrepreneur Track)(Room BU 105)

Master the art of pitching your business in this hands-on session. Whether you're presenting to investors, clients, or potential partners, learn how to communicate your business idea with clarity and confidence. Leave with communication skills that can captivate your audience and increase your chances of success. *Sponsored by the Miller Center for Leadership*

Presenters: Denise Gilmer-Knudson – Chair, English, Communication, and Languages & Michelle Brosco Christian – Professor of Communication with Melanie Miller, Miller Center for Leadership

Fund Your Idea: The Small Business Loan Process (Entrepreneur Track)(Room BI 113)

Accessing funding is one of the biggest hurdles for entrepreneurs. This session will guide you through the small business loan process, from preparation to application. Gain insights into what lenders look for and how you can improve your chances of securing the funds needed to make your business idea a reality.

**Presenter: Lucretia Freeman-Buster – Chief of Business Services
Charles County Economic Development Department**

Grant Resources 101: Unlocking Funding Opportunities (Nonprofit Track)(BU 116)

Funding is essential to nonprofit success, and grants are a key resource. This session will introduce the grant application process, highlighting how to identify funding opportunities, craft compelling proposals, and navigating the complex landscape of nonprofit funding. Leave with a toolkit to pursue the grants you need for your nonprofit vision.

Presenter: Tora Wright – Grant Development Director, College of Southern Maryland

SESSION DESCRIPTIONS

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action

11:30 a.m.–12:20 p.m. – Additional Breakout Sessions: Block B – BUILD

Pitch Perfect: Making the Case for Your Nonprofit Idea (Nonprofit Track) (BU 117)

Nonprofits need strong pitches just like businesses. This session will teach you how to clearly articulate the mission and vision of your nonprofit, engage potential donors and partners, and communicate your nonprofit's impact. Whether you are fundraising or seeking collaboration, learn how to deliver a pitch that inspires action.

Presenter: Tiffany Barber – Executive Director, Poiema Movement

Money Moves: Financial Literacy for Women in Nonprofits (Nonprofit Track) (Room BU 106)

Equip yourself with the tools needed to build a strong financial foundation. Before launching your nonprofit, it is essential to get your personal finances in order. This session will help you understand how to manage personal assets, prepare for initial funding, and create a sustainable financial plan. Sponsored by the Educational Systems Federal Credit Union

Presenter: Candace Thompson

Business Development Officer, Educational Systems Federal Credit Union

1:30–2:20 p.m. – Breakout Session: Block C – ACTION

Panel Discussion: What He Said: How Male Leaders Can Serve as Allies (Entrepreneur & Nonprofit Track) (Room BI 113)

Hear directly from men who support women in our community! Each panelist will share their perspectives on how they foster allyship with women in the workplace and in their lives. Get practical advice about how they help women make bold moves. *Hosted by Men of Excellence*

Moderator: James Lyons – Student, Men of Excellence (with) Timothy Fenner – Coordinator, Men of Excellence; Panelists: Ralph Miller – Minister and Entrepreneur; Tony Stout – Chair, Business Department, College of Southern Maryland; Gregory “Trey” Proctor III – Vice President, G.S. Proctor & Associates, Inc. and Chair of College of Southern Maryland Foundation, & Gary Lewis – Executive Director, Public Safety & Preparedness, College of Southern Maryland

Your Game Plan: Turning Your Ideas into Actionable Business Goals (Entrepreneur Track) (Room BU 105)

Transform your ideas into a practical business roadmap. This session will help you develop clear, actionable business goals that align with your vision. Learn how to set short-term and long-term objectives, track progress, and stay motivated as you work towards your entrepreneurial milestones.

Presenter: Katrina Briscoe– Small Business Development Center Business Consultant



Hosted by the Business & Accounting Club and Women of Excellence

CONCURRENT SESSIONS

WOMEN LEAD

Purpose-Driven Vision: Move from Ideation to Action



1:30 – 2:20 p.m. – Additional Breakout Sessions: Block C – ACTION

Nonprofits in Action: Driving Change, Empowering Others

(Nonprofit Track) (Room BU 106)

This session will explore how nonprofits can create lasting social change. Learn how to design and implement programs that drive impact and empower marginalized communities. Whether you are just starting or looking to expand, gain strategies for increasing your nonprofit's reach and effectiveness.

Presenter: Jessica Strong – Program Support Liaison, Poiema Movement

Tech Toolbox: Must-Have Essentials for Small Businesses and Nonprofits

(Entrepreneur & Nonprofit Track) (Room BU 111)

In today's digital world, technology is key to efficiency and growth. This session will introduce you to the must-have tech tools and software for both small businesses and nonprofits. From project management to communication tools, discover how the right technology can streamline operations, enhance productivity, and support your goals.

**Presenter: Melanie Oates – Automation, Digital Marketing & Systems Strategist
Melden Tech**

2:30–3:30 p.m. – WomenLead Fireside Chat (Room BI 113)

Join us for an inspiring fireside chat with tested and proven success stories in our community! These accomplished women will share their journeys, challenges, and big wins. Gain valuable advice, actionable tips, and the motivation you need to take your entrepreneurial or nonprofit aspirations to the next level. This is your chance to learn from those who have paved the way and discover how you can become the next boss in your field.

Panelists: Angela Connor – Founder & Editor-in-Chief, ASCENDING Magazine; Stacy Sneed – CEO & Children's Book Author, Women of Life Changing, Inc.; Destiny Hunter – IT Consultant & Owner, Kuinua Tech, LLC; & Michelle P. Roseman – President, C.U.E. Cardz Greeting Cards

PRESENTERS & PANELISTS

WOMEN LEAD



SESSION PRESENTER

Money Moves:
Financial Literacy for Women

Candace Thompson
Business Development Officer
Educational Systems Federal Credit Union



SESSION PRESENTER

Your Idea Matters:
Nonprofit and Small Business
Impact on Local Communities

Stephanie Rolle
Director
CSM Nonprofit Institute



SESSION PRESENTER

Pitch Perfect:
Make the Case for Your
Business or Nonprofit Idea

Denise Gilmer-Knudson
Chair, English, Communication & Languages
College of Southern Maryland



SESSION PRESENTER

Connections That Count:
Networking with Purpose

Brittney King
CEO, Dance Therapy Arts



SESSION PRESENTER

Fund Your Idea:
The Small Business Loan
Process

Lucretia Freeman-Buster
Chief of Business Services
Charles County Economic Development
Department



SESSION PRESENTER

Pitch Perfect:
Making the Case for Your
Nonprofit Idea

Tiffany Barber
Executive Director
Poiema Movement



SESSION PRESENTER

Own Your Space:
Be the Example, Set the Standard

Dashawn Rustin
Student President
Women of Excellence



SESSION PRESENTER

The Ideation Phase:
Get Your Business Started

Angela Connor
Founder & Editor-in-Chief
ASCENDING Magazine



SESSION PRESENTER

Believe in You:
Imposter Syndrome and
Imposter Treatment

Shaneeza Kazim
Professor
College of Southern Maryland



SESSION PRESENTER

Tech Toolbox:
Must-Have Essentials for Small
Businesses and Nonprofits

Melanie Oates
CEO, Melden Tech™
Automation, Digital Marketing and
Systems Strategist



SESSION PRESENTER

Grant Resources 101:
Unlocking Funding Opportunities

Tora Wright
Director of Grant Development
College of Southern Maryland



FEATURED PANELIST

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Destiny Hunter
IT Consultant/ Entrepreneur
Kuina Tech LLC



SESSION PRESENTER

Your Game Plan:
Turning Ideas into Actionable
Business Goals

Katrina Briscoe
Consultant
Small Business Development Center



SESSION PRESENTER

Own Your Space:
Be the Example, Set the Standard

Markala Pharr
Student Vice President
Women of Excellence



SESSION PRESENTER

Nonprofits in Action:
Driving Change, Empowering Others

Jessica Strong
Program Support Liaison
Poiema Movement



FEATURED PANELIST

WomenLead Fireside Chat:
Local Leaders Share Their
Entrepreneurial Journeys

Michele Roseman
President
C.U.E. Cardz Greeting Cards



SESSION PRESENTER

Pitch Perfect:
Make the Case for Your
Business or Nonprofit Idea

Michelle Brosco Christian
Communications Professor
College of Southern Maryland



SESSION PRESENTER

Own Your Space:
Be the Example, Set the Standard

Rehoboth Mumuney
Student Treasurer
Women of Excellence



SESSION PRESENTER

Believe in You:
Imposter Syndrome and
Imposter Treatment

Christina Greer Ellis
Professor
College of Southern Maryland



SESSION PRESENTER

Own Your Space:
Be the Example, Set the Standard

Aniya Gaskins
Student Secretary
Women of Excellence



Thank you to our incredible panelists, presenters, speakers, and exhibitors for sharing your time, wisdom, experiences, and expertise.

WOMEN LEAD

What He Said: How Male Leaders Serve as Allies



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

James Lyons
CSM Student & Men of Excellence



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

Gary Lewis
Executive Director, CSM Public Safety



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

Ralph Miller
Minister & Entrepreneur, All Access LLC



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

Trey Proctor
CSM Foundation Board &
Vice President, G.S. Proctor & Associates



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

Timothy Fenner
Coordinator, Men of Excellence



FEATURED PANELIST

What He Said:
How Male Leaders Serve as Allies

Tony Stout
Chair, Business Department
College of Southern Maryland

EXPERIENCE GALLERY



Rebakah Jones
Small Business Development Center



Jakyrra Tyson
CSM Director of Admissions



Michelle Roseman
C.U.E. Cardz



Candace Thompson
Educational Systems Federal Credit Union
Conference Sponsor



Timothy Fenner
Coordinator, Men of Excellence



Toni Kruszka
CSM Foundation &
CSM Alumni & Friends Connection

Not pictured:
Tj Reim, CSM Student Life Coordinator

Thank you to our incredible panelists, presenters, speakers, and exhibitors for sharing your time, wisdom, experiences, and expertise.



WOMEN LEAD

**Attendance is FREE thanks to our
generous sponsors**



Dr. Maureen Murphy
Distinguished Professorship for
Equity in Education

CONCEPTS BY GRACE



COLLEGE of
**SOUTHERN
MARYLAND**

Special thank you to the following CSM staff members:

Dorothy Whitt & Mary Washington, Cost Center Managers
Toni Kruszka & the CSM Foundation
Lena Hancock & the Marketing Team
Tracy Mason & the Web Team
Vanessa Wells-Manago, Videography

PLANNING COMMITTEE **WOMEN LEAD**



A heartfelt thank you to our dedicated Conference Planning Committee for your vision, hard work, and commitment to making this event a success. Your passion and dedication created an inspiring space for connection, learning, and empowerment. We are truly grateful for all you have done.



Mary Washington
Administrative Assistant



Pamela Burkett Jones
Associate Professor



Dashawn Rustin
President, Women of Excellence



Larz Coker
Campus Operations Specialist



Imani Spencer
President, Business & Accounting Club



Dr. Kandace Foreman
Faculty Co-Chair



Tamara Gibbs-Franklin
Creator & Faculty Co-Chair