



**Bryant**  
UNIVERSITY

# Women's Summit 2005



## **Strategies for Success**

**MARCH 16, 2005**

Platinum Sponsor



# Welcome



*For the past eight years, the Women's Summit has been providing enriching and inspirational professional development programs for thousands of women and men in Southeastern New England. The theme this year is Strategies for Success, illustrated by the chess pieces on the cover of this brochure. The queen chess piece is at the forefront of the photo and is key to a winning strategy. Unlike the other chess pieces, the queen can move further and in many directions on the chessboard. This versatility is also inherent in successful women in business.*

*The mission of the Women's Summit is to encourage excellence in business and life. Determine your strategies with guidance from accomplished women from across the country and region.*

*Many thanks to our sponsors listed below whose generosity and support of women in business has made the 2005 Women's Summit possible.*

*Fota Machtlely*

Chair  
The Women's Summit

*Ron Machtlely*

President  
Bryant University

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Right Management Consultants; Texas Instruments

### **Media**

*The Providence Journal*

# Keynote Speakers



## MARTHA BARLETTA

Martha Barletta is President of The TrendSight Group, a Chicago-based consultancy. She is also a renowned speaker. She helps Fortune 1000 companies build sales and boost shares by tapping into the buying power of women.

Her book, *Marketing to Women: How to Understand, Reach and Increase Your Share of the World's Largest Market Segment* is in its third printing.



## CAROLYN KEPCHER

Executive Vice President of the Trump Organization, Carolyn Kepcher is known for her role on the NBC hit reality series, "The Apprentice." She has gained a reputation within the Trump organization for creating aggressive sales and operating budgets. She has co-authored "*Carolyn 101: Business Lessons from The Apprentice's Straight Shooter.*"



## MICHELE HOSKINS

Nineteen years ago, a divorced, ex-school teacher had children to support, a family secret, and a dream. Michele Hoskins' determination to leave her daughters a business instead of a recipe was the inspiration behind

Michele Foods, Inc. Her products are now distributed in more than 4,000 food stores nationwide. She recently published "*Sweet Expectations: Michele Hoskins' Recipe for Success.*"

## THE SUMMIT IN BRIEF

7:30 – 8:45 A.M.  
*Registration*  
George E. Bello Center  
Grand Hall

7:45 – 8:30 A.M.  
*Continental Breakfast*  
Elizabeth and Malcolm  
Chace Wellness and  
Athletic Center  
*Bryant Alumni*  
*Continental Breakfast*  
Douglas and Judith Krupp  
Library

8:45 – 9 A.M.  
*Welcoming Remarks*  
Chace Athletic Center

9 – 10 A.M.  
*Opening Keynote Speaker*  
Martha Barletta  
Chace Athletic Center

10 – 10:15 A.M.  
*Break*

10:15 – 11:30 A.M.  
*Workshop Session A*  
(see pages 4-6)

11:45 A.M. – 12:30 P.M.  
*Luncheon*  
Chace Athletic Center

12:30 – 1:15 P.M.  
*Luncheon Keynote*  
*Speaker*  
Carolyn Kepcher

1:30 – 2:45 P.M.  
*Workshop Session B*  
(see pages 5-9)

3 – 4 P.M.  
*Closing Keynote Speaker*  
Michele Hoskins  
Chace Athletic Center

4 – 5 P.M.  
*Networking Reception*  
George E. Bello Center  
Grand Hall