

SATURDAY, MARCH 3

Workshop Descriptions and Speaker Bios (by session)



SWE

Unlocking Global Opportunity:
Connections and Innovation for the Future

Registration and Breakfast (8:30am)

Welcome and Keynote (9:00 – 10:30am)

Session 1 (10:45am – 12:00pm)

Collegiate Interest

Interview Skills

Michael Ross will be discussing the techniques used to not only obtain an interview but some in's and out's to expect from the employers side as well. Interviewing can be a very touchy subject to folks and through this presentation, and he hopes to give the students an inside look at different methods that can lead to a successful day for the applicant. Attendees will discuss phone interviews, on site interviews, networking to obtain interviews, 30 second elevator speeches and many other items to be aware of on that BIG DAY!!

***Michael Ross** currently holds the position of Senior Recruiter, General Dynamics – Bath Iron Works. In this role, Mike is responsible for organization and execution of BIW's entire Campus Relations program to include info sessions, scheduling, Interviewing etc etc. Additionally, Michael is the Summer Internship Program Manager for BIW and oversees the program from interviewing to job offer. Responsibilities also include Marine Systems Power Recruiter for General Dynamics serving as POC at multiple National Diversity events throughout the year. Community relations support to the local area to include working with many programs and schools in the local Maine area.*

Mike joined General Dynamics in 2006 and has successfully been involved with all staffing operations since that time. Prior to joining BIW, Mike has served as a National Recruiting Manager in both agency and corporate roles. Working both in the Staffing Agency and Corporate Roles gives Mike knowledge on both sides of the operation. Companies worked for include Sapphire Technologies, Robert Half, (Agencies) Conexant Systems, MindSpeed Technologies. Having over 15 years in the staffing industry, Mike brings knowledge from corporate to agency and hopes to give good insight to all SWE participants.

Professional Interest:

Retirement 101: What every woman should know about retirement savings

Why is saving for retirement is important at any age? Join Veronica Ledger's discussion on principals of investing and about the different vehicles to help save for retirement--IRAs, 401(k)s, 403(b)s, etc. With those building blocks, she'll also start to talk about asset allocation, diversification, and how to actually invest your money.

***Veronica Leger** has been at Fidelity Investments for the last ten years. For the first five years, she worked in the 403(b) part of Fidelity in Participant Strategy helping university and hospital employees save for retirement. She is currently with the part of Fidelity what works with Registered Investment Advisors and Broker/Dealers. She is a product consultant who talks to advisors about all things retirement and personal trust. Before joining Fidelity, she was at Scudder Investments for four years. She also worked at a start-up called HookMedia, Xenergy, and Motorola. She graduated from the MIT Sloan School of Management in 1990.*

Global:

Global Impact of Technology

Nina Dudnik will talk about Seeding Labs, which partners with universities and other research institutions to send old but usable scientific equipment to scientists in developing countries who are not able to afford such tools.

***Nina Dudnik** has always tried to combine science and global development. She is the founder and CEO of Seeding Labs. She was a finalist in the 2006 MIT \$100K Entrepreneurship Competition and was awarded an Echoing Green fellowship in 2007 to formally launch and expand Seeding Labs. Nina is a 2010 TEDGlobal Fellow and received the Massachusetts Nonprofit Network Young Professional award for 2010.*

Nina worked for the Consultative Group for International Agricultural Research in Italy where she provided advice on the integration of molecular genetics techniques into conservation and plant breeding activities. She was a Fulbright scholar in 2000 at the Africa Rice Center in Cote d'Ivoire studying rice introgression using molecular markers. Nina obtained her PhD in molecular biology from Harvard Graduate School of Arts and Sciences and a BSc in biochemistry from Brown University.

Global:

Cultural patterns and variability: How to communicate effectively in the Global Workplace

This workshop is designed to provide insight into the features that comprise a culture—that is the elements, behaviors and assumptions that are exhibited by members of a particular group—and how these features influence communication practices. Key topics for the workshop include:

- *definitions of culture*
- *major cultural themes*
- *differences in working relationships and preparing for different audiences*
- *case studies of professional interactions across cultures*

***Jane Dunphy** directs MIT's English Language Studies Program and teaches a variety of subjects in professional and cross-cultural communication (e.g., Communication for Managers, Scientific and Technical Writing, Advanced Speaking and Critical Listening, and Communicating across Cultures). Beyond MIT, she has designed programs on different aspects of professional communication for a variety*

of hi-tech companies and academic institutions, including Daimler-Chrysler, GEN3, the International Institute in Spain, Woods Hole Oceanographic Institute (WHOI), Harvard's Kennedy School of Government, Yale University and the Heller School at Brandeis University. Her research interests focus on best practices in professional communication protocols across cultures. Jane Dunphy is co-author of Strategies for Teaching Assistant and International Teaching Assistant Development: Beyond Micro Teaching (Jossey-Bass) published in 2007.

Technical:

Acing the Technical Interview

Many students have honed their traditional interviewing and behavioral interviewing skills; they're skilled at answering questions like "What is your greatest strengths and worst weaknesses?", but are they skilled at answering questions like "How do you sort a million integers in an array?". This session, presented by Google engineers, will discuss tips for technical interviews, how to prepare for them, and how to ace them. The workshop will be geared towards technical interviews in the computer science and engineering industry.

Google Engineers- *Google is known for their unique and difficult interviewing process and Google's engineers are the best and brightest in the industry. Google has hosted several similar workshops and programs, such as Google.GetAJob() and the Google Ambassador Program. Their engineers are sure to have the best tips for success in a technical interview because they will all have had the personal experience.*

Personal Development:

Investing in Growth Stocks: Making Money by Defying Wall Street “Wisdom”

Much of the so-called stock investing wisdom dispensed by Wall Street and the media is just plain wrong. William J. O'Neil, a very successful growth stock investor and publisher of Investor's Business Daily, has developed a fact-founded methodology for investing in individual equities in the stock market. His proven approach runs contrary to much of the advice on Wall Street and is possible, in part, because an individual investor has a very specific advantage over large institutional investors.

O'Neil's approach is an engineer's dream because it is based on a very thorough study of both the fundamental and technical characteristics of successful, high performing stocks. It is also a methodology that, once you learn it, does not require a lot of time to implement successfully.

Through an interactive presentation and case examples where all questions are fair game, Mike Kinkead will clearly show you how to use the O'Neil rules and data to become a successful growth stock investor. Whether you are new to the market or already have an equity portfolio, this will be an eye-opening session. Don't ever rely on tips from Wall Street: you are the best person to take care of your money. Although Mike is not affiliated with any of William O'Neil's companies, he likes their methodology, their two Web sites (www.investors.com and www.MarketSmith.com) and their data very much.

Mike Kinkead *is a serial entrepreneur and has started and built three software and information companies. In each case, the technology and business model were disruptive to the established industry players. Two of the companies succeeded and one failed. In 1986, Mike helped start the Massachusetts Software Council (now the Mass Technology Leadership Council) and continues to serve on its Executive Committee and Board. Mike is currently an advisor to start-ups and early stage companies and a partner*

at Urban Wallace Associates, a boutique marketing consulting firm specializing in creating new products and services that address unmet needs in the market.

In his avocation time, Mike is a public equity investor. After the devastating Nasdaq crash in 2000, Mike started on a journey to master public equity investing. Rather than reinvent the wheel, he decided to find one of the best contemporary and accessible growth stock investors and adopt his or her methodology. That investor is William J. O'Neil, and fortunately, he actively shares his approach and data in several books, a newspaper (Investor's Business Daily), a series of seminars and two Web sites. Mike has become a successful investor using the O'Neil methodology and speaks on this topic to groups of first time and experienced investors.

In his leisure time, Mike is an avid high wind boardsailor (Oregon's Columbia River Gorge, Maui and Martha's Vineyard being his three favorite windsurfing getaways), a serious reader and an active vacationer with his family.

Mike received an undergraduate degree in Jay Forrester's experimental computer science program at MIT and an MBA from the Harvard Business School.

Global Development:

Get Involved with Global Outreach Programs (Prof. Johannah Segarich)

Johannah Segarich will share photos and experiences of Cambodia and describe the process and challenges of developing an international fund-raising campaign. She will then invite participants to explore how they can contribute to global needs through following their own interests and passions.

***Johannah Segarich**, Project Coordinator for Strings for Cambodia, is Professor of Music and Coordinator of the Music Department Outreach Program at Middlesex Community College. She has been a speaker and panelist for numerous events in the Boston area, and was invited to speak at conferences in Sydney, Melbourne and Brisbane, Australia (2009) and Asian Studies Development Program National Conference in Boston (2010). Also a mezzo-soprano, Ms. Segarich has performed widely throughout New England as a soloist in recital, opera and oratorio.*

Strings for Cambodia is a campaign to raise funding to send Western classical string instruments to the Royal University of Fine Arts in Phnom Penh, Cambodia. The project grew out of a U.S. Department of Education Fulbright-Hays grant for study abroad in July, 2010 to promote research and communication between American and Cambodian educators.

While in Cambodia, she met with RUFA faculty, administrators and students. "I learned of their desperate need for quality string instruments. The only instruments available to them now are old and of inferior quality. The carbon-fiber instruments will form the core of the professional-level orchestra and help inspire students to strive for excellence. As the people of Cambodia emerge from the tragedy of the Khmer Rouge Genocide, they are struggling to rebuild their society on every level. RUFA's Music Department has two primary goals: To preserve and pass on traditional Cambodian music, and give Cambodia standing and recognition in the world through performances of Western classical music."

Outreach:

STEM Policy (TBA)

Career Fair (12pm – 3pm)
Lunch (12pm – 2pm)
SWE Boutique (1pm – 3pm)

Interession (1-2pm)

The Lifestyle Diet: Make Healthy Eating Work For You!

Everyone knows the basics; fruits and veggies are healthy, you should get more fiber, drink more water, consume healthy fats, snack healthy between meals. It's making it happen in the chaos of day to day life that's the challenge. Join Nikki for a workshop on the basics of following a nutritious diet, and how to make it fit your lifestyle.

Nikki is a Registered Dietitian and Personal Trainer. In high school, Nikki was a varsity softball pitcher and field hockey player. Looking for healthy snacks to get through a strength and condition practice, or 7 straight innings of softball, Nikki found that nutrition and fitness was something she loved, and wanted to make a career out of. She went on to receive her Bachelor of Science in Nutrition and Dietetics from the University of Rhode Island, where she also studied exercise science.

Nikki started A Healthy Balance on the basis that health comes not only from a balanced diet, but a balanced life; incorporating proper nutrition and fitness. She enjoys helping people to lose weight, improve their health, and increase their fitness levels.

Session 2 (2-3pm)

Technical

Draper Labs Workshop

Collegiate Interest:

Why project management is vital to organizational success and how to master it

The workshop will provide some brief case histories relating effective project leadership and management to optimal time-to-market outcomes. The workshop will include a hands-on team-planning project for all participants.

David Frenkel is an experienced technology CEO, strategic planner and sales and marketing executive with Fortune 500 companies (Bausch & Lomb, Lear Siegler, Computervision, Intergraph/Optronics and Lumonics), his own startups and turnarounds. In each of these ventures he found the need to launch project management initiatives in order to gain some control over time-to-market for key initiatives.

Professional:

Advocating for Yourself at Work

Did you know that women are far less likely to ask for a raise than their male counterparts? Have you often wished you felt comfortable and equipped to ask your manager for something you need (different hours, change in job duties, more responsibility, etc.)?

This workshop is designed to bring women together in a comfortable, open environment to learn how to ask the questions we need to but in such a way we are more likely to have the outcome we hope for. This is an interactive workshop so please come with:

- Your questions

- Your lessons learned
- Your ideas

After providing a little background, Bryn will lead the group in discussing the dynamics of asking for what you need and then provide some exercises for the group to try with discussion of the results.

Bryn Dews is the Team Lead for the User-Centered-Design group inside of MITRE's IT division. She has been working for 10+ years in IT, and managing teams for almost 30 years. She earned a Bachelor's of Business Administration in Management in three years from UMass Amherst. She earned an MS in Computer Information Systems from Boston University in night school while raising two small children. Bryn has given this workshop to full rooms at three other conferences and practices mentoring one-on-one with her colleagues, college students, and most recently started a Mentoring program with SWE Boston for area High School girls. She is passionate about diversity education (former committee chair and 10 year+ diversity discussion group leader), opportunities for girls (President of the Girls Softball League in Chelmsford, MA), and teaching the next generation team-building and creative problem solving (10+ years as Destination Imagination appraiser, team manager, school coordinator).

Technical:

MIT Nuclear Reactor Tour

Enjoy a tour of the MIT Nuclear Reactor and learn about the fission process. The MITR-II is a tank-type reactor, having in fact two tanks: an inner one for the light water coolant moderator and an outer one for the heavy water reflector. The fuel elements of uranium are positioned in a hexagonal core structure, 38 cm (15 inches) across, at the bottom of the core tank. Power is controlled by six shim blades and an automatic regulating rod. The pressure in the system is practically atmospheric, and the maximum temperature approximately 50 C (120 F). An exterior shield of dense concrete makes it possible for research workers and students to conduct experiments and training without radiation hazards.

The MIT nuclear reactor contains a number of experimental facilities. There are more than 40 ports (horizontal and vertical) which penetrate the concrete shield and graphite reflector. Below the reactor is a shielded medical room for the use of a neutron beam in Boron Neutron Capture Therapy. A number of experimental facilities are installed in the graphite reflector, including pneumatic facilities for neutron activation analysis, and through ports for Neutron Transmutation Doping of Silicon.

SWE:

Leadership Coaching: Professional Interest Module

Darlene Yerdon is the SWE Region F Leadership Coach. She provides leadership training and coaching for New England SWE members. She graduated from Cornell University with a B.S. in Engineering and an M.B.A. She is currently a Financial Program Manager at IBM. Darlene is Past President of the SWE Mid-Hudson section.

Break (3:00pm – 3:15pm)

Session 3 (3:15 – 4:15pm)

Collegiate Interest:

What you can do with an engineering degree that's not engineering? (Panel)

Charles Bolthrunis has over 40 years' international experience in engineering/construction, manufacturing and technology in the chemical, petrochemical, and petroleum refining industries. He has

process engineering expertise in a wide range of technologies. He is currently a consultant at Cambridge Chemical Technologies.

Professional Interest:

Own Your Career

If your career is important to you, then you should take control of the wheel and drive. Learn strategic steps to get started and apply those thru the rest of your career.

Jonna Gerken is the manager of a engineering group at Pratt & Whitney focused on continuous improvement activities supporting the Hot Section Engineering organization. She has worked at Pratt for 11 years and held positions in manufacturing, engineering, and human resources while there. Previously, she worked at Colt's Manufacturing Company rotating thru several departments in the military rifles business unit. She currently works part time while raising her 2 sons with her husband Mike. She is a life member of SWE, a senior member of IIE, and a certified associate value specialist thru SAVE International.

Christine McGowan is an mechanical engineer at Pratt & Whitney works organizational integration between Operations and Engineering to produce aircraft engines. She has worked at for United Technologies Corporation for 14 years and holding positions in engineering. During her years at Pratt & Whitney there was a break where Christine worked as a designer/ IPT leader for Hamilton Sundstrand as well as a Program Manager for Goodrich Pump and Engine Controls. She is a member of SWE and a PWWC Council Chair.

Professional Interest:

Work/Life Balance

Dr. Bhatia trained at Brown, MIT, Harvard, and MGH. She was a member of the Bioengineering Department at University of California at San Diego for 6 years. She has been awarded the David and Lucile Packard Fellowship given to "the nation's most promising young professors in science and engineering," the MIT TR100 Young Innovators Award, the Global Indus Technovator Award, and been named one of Massachusetts' 'Women to Watch'. She is a Fellow of the American Institute for Medical and Biological Engineering and of the American Society for Clinical Investigation. She co-authored the first undergraduate textbook on tissue engineering and is a frequent advisor to governmental organizations on nanobiotechnology, biomedical microsystems, and tissue engineering. She is the co-founder of two startup companies. She holds 15 issued or pending patents and has worked in industry at Pfizer, Genetics Institute, ICI Pharmaceuticals, and Organogenesis.

Technical:

Draper Lab Tour

Personal Development:

Are You a Supersonic Person in a Subsonic Life?

If you've ever been to Walt Disney's Epcot Center, you probably rode the headlining ride "Soarin'". It's a magnificent experience that simulates a flight over the beautiful landscapes of the state of California. You actually FEEL like you are soaring over the mountains, through the cities, across the ocean. The feeling is ELECTRIFYING! Imagine having the feeling of soaring through your own life! Breathtaking vistas of opportunities, expansive landscapes of accomplishments, thrilling adventures through relationships! Feel the passion! Know your purpose! In this workshop, you will be inspired to look at the four "Power

Principles" of Spirit, Opportunity, Affirmation and Relationship; Once you evaluate them in your own life, you too will SOAR to high altitude living!

Maureen Zappala will walk session attendees through a self-evaluation of each of the principles of SOAR. She will describe the disciplines she used to become an engineer, then an aerobics instructor, then a speaker, even a mom. Then she will draw the parallel between the principles and the disciplines to create a process that participants can use for themselves: a set of steps they can use to bring their life to "high altitude". It's introspective and practical.

***Maureen Zappala** has a background in mechanical engineering; She was with NASA for almost 14 years as a research engineer and engineering manager in the Propulsion Systems Laboratory, a jet engine test facility. She is now a speaker and presentation coach, helping women to improve their skills and live life with passion and purpose. www.maureenz.com*

SWE:

Collegiate Leadership Coaching: Hit the Ground Running (Amanda Weissman)

Not sure what to expect from your first job out of college? In this module, you'll learn how to transition from a fantastic student into a savvy employee, become familiar with appropriate work place behavior, etiquette and attire, and understand how to be successful in the working world.

***Amanda Weissman** is a systems engineer on the Aegis Modernization Ballistic Missile Defense program at Lockheed Martin in Moorestown, NJ. She has been with the company for two years and is a member of the Engineering Leadership Development Program. Amanda has been on the Collegiate Leadership Coaching Committee since 2007 and is currently the East Coast Deputy Chair. She is currently a member of the Philadelphia SWE Section and is the Science Fair Coordinator. Amanda is a 2009 graduate of Rochester Institute of Technology with a Bachelor's of Science in Electrical Engineering and a Master's of Science in Materials Science & Engineering. Amanda was recognized as SWE's New Faces of Engineering Top Nominee for 2012.*

Outreach: **Special Program: 3:00-5:00pm**

Organize an Outreach Program to Teach Design to 5th Graders, Panel

Attend this workshop and learn how to engage kids, inspire invention, and demonstrate that engineering is a rewarding career! The Time to Invent Club is a STEM initiative that places professionals and collegiates in after-school programs once a week. Learn how you can reach 5th graders in your community by adopting this FREE curriculum. Artemis Agelariidou Twohig will share how her mentor experience served as a rewarding recharge throughout the program. Sue Buckey & Liza Goldstein will share tips on getting started to ensure the programs' every success. Audience will have the opportunity to "experience" Time to Invent Club with various hands-on activities during the session.

***Artemis Agelariidou Twohig**, SWE, FM Global. Artemis Agelariidou Twohig holds a Diploma in Mechanical Engineering from Aristotle University in Greece, an MS from Cranfield University in the UK and a PhD from Tufts University. She has been with FM Global Research since 2002 and contributed on scientific studies of a wide range of natural, industrial and equipment hazards.*

***Susan Buckey**, WGBH. Susan Buckey is the Senior Outreach Project Director at WGBH Educational Foundation. She conducts workshops, creates educational resources, and coordinates events for PBS kids' shows like FETCH, Design Squad, and ZOOM.*

***Liza Goldstein**, WGBH. As the Outreach Coordinator for the Time to Invent Club at WGBH (Boston's PBS station), Liza helped develop this invention-based mentoring program and now supports participants who implement it nationwide. In addition to her work on Time to Invent, Liza promotes a number of other STEM-related projects at WGBH. Prior to being at WGBH, Liza received her Masters in Education, and worked as a fifth grade teacher and curriculum developer for the National Collaboration for Youth in Washington DC.*

Session 4 (4:30 – 5:30pm)

SWE

Financial Workshop for Treasurers

***Ebony Joseph** is the SWE Region F treasurer.*

Collegiate Interest:

It's Your Career: Benefits of SWE Discussion

There are many benefits of being a SWE member after graduating from college. In this open discussion with a panel, speakers will talk about why you should keep your SWE membership past your collegiate years, and answer any questions you may have about the transition or the reason you should remain involved!

Professional Interest:

It's Your Career: Proactively Managing Your Success (Thomas Sanglier)

Succeeding in today's business environment is not a matter of luck or the kindness of supervisors - it is about setting goals and proactively working to achieve them. Everyone desires to achieve their full potential at work, but you must take appropriate actions to maximize your opportunities. The question is - what are those actions? In this session, you will gain insight into:

Goal setting: How to identify and set achievable goals to help succeed in your career.

Effective networking to position yourself for opportunity.

Maximizing performance feedback to develop critical skills now and for the future.

Developing leadership skills on and off the job.

***Thomas Sanglier** is a Director of Internal Audit for Raytheon Company. Raytheon (NYSE: RTN), with 2009 sales of \$25 billion, is a technology leader specializing in defense, homeland security and other government markets throughout the world. Headquartered in Waltham, Mass., Raytheon employs 75,000 people worldwide.*

Thomas has over 20 years of combined experience in serving multinational public and private companies in the areas of financial and operational auditing, risk assessment, anti-fraud/corruption, internal control, and project management. He joined Raytheon in December 2010 from Ernst & Young LLP (E&Y), where he was a Partner in their Advisory Services practice.

Tom is a CPA. He holds a bachelors degree in Business Administration, with an Accounting emphasis, from the University of Michigan. Tom is a member of the American Institute of CPAs. He is EVM Level I qualified.

Global:

From Boston to Beijing and Back – a Panel on Working Globally

Ever wonder what it's like to work with people in other countries? Are you already in that situation and you're looking for some tips? Or are you considering adding that aspect to your career? Attend this panel session to hear from SWE-Boston professional members who have experience working in other countries or with coworkers, partners, suppliers, or customers outside the USA.

Panelists:

Kerry Mahoney (moderator), Engineering Program Manager at EMC Corporation

Countries: Taiwan, China, Japan, Ireland

Cherie Cain, Sr. Mechanical Engineer

Countries: China, Italy

Sharon Dingle, Global Channels Support Specialist - GE Industrial Solutions at GE Energy

Countries: China, India, Latin America, European Union

Rachelle Reisberg, Assistant Dean, Enrollment Management & Retention at Northeastern University

Countries: Germany

Larisa Schelkin, Vice President at Triangle Coalition for Science and Technology Education

Countries: Russia, United Kingdom

Susan Schueller, Award-winning Software Engineer

Countries: France, India

Technical:

The Bluespec Story: Reinventing Hardware Design

Bluespec Inc., an MIT spin-off, is an Electronic Design Automation (EDA) company which is making tools to make chip design easier. In this talk I will briefly describe the radical new technology underlying the Bluespec tools, and give the historical development of Bluespec Inc. from research ideas at MIT to a venture-capital backed company employing more than 25 engineers in less than two years. I will show how the company and my teaching and research are inextricably linked together in a very positive way in this endeavor. I will also describe my personal development from a person who would rather read the art pages in New York Times than business news in Wall Street Journal to a person who now has some understanding of "piggy back registration rights", "senior debt" and why engineering's main role in a company is to support sales. We will discuss why it is rare for an MIT professor to resign or give up teaching even after great financial success.

Professor Arvind is the Johnson Professor of Computer Science and Engineering at MIT. In the late eighties Arvind's group, in collaboration with Motorola, built the Monsoon dataflow machines and its associated software. In 2000, Arvind started Sandburst which was sold to Broadcom in 2006. In 2003, Arvind co-founded Bluespec Inc., an EDA company to produce a set of tools for high-level synthesis. In 2001, Dr. R. S. Nikhil and Arvind published the book "Implicit parallel programming in pH". Arvind's current research focus is on enabling rapid development of embedded systems. Arvind is a Fellow of IEEE and ACM, and a member of the National Academy of Engineering.

Personal Development:

Fight of Your Life: How to Stay Motivated Crossing the Sahara (Kathleen Aston)

Without the ability to consistently self-motivate, our dreams go nowhere but back to the deep dark sleep from whence they came. We live in a world where most of the time we must be our own cheering squad, our own encourager in the face of fear, obstacles, uncertainty and circumstance

Join esteem women's empowerment coach and confidence creator, Kathleen Aston in this in-depth session on the secrets to achieving unwavering self-motivation in all of your personal and business endeavors.

- *Learn how to overcome unconscious obstacles*
- *Discover how to identify where self-sabotage is at play, keeping you small*
- *Explore how to develop a BIG WHY so that nothing can ever slow you down*
- *Gain insights on how you can maneuver the ever-changing landscape of global business and personal aspirations to attain the life you crave.*

Unlock the door to your business-life success by learning masterful secrets to uninterrupted self-motivation! Join us.

*For over two decades, **Kathleen Aston** has been recognized as a leader in business, a million-dollar serial entrepreneur and women's leadership expert. With an experimental mindset and deep desire to create her own life of true fulfillment, she has dedicated her life to learning and leveraging the habits and behaviors implemented by the world's most successful influencers.*

Kathleen was readily acknowledged as a marketing and creative communications prodigy and she achieved a distinguished and meteoric career in the marketing and advertising industry. She then turned her attentions to building two successful revenue-generating businesses—taking her first business from - \$365,000 to +1.8 million in 18-months!

Over the course of her thirty-year journey, Kathleen has utilized hundreds of strategies garnered from the world's leading experts in self-improvement and success. And many of those approaches produced significant positive results for her...but only to a point.

She discovered something missing; a results-driven program that married the strategies for building ultimate emotional self-worth and confidence with the strategies for building ultimate business success and prosperity. Nowhere could she find a powerfully combined program, let alone one that was specifically designed to meet the unique needs, challenges and concerns facing women career professionals and women in business.

*Hence, Kathleen set out to create a proprietary, signature training system, **The POWER OF 4–TRUE System for Business-Life Prosperity™**, to do just that. Now her sole purpose is to help women learn how to achieve life-success without boundaries—one that combines business building tools with personal success tools on how to overcome fear and self-sabotage as well as build confidence, courage and core values.*

Kathleen is a 'force' on stage as an incomparable speaker, facilitator and trainer. She carries her profound message of courage, confidence, success and self-esteem to women seeking game-changing "inside-out" transformations. She is retained as a trusted advisor, confidence creator and empowerment coach by women seeking extra-edge critical tools and techniques that will render them unstoppable!

Kathleen graduate magna cum laude from Emerson College and holds an honors level Bachelor of Science degree and participates in a vast array of organizations including The Commonwealth Institute, the Center for Women in Enterprise, Emerson College's Alumni Association and more.

<http://www.kathleenastonintl.com/>

