



Women Coaches Leadership Forum

December 15 | 9:30am - 3:30pm | The University of Hartford

Winning Strategies to Cultivate Connections

- 9:00-9:30am **Registration** (*continental breakfast available*)
- 9:30-9:40am **Welcome**
Ann Walker, Director of Events & Communication, Alliance of Women Coaches
Shonna Brown, Executive Associate Commissioner, America East Conference
- 9:40-10:25am **Keynote, presented by [GENERATION W](#)**
Donna Orender, Brand Strategist and CEO, Orender Unlimited and Generation W
- 10:25-10:45am **Who's Who Networking**
- 10:45-11:40am **Creating an Inclusive Environment, presented by [LGBT SportSafe](#)**
Nevin Caple, Co-Founder, Br{ache the Silence and LGBT SportSafe
- 11:40-12:30pm **Building Positive Coach-Administrator Relationships Panel**
Holly Strauss-O'Brien, Sr. Associate Athletic Director, Hartford
Kim McNeill, Head Women's Basketball Coach, Hartford
Nancy Feldman, Head Women's Soccer Coach, Boston U.
Moderator: Shonna Brown, Executive Associate Commissioner, America East Conference
- 12:30-1:25pm **Lunch & Networking, presented by [The PICTOR Group](#)**
- 1:25-1:55pm **Developing Your Personal Brand**
Brian Stanchak, Founder & President, The BDS Agency
- 2:00-3:15pm **Breakout Sessions** (*35 minutes per session, 2 rotations, 5 min to rotate*)
- *Ethical Leadership – Traci Green, Head Women's Tennis Coach, Harvard*
 - *Cultivating donor relationships – Diane Metcalf, Dir of Athletics Development, New Hampshire*
 - *Media 101 – Katie Sullivan, Asst Dir for Athletic Communications, Sacred Heart*
 - *Candid Conversations About Inclusivity – Nevin Caple & Pat Griffin, Professor Emerita, UMASS*
- 3:15-3:30pm **Staying in the Game – Stronger Together, We Are the Alliance**
Ann Walker, Director of Events & Communication, Alliance of Women Coaches

