



Leveraging Your Brand

TVA WIN Conference
August 21, 2015
The Chattanooga Hotel

- 7:30 - 8:30 Registration and Breakfast – Ballroom Foyer
- 8:30 - 8:35 Welcome - **Victoria Dennis**, TVA WIN Chair
- 8:35 - 8:45 Opening Remarks - **Mike Balduzzi**, TVA Senior Vice President, Operations
- 8:45 - 9:45 Keynote Speaker - **Maria Korsnick**, NEI Chief Operating Officer
- 9:45 - 10:30 Career Initiative Assessment - **Macaria Lopez**, TVA Leadership Development
“Take Charge of Your Career”
- 10:30 - 10:45 Break
- 10:45 - 12:45 Workshop - **Kimberly Pace**, CEO, Executive AURA, LLC
“Developing Your Own Brand”
- 12:45 - 2:00 “Elevator Speech” Luncheon - **The Broad Street Grille**
- 2:15 - 2:45 Workshop Wrap-up - **Kimberly Pace**, CEO, Executive AURA, LLC
- 2:45 - 3:30 Effective Public Outreach Panel

Meredith Werley, Duke Energy WIN Chapter
Susan Neil, NextEra Energy - Turkey Point WIN Chapter
Sheila Boyington, Thinking Media co-founder and President