

Be true to your
**PERSONAL
BRAND**

Spring 2017

Women's Networking Association



All sessions are from
8:30am-10:00am,
Chittenden Hall, Room 110

*Unless otherwise noted

01.25.17 Building Bridges for Building Your Brand

How does your personal brand fit into your department's culture? Sometimes personal branding is impacted by external factors such as workplace climate, expectations and social norms. For instance, what if you are the only woman employee in your department? Find out how to make it all fit together and stay authentic to your brand, even in the face of adversity or a difficult workplace environment. Presenter: **D. Venice Smith**, MSU Retiree, Office for Inclusion & Intercultural Initiatives.

02.22.17 Panel & Evening of Networking

Location: Intercollegiate Golf Facility, S. Harrison Road. **Networking Begins @ 4:30PM, Panel Begins @ 5:15PM**

This evening will provide an opportunity to network with Michigan State and Lansing community leaders. Hear from inspirational female professionals: **Stacy Slobodnick Stoll**, Head Coach, MSU Women's Golf program; **Colleen Westerman**, MSU Residential and Hospitality Services; and **Mary Smania**, Assistant Professor and Certified Nurse Practitioner, College of Nursing.

03.15.17 Identifying Your Career Brand

Learn strategies to help you uncover your career brand. You will be empowered to effectively leverage your brand in the workplace without compromising who you are. Presenter: **Yolanda Moore**, former WNBA professional basketball player and college level women's basketball head coach.

04.19.17 Empowering Others through Your Personal Brand

Create impact in the lives of others by aligning your actions to a set of core values that help define your personal brand. Presenter: **Susi Elkins**, Director of Broadcasting and General Manager, WKAR.

The mission of the Women's Networking Association (WNA) is to connect professional women across campus through meaningful and empowering relationships. Providing an opportunity for women to network and support one another is an essential step for building women's leadership at Michigan State University and in the Greater Lansing community. **Events are free and open to all.**



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