Women in Hospitality CONFERENCE

Produced by WISCONSIN RESTAURANT ASSOCIATION

1 = Growth & Impact Track (General)
2 = Leadership Reset & Refocus Track (Advanced)

8:00 am	Check-in		
8:00 - 8:45 am	**The Marketplace:** Connect + Refresh		Grand Terrace
8:45 - 8:55 am	**Welcome Remarks + Awards Celebration** RISING STAR STUDENT ACHIEVEMENT Kristine Hillmer, President & CEO, Wisconsin Restaurant Association and Education Foundation		Madison Ballroom
8:55 - 9:45 am	**The Leadership Journey: Creating Connection that Lasts** Annie Frisoli, M.S., CFEE, Founder & CEO, Creating Community LLC		Madison Ballroom
9:45 - 10:15 am	**The Marketplace:** Connect + Refresh		Grand Terrace
10:15 - 11:00 am	**Don't Wait to Be Chosen: How to Create Opportunities, Build Influence & Accelerate Your Career** Lauren Davis, Personal Brand Strategist and Founder of Lauren Davis Creative	1	Hall of Ideas
	Building Leaders from Within **How Benson's Restaurant Group Develops, Retains & Elevates Future Leaders** ▪ Gesa Hegeman, HR Director ▪ Lisa Shell, Director of Training ▪ Natalie Butler, Emerging Leaders graduate and Manager at Onesto ▪ Borealis Harrison, Emerging Leaders graduate and Sous Chef at Blue Bat Kitchen & Tequileria	2	Lecture Hall
11:00 - 11:15 am	**The Marketplace:** Connect + Refresh		Grand Terrace
11:15 am - 12:00 pm	**Speak Up, Show Up: Communicating with Confidence in Hospitality** Jazmynn Appleton, Entrepreneur, Public Speaker & Life Coach	1	Lecture Hall
	Accountability Conversations Leaders Avoid: **How Strong Leaders Address Performance, Conflict & Tough Decisions** Matt Meuleners, Executive Partner & Lead Instructor, Focus Training	2	Hall of Ideas
12:00 - 12:15 pm	**Break**		
12:15 - 1:30 pm	**Awards Celebration + Luncheon** TOP 20 Women in Hospitality TO WATCH		Madison Ballroom
1:30 - 1:45 pm	**The Marketplace:** Connect + Refresh		Grand Terrace
1:45 - 2:30 pm	**Leading Without Losing Yourself** Jodi Goldbeck, Entrepreneurship & Leadership Educator, Madison College Dr. Lynea LaVoy, Hospitality Leadership Professor, Madison College	1	Lecture Hall
	Work Smarter, Lead Better: Practical AI Strategies for Hospitality Leaders Jennifer Ryan, CEO & Co-founder, Croux Josh Schoggins, General Manager, Hyatt Regency Green Bay	2	Hall of Ideas
2:30 - 3:00 pm	**The Marketplace:** Enjoy a Wisconsin Favorite + Meet Our Surprise Visitors		Grand Terrace
3:00 - 3:45 pm	**The Career Conversations We Wish We Had Earlier:** **Real Lessons, Hard Truths & Career Advice from Hospitality Leaders** Moderator: Carissa Remitz, Director of Marketing & PR, Midwest Foods ▪ Ava Vitale, Co-Founder & Beverage Director, Crave Kitchen & Cocktails ▪ Martha Handrich, Vice President, Human Resources - MSHR, Marcus Hotels & Resorts ▪ Danielle Goss, Co-Founder & CEO, KUL MOCKS	1	Lecture Hall
	Rethinking Growth: Building Career Paths That Work for Small Businesses Marla Poytinger & Erin Hochevar, Bars & Recreation Leadership	2	Hall of Ideas
3:45 - 4:00 pm	**The Marketplace:** Connect + Refresh		Grand Terrace
4:00 - 4:45 pm	Closing General Session: **After the Rush: The Life Behind the Work** ▪ Annie Frisoli, Founder and CEO, Creating Community LLC ▪ Krissy Kaminski Sigmund, Vice President, Chula Vista Resort ▪ Matt Meuleners, Executive Partner & Lead Instructor, Focus Training ▪ Chef Sarah Stegner, Owner, Prairie Grass Café		Madison Ballroom

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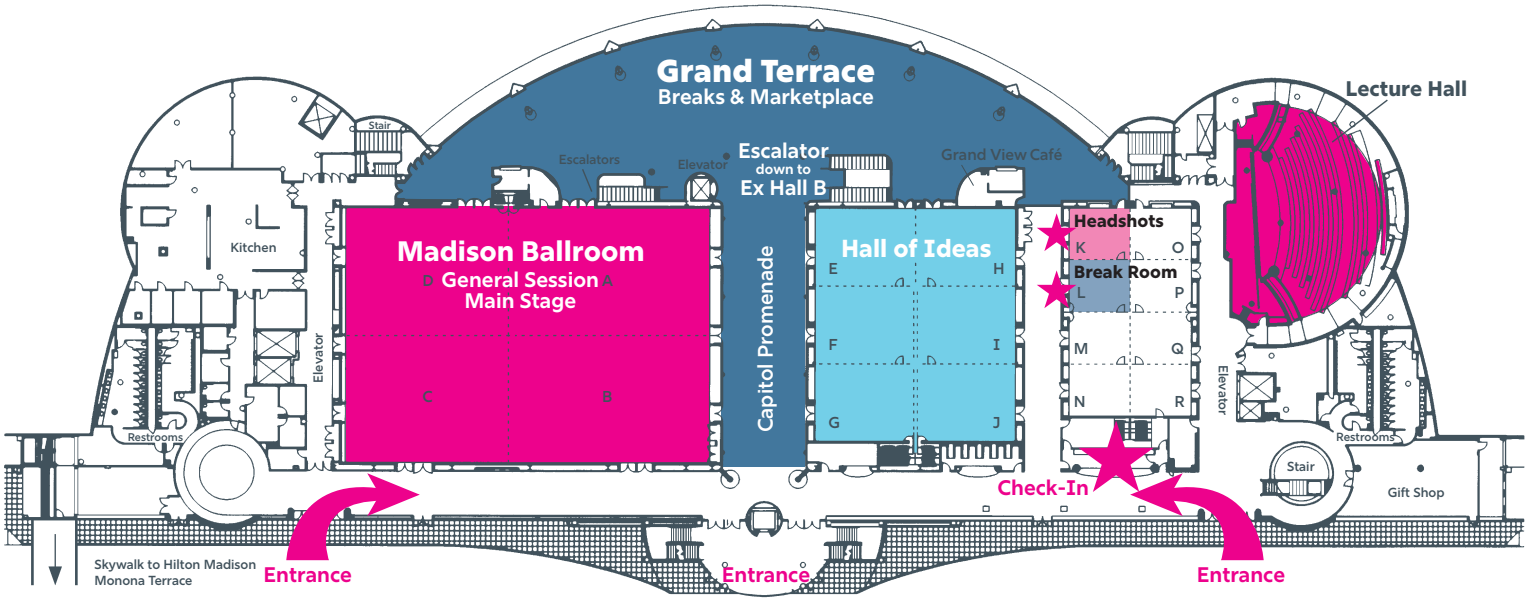
Find Your Way Thoughout the Day

Level 4 - Grand Terrace



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