



Watch this video as Geanine Wester of EmpowHER of the Palm Beaches, personally invites you to attend their 2019 Women's Conference; "XX Factor." The conference is Saturday May 4, 2019. Share this email with your friends, and make sure you get registered before the deadline of April 19, 2019. Register at www.empowherofthepalmbeaches.org

EmpowHER's

XX Factor: eXcelling and eXpanding our impact and influence



MEET OUR 2019 BRANDING TEAM

STORY TELLING: A WAY OF ENGAGEMENT

In today's communication landscape, the importance of storytelling cannot be understated. Many industries are now using stories as a way to engage consumers and move them to action. It can also be a way to enhance one's personal brand. Learn from award-winning Palm Beach Post columnist and author about the art of storytelling and how it can help us engage with others on a personal as well as a professional level.



*Story Telling
A Way of Engagement
(Branding Session)*

Leslie Gray Streeter
Journalist
Palm Beach Post

Leslie Gray Streeter is an award-winning pop culture, entertainment, lifestyle and features journalist who is currently a columnist for the Palm Beach Post in West Palm Beach, Florida, a regular commentator on television and radio, a blogger and a regional media personality. Over the past two decades, she has become an expert in topics as varied as reality television, movie and television history, celebrity news analysis, cultural trends and more.

DISCOVERING YOUR AUTHENTIC VOICE IN A NOISY WORLD

Today more women than ever are finding their voice and using it to effect positive change in their communities. But in an age of information overload, how does someone discover her unique voice and use it in the most effective way possible? Whether the goal is to persuade, educate or make an impact, communication will help us discover how to cut through the clutter and raise our collective voices with clarity and authenticity.



*Discover your Authentic Voice
in a Noisy World
(Branding Session)*

Bernadette Morris
Chief Executive Officer
Sonshine Communications

Bernadette A. Morris is President/CEO of Sonshine Communications, based in Miami. She holds a master's degree in Public Administration from Florida International University, as well as a bachelor's degree in English and Communications from Stetson University and the University of North Florida. Prior to forming Sonshine, she was the Associate Dean/Division Director of the Office of Public Affairs at Miami-Dade Community College. She also enjoyed a successful career in broadcast journalism where she worked as a publicist for PBS/NPR and a producer of children's programming. She has over 20 years of

professional experience in providing and delivering effective marketing, media, public and community outreach services.

THE VISIBLE WOMAN: BUILDING POWERFUL DIGITAL PLATFORMS

Facebook. Twitter. Instagram. Pinterest. Periscope. Every day there is a new digital platform and you may feel pressured to join to attract new customers. This session will show you the most important platforms for your business and personal brand. You'll learn what content to create, when to post, and how to best engage your audience.



Kayla Viaud
Digital Marketing Consultant

Kayla Viaud is a digital marketing consultant who partners with local business to brand themselves with television and online advertising. She has assisted in pitching and securing regional and statewide advertising campaigns. She holds a bachelor's degree in journalism from Palm Beach Atlantic University and a Masters of Communication and Digital Media from Lynn University. She is ecstatic to extend her passion and enthusiasm for digital marketing with the audience at EmpowHER of the Palm Beaches.



MEET OUR 2019 MEDICAL TEAM

THE CONVERSATION Healing Invisible Wounds

Expert panelists will create an open dialog as it relates to hidden wounds. Many trauma victims hold onto the irrational belief that, by telling someone their story, they would be taking an indefensible risk which could have irreversible and lasting consequences. They are also terrified of the consequences of exposing the perpetrator because of real or imagined judgment, rejection from loved ones and the consequent loss of important loving and supportive relationships—social and familial isolation.



The Conversation Healing Invisible Wounds (Medical Panel)

Dr. Ludmila De Faria, MD

Board Certified Psychiatrist

Dr. Ludmila De Faria has been a psychiatrist in Florida for over 15 years. She currently works at Florida State University seeing patients, teaching psychopharmacology and participating in research. Dr. De Faria has a special interest in and works closely with minority populations. She is especially interested in increasing access and decreasing mental health disparities among minorities, and providing a culturally sensitive environment for both patients and health care professionals. She aims to bridge the gap of health disparities by educating a whole new generation of doctors to overcome stigma towards mental illness and to engage in advocacy for the profession and for the patients.



The Conversation Healing Invisible Wounds (Medical Panel)

Rene Layman- MS, LMHC

Chief Executive Officer
Center for Child Counseling

Renée E. Layman, MS, LMHC is a Licensed Mental Health Counselor with over 20 years of experience in mental health, 16 specific to children's mental health. Over the past 12 years, she has gained significant experience in the areas of program development, leadership and nonprofit management. In her various roles, she has been a passionate advocate for child and family health, bringing high-quality services for some of the most pressing issues facing at-risk children and families in Palm Beach County. In addition to her experience in the nonprofit sector, she has worked successfully with children and families in private practice, specializing in childhood trauma, loss and developmental difficulties.



The Conversation Healing Invisible Wounds (Medical Panel)

Dr. Eugenia Millender

College of Nursing's
Center Indigenous Nursing
Research for Health Equity
Florida State University

Dr. Eugenia Millender's career in health has been dedicated to increasing access to quality care, decreasing health and mental disparities and providing a culturally sensitive environment for both patients and their communities. She has 20 years of experience working with community-based teams and vulnerable populations. She is a psychiatric nurse practitioner and a doctorally prepared nurse scientist. Her program of research includes stress and trauma that is often expressed through mental illness, substance abuse and chronic disease among indigenous, minority and undeserved groups. She is the Founding Director for the Florida Atlantic University Christine E. Lynn College of Nursing Community Health Center located in Westgate, West Palm Beach.

**The XX Factor:
eXcelling and eXpanding our impact and influence**

[Click Here for Registration](#)

**MAY 4, 2019
HILTON WEST PALM BEACH
8:00 AM - 4:30 PM**

registration includes access to all sessions, 2 meals & snack, valet parking

REGISTRATION

www.empowherofthepalmbeaches.org

Early Registration
\$105.00 (2/19 - 3/31) - closed

General Registration
\$130.00 (04/01 - 04/19)

[Click Here for Registration](#)



Looking forward to seeing you at the 2019 Women's Conference!

