



AWESOME FEMALES *in Real Estate*

2020 Conference Program

*Schedule subject to change

Wednesday, July 15, 2020

PLEASE NOTE: ALL TIMES ARE EASTERN

2:15 - 2:55 LIVE: Pre-Conference Live Meetup: Connect Live with Other Attendees

3:00-3:05 What Awesome Females in Real Estate Has Meant to Me

- Coni Meyers, Crisis Management Strategist & Author of *Crystalline Moments*

= 3:05-3:40 Welcome and Opening Keynote: New Decade, New Directions

- Bernice Ross, CEO, & President, BrokerageUP! and RealEstateCoach.com

3:40-4:05 Zooming Ahead with Zoom

- Annette Anthony, Vice President, Technology Engagement EXIT Realty
- Deborah Falcone, Industry Partner, *The Wall Street Journal*
- Deb Hernandez, Professional Development Director, Texas Realtors
- Dena Jones, Director of Strategic Partnerships, Assistant Vice President, Fidelity National Title

4:05 - 4:30 Build, Remodel, Tear Down—What Are You Doing with Your Business Plan?

- Bondilyn Jolly, Managing Partner, 3sixtyfive.agency & CEO eMerge
- Eleni Sommerschild, COO, Wise Agent

- Brenda Thompson, Broker Owner HomeSmart Stars

4:30-4:45 Break

4:45 - 5:10 Tech Innovators

Part 1: Readability: A Solution that Lasts a Lifetime

- Ameeta Jain, Founder HomeSelfe and Co-founder, Readability

5:10 - 5:30 Part 2: PROtect the People in Your Company

- Merideth Schutter, Founder & CEO of the PROtech Personal Safety App

5:30-6:00 Next Gen Leaders

- Micah Mruwat, Broker Associate, eXp Realty, 2019 Top 100 Magazine
- Adriana Prado, National YPN of the Year, 2019, Agent, Brown & Brown Real Estate
- Jackie Soto, Owner-Broker eHomes

6:00- 7:00 Break

(Grab your hat, grab a bite, and grab your favorite drink—Networking is next!)

7:00-8:30 LIVE: Mad Hatter “Hattitude” Networking Event

Thursday, July 16, 2020

PLEASE NOTE: All Times Are Eastern

11:00-11:25 Keynote: Addressing Fear, Pain, and Conflict with Love

- Denise Lones, President, The Lones Group

11:30-11:45 Putting People First

- Tami Bonnell, CEO EXIT Realty

11:45-12:00 How to Turn Chaos into Success: Be a Contrarian

- Lillian Montalto, Founder and Broker, Lillian Montalto Signature Properties
- Sherry Chris, CEO, Better Homes & Gardens Real Estate

12:00-12:30 Is It Time to Take a New Leap?

- Marcie James, Realtor.com
- Alex Tieu, COO Propy
- Kelly White, Senior Vice President of T3 Talent, T3 Sixty

12:30 - 1:00 We Took the Leap! Changing Positions During the Pandemic

- Stephanie Anton, Senior Vice President of Marketing, Corcoran Group, Realogy
- Tracey Shell, Director Content Marketing, Home Point
- Ginger Wilcox, Chief Experience Officer, Home Point

1:00-1:15 Break

1:15 - 1:25 Pivoting for Profitability

- Taunee English, Broker-Owner Lions Realty Group
- Christine George, President, Marketing/Business Development, Leading Edge Real Estate
- Gretchen Rosenberg, CEO & President, Kentwood Realty, Home Services of America
- Meghan Vost, CEO & Franchise Owner, Avenue West Phoenix

1:25 - 1:30 Pivoting for Learning and Profitability

- Amy Chorew, Vice President of Learning, Realogy Expansion Brands

1:30 - 1:40 Getting from Quit to Go

- Coni Meyers, Crisis Management Strategies & Author of Crystalline Moments

1:40 - 2:00 Cybersecurity Update

- Marinda Neumann, Managing Attorney, Lotus Law Group

2:00 - 3:00 Lunch

3:00-3:30 Touchstones of Normalcy

- Vanessa Bergmark, Owner and CEO, Red Oak Realty
- Barbara Betts, Broker and CEO The Betts Realty Group
- Courtney Poulos, Broker Owner, Acme Real Estate

3:30 to 3:55 Undisruptable

- Molly McKinley, Vice President of Brand Strategy, Rate My Agent
- Debra Trappen, Speaker and Empowerment Consultant

3:55 - 4:20 Disrupt Your Business Before Someone Else Does It for You

- Fafie Moore, Executive Vice President, ERA Brokers Consolidated

4:20 - 4:40 The Inside Scoop from *Inman News*

- Dani Vanderboegh, Chief Contributions Editor, *Inman News*

4:40 - 5:00 Effective Affordable Ways to Get Free Press for Your Company

- Myra Jolivet, Director of Communications, WAV Group
- Marilyn Wilson, Managing Partner, WAV Group

5:00 - 5:15 The Risk Is Real, Manage the Fear and Find the Opportunity Anyway

- Nikki Beauchamp, Global Real Estate Advisor, Engel & Völkers

5:15 - 5:30 Break

5:30 - 6:30 AWESOME FEMALES GOES LIVE: How I Got to “Go Time”

- Pat Heller, Executive Vice President, Compass Southern California

6:30 - 7:30 Break: Grab a bite, grab a beverage, and get ready to get fired up to raise money for Relay for Life at the Awesome Females in Real Estate Auction

7:30 - 9:30 LIVE: Awesome Females Not-So-Silent Auction

Auctioneers

- Vanessa Bergmark, Owner and CEO, Red Oak Realty
- Meghan Vost: Broker Owner Avenue West, Phoenix

Friday, July 17, 2020

PLEASE NOTE: All Times Are Eastern

11:00-11:20 Perspective on Stress

- Karel Murray, Consultant, Humorist, and Author of *The Language of Intent*

11:20-11:45 WomanUP! Update 2020

- Leslie Appleton Young, Vice President & Chief Economist, California Association of Realtors
- Sara Sutachan, Vice President Industry Relations, California Association of Realtors.

- Debra Trappen, Speaker and Empowerment Consultant

11:45-12:00 Topic TBA

- Suzy Truax, Board of Directors, EXP Holdings, Broker EXP Realty

12:00 - 12:30 Helping Agents Find Stability and Predictability

Sponsored by REDX

- Sarah Kosasky, Vice President and Manager, Malibu Cross Creek and Beverly Hills Offices, Compass
- Tiffany McQuaid
- Valerie Torelli, Founder and Owner of Torelli Realty

12:30 - 12:45 Break

12:00 - 12:30 The Joys and Struggles of Being an Indie Broker

- Elisha Alcantara, Principal Broker and CEO, Encompass Realty
- Sabrina Brown, Broker/Owner, Brown and Brown Real Estate
- Erica Ramus, Broker/Owner Ramus Realty Group, Pottsville, PA

1:15-2:00 AWESOME FEMALES GOES LIVE

Lightning Strikes: One-Minute Best Ideas or Books that Helped You Personally During the Last Year

2:00-2:30 Closing Circle and Farewell