

**Awesome Females in Real Estate  
14<sup>th</sup> Annual Conference**

**Wednesday, July 15, 2020**

**PLEASE NOTE ALL TIMES ARE EASTERN:**

- 2:00-2:50**      **LIVE: Pre-Conference Live Meetup: Connect Live with Other AF 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! & 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**      **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
- 4:30-4:50**      **Drive to Thrive**  
Bondilyn Jolly, Managing Partner, 3sixtyfive.agency & CEO eMerge  
Eleni Sommerschild, COO, Wise Agent  
Brenda Thompson, Broker Owner HomeSmart Stars

**STRESS RELIEF MOMENT: THE DOG**

- 4:50-5:00**      Break
- 5:00- 5:20**      **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

## **TECH INNOVATORS**

- 5:20-5:40 Part 1: Readability: A Solution that Lasts a Lifetime**  
Ameeta Jain, Founder HomeSelfe and Co-founder, ReadabilityTutor app
- 5:40-6:00 Part 2: PROtect the People in Your Company**  
Merideth Schutter, Founder & CEO of the PROtech Personal Safety App

## **STRESS RELEASE MOMENT: EXERCISE**

- 6:00-7:00 BREAK**  
Have a bite, pour a beverage, and grab your hat—networking is next!
- 7:00-9:00 LIVE: Mad Hatter “Hattitude” Networking Event**

**Thursday, July 16, 2020**

## **ALL TIMES ARE EASTERN**

- 11:00-11:25 Keynote: Addressing Fear, Pain, and Conflict with Love**  
Denise Lones, President, The Lones Group
- 11:25-11:45 Putting People First**  
Tami Bonnell, CEO EXIT Realty
- 11:45-12:00 How to Turn Chaos into Success: Be a Contrarian**  
Lilian Montalto, Founder and Broker, Lillian Montalto Signature Properties  
Sherry Chris, CEO, Realogy Expansion Brands (ERA and Better Homes & Gardens)
- 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

## **STRESS RELIEF MOMENT: THE CAR**

- 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

**1:00-1:10 Break**

**1:10-1:30 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

**1:30-1:40 Pivoting for Productivity and Learning**

Amy Chorew, Vice President of Learning, Realogy Expansion Brands

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

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

**1:40-2:05 Cybersecurity Update**

Marinda Neumann, Managing Attorney, Lotus Law Group

**2:05-3:00 Lunch**

**3:00-3:25 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

#### **STRESS RELIEF MOMENT: THE GARDEN**

**3:25-3:45 Strategies for Becoming Undisruptable in Your Business**

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

**3:45-4:05 Disrupt Your Business Before Someone Else Does It for You**

Fafie Moore, Executive Vice President, ERA Brokers Consolidated

**4:05-4:20 The Risk Is Real, Manage the Fear and Find the Opportunity Anyway**

Nikki Beauchamp, Global Real Estate Advisor, Engel & Völkers

- 4:20-4:30** Break
- 4:30-5:30** **AWESOME FEMALES GOES LIVE: How I Got to “Go Time”**  
Pat Heller, Executive Vice President, Compass Southern California
- 5:30-6:30** **BREAK:** Grab a bite, your favorite beverage, and get ready to raise money for Relay for Life at the Awesome Females in Real Estate Auction
- 6:30-8:30** **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

### ALL TIMES ARE EASTERN

- 11:00-11:20** **Perspective on Stress**  
Karel Murray, Consultant, Humorist, and Author of *The Language of Intent*
- 11:20-11:30** **Self-Care Is NOT Selfish 9:26**  
Cheryl Knowlton
- 11:30-12:00** **WomanUP! Update 2020 26:55**  
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
- 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, President and Broker, McQuaid and Company  
Valerie Torelli, Founder and Owner of Torelli Realty
- 12:30-12:45** **Surviving the Tornado (10:46)**  
Amber Martinez, Director Strategic Operations, Referral Exchange

### STRESS RELIEF MOMENT: SLEEP

- 12:45-1:00 **Break**
- 1:00-1:20** **Beyond the Press Release 21:15 -1:15**  
Myra Jolivet, Queen of Public Relations, WAV Group  
Marilyn Wilson, Managing Partner, WAV Group
- 1:20-1:30** **Get the Inside Scoop from Inman News 12:11 +8:39**  
Dani Vanderboegh, Chief Contributions Editor, Inman News
- 1:30-2:30** **AWESOME FEMALES GOES LIVE**  
**Lightning Strikes: One-Minute Best Ideas or Books that Helped You Personally During the Last Year**
- 2:30-3:00** **Closing Circle and Farewell**