

# CENTER FOR CONTINUING AND PROFESSIONAL EDUCATION

WILLIAM PATERSON UNIVERSITY

## Pathways to Career Success: Gender Perspectives in the Workplace

PE  
Event

Thursday, February 27, 2014  
University Ballrooms A, B, and C  
8:30 a.m.- 4:30 p.m.

PE  
Event

*In Partnership with:*

Cotsakos College of Business, Campus Activities and Student Leadership and  
The Women's Center



Contact Johanna Fulgencio, Assistant Director,  
for more information at 973.720.3035

The *Pathways to Career Success: Gender Perspectives in the Workplace Conference* focuses on key strategies for successful career advancement from different gender perspectives. Keynote Speaker Bernice Toledo '94, MA '98, Passaic County Surrogate is only the second woman to be elected as surrogate court judge. As an alumna of William Paterson University, she will discuss the use of leadership skills and business expertise to overcome significant workplace challenges. Workshop speakers throughout the day will highlight their personal leadership strategies, and examine their roles as mentors and sponsors for future leaders.

### Business Partners:



WP Students: Free  
Outside Students with University ID: \$5  
Business Professionals: \$35

10% discount offered to William Paterson Alumni

**\*WP students who register will receive a certificate of attendance, and will be awarded 1 Professional Enrichment point for each workshop.\***

## Program

**8:30 a.m. - 9:15 a.m.**

Registration and Breakfast

**9:30 a.m. - 10:45 a.m.**

Welcome and Keynote Speaker: Bernice Toledo '94, MA '98, Passaic County Surrogate

**11:00 a.m. - 12:15 p.m.**

Breakout Sessions I

**Leadership as an Empowerment Tool: Tips for Success.**

Presenters: Terrence Love '96 & Thania Melo  
Passaic City Council

**Best Practices: Managing People and Beyond**

Presenter: Irina DiMaio, Director of National Accounts, Legg Mason Global Asset Management

**Building Collaboration: Personal Branding through Social Media**

Presenters: Jose Martinez and Alcides Aguasvivas, PixLGraphx; Paula Alford '03, COO of NuSplash & Candy Flavas

**12:30 p.m. - 2:00 p.m.**

Luncheon Speaker: Kathleen Waldron, President, William Paterson University

**2:00 p.m. - 3:15 p.m.**

Breakout Sessions II

**Professional Etiquette and Leadership Skills**

Presenter: Nancy Doyle, Director & Founder, The Etiquette and Protocol School

**Paying it Forward: Corporate Social Responsibility**

Presenters: Carolyn McCombs, Executive Director, New Destiny Paterson Family Success Center; Richard Garcia, Executive Vice President, Legion Capital Funding '84

**The Career Fit: Company Fit and Mentorship**

Presenter: Victor Cardona, NJ Enterprise Fiber Analyst, Comcast & Meadowlands Chamber of Commerce; Linsey Schwetje, Manager of Business Development, Sigma Group

**3:30 p.m. - 4:30 p.m.**

Mocktails and Networking - University Commons Ballrooms

**Co-Sponsored by:**

William Paterson University's Cotsakos College of Business, The Center for Continuing and Professional Education, William Paterson University Alumni Association, The Career Development and Gloria S. Williams Advisement Center, The Women's Center, Student Activities Programming Board (SAPB), Campus Activities and Student Leadership, and WPU Small Business Development Center.

**Free Resume Critiquing at this conference!**

To Register:

Go to [wpunj.edu/cpe/](http://wpunj.edu/cpe/)

Links for all three options are under the Business Programs Tab