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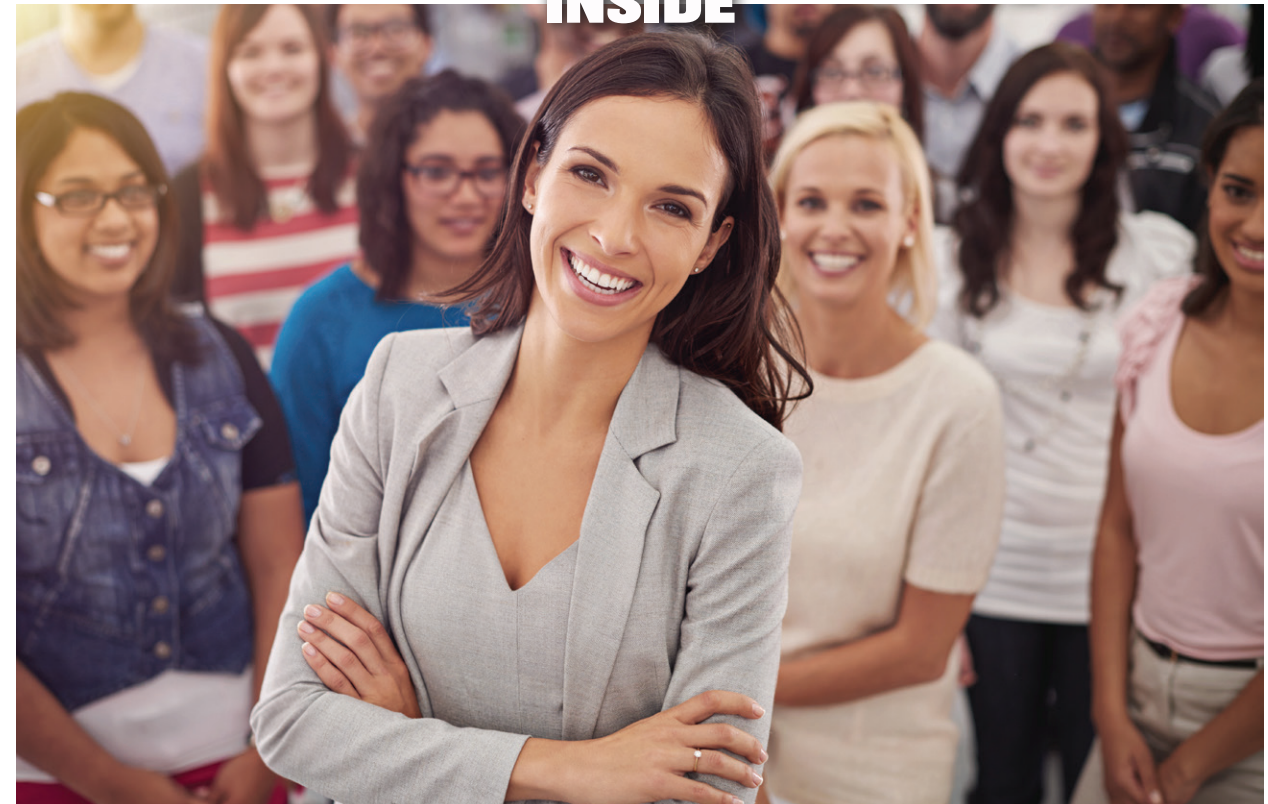


Union County **WOMEN** Mean
BUSINESS

WORKING WOMEN'S SUMMIT 2024

Galloping Hill Golf Course • Kenilworth, NJ

**SCHEDULE & BREAKOUT SESSIONS
INSIDE**





A Note from the Commissioner Chairwoman KIMBERLY PALMIERI-MOUEDED



Welcome to the Union County Women Mean Business Summit. 2024 marks the tenth year of this pivotal conference, first conceptualized by Assemblywoman Linda Carter when she served as a Union County Freeholder. This summit has always been about helping working women build their skills, grow their networks, and meet the challenges of today's economy.

As businesses adapted during and after the pandemic, its owners discovered new ways of doing things, and perhaps even uncovered new core competencies that allowed them to become bigger parts of our local economy. And, year after year, those same members of our business community have come here to share those secrets to success with each other—recognizing that in Union County, when we grow together, we win together.

Today's keynote speaker is Adenah Bayoh, a serial entrepreneur and community staple who embodies the American Dream. After escaping civil war in her home country in Liberia, she came to New Jersey, worked hard, and now owns restaurants and real estate, is active in philanthropy, and is a strong working mother or two.

On behalf of the Union County Board of County Commissioners, we are committed to continuing our progress on equity and empowerment in the workforce, and this event is just one component of that larger vision. We are here to support you and together, we can create a brighter tomorrow.

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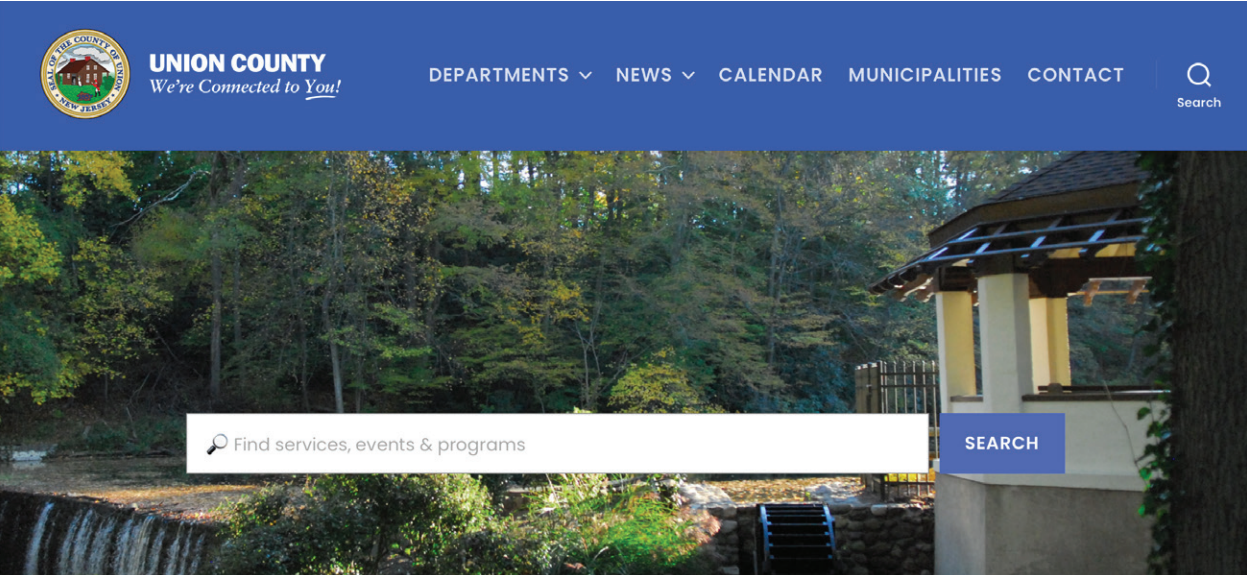
The Tavern at Ash Brook



Ashbrook Golf Course



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KEYNOTE SPEAKER

Adenah Bayoh – Entrepreneur and Restaurateur



Adenah Bayoh embodies the American dream.

At age 13, Bayoh escaped the civil war in her native country of Liberia, immigrated to the United States and is now one of the most successful entrepreneurs in her home state of New Jersey. Inspired by her grandmother, who owned a restaurant in Liberia, Adenah is now the owner of seven restaurants, including 4 IHOP franchises in northern New Jersey. She opened her first IHOP in Irvington Township, New Jersey at the age of 27, making her one of the youngest franchisees in the country at that time. Because of the success of this flagship location along with her other business ventures, she is the second largest employer in Irvington.

In late 2017, Adenah launched Cornbread, her first independent fast casual, farm-to-table, soul food restaurant, which she co-founded with fellow entrepreneur, Zadie B. Smith. They opened their second Cornbread in downtown Newark in 2021 and a third in Brooklyn, New York, in 2022. Additionally, in keeping with Adenah's mission of bringing high quality food and services to urban communities, in the summer of 2021 she launched her latest restaurant concept, Brick City Vegan (formerly Urban

Vegan), in downtown Newark.

In addition to her restaurants, Adenah is a successful real estate developer with a portfolio of several major residential and mixed-use urban redevelopment projects across northern New Jersey. After attending a public high school in Newark, New Jersey and putting herself through Fairleigh Dickinson University with a degree in Business Management, she secured a job in banking and began purchasing multi family homes as investments. In 2012, she decided to focus on transforming disadvantaged communities and took the bold step of transitioning to full-scale real estate development by partnering with 2 other developers to purchase the former Irvington General Hospital site, which had been vacant for nearly a decade. Since then, they renamed the site 280 Park Place, completed a 114 unit residential building on the property, and have a second building under construction as part of multi-phase development that will transform the property into a vibrant mixed-income residential community. In addition to 280 Park Place, Adenah recently broke ground on 722 Chancellor Avenue, which will become affordable housing for seniors.

Adenah is also philanthropically involved in the communities where she does business. At IHOP Irvington, she runs a free breakfast program for children under 12, and she hosts dinners for families in need during the holidays. In addition, she allows local nonprofit organizations to hold charitable events at some of her IHOP locations.

Adenah's accomplishments have not gone unrecognized. In January 2015, she was appointed to the prestigious Federal Reserve Bank of New York Advisory Council on Small Business and Agriculture. She has been named to Ebony Magazine's Power 100 list and NJBIZ's Best 50 Women in Business list. She was also the recipient of the Faces of Diversity Award from The National Restaurant Association Educational Foundation. She is a sought-after speaker by business, professional, and community organizations; universities; and women's associations. Despite her numerous successes, her proudest achievement is being a mother to her 2 young children.

Thank you, Adenah, for joining us today!

A LOOK BACK...
At 10 Years of Union County Women Mean Business



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Union County Means
**BUSINESS
EXPO**

2024



SCAN HERE
TO PRE-REGISTER!



**SAVE
THE
DATE**

SEPTEMBER 12
WARINANCO SPORTS COMPLEX

PROGRAM SCHEDULE

June 11, 2024



9:00 AM – 9:30 AM **Registration & Networking Breakfast**

9:40 AM – 10:40 AM **Breakout Session 1**

Finding Your Superpower: Recognizing the Extraordinary Within
Ballroom

Mission Possible: Unlocking the Success of Your Team
The Hill Tavern

10:50 AM – 11:50 AM **Breakout Session 2**

Empowering Growth: Navigating Constructive Feedback
Ballroom

Balanced Bliss: Strategies for Busy Women
The Hill Tavern

12:30 PM — **Lunch | Keynote | Raffles | Open Networking**

Welcome: Union County Commissioner Chairwoman Kimberly Palmieri-Mouded
Keynote Address: Adenah Bayoh

BREAKOUT SESSION 1 | 9:40 – 10:40 AM

Finding Your Superpower: Recognizing the Extraordinary Within

Join us as we delve into the realm of personal and professional superpowers, unlocking the unique strengths, talents, and passions that define each of us. Through interactive discussions, guided self-reflection, and empowering narratives, we'll navigate the path towards discovering and harnessing your individual greatness. Get ready to ignite your potential, amplify your impact, and emerge as the unstoppable force you were always meant to be. This is your moment to shine, and we're here to empower you every step of the way.

Presenter
Lena Cohen-Hawkins, MAHS, Director of DEI, Culture, and Communications at Brother Industries

Mission Possible: Unlocking the Success of Your Team

Join us for an immersive, interactive experience where you'll learn how to navigate the complexities of strategic alignment to support your team's results. This session is your roadmap to unlocking the full potential of your team to achieve intended business outcomes.

By the end of this session, participants will have a clear understanding of what's important for team alignment and how to execute for team's success. Through discussions and exercises, attendees will gain insights into crafting actionable plans, fostering team alignment, writing clear, actionable goals based on strategic priorities.

Presenter
Dr. Diane Brescher, CPTD, President and Founder of GEM Leaders



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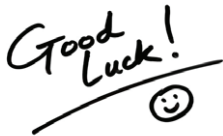
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- First Class Round Trip Airline Tickets for Two, courtesy of our sponsor, *United Airlines*
- Complimentary Galloping Hill Golf Course Foursome and \$50 Gift Card for the Hill Tavern, courtesy of our sponsor, *KemperSports*
- Gift Certificate for a Golf Clinic with a Professional Instructor at Galloping Hill Golf Course, courtesy of our sponsor, *KemperSports*
- \$100 Gift Certificate toward the purchase of tickets to an upcoming show at the historic Union County Performing Arts Center in Rahway, courtesy of *Union County Performing Arts Center*
- 24” HD DVD Combo TV, a versatile addition to your bedroom, kitchen or home office, courtesy of *Commissioner Lisa Bonanno, Union County Commission on the Status of Women*
- Dig In Gardening Set including high-quality durable tote bag, trowel, pruners, gloves, and more, courtesy of *Commissioner Lisa Bonanno, Union County Commission on the Status of Women*
- Self-Care Staycation Package including yoga mat, Spa Finder Gift Card, face masks scrubs, and a bottle of wine, courtesy of the *Union County Commission on the Status of Women*
- Luxury Tea Time Package including premium tea set, self-care skin care products, lotions and masks, courtesy of the *Union County Commission on the Status of Women*
- Beachside Dreaming Gift Set including tropical-themed self-care kit with lotions and masks, courtesy of the *Union County Commission on the Status of Women*
- Coffee Lovers Gift Basket including gift card to Ahrre’s Coffee Roastery in Westfield, mug, candle, plate, and socks, courtesy of *Jennifer Erdos and Ahrre’s Coffee*



BREAKOUT SESSION 2 | 10:50 – 11:50 AM



Empowering Growth: Navigating Constructive Feedback

Dive into an immersive workshop-style breakout session where participants will actively engage in giving and receiving constructive criticism. Regardless of gender or generation, this session is designed to equip individuals with the necessary tools and mindset to navigate feedback in professional environments. Through interactive exercises and guided discussions, attendees will learn techniques for giving and receiving feedback with openness and using it as a powerful catalyst for personal and professional growth. This workshop aims to cultivate a culture of constructive feedback within teams, empowering participants to not only embrace criticism but also leverage it to enhance their performance and contribution in the workplace. Get ready to elevate your feedback skills and drive positive change in your professional journey!

Presenter
Marissa Ruggiero, People Business Partner Director, Ralph Lauren

Balanced Bliss: Strategies for Busy Women

Indulge in a sanctuary of self-care and wellness at our session tailored for the modern woman on the move. Join us as we delve into time management strategies and holistic wellness techniques designed to elevate your well-being amidst life’s hustle and bustle.

Discover a wealth of practical tips and tricks to gracefully juggle the demands of work, family, and personal pursuits. Immerse yourself in mindfulness and time management practices that will revolutionize how you navigate your daily routine. Through interactive exercises and guided discussions, you’ll explore mindfulness techniques to cultivate presence, focus, and mastery over your time, fostering a sense of calm and intentionality in your schedule.

Presenter
Dr. Carla J. Cooke, CEO, Sound Psychological Assessment Center

MEET YOUR PRESENTERS

Finding Your Superpower: Recognizing the Extraordinary Within



Lena Cohen-Hawkins, MAHS, is the Director of DEI, Culture, and Communications at Brother Industries. Cohen-Hawkins has a deep passion for improving communities and the lives of others. As an International Speaker, 3x Best Selling Author, and powerhouse Business Consultant Lena has truly made her mark in this world. From working with various companies like CBS, Prudential, RWJ/Barnabas, Atlantic Health, and the U.S. Army; to gracing the TED stage telling her amazing story of triumph, Lena’s impact is felt in a mighty way. She’s been in service to countless community organizations like National Sales Network, Somerset County Commission on the Status of Women, and Women Operating in Opulence, resulting in her being recognized nationally and internationally for her contributions. Lena has also dedicated a great deal of her time to public service, spending several years as a legislative aide to Assemblywoman Cleopatra Tucker, 28th District State of NJ. While all of this may seem exciting and/or impressive, nothing’s more important to her than her family and friends. She enjoys traveling the world with her husband, spending time centered in creative expression, and hanging out with her 3 yr. old French bulldog.

Mission Possible: Unlocking the Success of Your Team



Dr. Diane Brescher, CPTD is President and Founder of GEM Leaders, a small boutique Leadership Development and Coaching firm. Diane has over 30 years of talent development experience specializing in adult learning and leadership development and coaching. She is well versed in all aspects of Talent Development: ranging from creating Learning Strategies for organizations to Learning Journeys for individual. She also has expertise in Needs assessments, Designing and developing courses, Competency development and Mapping, Facilitating meetings and Training Workshops in person and virtual, Leadership and Career Coaching for groups, teams, and individuals. She supports leaders in the areas of Emotional Intelligence, Change Management, dealing with resistance, Building Trust, Influencing Skills, Communication Skills, and Empowering Others. Throughout her career, Diane has worked with leaders at all levels and across various industries. Her passion lies in helping mid-level leaders tackle workplace challenges efficiently and effectively during workplace transitions.

MEET YOUR PRESENTERS

Empowering Growth: Navigating Constructive Feedback



Marissa Ruggiero is a recovering employment law attorney and a senior Human Resources professional. She has held multiple roles at Fortune 500 companies, including Verizon and Bed Bath & Beyond. She is currently a People Business Partner Director for Ralph Lauren. Marissa regularly speaks on a variety of HR issues, including employment law compliance, coaching leaders on their team’s performance, and developing oneself professionally.

A Springfield resident, Ruggiero is active in the community and sits on multiple non-profit boards. She is a Commissioner on the Union County Commission on the Status of Women, Co-Founder of the Springfield Unity Project (SUP), member of the Springfield Planning Board, and liaison to the Environmental Commission.

Ruggiero is a graduate of Rutgers University in New Brunswick and Seton Hall Law School in Newark. She and her husband Kevin have a daughter at the Academy of Law & Justice at UCTech and have lived in Springfield since 2013.



Dr. Carla J. Cooke is a Union County resident, business owner, global leader, entrepreneur, author, and trusted voice in the field of psychology. As the CEO of Sound Psychological Assessment Center, Dr. Carla serves as an expert witness in legal cases of discrimination, sexual assault, and other personal injury matters. She has been entrusted to present internationally and nationally on the need for trauma-informed psychological evaluations to address misdiagnosis and misaligned recommendations for children and adults in systems overrepresented by communities of color. Dr. Carla’s professional expertise has been sought after by many, including the State of NJ, where she served as Assistant Commissioner for the prevention of child abuse and neglect during the child welfare reform efforts.

Dr. Cooke holds an Associate Degree in Psychology from Bergen Community College. She obtained her BA in Psychology and her M.Ed. and Ed.D in Counseling Psychology from Rutgers University. As a Licensed Psychologist, Dr. Carla is certified in EMDR (evidence-based trauma informed therapy method) and Faith Formation (via Fordham University).