

—... THE ...—
CONFERENCE
FOR WOMEN

Be Extraordinary!

CELEBRATING 10 YEARS

**ALL DAY CONFERENCE
& AWARDS LUNCHEON**

*Celebrating the Essence of What Makes
a Woman Truly Extraordinary!*

Events by
EYECANDY

10.26.23
7:30AM-4:00PM

www.WomenBeExtraordinary.com

**To all the incredible
women here with me
today, thank you for
being you.**

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AGENDA

OPEN ALL DAY

Exhibitors | Makeover Area | Health & Wellness Area

7:30 AM

Registration Opens · Hot Breakfast Buffet

8:00 AM

Main Ballroom One lucky attendee will win a Giant gift card!
Check presentation by the The GIANT Company to Pink Hands of Hope

8:45 AM – 9:45 AM *Breakout Session I*

Shannon Claire: Manifest the Life and Business You Truly Desire by Becoming the Woman of Your Dreams

Phil Hess: Ask Me Anything! An Insider Look on Getting the Job you Want

Christine Knapp: Master the Secrets to Harmonizing Your High-Impact Career with Fact-Based Neuroscience

9:45 AM – 10:00 AM *Break*

10:00 AM – 11:00 AM *Breakout Session II*

Susan Ewing- Rathfon: Tips, Tactics & Tiaras: Mrs. Pennsylvania American Spills the Royal-Tea for Growing Your Personal Brand

Linda Johnston: Confidence, Culture & Connections

Stacy Pagán: Limitless Living - A Vision Workshop

11:00 AM – 11:30 AM *Break*

11:30 AM – 1:30 PM *Awards Luncheon & Keynote Speaker*

Dawn Sizer: Unleashing the potential of AI in business

Awards Luncheon Honoring Leaders in Our Community

Check presentation by Members 1st Federal Credit Union to Radiant Hope

1:30 PM – 2:00 PM *Break*

2:00 PM – 3:00 PM *Panel Discussion*

Donna Holloway, Julie Webb & Stacy Pagán Moderator: **Sharice Johnson**
Who is Sitting at the Table? A story of sisterhood, trailblazers & leaders

3:00 PM – 4:00 PM *Door Prize Giveaway*

3:00 PM – 5:00 PM *VIP Reception*

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Events by EYE CANDY



Abeer
SROUJI ALLEN



Tania
SROUJI

The Eye Candy family is a multi-divisional company dedicated to being change agents in the community and around the world.

Abeer Allen & Tania Srouji have raised over \$250,000 for local **nonprofits** through the Eye Candy Family. They are dedicated to serving the community with their unique events — each one creating opportunities for businesses while “paying it forward” to local nonprofits.

The Srouji sisters create community. They are a **professional and positive force** in Central PA committed to bringing people together and to creating an environment of servant leadership through their events.

Eye Candy is a family-owned, woman-owned, and veteran-owned business.



THE EYE CANDY FAMILY MISSION

*Our mission is to provide quality products, services, and business opportunities. Our goal is to inspire, motivate, and empower community members to **live their lives by design, not default.***

www.EyeCandyFamily.com

OUR SPEAKERS

8:45 AM – 9:45 AM

Manifest the Life and Business You Truly Desire by Becoming the Woman of Your Dreams



SHANNON CLAIRE
Content Creator's Collective

Ask Me Anything! An Insider Look on Getting the Job you Want



PHIL HESS
Upward Career Counseling

Master the Secrets to Harmonizing Your High-Impact Career with Fact-Based Neuroscience



CHRISTINE KNAPP
Coaching with Christine

10:00 AM – 11:00 AM

Tips, Tactics & Tiaras: Mrs. Pennsylvania American Spills the Royal-Tea for Growing Your Personal Brand



SUSAN EWING-RATHFON
Crescent Strategy &
Mrs. Pennsylvania American

Confidence, Culture & Connections



LINDA JOHNSTON
Renewal by Andersen
Central Pennsylvania

Limitless Living - A Vision Workshop



STACY PAGÁN
UPMC

OUR KEYNOTE & PANEL

11:30 AM



Keynote Speaker

DAWN SIZER

3RD ELEMENT CONSULTING

Unleashing the
Potential of AI in
Business

2:00 PM – 3:00 PM

PANEL: *Who is Sitting at the Table*

A story of sisterhood, trailblazers, and leaders

MODERATED BY



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Setzer Aesthetics · Stonebridge Financial
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MAKEOVER ROOM

*Please make sure to visit the Health & Wellness/Makeover Room
as these vendors are offering free services to all attendees.
We thank them for a day of pampering.*

Carlisle Bowen Works
Genesis Aesthetics
Glo Skin Care
Hershey Family Chiropractic
Reiki by Rickie
Setzer Aesthetics
Sass Salon, Day Spa & Beauty Clinic
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“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” John F. Kennedy

Thank you to our Advisory Board!



TANIA & ABEER,

**Congratulations on your 10th anniversary
of empowering women to be extraordinary!**

**"FIND SOMETHING YOU LOVE TO DO...AND
YOU'LL NEVER WORK A DAY IN YOUR LIFE!"**

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your friends at **Renewal by Andersen of Central PA**
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TODAY'S EMCEES



Tom Russell

With its four distinct seasons, Tom loves the challenge of central Pennsylvania weather. He has covered major flooding in 2004 and 2011, big snow in 2003 and 2010 and every severe thunderstorm and tornado in between. And that's why people trust Tom and his forecast.

Always involved in the community, Tom is often raising money for many charities including the Leukemia and Lymphoma Society, American Cancer Society and the American Heart Association. He can often be found visiting schools and teaching our kids about weather with his unique energy and enthusiasm.

Tom has received numerous awards throughout his career including an Emmy. He has earned the American Meteorological Society's Seal as well as the National Weather Association Seal. Tom and his wife have three daughters and two dachshunds known as the Weather Weenies.



Nancy Ryan

Known for waking up Central Pennsylvanians on the radio for the past two and a half decades, plus supporting causes that are near and dear to her heart, in addition to promoting brands and products she loves, Nancy Ryan is a well respected and trusted bright light in Central PA.

Nancy's influence, endorsements and partnerships have proven positive results. Her legions of fans and supporters will follow her wherever she has a voice. Whether she's helping to launch a new hospital, elevating issues through important public service campaigns or introducing consumers and customers to her treasured products and businesses, Nancy brings heart and soul and a creative marketing approach to all she does.

Thank you for being here today!

EVENT SUPPORT

REVELATION
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Photographer **Cindy Strupp**
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Honoring **GEORGE NAHODIL**

As you embark on this new chapter of your life, we want to take a moment to honor and celebrate your incredible journey. Your dedication, passion, and unwavering commitment have not only made a mark on our organization but also on the hearts of those fortunate enough to work alongside you.

Retirement is a testament to the years of hard work, achievements, and the legacy you leave behind. Your wisdom, guidance, and contributions have left an enduring impact that will continue to inspire and guide us.

While you may be leaving your official role, please know that your legacy will forever be a part of our culture. Your dedication and leadership have set a standard that will be hard to match. We're incredibly grateful for the wisdom you've shared and the countless lives you've touched.

As you transition into this well-deserved retirement, we hope you'll find joy in the newfound freedom, spend quality time with loved ones, and explore new adventures. Your presence will be deeply missed, but your legacy will live on. Wishing you a retirement filled with happiness, good health, and all the relaxation you deserve.

With heartfelt appreciation and warmest wishes,
The Eye Candy Family

Remembering **DOREEN LECHELER**



In loving memory of a remarkable businesswoman whose spirit and unwavering determination left a mark on the world. Her visionary leadership, innovative ideas, and tireless dedication were an inspiration to all who had the privilege of knowing her. She was a beacon of strength, grace, and generosity. She forged a path of success that illuminated opportunities for countless others, and her legacy will continue to shine brightly as a testament to her enduring impact on the world. Though she is no longer with us, her entrepreneurial zeal and the principles she upheld will forever be celebrated and cherished.

Doreen, thank you for making such a huge impact on our lives.

Tania and Abeer

—... THE ...—
CONFERENCE
FOR WOMEN
BE EXTRAORDINARY!



Even though there is only one “official” winner, these women (and men) are ALL winners and exemplify the essence of what makes a person *truly EXTRAORDINARY*.

Each nominee has dedicated her/his time and efforts to contributing to their families, their work, and especially their communities.

Congratulations to all the finalists!



\$1,000 GRANT

In honor of our remarkable 10-year anniversary, we are thrilled to reveal that, this year, we will be awarding not one but two non-profit grants. The esteemed recipients of our 2023 Grants are **Pink Hands of Hope** and **Radiant Hope**. We extend our heartfelt gratitude to our benevolent sponsors for their invaluable contributions. A special thank you goes out to **Members 1st Federal Credit Union** and **Giant Foods** for their generous support.



www.PinkHandsofHope.org

Pink Hands of Hope is dedicated to helping women in Central PA during their fight against breast cancer. They supply free products and services to help make the journey a little easier.



RADIANT
HOPE

www.HisRadiantHope.org

Radiant Hope sends care packages to cancer survivors and their caregivers. They are dedicated to engaging the local community to spread a vision of hope for those affected by cancer.

Goodwill Ambassador Award

The recipient of this award is a woman who is focused on community outreach, business, and personal philanthropy efforts, who demonstrates leadership characteristics in our community with proven results.



Lissette Gonzalez FINALIST

Lissette Gonzalez, Director of Operations and licensed realtor at Erica Rawls Team, Keller Williams of Central PA, combines a Clinical Psychology degree with 15+ years in social services, focusing on marginalized communities' mental health, maternal issues, and homelessness. Realizing her potential for impact, she earned a Master's in organizational leadership. As an executive director at a homeless shelter, she provided

crucial financial advice, inspiring her shift to real estate. Driven by stories of regret, Lissette empowers black and brown communities in Harrisburg, advocating home ownership for generational wealth.



Safronia Perry FINALIST

Safronia Perry, CEO of S. Perry Consulting & Coaching LLC, is a community leader and former Executive Director of Hope Station Area Neighborhood Council. Her business, established in 2023, focuses on supporting businesses of color, women-owned enterprises, non-profits, and political candidates. Safronia's diverse educational background includes institutions like OIC of Carlisle and University of

Phoenix. She's served in key roles in various organizations, such as the Pennsylvania Human Relations Commission Advisory Council and the National Coalition of 100 Black Women. Currently, she contributes as a council member for the borough of Carlisle, demonstrating her commitment to community service. Beyond her professional accomplishments, Safronia finds immense pride in her role as a mother and grandmother.



Sara Agerton FINALIST

Sara Agerton lives in Mechanicsburg, PA where she raises her teenage daughter. She currently serves her community as an elected official on the borough council. She is employed as a healthcare administrator in the field of hospice. Her career in Social Work has allowed her many opportunities to serve families and children throughout the state of Pennsylvania. She is a believer of giving back to her community

and finds her serving in many capacities to make her community better. She believes in being active in the community as a Girl Scout Leader, a Girls on the Run Coach, facilitator for Alzheimer's support groups, guardian, and now serves on the fundraising committee for Sadler HealthCare Expansion to the West Shore. When an opportunity arises, her values push her to be there serving her neighbors.



Susan Ewing-Rathfon FINALIST

Susan Ewing-Rathfon, president of Crescent Strategy, LLC, is a digital marketing expert with a Bachelor's in corporate communications. With 15 years of experience, she crafts impactful online campaigns, enhancing clients' digital presence and achieving marketing goals. Susan's innovative social media strategies earned her prestigious awards, including Forty Under 40 in 2012 and Woman of Influence in 2021. She's also a recipient

of the 2023 Pennsylvania Service Award. Passionate about recovery causes, Susan volunteers and shares her personal journey of loss due to substance use disorder. As Mrs. Pennsylvania American, she leverages her title to raise funds for recovery, contributing over \$500,000 so far. In her free time, Susan enjoys ballroom and Latin dance and cherishes moments with her family and rescue dogs.

Leadership in Diversity Award

The recipient of this award is a business leader who excels in the pursuit of cultural diversity and inclusion in the community or workplace. She contributes to and enhances the environment through a sustained commitment to improve opportunities for Central PA. She is a leader who is dedicated to raising issues of diversity and inclusion and protecting civil and human rights.



***Beverly Magda, Ph.D.* FINALIST**

Beverly Magda, Ph.D., is a trailblazing leader in higher education and technology, currently serving as the Associate Provost, Strategic Partnerships at Harrisburg University of Science and Technology. With over two decades of experience in technology and academia, she has excelled in roles such as Associate Dean and Associate Professor at Georgetown University, where she played a pivotal role in the founding of graduate

and online programs. Beverly's expertise extends to systems engineering, project management, and advocacy for diversity and inclusion. Recognized with awards like the Outstanding State Achievement Award from Million Women Mentors, she continues to shape the landscape of education, fostering strategic partnerships and innovative approaches to workforce development.



***Masai Lawson* FINALIST**

Masai Lawson Chair's Gannett Fleming's DEI Steering Committee. Over the past 5 years and with the support of senior leadership, Masai has taken the lead in developing the framework, promoting, and supporting Gannett Fleming's vision and strategy to become a more inclusive, and equitable organization, while also creating a culture of belonging. Masai serves on the Board of Directors of Feel Your Bobbies, a non-

profit that targets women under 40 with lifesaving calls to action through social media outreach and engagement. She is a Board Member of WITF, a public media outlet, where she is lending her support to their mission of amplifying voices of marginalized communities, and she sits on the DEIB Steering Committee for the American Council of Engineering Companies.

Care to Share Award

The recipient of this award is a woman who shares her expertise to help others develop and grow. She creates a lasting and beneficial impact on business owners, leaders, and rising stars.



Michelle Williard Hoffer FINALIST

Michelle Williard Hoffer is The Narcissist Slayer! Her education, research, and studies, along with her life history, have allowed her to pivot into being the professional mental performance coach that she is today. Michelle has written numerous books including “The ABCs of Narcissism,” “The Dangers of Interacting with a Narcissist,” “Soaring Minds Workbook and Journal,” “Building Successful Business Relationships,” and “Lose Ten Pounds Now.” Michelle travels the country delivering workshops, trainings, and speeches. Her online Zoom groups have people from all over the world in attendance. Michelle is living the life she never thought possible for herself years ago when she woke up in the hospital after being unconscious for nearly three days from domestic abuse. She helps people live the life they want to live and reach the goals they have in their minds.



Nicole McCartan FINALIST

Nicole McCartan is a self-motivated and driven professional who possesses experience in project management, marketing, direct sales/sales, and education. Her education background includes an ABD in Psychology, a Master of Business Administration with a concentration in Marketing, and a Bachelor of Science Degree in Public Relations and Marketing. Nicole has given countless hours to her community and continues to grow as a servant leader. Nicole’s mission is to be a spotlight for her daughters and a floodlight for young people to empower and charge their inner light to reach their fullest potential.



Rickie Meryl Freedman FINALIST

Rickie Meryl Freedman is a full-time Reiki Master/Teacher, Physical Therapist by background with a focus on Integrative Medicine. With over two decades of experience, she has passionately shared Reiki since 2008 and founded Reiki by Rickie ~ ReikiSpace & Learning Place in Harrisburg, PA. Rickie is a Certified ReikiSound practitioner, ReikiVoice Instructor, and

Holistic Wellness Coach. She offers heart-centered energy sessions, workshops, and events, emphasizing the transformative power of Reiki. Rickie mentors practitioners through her program, guiding them from passion to profession with heart and service. She teaches Reiki at all levels, including specialized classes for healthcare professionals and children. Her unique workshops cover topics like positive attitude, stress management, and gratitude. Her mission is to bring Reiki's inner peace to people worldwide, embodying the essence of Reiki in her every endeavor.



Shanice Mariluz,
***MBA, PMP, LSSS, SA, CSM* FINALIST**

Shanice Mariluz is a Principal Project Manager at Members 1st Federal Credit Union where she embodies servant leadership and is tasked with managing the most challenging, complex, and critical initiatives. Shanice serves as vice chair, board of directors for Hamilton Health Center Inc., board of directors for AAA Central Penn and treasurer board member of Central

Dauphin East Cheerleading. She partners with leaders in the tech community by participating in the advancement of DEI and Women in Tech, and she is a facilitator for the Project Management Peer Learning group for the Technology Council of Central Pennsylvania (TCCP).

Agate Award

Agate is the stone of strength and courage. This award is presented to the man who has demonstrated exceptional effort that have helped advance women in business. He is a champion for gender equality with a track record of investing in and supporting women in our community.



***Michael Rathfon* FINALIST**

Michael Rathfon, Marketing Director at the Commonwealth's Department of General Services (DGS), leads a team focusing on digital marketing, analytics, and traditional strategies to meet organizational goals. As Principal at Crescent Strategy, LLC, he excels in simplifying complex ideas for effective communication. With a decade in digital marketing, he's known for high ROI strategies. Rathfon's journey

started as a client services representative and progressed through key roles in renowned organizations. He holds a bachelor's in corporate communication from Susquehanna University and multiple certifications, including Google Ads and

HubSpot Inbound Marketing. Rathfon's expertise has earned him prestigious awards, highlighting his innovative approach in the marketing industry.



Dr. Roderick Lee FINALIST

Dr. Roderick Lee is an Associate Professor of Information Systems in the School of Business Administration at Penn State Harrisburg. He received his Ph.D. in Information Sciences and Technology from Penn State University. Dr. Lee is engaged in interdisciplinary research projects funded by the National Science Foundation and the Howard Hughes Medical Institute that focus equity, inclusion, and justice in STEM

education and careers. He continues to provide strategic equity leadership as Penn State's lead for the Summer Institute on Equity in the Academic Experience and Co-Lead for the special project for the Office of the President on DEIB. In addition, he serves on The PhD Project Advisory Council and the Technology Council of Central Pennsylvania Board of Directors.

Lifetime Achievement Award

The recipient of this award is a woman who builds long-term business success, with strong community involvement and is adaptable in the changing business environment. She is innovative in her business strategy and recognized as a business leader.



Carmen Kitts, RN FINALIST

Carmen Kitts, RN is a distinguished healthcare professional with over three decades of unwavering commitment to patient care and well-being. With an impressive tenure of 30 years in the medical field. For more than 20 years, Carmen spent her career practicing emergency medicine and working as a scrub nurse in the operating room at Hershey Medical Center. Carmen's expertise has touched countless lives and left

an indelible mark on the healthcare industry. In her lustrous career, Carmen Kitts has become a beacon of excellence, a true advocate for patients, and a pioneer in the realm of medical aesthetics. Her unwavering commitment to the well-being of her patients continues to inspire, making her a respected figure to both the medical and wellness communities.



Linda Johnston FINALIST

Linda Johnston, a dedicated executive and philanthropic leader at Renewal by Andersen of Central PA for over 30 years, embodies the principle of doing what you love. Rising from part-time work to Marketing Director, she now oversees the Central PA location. Linda is renowned for her community investments, engaging TV commercials, extraordinary philanthropy, partnerships, and mentorship. Linda attributes her

success to the strong women she meets, continually fueling her dedication to transformative community service. Guided by her late father and Renewal Owner Joe Zisman, she's dedicated to community service. Linda, with Joe Zisman, launched "Renewal Cares," aiding those in need and spotlighting impactful charities. In her leisure, she cherishes family time, travel, volunteering, and fun events. Linda's passion-driven work continues to transform communities.



Michelle Mowrer FINALIST

Michelle is a Regional Vice President at Members 1st Federal Credit Union and has been for 5 years. She celebrated her 16th work anniversary on October 1st. She graduated from Penn State with a Bachelor's in Business Management and an MBA with advanced study in Strategic Leadership. She is currently a Board of Director for Children's Aid Society and Adam's County Habitat for Humanity. She is the chair for the Women

in Leadership Associate Resource Group at Members 1st Federal Credit Union and a mentor for the Members 1st STAR program. She received the Central Penn Business Journal 40 under 40 award and the Women of Influence Award in 2022. She lives in New Oxford, PA with her husband, Luke, and two dogs.



Kathleen McKenzie FINALIST

Kathleen McKenzie, VP of Community Affairs at Highmark Blue Shield, oversees grants, community programs, and volunteerism in Central PA, Lehigh Valley, and Northeastern PA, and she also supports Delaware. With a background in law, she shapes Highmark's community initiatives and provider relationships. McKenzie's career began in Allegheny Health Network, and she later served as Allegheny

County Deputy Manager. She's involved in key organizations like The Central Pennsylvania Food Bank and United Way, holding leadership roles and chairing significant campaigns. Recognized for her impact, she received the 2022 Athena Award and A Legacy of Community Service Award.

Business of the Year Award

This award recognizes a business who demonstrates a positive company culture, employee development, and job growth. They focus on using their business to grow their community via sponsorship, volunteerism, and community involvement. They are a leader in their industry who contributes to economic growth and providing value for residents living and working in Central PA.

The logo for Nour features the word "NOUR" in a bold, black, sans-serif font. A small, stylized orange flame or spark is positioned above the letter "O".

WHERE EVERYONE'S LIGHT
SHINES BRIGHTER

Nour FINALIST

Kait Gillis and Mena Hanna are the founders of Nour, a new inclusive and competitive integrated employment coffee shop in Camp Hill. Founded after their daughter Nour's Down Syndrome diagnosis,

the couple decided to create a space where people of all abilities can obtain employment while providing a much-needed coffee shop in the neighborhood. Their shop sells materials from several other local small businesses as well. Kait and Mena are the proud parents of four children and hope that Nour is a bright spot in the community where everyone's life shines.



O'lee De Lux, Salon Professionals FINALIST

Michelle, a beauty industry veteran with over two decades of experience, is not just a cosmetologist. She's a passionate advocate for confidence and empowerment. As the owner of O'lee de Lux Salon Professionals in Harrisburg, she's

built a reputation for professionalism, expertise, and kindness. Michelle's salon specializes in diverse hair textures, colors, and styles. She's also an educator at Empire Beauty School, blending classic techniques with modern trends to preserve the industry's legacy. Simultaneously pursuing a Criminal Justice Degree, she aspires to contribute to the legal field. Michelle's commitment to community shines through her philanthropic work, inspiring speeches, and unwavering dedication to making the world a better place. Her impactful efforts exemplify the profound change one person can create through kindness and selflessness.

The logo for STEM-UP Network features the words "STEM-UP" in a bold, blue, sans-serif font with a gear icon integrated into the letter "U". Below it, the word "NETWORK" is written in a larger, bold, blue, sans-serif font. Underneath "NETWORK" is the tagline "Advancing Women in STEM" and "Powered By Harrisburg University" in smaller, blue, sans-serif fonts.

STEM-UP Network FINALIST

The mission for STEM-UP Network of Harrisburg University (STEM-UP) is to expand on an already existing set of programs and services and an existing network of professional and academic women in STEM within which women can thrive and prosper. Specifically, STEM-UP builds capacity and community through

research- and evidence-based programs, activities, and platforms/resources. The purpose of these activities and resources is to provide network members with real-world strategies and relationships that support their ability to flourish, prosper and advance, e.g. take on more leadership roles, and, in turn, to be best able to role model advancement and success within STEM professions for other women.

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THE PEOPLE YOU MEET AND
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Melissa A. Hiler

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CONGRATULATIONS

Shanice and Michelle!



SHANICE MARILUZ

*Principal Project Manager - ITS
Care to Share Finalist*

MICHELLE MOWRER

*Regional VP - Branch Operations
Lifetime Achievement Award Finalist*

Thank you for being an inspiration to others and for helping to make this community an exceptional place to live and work. **We are proud of you!**



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CONGRATULATIONS, **MASAI!**

2023 Leadership in Diversity Finalist

Masai Lawson | Senior Manager, Talent Acquisition & Inclusion

Thank you for
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in all that you do!



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Shanice
Mariluz



Board of Directors

Finalist

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EyeCandy is already accepting Sponsors for 2024!

Email Abeer@EyeCandyFamily.com for more information!

Why EYECANDY?

EYE CANDY'S FIRST FOCUS Giving Back

Every event hosted by Eye Candy gives back to the community. **Over \$250,000 has been donated to local non-profits.**



\$36,000

Nonprofit Grants
Distributed



\$18,500

Scholarship Money
Provided to Students



\$55,000

Medical Research
Grant Awarded

As a Result of Eye Candy Donations

Meals to the Hungry | Over 23,000 Mouths Fed

\$72,000 Worth of Life Saving Medical Supplies Distributed

\$4,500 Toward Cancer Patients Medical Bills and Assistance

184,000+ Local Community Members Impacted