



Women Executive Leadership, Inc. advocates, educates and connects accomplished women. WEL is a not-for-profit organization whose primary purpose is to increase the number of women serving on corporate boards by recognizing and connecting accomplished women and further expanding their influence within their respective business communities.

WEL cordially invites you to attend...

Conventional Wisdom – A View From the Top

February 18, 2010

Strategies for tough times: Why leadership and supporting women in the C-Suite and Board Room are more important than ever

Ms. Luda Kopeikina is President and CEO of Noventra Corporation, a strategy consulting firm leveraging advanced neuroscience methods for breakthrough performance. She is an angel investor and a published author: *The Right Decision Every Time: How to Reach Perfect Clarity on Tough Decisions*. Ms. Kopeikina spent six years at General Electric where she worked with Jack Welch. She then was CEO of a public company that she grew six fold in two years and then became an entrepreneur. Ms. Kopeikina holds a Masters Degree from MIT's Sloan School of Management as Sloan Fellow and a Masters Degree in Computer Science from St. Petersburg University, Russia. She completed a Ph.D. Thesis in Computer Science there.

Gregory T. Swienton is Chairman and Chief Executive Officer of Ryder System, Inc., a Fortune 500 transportation and supply chain management solutions company. Prior to joining Ryder, Mr. Swienton was Senior Vice President of Growth Initiatives at Burlington Northern Santa Fe Corporation (BNSF) and had also served as BNSF's Senior Vice President of the Coal and Agricultural Commodities business unit. He joined the former Burlington Northern Railroad in June 1994 as Executive Vice President of its intermodal business unit and became Senior Vice President of its Industrial business unit when Burlington Northern Santa Fe Corporation was formed in September 1995. Mr. Swienton earned his MBA with an emphasis in Finance from the University of Chicago and a BBA degree in Marketing from Chicago's Loyola University.

Our Panel Host, **Rebecca Staton-Reinstein**, President of Advantage Leadership, Inc., works with organizations around the world to increase top and bottom-line results while engaging employees and delighting customers. She and her team craft customized solutions to complex business problems in a wide variety of economic sectors. She is the author of *Conventional Wisdom: How Today's Leaders Plan, Perform, and Progress Like the Founding Fathers and Success Planning: A 'How-To' Guide for Strategic Planning*. She holds a Ph.D. in organizational development, is a Master Practitioner of the Myers-Briggs Type Indicator® and a sought-after consultant, business mentor, and keynote speaker.

Date: *Thursday, February 18, 2010*
Time: *7:30 a.m. to 10:00 a.m.*
Location: *Sheraton Ft. Lauderdale Airport Hotel, 1825 Griffin Rd. Ft. Lauderdale*
Cost: *Advance registration: \$85 - At door: \$95 - Charter Members: No charge*
RSVP: *Please register online at www.welflorida.com*

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