Opening Keynote: Body Language Confidential

Traci Brown
Fraud Busting, Body Language Expert

Learn how to read body language and reveal what customers, potential clients and your team aren’t saying. You’ll see the world with new eyes and appropriately respond to the hidden messages others are always sending. Be assured that you’re sending the right message. Respond to once-hidden clues so you can get the real messages and close the sale at the price you want.

In this session, participants will:

- Laugh and win fabulous prizes behind curtain #3 in this eye-opening, gameshow style keynote while they learn how to interpret body language and respond to what they see so they get what they want and close the deal.
- Understand how to detect lies and uncover deep truths so they can increase sales up to 20%, instantly create deep connection to current and future clients, and elegantly lead others to create raving fans.
- Discover how to interview powerfully or hire the right candidate, accelerate their networking, and make anyone really comfortable around them — no matter the message.
- Gain knowledge of three questions they can ask anyone to instantly connect with them, along with four ‘Magic Words and Phrases’ to persuade anyone.

Traci Brown has been asked by NBC, CBS, and FOX to reveal secrets hidden in plain sight. And she can help you reveal the secrets your clients are keeping from you that are impacting your bottom line. She’s trained in the body language of deception detection right alongside our country’s top law enforcement. In her fast-paced programs, Brown teaches the skills she’s used to find the truth in billion-dollar business deals, crimes, and politics. She is a former member of the U.S. Cycling Team and the author of How to Detect Lies, Fraud and Identity Theft.
In Conversation With...Navigating the Corporate Ladder

D’Anne Hurd
Independent Board Member

Rochelle Campbell
Director, Board Recruitment and Special Projects
National Association of Corporate Directors

Join a seasoned director and a board recruitment expert during this engaging overview of how to best position yourself for potential board service. Whether you’re an executive in need of a starting point, a nonprofit director seeking a corporate board, or a public or private company director expanding your directorship endeavors, this session will equip you with the direction, data, and support you need.

In this session, participants will:
- Discover a bevy of insights on how boards recruit for board members.
- Receive tangible tools on how to leverage their own networks and maximize their presence.
- Learn how to organize their career path for future board success.

Rochelle Campbell leads the NACD’s board recruitment practice and NACD’s special initiatives. She has worked with companies of all sizes, customizing, developing, and delivering in-boardroom education programs and placing directors with boards ranging from the F1000 to large family owned business, private, and nonprofit organizations across numerous industries, including retail, manufacturing, utilities, oil and gas, and finance. Campbell has coached 500+ military flag and general officers (1-4 stars) in successfully transitioning their military experience into the private sector. She previously worked in public relations, as an advisor and public speaker, and as a facilitator and trainer with the U.S. Institute of Peace.
D’Anne Hurd is a qualified financial expert and ESG/sustainability authority with 20+ years of experience serving on and consulting to boards of public, private, and family-owned companies on strategy, risk, and governance best practices. She recently joined the board of Martin Engineering, Inc. and chairs its newly formed audit committee. In 2018, she helped the founder of EILEEN FISHER Inc. form the company’s first board and serves as its first independent director, chairing its nominating and governance committee and serving on its audit, technology, and CEO process committees. Hurd is an independent trustee on leading sustainability mutual fund boards, Pax World Funds and Pax Ellevate Funds, where she sits on the audit committee and the governance committee. She chairs the audit committee of Peckham Industries Inc., and sits on its nominating and governance committee. She was lead independent director for Hiperos, a cloud-based, SaaS supply chain and third-party GRC solutions provider. Her business background includes roles as COO, CFO, and general counsel.

Wednesday, September 16  
11:15 a.m. – 12:30 p.m. CT

Influential Communication Strategies of Women Leaders

Tracie Marquardt, CPA  
Audit Communication Specialist  
Quality Assurance Communication

Outstanding audit leaders have the mindset, the vision, and the communication skills necessary to add value, achieve results, and facilitate positive change. They are not born this way, but are forged through experience, continuous learning, and personal growth. By understanding what is holding us back and implementing proven strategies, techniques, and tools, we empower women to be seen and heard, and stand in our strength.

In this session, participants will:

• Deep dive into the concept of ethical influencing in the audit space.
• Describe ‘what is’ and ‘what could be.’
• Apply transformational language.
• Hear tips for crafting persuasive arguments for audit and business situations.
• Learn to communicate smarter for better results at every level.

Tracie Marquardt is Europe’s leading audit communication specialist, empowering international internal audit executives and their teams to become more effective in their global communication. As consultant, coach, and trainer, she partners with client audit teams so they can build stronger, more trustful relationships and deliver value-added audit results with the right information at the right time. Marquardt is passionate about inspiring audit leaders to be more, do more, and create more in their work and in their lives through the art and science of positive communication. She is a proud past president and active member of Toastmasters International.
Panel Discussion: Re-positioning Yourself and Your Team for 2021

Moderator:
Karen Begelfer, CIA, CRMA, CPA
Experienced Vice President, Chief Audit Executive

Rachel Tressy
Senior Vice President and Chief Auditor
Voya Financial

Tammy Valvo, CIA, CCSA
Chief Audit Executive
Gate City Bank

Beth Bodner
Vice President, Global Audit
American Eagle

*Session Abstract Being Finalized*

Karen Begelfer was most recently the vice president of corporate audit services at Sprint, where she led the corporate audit, retail audit, enterprise risk management, and internal controls functions, and served as executive sponsor of Sprint’s PRIDE ERG. Previously as vice president and chief auditor for Payless Holdings, Begelfer led the international audit function and held responsibility for the company’s ERM function and sustainability initiative. Prior, as a director of internal audit at The Home Depot, she directed audits in the finance and shared services areas, including Sarbanes-Oxley testing. Earlier in her career, she delivered post-deal integration services at PricewaterhouseCoopers and was a member of General Electric’s corporate audit staff.

Rachel Tressy joined Voya Financial in August of 2016 to lead the FCR/SOX team and moved into the chief auditor role in August of 2018. Prior to Voya, she worked at Cigna for 15 years, in business and audit related roles. Tressy started her career at Ernst & Young.
Tammy Valvo is a chief audit executive and servant leader with more than 20 years of experience serving a variety of organizations through internal roles and as a consultant with Protiviti (formerly Arthur Andersen). She has helped transform internal audit departments and contributed to business process improvements across all three lines of defense.

Beth Bodner is vice president of global audit at American Eagle Outfitters (AEO). She redeveloped and oversees the internal audit department, building bench strength and integrity, enhancing the risk-based model, and forging strong partnerships within the organization. She and her team are often approached by company business leaders to perform audits and process reviews within their areas. Bodner previously oversaw AEO’s accounting operations, general accounting, and financial reporting. In her 25 years in retail, including Foot Locker and Jo-Ann Stores, Bodner led internal audit, business practices and procedures, logistics control, DC operations, reverse logistics, and all facets of accounting and accounting operations.

Wednesday, September 16 2:45 – 3:45 p.m. CT

Talent Management

Stacey Schabel, CIA
Vice President and Chief Audit Executive
Jackson National Life Insurance Company

Session Abstract Being Finalized

Stacey Schabel has more than 18 years of audit and risk management experience. She is responsible for a Jackson Holdings, LLC group-wide internal audit team that examines and evaluates the key activities and processes supporting the North American operations of Prudential plc, including Jackson National Life Insurance Company. She assists the board, audit and risk committee members, and executive management in protecting the organization’s assets, reputation, and sustainability by assessing and reporting on the overall effectiveness of risk management, control, and governance processes. Schabel serves on The IIA’s Global Financial Services Guidance Committee, is a Certified Internal Auditor and is the Chief Audit Executive Engagement Chair for the Lansing, Michigan chapter.
Storytelling with Data

Elizabeth Hardman Ricks
Data Storyteller, Instructor
Storytelling with Data, LLC

Effectively communicating with data will set you apart in the workplace — and add incremental value to your organization — but this skill is not traditionally taught in schools and is honed through practice. This session will demonstrate how to transition from exploring data to effectively explaining data with a real-world case study. You’ll walk away with practical tips you can immediately incorporate into your own work.

In this session, participants will:

- Understand the distinction between analyzing data and communicating data.
- Discover how to design graphs so that they make sense to others — the important stuff won't get missed!
- Gain an understanding of the power of storytelling through communicating with data.

Elizabeth Hardman Ricks has a passion for helping her audiences understand “so what?” and inspiring them to take action based on data. She developed her data storytelling skills through analytical roles in the pharmaceutical, retail, manufacturing, and financial services industries, where she used data to inform and influence. Her career has touched the entire analytical process, from querying, organizing, modeling, and analyzing data to communicating complex analytical results to technical and non-technical audiences. Today, she uses these skills to help clients tell effective stories with their data through workshops and other resources.
Data Ethics

Dana Lawrence, CIA, CFSA, CRMA, CRVPM
Senior Director, Compliance and Internal Controls
Azlo

Sophistication of the collection, analysis, and use of big data is expanding exponentially, complicated further by artificial intelligence. While the concept of risk related to data ethics is relatively new, chief audit executives predict that its relevance will grow rapidly over the next five years. This interactive workshop will explore big data concepts, key risks, and how data is collected and utilized so that participants can feel more confident in their understanding of data ethics and help their organizations yield the power of big data in a responsible way.

In this session, participants will:

- Learn key terminology and concepts related to big data, and bring those concepts to life by exploring ways that big data is collected and utilized.
- Discover the power of big data and how that data is utilized to inform decisions and solve problems across industries and even our personal lives.
- Understand risks related to big data (bias, reputational issues, legal), how these risks might show up in their organizations, principles of data ethics, and the evolving landscape.
- Explore the regulatory environment around data ethics (CCPA, GDPR, HIPAA, COPPA) and best practices for risk management, including code of conduct, customer disclosure and notification, record retention, and potential penalties.
- Discuss best practices for a data governance program.
- Examine how to perform an audit of data ethics, including stakeholders to include, questions for stakeholders, and key risk indicators related to data ethics and/or governance.

Dana Lawrence is the senior director of compliance and internal control at Azlo, a tech company that provides online banking services for small businesses. She possesses 17 years of experience in the financial services and tech industry, working in a variety of audit, risk management, and compliance roles, including building departments and functions from the ground up, scaling teams, and successfully managing turnarounds. She is active in The IIA and currently serves on the Global Financial Services Guidance Committee where she develops guidance and standards. She also served as a board member, president, and vice president of The IIA—Portland chapter.
Seven Habits of Inclusive Leaders

Melissa Majors  
Chief Executive Officer  
Melissa Majors Consulting

What do inclusive leaders do? What specific actions do they take to demonstrate a commitment to inclusion? This engaging, brain-friendly session, which incorporates lecture, group discussion, and individual reflection, was designed for all leaders — leaders of self, people, initiatives, and organizations. It presents a “blame-free” examination of how to become a more inclusive leader and reveals the best practices, research, tactics, and habits of the most inclusive leaders.

In this session, participants will:

- Identify and describe concepts such as intellectual humility, tactical empathy, and intersectionality.
- Gain insight into the habits and tactics used by inclusive leaders.
- Unlock access to social posts, job aides, and toolkits to help build inclusive habits.

Melissa Majors, CEO of Melissa Majors Consulting, is an innovator and optimizer who has dedicated her career to maximizing the business impact of learning, inclusion, and leadership strategies. A crowd-pleasing speaker, she has mastered the art of delivering brain-friendly talks on various subjects associated with leadership, learning, and “blameless” inclusion, engaging her audiences and sparking inspiration and action. She’s been featured in Forbes Magazine, The Meeting Professional, NorthStar Meetings Group Eventful Podcast, and on the keynote stage at Meeting Professionals International’s WEC, Catalyst Events, The Northwest Event Show, and many more. Majors differentiates her content by blending research, neuroscience, purposeful stories, and fun into her talks.
Closing Keynote: Mastering the Art of Reinvention & Reintegration into Our New Normal

Shirley Davis, Ph.D.
President and CEO
SDS Global Enterprises, Inc.

The coronavirus pandemic, economic downturn, and the civil unrest due to racial inequities have all turned our world upside down, and life as we've known it has been disrupted. Most of us were impacted emotionally, physically, financially and psychologically. But now that we are reopening our economy, one of the most common questions asked is how long will it take to get back to some sense of normalcy?

According to many experts, the reality is that many aspects of our daily lives and businesses as we knew it may never be the same. So how do we adopt a "new normal"? Join Dr. Shirley Davis, a certified leadership coach, global workforce expert, and best-selling author as she shares strategies for how to pivot out of the pandemic and other disruptions of life in a way that we come out stronger, better, and happier. She will also share some strategies for how to master the art of reinvention and effectively reintegrate back into a new reality. We're in this together, and we will thrive through this.

Dr. Shirley Davis is an accomplished corporate executive, global workforce management expert, certified leadership coach, and master of reinvention. She has worked with leaders at all levels in 30+ countries on five continents and delivered 80+ speeches annually, bringing a high-energy, high-content, and high-value message to audiences worldwide. Her 20+ years of business experience in senior and executive leadership roles with Fortune 100 companies includes having served as vice president of global diversity and inclusion and workplace strategies for the Society for Human Resource Management. Dr. Davis has been a featured expert on numerous television shows and magazines, and she is the author of two LinkedIn Learning courses and two books.