



Key Associates, Inc.
Helping Leaders and Organizations Grow

ANNUAL KEY WOMEN'S LEADERSHIP FORUM SUMMIT

JULY 20, 2017

Welcome! I'd like to personally welcome each of you to our **Annual Key Women's Leadership Forum Summit** held each July for our Forum Members and invited guests. Our gathering is the perfect time to meet other executive women and expand your network as well as enhance your personal and professional leadership skills. We have a great line-up of accomplished women who will share their expertise and ideas with you. **Can't wait to see you soon!**



Mary Key
Founder/Host



Laura Scott
Facilitator



Karen Post
Speaker



Katie Pemble
Speaker

AGENDA

TIME	TOPIC	SPEAKER
8:15am – 8:30am	Arrival and Continental Breakfast	
8:30am – 9:15am	Welcome & Introductions	Mary Key
9:15am – 10:30am	Brand Up or Get Left Behind – How to Build & Leverage an Identity	Karen Post
10:30am – 10:45am	Break	
10:45am – 11:45am	Financial Security and Wealth Accumulation for Busy Women	Katie Pemble
11:45am – 12:45pm	Topic Roundtables & Lunch	
12:45pm – 1:00pm	Wrap-up & Closing Remarks	Mary Key

ABOUT YOUR HOST



Mary Key, Ph.D.

Trusted advisor, executive coach, speaker and author, Key heads Key Associates, Inc. (KA), a consulting firm committed to the development of leaders and organizations. She is the founder of the Key Women's Leadership Forum. The purpose of the women's forum is to bring together women in leadership roles and focus on the whole self – mind, body, spirit and career.

Key has helped entrepreneurs and their companies achieve exponential growth through a system of Right Focus, Right People, and Right Execution. She was part of a national team that built Inc. Magazine's Eagles CEO program where CEOs of fast growing companies came together to focus on each other's strategic business issues achieving remarkable results. Key has also worked extensively with Fortune 500 companies and government entities.

Key has authored several books including *CEO Road Rules: Right Focus, Right People, Right Execution* and *The Entrepreneurial Cat: 13 Ways to Transform Your Work Life*. Key received her Ph.D. from the University of Virginia and her BS from the University of Massachusetts. She was selected to be part of the Society of International Business Fellows (SIBF), Leadership Florida, and the CEO Council of Tampa Bay.

ABOUT THE PRESENTATIONS & GUEST SPEAKERS

Brand Up or Get Left Behind – How to Build & Leverage an Identity

No matter the industry or chapter in your career, brands matter. What buyers, employees, constituents, peers and influencers think, feel and expect from you and your company count. Learn how the power brands do it and how you can brand up can achieve more. This session will cover: creating a brand story, brand bumps and rebranding too. Don't miss this game-changing presentation.



Karen Post

Karen Post is a Tampa-based entrepreneur and branding authority. For over three decades she's been delivering her message to global audiences.

She's a twice published author of *Brand Turnaround* (McGraw-Hill); and *Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds* (AMACOM). Karen's been featured in over 250 media outlets including: *The Wall Street Journal*, *Forbes*, *The New York Times* and *FOX Business*. After earning a few too many travel miles, last year she launched a new local venture called Home Frosting to spend more time with her family.

FINANCIAL SECURITY AND WEALTH ACCUMULATION FOR BUSY WOMEN

For most of us, creating and maintaining our financial health doesn't happen by accident. It takes planning and a deliberate effort to create financial security for yourself, but it doesn't have to be a daunting maze to navigate. This session will address a number of components that are the building blocks of wealth accumulation including Positive Cash Flow, Risk Mitigation, Budgeting, Debt Utilization, Savings, and Asset Allocation.



Katie Pemble

Katie Pemble is a veteran financial professional in Florida advising businesses and individuals for the past 30 years. She founded Baldwin Pemble Advisors in 2016 to provide clients with expert advice on critical financial decisions including debt and capital placement, financial budgeting, estate planning, asset allocation and investment management.

Previously, Katie was President and Vice-Chairman of the Board for C1 Financial, Inc., the parent company of C1 Bank and President of Florida Bank Group. Twice she led organizations to be among the highest growth banking companies in Florida and completed two successful initial public stock offerings. Early in her career she held the role of President with Bank of America in Pinellas County.

Katie is the immediate past chair of the American Heart Association of Tampa Bay and the founding chair of that organization's Go Red For Women campaign aimed at raising funds for research to radically reduce deaths among women due to heart disease.