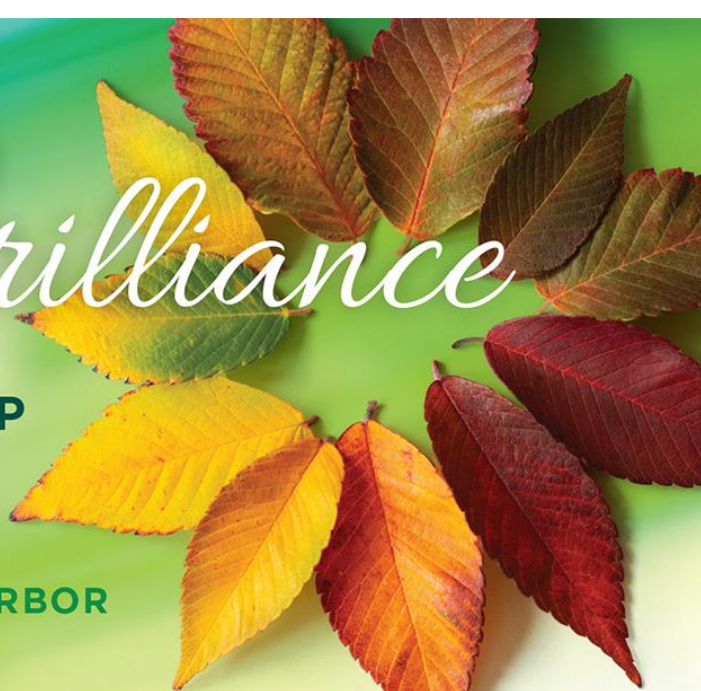


Unique Women Generating *Brilliance*

UW-GREEN BAY WOMEN'S LEADERSHIP RETREAT

OCTOBER 21-23, 2019
LANDMARK RESORT, EGG HARBOR



Presenters' Bios

LAURIE CRAWFORD

Through coaching business, Laurie Crawford Coaching LLC, Laurie Crawford has provided coaching to diverse clients ranging from stay-at-home moms, social workers, artists and small business owners to healthcare professionals, non-profit directors, educators and government officials. She is formally trained as a professional coach and holds an Associate Certified Coach credential through the International Coach Federation and a B.S. in Human Resource Management and an M.S. in Management and Organizational Behavior. Her vision is to provide transformational coaching and learning experiences that inspire women to own their power, make meaningful changes in their lives and thrive.

She also hosts the monthly Women Om Wisdom podcast.

JENNIFER DIRKS

Jennifer Dirks is a communications and public relations executive with 25 years of corporate and agency experience. She joined TEMPO Milwaukee in 2014 as its first President & CEO. TEMPO Milwaukee an organization of more than 360 professional women leaders who hold CEO, executive and leadership positions as well as 150+ Emerging Women Leaders. In her role, Dirks is responsible for the development, implementation and execution of the organization's strategic direction. In 2018, Dirks was named a Woman of Influence and an Executive to Watch by the Milwaukee Business Journal.

KARMEN LEMKE

Karmen Lemke joined Girl Scouts of the Northwestern Great Lakes as CEO in November 2018. She brought with her 31 years of experience in the energy industry. Lemke was the recipient of the 2010 NWTC Distinguished Alumni Award and was a featured guest in the December 2016 issue of Women Magazine. Her involvement in the community includes serving on the Board of Directors for the Catholic Foundation, CP and the Greater Green Bay Chamber's Partners in Education. She is also a member of the Emeritus Board for the Women's Fund. Karmen prides herself on being a Lifelong Girl Scout and is passionate about helping women and girls.

JOAN MALCHESKI

As Director of Brand and Marketing for the Green Bay Packers Malcheski aims to deliver impactful strategies, layouts and campaigns that inspire forward-thinking and encourage audiences to take action. Her goal is to heighten and strengthen engagement with one of the most popular fan bases in professional sports. She also oversees business intelligence, research, the Junior Power Pack fan club, the Packers Perks rewards program, a robust customer data warehouse and Packers Everywhere (www.packerseverywhere.com). She lights up the room with her fresh delivery, perspective and thoughts with a pulse.

Presenters' Bios (contd.)

VALERIE MURRENUS PILMAIER, PHD

Valerie Murrenus Pilmaier, PhD, is an Associate Professor of English and Women's Studies at UW Green Bay, Sheboygan Campus. She has completed the UW System Leadership Development Program and has engaged in leadership roles at the institutional, departmental and campus level, including as the UW Colleges' Institutional Assessment Coordinator, UW Colleges Senator for UW Sheboygan, Vice Chair of the UW Colleges' English Department and Steering Co-Chair for UW Sheboygan. She has been a Wisconsin Teaching Fellows and Scholar twice (2012-2013 and 2017-2018) and has won an Underkofler Teaching Award (2018).

KRISTIN O'DELL

Kristin O'Dell is the founder of KLO LLC, a training, leadership and employee optimization consulting business. O'Dell's experience ranges across publicly traded Fortune 500 organizations as well as small-cap family owned businesses. She is certified as a Professional in Human Resources (PHR), a Franklin Covey certified facilitator of the 7 Habits for Highly Effective Managers and is Gallup Certified Strengths Coach. O'Dell is a 2018 recipient of the Manitowoc County Young Professionals Future 15 Award and a nominee for Young Professional of the Year. O'Dell is an active volunteer and head coach and league commissioner with the Manitowoc Youth Softball League.