



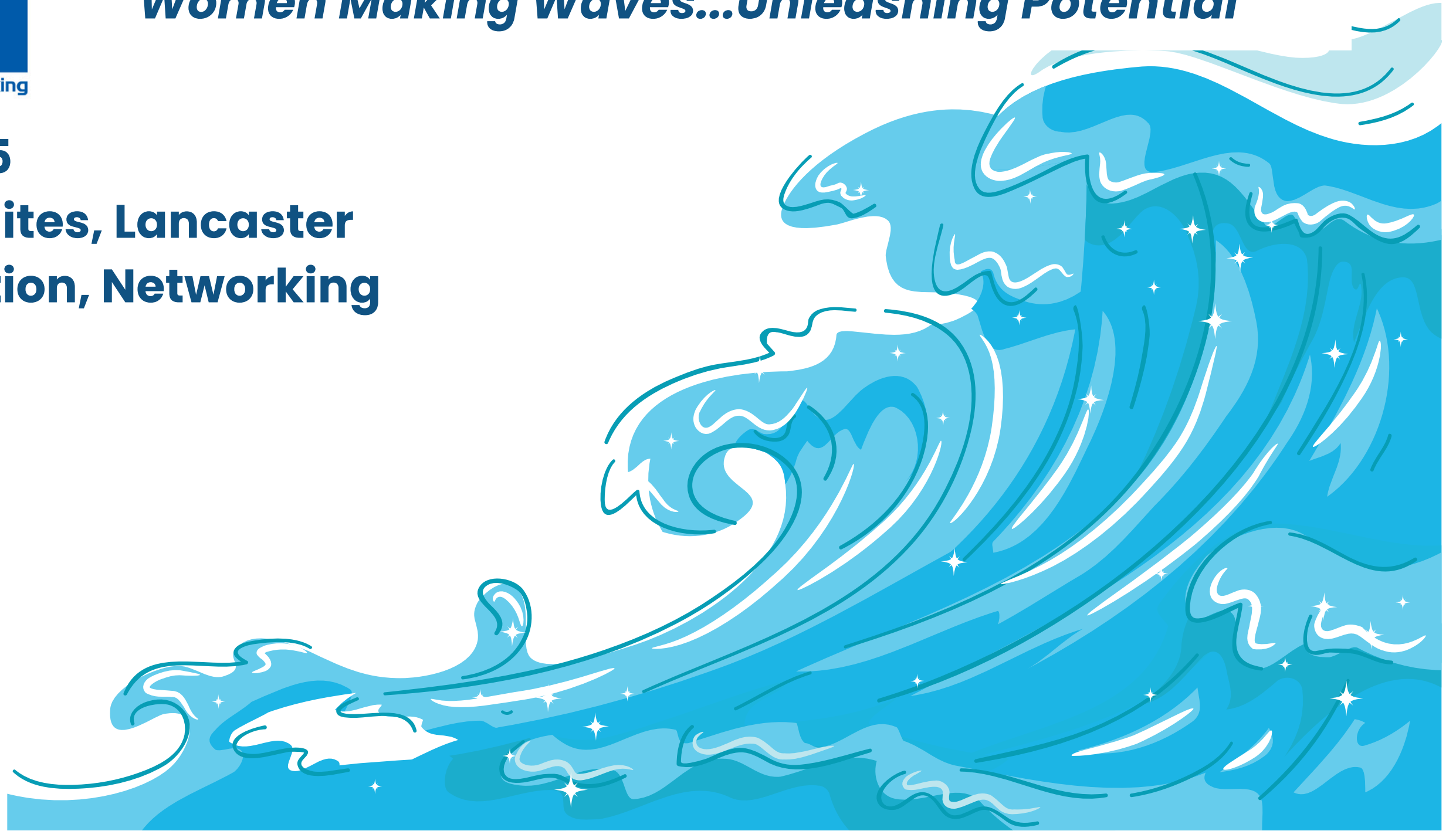
2025 WIN Conference

Women Making Waves...Unleashing Potential

March 5 – 6, 2025

Eden Resort & Suites, Lancaster

Women, Innovation, Networking



Plan to attend PMAA's premier event for women industry professionals!

WHY ATTEND

Unleash Your Potential



This annual event draws dynamic and committed women professionals from across the Commonwealth together to learn and grow through mentorship, collaboration, and networking.

The theme of the 2025 conference is ***Women Making Waves...Unleashing Potential***. Come prepared to be inspired, energized and ready to make waves!

CONFERENCE SCHEDULE

Wednesday

3:00 – 5:15 p.m.

*Opening Panel and
Interactive Session*

5:30 – 6:30 p.m.

Reception

Dinner on Your Own

Thursday

8:15 a.m. – noon

*Educational
Sessions*

12:15 p.m.

Lunch

1:00 p.m.

Closing Session

THE HOTEL

The **Eden Resort & Suites**, in the heart of Lancaster County, is centrally located to downtown Lancaster, Amish country and many other local attractions. The resort features several dining and drink options. Plenty of on-site complimentary parking is available.

Accommodations:

Call Eden Resort & Suites at (866) 801-6430 and mention "PMAA Women's Conference" to receive the group guestroom rate of \$130. The room block deadline is February 3.

AGENDA



WEDNESDAY

3:00 – 3:45 p.m.

Panel Discussion – How Are You Using Artificial Intelligence (AI) in Your Professional and Personal Life?

- Terri Ness, ARRO Consulting
- Susan Sampson, Lehigh County Authority
- Adrienne Vicari, Herbert, Rowland & Grubic, Inc.
- Julie Mechling, Pittsburgh Water
- Lindsay Hughes, North Penn Water Authority (facilitator)



3:45 – 4:00 p.m. Break

4:00 – 5:15 p.m.

AI Interactive Session

- Lindsay Hughes, North Penn Water Authority

Unleash the power of AI in this interactive session! Collaborate with your team using a unique “AI Challenge Pack” to solve challenges, exchange ideas, and master insider tips for maximizing AI’s potential. Don’t forget your laptop or tablet for this hands-on experience designed to inspire creativity and elevate your skills.



5:30 – 6:30 p.m. Reception

THURSDAY

8:15 – 8:30 a.m.

Welcome

- Chris Ackerman, CHIA, CSEE, Discover Lancaster



8:30 – 9:00 a.m.

- Commissioner Alice Yoder, Lancaster County



9:00 – 9:30 a.m.

Opening Session

- Karla Mitchell, Ronald McDonald House Charities Central PA



Ronald McDonald House Charities of Central PA has been keeping families together in a comforting and safe environment while their children receive essential medical care since 1984. Each year, thousands of families find a place of respite, compassion and support in one or more of RMHC of Central PA’s programs, helping to alleviate some of the financial burdens many families face along their child’s healthcare journey.

9:30 – 10:45 a.m.

How My Career Found Me Panel

- Ami Tarburton, North Penn Water Authority
- Kacey Fonner, Esq., Fox Rothschild
- Charlotte Katzenmoyer, Capital Region Water
- Natalie Wech, M&T Bank
- Adrienne Vicari, Herbert, Rowland & Grubic, Inc. (facilitator)

Panelists share their personal and professional challenges and successes as they became leaders in their workplaces and communities.



10:45 – 11:00 a.m. Break

11:00 – 11:30 a.m.

- Kate Zimmerman, United Way of Lancaster County

Kate Zimmerman is the President and CEO of United Way of Lancaster County. Prior to this role, Kate led Leadership Lancaster, a community leadership development program. She is also co-chair of the Coalition for Sustainable Housing, the Past Board Chair of the Manheim Township Educational Foundation, a member of the Lancaster Lebanon Habitat for Humanity Board of Directors, the Homelessness Coalition Steering Committee, and the Partnership for Public Health Board of Directors.



11:30 a.m. – noon



Rebranding to Pittsburgh Water: Strategies Used and Lessons Learned

- Rebecca Zito, Pittsburgh Water

This past November, the Pittsburgh Water and Sewer Authority rebranded to Pittsburgh Water – signaling years of progress within the organization and reflecting the interconnected nature behind their management of drinking water, wastewater, and stormwater services. Learn how Pittsburgh Water aligned customer perception data with their organizational mission to develop a branding strategy that aims to build customer trust and communicate a new era of service to the communities they serve. This session will discuss the reasons for rebranding, provide insight about its launch, and highlight the strategies that support the ongoing implementation of their new identity.



12:15 p.m. Lunch

1:00 p.m.

Closing Session: Creating Your Own Personal Board of Directors

- Janet Donovan, Girl Scouts in the Heart of Central Pennsylvania



Janet Donovan is the President and CEO for Girl Scouts in the Heart of Pennsylvania. She is a retired U.S. Navy Two Star Rear Admiral and former Deputy Commander in the Office of the Judge Advocate General (JAG) of the Navy with more than 20 years of executive experience in strategy development, talent management and collaboration.

Sponsorship Opportunities

Be recognized in front of women industry leaders from across the Commonwealth!

Contact us for opportunities and rates at (717) 737-7655.