

# 2022 PEI Women Conference

BROUGHT TO YOU BY GRAFFCO

## WEDNESDAY, MAY 4, 2022

- 6:30 p.m. – 7:15 p.m. **Welcome Station & Check-in**, Sponsored by RDM, *Gold Ballroom*  
 6:30 p.m. – 7:15 p.m. **Welcome Reception**, Sponsored by S. Bravo Inc., *Gold Ballroom*  
 7:15 p.m. – 9:00 p.m. **Dinner**, *Gold Ballroom*

## THURSDAY, MAY 5, 2022

- 8:00 a.m. – 9:00 a.m. **Breakfast**, Sponsored by Guardian Fueling Technologies, *Gold Ballroom*  
 9:00 a.m. – 9:45 a.m. **Welcome & Association Update**, Jason Blake, *Carolina Ballroom*  
 9:45 a.m. – 10:45 a.m. **Kickoff Keynote: Can Nice Girls Win (Races)?**, Julia Landauer, *Carolina Ballroom*  
 10:45 a.m. – 11:00 a.m. **Break**, Sponsored by PetroClear  
 11:00 a.m. – 12:00 p.m. **Living Exponentially**, Jennifer Davis, *Carolina Ballroom*  
 12:00 p.m. – 1:00 p.m. **Networking Lunch**, Sponsored by Guardian Fueling Technologies, *Gold Ballroom*  
 1:00 p.m. – 1:30 p.m. **A Look at Latin America**, Liliana Cruz, *Carolina Ballroom*  
 1:30 p.m. – 3:20 p.m. **Roundtables: You Pick 3 (30 minutes each; rotate 3 times)**

<b>Technology Etiquette</b>	Email. Social Media. Linked-In. What means what in social media? Michelle Donham, Roundtable Lead, <i>P.B. Hoidale Company Inc.</i>
<b>Managing in a Post-Pandemic World</b>	Managing as COVID has continued to impact the world. How to keep everyone sane with price increases and extended lead times. How to get back out there visiting customers and being fruitful with conversations and goals. Lori Griboski, Roundtable Lead, <i>Petroleum Card Services</i>
<b>How Are You Training?</b>	We are training young, new and/or inexperienced hires in this industry. Many companies are struggling to find new employees in this post-pandemic world. What's working for you? Come ready to share ideas! Lynn Israel-Wood, Roundtable Lead, <i>Pneumercator</i>
<b>Opportunities for Females in the Petroleum &amp; Energy Equipment Industry</b>	What's attracting younger women to our industry? For some it's a family business but for others it is not. Do they feel welcome? How can we make this industry more appealing and welcoming to a younger generation of women? Darlene Walsh, Roundtable Lead, <i>Source North America Corporation</i>
<b>Threats &amp; Opportunities From Clean Energy/EVs</b>	How do we promote careers in the energy and petroleum industry, especially given the negative media surrounding fossil fuels? How can we position ourselves for change decades down the road to communicate that we are now and will remain critical? Tina Herschbach, Roundtable Lead, <i>Walsh, Long &amp; Company</i>

- 3:20 p.m. – 3:30 p.m. **Break**, Sponsored by PetroClear  
 3:30 p.m. – 4:00 p.m. **Regroup & Share**  
 4:15 p.m. **Optional Tour (Advance Registration Required)**, Meet in Lobby  
**Dinner on your Own**

## FRIDAY, MAY 6, 2022

- 8:00 a.m. – 9:00 a.m. **Breakfast**, Sponsored by Shields, Harper & Co., *Gold Ballroom*  
 9:00 a.m. – 10:45 a.m. **General Session: The Power of Positivity**, Gail Alofsin, Sponsored by MECO and Pneumercator, *Carolina Ballroom*  
 10:45 a.m. – 11:00 a.m. **Break**, Sponsored by PetroClear  
 11:00 a.m. – 12:00 p.m. **PEI Women Panel**: Lori Griboski, Petroleum Card Services; Tina Herschbach, Walsh, Long & Company Inc.; Jackie Leonard, Square D; Holly Powell, Crompco; Moderated by Gail Alofsin, *Carolina Ballroom*





Thursday, May 5

## Get involved! Join a PEI Committee

- Board of Directors
- Education & Convention
- PEI Women
- Recommended Practices
- Safety
- Young Executives

Interested?  
Email [swest@pei.org](mailto:swest@pei.org)

## 2022 PEI Women Committee

Tina Herschbach, Chair,  
*Walsh, Long & Company Inc.*

Tina Davis,  
*United Rentals Trench Safety*

Michelle Donham,  
*P.B. Hoidale Company Inc.*

Lori Griboski,  
*Petroleum Card Services*

Lynn Israel-Wood,  
*Pneumercator Company*

Cassie Mullen,  
*Renewable Fuels Association*

Paula Russell,  
*IRPCO*

Darlene Walsh,  
*Source North America*



## Can Nice Girls Win (Races)? Julia Landauer

In navigating the male-dominated field of racing, Julia Landauer began recognizing and grappling with stereotypes and negative assumptions about women at the early age of 10. Among her many credentials, Landauer is a NASCAR driver and 2-time champion. Using a vulnerable narrative, Julia shares several of her most impactful experiences, offers techniques she uses to unite her teams, and discusses the importance of male allies and intentional leadership.

## Living Exponentially Jennifer Davis

Women business leaders face unique challenges in how they run their businesses and their lives in unison. Living Exponentially is how Jennifer Davis describes her ability to find success as an entrepreneur, mother of 10 children and activist in her community. Join the other woman leaders of PEI to dive into the 7 Principals of an Exponential Mindset and how you can apply it to your life. Keep the joy, while finding success in being a spouse, parent and business leader. IT IS POSSIBLE. Come find out how!



Friday, May 6



## The Power of Positivity: 'Get To' versus 'Have To' Gail Alofsin

Optimism, confidence and character propel you, personally and professionally, to become your personal best. Positivity enhances the spirit of an organization, creating a connection between the company, customers and colleagues. The workplace is not perfect. We are all challenged with unexpected hurdles. Alofsin, Adjunct Professor at Salve Regina University and at the University of Rhode Island, will show you how to productively tackle these roadblocks and turn your positive and optimistic mind-set into a competitive advantage.

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