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## Lizbeth Ardisana among the honorees at 15th Annual Women's Leadership Conference



*Lizbeth Ardisana is the Principal Owner and CEO of ASG Renaissance.*

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DEARBORN, Mich. -- Nine local women were honored at the 15th Annual Women and Leadership in the Workplace Conference on Wednesday morning at The Henry Hotel in Dearborn, Mich. It is produced by the Michigan Business & Professional Association (MBPA). Awards were given in the categories of business, education, small business, human services, professional and media. New this year is the category of shooting star, which is for women leaders under the age of 35. "Looking to the Future" was the theme of the 2011 conference.

This year's winners of the distinguished leadership awards are Lizbeth Ardisana of ASG Renaissance, Kerry Doman of After 5 Detroit, Carol Goss of the Skillman Foundation, State Rep. Shanelle Jackson, Margery Krevsky of Productions Plus. Juanita Moore of the Charles H. Wright Museum of African American History, Dr. Bonita Stanton of the Children's Hospital of Michigan, Carole Valade of Gemini Publications and Sonya Zanardelli of U.S. Army TARDEC.

"I'm really honored to receive this award," Krevsky said. "There's no such thing as a small award. When you've worked in business for 30 years and have some people recognize it is pretty wonderful. I started the business on a card table and now we have three offices across the country--here in Michigan, Chicago and Los Angeles. Some of the current things we've done on the Super Bowl you know the ad 'Imported from Detroit', we did the talent in that ad. We've also done 200 movies in the state of Michigan providing actors for that. We have a line of cosmetics called Purely Pro Cosmetics.

Susan Butler was the keynote speaker at the conference. She is the founder and CEO of the Susan Bulkeley Butler Institute for the Development of Women Leaders. In addition, she is the author of "Women Count: A Guide to Changing the World."



"I really want to give everyone of you a promotion," Butler said. "And that promotion is to be a CEO. The responsibility is to make things happen for us rather than let things happen to us. Your product is you. Every decision you make is changing your product. You have to grow yourself to show that you have a product that meets the needs of the job. Simple things about how you shake your hand. It's all eye-to-eye contact. Be a good listener. Listen to what you're saying, but also listen to what you're not saying."

The first session was titled "Career Kaleidoscope" and featured a panel of experts who discussed the challenges and triumphs of a woman's career. Panelists included Lisa Grigg of New England Financial, Ronia Kruse of OpTech, LLC, Linda LoCicero of The Staffing Company and Susan Tompor of the Detroit Free Press. Teresa Lucido of Comcast Spotlight was the moderator of the panel.

"I'm very ecstatic to receive this leadership award in the shooting stars category," said Sonya Zanardelli, an electrical engineer for U.S. Army TARDEC. "The goal there is to bring new, innovative technology for our national ground vehicle fleet. My position there is the energy storage team leader. I run all of the battery programs, do the cradle to grave support for all of the batteries in the field, and also help advance the state of the art in battery technology. This is my first time attending. I'm very excited and I'll probably be back. I'm probably shooting for an advanced degree."

The second session dealt with "Leveraging Social Media." Shawne Duperon, a media and social networking expert, was the featured speaker. She offered advice on how women and men can use social media sites such as Facebook, Twitter and LinkedIn to advance their careers.

"I highly recommend you must be on LinkedIn," Duperon said. "Same picture everywhere, nice and tight, beautiful smile. Put pictures, don't use logos. People do business with people they like. It's all about connection right not. It will be for a good 20 years. Your goal is to get 500 LinkedIn recommendations. You want to be seen as a mover and a shaker. Connect with people, just say hey let's LinkedIn together. Your job is to create a network. Your network is your net worth. Stop asking for recommendations. Give a bunch of recommendations. It's about giving first, receiving second."

In addition, there was an exhibit gallery featuring booths from the conference sponsors and non-profit organizations. StyleLine Magazine, WWJ Newsradio 950, Girl Scouts, Forgotten Harvest, Focus: HOPE, The Salvation Army and Lighthouse of Oakland County were some of the companies and charities that had booths at the event.

"Thank you very much, what an honor to receive this award," Goss said. "In honoring me, you honor our work at The Skillman Foundation, which is all about children and creating those changes that will change the odds so that every child in Detroit has access to quality education and can live and grow up in a safe and healthy environment. By lifting up this award and honoring me, it just shows that our community as a whole believes in this as well. I am particularly pleased that we are honoring young women because we need young women to follow in our footsteps."

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