

# HARVESTING PARTNERSHIPS

## Discussion Topics and Hosts

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Host

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Employee  
Well-Being



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DCG Environmental

Effective  
Employee  
Appreciation



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CFJ Manufacturing

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Non-exempt Employees



Kathleen Hunt,  
Personalized Payroll Services

Growing into  
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People and Performance Strategies

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Brooke Foley,  
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### Air Quality and Employee Well-Being

Not often talked about until this year, air quality has a significant impact on employee well-being. Untreated air in the work environment can lead to respiratory conditions, reduce an employee’s ability to focus, as well as more easily transmit COVID. Join us to learn the five key things that improve workplace air quality.

led by Shelley Hines, [DCG Environmental](#)



### Effective Employee Appreciation

It’s no secret that showing appreciation for employees boosts productivity, morale, and retention. With so many options, it’s hard to know what works. Join us to navigate the maze of employee recognition and learn the power of multiple feedback channels, the importance of timing, and methods for results-producing recognition.

led by Faye Austin, [CFJ Manufacturing](#)



### Exempt vs Non-exempt Employees

Every employee has to be classified as exempt or non-exempt. Learn the rights of both types of employee, current standards that drive classification, the implications of federal labor laws, and thus how to avoid financial consequences of non-compliance.

led by Kathleen Hunt, [Personalized Payroll Services](#)



### Growing into a New Market

Hear from a staffing augmentation firm that decided to break into developing Software as a Service (SaaS). The growth into a new market brought about new challenges. We will discuss attending industry conferences, setting price points, and creating a strategy and following it – and – changing the strategy quickly if your company has to pivot during extreme circumstances.

led by Reena Batra, [Software Professionals, Inc.](#)





## Implementing IDPs (Individual Development Plans): Grow and Encourage All Members of Your Company

A good leader meets their employee where they are and tailors a strategy to unearth their potential. Learn how to create and implement individual development plans to assist team members with their career growth, reach goals, and improve satisfaction, and ultimately company performance. Recommended reading: *Leadership and the One Minute Manager* by Ken Blanchard and *Dream Manager* by Matthew Kelly



led by Meg Cook, [Painters USA](#)



## Is Operational Inefficiency Costing You Money?

While scaling your business, you probably were also scaling your inefficiencies. A single operational inefficiency grows into a time-sucking growth blocker. Even a single percentage point improvement can translate into significant revenue gains. Start where you are. Start with what you have. It's more than worth considering.



led by Jen Schaumburg, [Fuse Solutions](#)



## Negotiations and Hiring: A Win-Win

You've found your ideal candidate to hire, but how do you get them to say yes to your offer? In today's candidate driven market, competing with other companies all vying for the same top talent can be challenging. Join us to learn how to leave a strong impression as well as negotiate benefits and rewards that result in a win-win for your business and the candidate.



led by Jolene Risch, [Risch Results](#)



## Perspective Taking: A Way to Understand Implicit Bias

Join us to learn what exactly perspective taking is and why it's important. We will outline how and why implicit biases are inherent in all of us, what obstacles come up when we try to take another's perspective, and specific tactics we can employ to overcome obstacles and become successful practitioners of perspective taking. Discover approaches to take to learn this skill.



led by Samreen Aslam, [AMP Creative](#)



### Profitable Advice for Choosing the Right Vendor

Do you know what to look for when selecting the right vendor for a project for your company? If not, you could make a costly mistake. We will share a list of questions to include in your vendor selection and share some stories of choosing vendors. If you want to BE the vendor selected, we have some ideas for you as well.

led by Pam Thompson, **Anderson Asphalt and Concrete Paving**  
&  
Donna Hegdahl, **The TransSynergy Group**



### Reduce Your Energy Costs and Carbon Footprint

Can you really reduce your energy cost and carbon footprint? The simple answer is YES. This discussion will provide you with an overview of the energy market and the impact of renewables, both in the short and long-term. Learn what states, cities, and large companies are doing to be carbon neutral by 2045 as well as simple steps you can take to lower your business or residential energy costs and carbon footprint now and in the future.

led by Melinda Zito O'Brien, **Energy Utility Group**



### The Five Behaviors of a Cohesive Team

This discussion is based off Patrick Lencioni's best-selling book The Five Dysfunctions of a Team. It enables people and teams to get results while simultaneously creating a collaborative, more enjoyable work environment. We will discuss how to build trust, engage in healthy conflict, gain commitment, hold each other accountable, and get results.

led by Joleen Goronkin, **People and Performance Strategies**



### The Importance of Creating Brand Alignment

Having an aligned brand captivates clients and leads to repeat business. During this discussion, discover the many facets involved that create alignment as it relates to your brand. You'll learn the impact of 1) wholly understanding your position and promise 2) defining and getting to know your primary audience 3) setting clear goals versus objectives 4) identifying your barriers and creating strategies around them 5) tone and personality.

led by Brooke Foley, **Jayne Agency**





# Host Bio

Alpha by First Name



**Brooke Foley,**  
**CEO & Founder**  
**Jayne Agency**

A strategic powerhouse with a commitment to clarity, Brooke helps businesses of all sizes achieve dependable, repeatable, scalable revenue. She founded Jayne Agency in 2009 as a bold, creative boutique specializing in strategic planning, storytelling, and sustainable brand platforms. Jayne is a 100% woman-owned, 100% inclusive, WBENC-certified company committed to helping diverse businesses grow. The agency's client roster includes Fortune 100s such as PepsiCo, Nationwide, American Red Cross, Vistra Energy, as well as small-to mid-market companies like Trans International (WBE), MicroAutomation (MBE), and VOZ Advisors.

Prior to striking off on her own, Brooke was a courageous creative leader and digital pioneer, serving as Executive Creative Director at several of the world's top advertising and marketing agencies including DDB, Ogilvy, and Razorfish. She has created award-winning integrated campaigns and brand experiences, garnering global recognition by the Clio Awards, One Show, NY Festivals, Communication Arts, Webby's, OMMA, American Design Awards, Communicator Awards, Axium Awards, and MarComm Awards.

A passionate thought leader on the topics of branding, women leadership, and supply chain diversity, Brooke is a 2020 Enterprising Woman of the Year Winner and an active contributor to WE USA Magazine and NANOE. She has been a keynote speaker at Social Media Week, HOW Design Live, Eaton's Supplier Summit, Ad Tech, St. Louis Business Development Connection, and many more. She sits on several boards including Magdalene House Chicago, DesignedbyUs.org, and UCAN Chicago and has achieved numerous certifications and memberships including WBENC, BEP/CMS, WOSBA, Cook County DBE, DA4S, WIM, and NAWBO.

She holds a BFA in Graphic Design from University of Illinois at Chicago, School of Art and Design and is a graduate of Dartmouth's Tuck Women's Executive Program and the Yale Brisaago Program.

# Host Bio

Alpha by First Name



**Donna Hegdahl,**  
**Founder & President**  
**The TransSynergy Group**

Donna Hegdahl is founder and president of The TransSynergy Group, a company she founded in 1995 to share her passion for marketing. Hegdahl's expertise includes all aspects of strategic and tactical marketing and communications.

The TransSynergy team has two divisions – a marketing division described below and a team that manages nonprofit business associations – like the IAMCP and the WIT Network. For nonprofit business associations with volunteer board, we're the back-office team that keeps things running.

For large corporations, she and her team bring specialized skills, jump into assignments internal staff doesn't have time to do, manage projects that don't fit within the scope of other agencies, and provide a flexible team on initiatives with multiple changes in scope.

She has helped hundreds of small and mid-sized companies successfully get their message to the marketplace and grow their businesses. For entrepreneurial startups, she teaches them how to apply marketing principles at their own companies through strategic consulting services, public relations, seminars, and workshops.

# Host Bio

Alpha by First Name



**Faye Austin,**  
**Director of Marketing**  
**CFJ Manufacturing**

Faye Austin is the Director of Marketing at CFJ Manufacturing, a company that customizes and administers Employee Recognition and Service Award programs to an array of industries including oil and gas, transportation, technology, and food and beverage just to name a few. While leading a team responsible for assessing and creating the company's marketing strategy, she focuses that team towards planning, coordinating, and directing marketing efforts.

The program managers at CFJ work closely with Faye to develop and implement programs designed to reward and recognize clients' employees. She is a creative and strategic thinker with a passion for helping companies retain and reward their workers while simultaneously growing their brand. A proud graduate of Stephen F. Austin State University, Faye received two B.A. degrees in Theatre and Hospitality before finding her passion for marketing. In her spare time Faye serves on the Board of Directors for the Tarrant County Back to School Roundup and enjoys spending time with her friends and family.



# Host Bio

Alpha by First Name



**Jen Schaumburg,**  
**CEO & Founder**  
**Fuse Solutions**

Jennifer Schaumburg is Fuse Solutions Inc's CEO and Co-founder. She brings 20 years of leadership experience and an unmatched capability to consistently deliver enterprise services in complex business operations. Jennifer wears her passion for supporting small business, women in business, anything technology and entrepreneurship on her sleeve. Jennifer's dedication and business innovative acumen drives initiatives that support workforce development and fueling the expansion of entrepreneurship and creating jobs.

In addition, Jennifer is deeply immersed in philanthropic leadership. She takes an active role in corporate and social responsibility initiatives and is involved in supporting youth education initiatives and advocacy for small business. She contributes by sitting on academic technology boards and meeting with and speaking to today's youth about careers in technology, and leadership. Jennifer partners within corporate enterprises and her community to support programs directed at increasing opportunity for future technology focused business leaders. In 2016, the Women's Business Council-Southwest (WBCS) awarded Jennifer advocate of the year and recognized Fuse Solutions Inc for their commitment to providing WBE's growth opportunities in today's competitive marketplace. Jennifer is an active member of the WBCS board of directors and Fuse Solutions Inc is a Small Woman Business Enterprise (SWBE) that is privileged to be a WBENC Certified Women's Business Enterprise since 2015. Jennifer was also named one of Dallas's top 25 women in technology in 2020 by the Dallas Business Journal.

Jennifer is a mompreneur, married with a son, and enjoys each precious minute available to spend with her family. She is an avid traveler, health & wellness devotee, and home chef.

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# Host Bio

Alpha by First Name



**Joleen Goronkin,**  
**President**  
**People and**  
**Performance Strategies**

Joleen Goronkin is President of Austin, TX based consulting firm, People and Performance Strategies. She's a high-energy speaker and facilitator who is passionate about helping clients enhance their companies and improve employee effectiveness.

Joleen brings more than 25 years of talent and team-building experience to each engagement. Her broad experience ranges from serving as president and CEO of the Elliot Leadership Institute, a not-for-profit organization providing leadership training solutions to foodservice industry professionals, to her role as the executive vice president, Human Resources and Training for Famous Dave's of America. At Famous Dave's she led human resources, organizational development, payroll, risk management, training and development, giving her the unique perspective and background to assist organizations in reaching their full potential.

Joleen began her career in operations and has keen insight into frontline employees and their impact on the customer experience. This experience, along with deep professional insights as a human resource leader, training leader, and executive, gives her the capacity to provide real solutions to her clients.

# Host Bio

Alpha by First Name



**Jolene Risch,**  
**President & Founder**  
**Risch Results**

Jolene Risch uses her 25 years of experience in Human Resources to lead a national recruiting firm that specializes in the identification and placement of exceptional talent for growing and dynamic teams.

RISCH RESULTS, a certified Women's Business Enterprise, recruits and places outstanding individuals into positions in accounting, finance, sales, marketing, human resources, and operations. Recent clients include companies in construction, manufacturing, technology, service, healthcare, and non-profit, who frequently look to Risch Results to recruit for multiple positions.

A graduate of the Goldman Sachs 10,000 Small Businesses Intensive Program and the Kellogg Non-Profit Board Member Institute, Jolene also serves her profession and her community on the Dream Team Professional Women's Network (Founder and Immediate Past President), Executive Search Owners Association (membership chair), and Communities Foundation of Texas for Business. She is an active board member of the Dallas Holocaust and Human Rights Museum, the Dallas Hebrew Free Loan Association, and is a volunteer and serves on the development committee of WiNGS Dallas. Jolene is a member of the Enterprising Women Advisory Board and is a recipient of the 2020 Enterprising Women of the Year Award. Jolene is an advisor to two college students who developed a platform to match students with businesses to gain work experience ([Risestudent.com](http://Risestudent.com)).

Jolene has 3 sons- Aaron is 22 and recently graduated from Brandeis University, Jolene's Alma Mater; Eli is a junior at Tulane University; and Jeremy is a junior at Akiba-Yavneh Academy of Dallas. She loves to travel and her last "big" trip was with Aaron and Eli to Japan and Thailand just before the pandemic. Madden and Simba are the golden "fur" boys of the family.

# Host Bio

Alpha by First Name



**Kathleen Hunt,**  
**President**  
**Personalized Payroll**  
**Services**

Kathleen Hunt founded her company, Personalized Payroll Services, Inc., in 2011 with the goal to help women-owned businesses thrive and prosper. Personalized Payroll partners with small to mid-sized businesses to customize and streamline their payroll processing and HR services. As a certified women's business enterprise (WBE) through the Women's Business Enterprise National Council (WBENC), and an active member of the Women's Business Council Southwest and Women's Business Enterprise Council South, Kathleen is passionate about connecting WBEs to one another. She is an advocate for WBEs and frequently makes introductions, referrals and recommendations for others.

Kathleen has more than 30 years of experience in human resources, staffing, and sourcing services across various industries. She is an operations and process controls expert putting those skills to work for her clients on a daily basis. Personalized Payroll helps clients avoid costly penalties and accrued interest with timely and accurate local, state, and federal tax deposits and filings. The company provides real time payroll solutions offering clients the ability to process payroll anytime from anywhere. Personalized Payroll provides a fully integrated HCM system with applicant tracking, on boarding, benefit enrollment, employee career development, and management of employee HR portal for employees to review their paycheck history on line, request PTO, etc. Smart phone technology and unlimited document storage round out the services offered. Also offered is HR On Demand which provides a dedicated HR Professional to assist her clients and their HR Professional. Personalized Payroll partners with other WBEs, such as Lone Star Benefits, to provide health insurance services.

Kathleen is an active leader in the business community serving on many boards and committees that support women business owners. She is a member of the WBENC Forum and has served on the Engagement committee since 2017. Kathleen is a recipient of the WBE Volunteer of the Year Award in 2017 by the Women's Business Council Southwest and Volunteer of the Year Award in 2014 by the Women's Business Enterprise Council South.

Personalized Payroll sponsors business events throughout the year including the WBENC Summit & Salute; WBEC South WE Summit & Awards Gala; and Connections to Contracts hosted by the Women's Business Council Southwest. The company is a Diamond Sponsor and Champion Circle Sponsor for Women's Business Council Southwest and a Champions Circle Sponsor for WBEC South.

Kathleen was selected to participate in and successfully completed the WBENC Robert Half Accelerated Leadership Development Program and the Energy Executive Program presented by the University of Texas at Austin in 2019. She earned an Associate's degree in Business Administration and Management at Fox College, Inc.



# Host Bio

Alpha by First Name



**Meg Cook,**  
**President**  
**Painters USA**

**What name/ nick name do you prefer?**

Meg

**When did you start with Painters?**

I initially started part-time and then began working full-time in 1998

**What do you like most about your job?**

Working with my husband Paul

**What is your favorite job throughout your lifetime?**

Working here at Painters USA!

**What makes you happy?**

Working alongside with my husband, growing the business by creating good jobs and a good reputation

**What do you like to do for fun, as a hobby, or special interest?**

·Family is first in my heart and soul

·My 4 kids

·Being a member of St. Paul Lutheran Church in Wheaton for 28 years.

**Tell us something interesting or extraordinary about yourself.**

My husband and I co-founded Painters USA in 1976

# Host Bio

Alpha by First Name



**Melinda Zito O'Brien,**  
**Founder & CEO**  
**Energy Utility Group**

Melinda Zito O'Brien is the founder and CEO of Energy Utility Group. She has consulted with clients to reduce their average energy consumption while reducing electricity costs. Ms. Zito O'Brien and her team were part of the Austin Department of Energy's SHINES grant that was recognized by Greentech Media for Innovation in 2018 for creating the first virtual power plant. Energy Utility Group provides outsourced energy management to help customers navigate the industry disruption taking place now by reducing energy costs and implementing strategies to reach carbon footprint reductions.

# Host Bio

Alpha by First Name



**Pam Thompson,  
President**

**Anderson Asphalt and  
Concrete Paving**

I've been in the paving industry since 1992, and through drive and determination, I am now majority owner and President of Anderson Asphalt and Concrete Paving, LLC, a WBE, DBE, and HUB certified paving company. My hands-on approach keeps me involved in all aspects of operations, from daily scheduling, to accounting oversight to negotiating contracts.

The Women's Business Council – Southwest named Anderson Asphalt and Concrete Paving the Women's Business Enterprise (WBE) of the Year 2019. In 2020 Pam was a recipient of the Lillie Knox Investment Award. Pam volunteered on the steering committee for Architecture, Construction and Engineering of WBCS and the Power To Potential event. Pam is a member of the National Association of Women in Construction (NAWIC) and a past board member of the Dallas Chapter. She also co-chaired the Block Kids Building Program and Chaired the Golf Committee. She is a member of the Women Presidents' Organization (WPO), the premier global peer advisory organization connecting top women entrepreneurs who own multi-million-dollar companies. Chapters are comprised of 20 accomplished women presidents, from diverse industries and backgrounds, who invest their time and energy in themselves and their businesses to drive them to the next level.

Pam is a proud native Texan, born and raised in the Dallas-Fort Worth Metroplex. She has raised her two wonderful sons to be fine young men, and she enjoys the fun and laughter her young grandchildren bring into her life. She is very involved with her church and the special needs program they provide.

Anderson Asphalt and Concrete Paving team ----->





# Host Bio

Alpha by First Name



**Reena Batra,**  
**Founder & CEO**  
**Software Professionals, Inc.**

As the Founder and CEO of Software Professionals, Inc. (SPI), Reena has been the leader and visionary for the strategic growth of the company, collaborating on successful business partnerships, creating business models, and developing new software products. Reena brings 30+ years of experience in technology and services solutions, development, and delivery. She began her career selling first-generation personal computers at Mississippi Micros before joining IBM. After ten years with IBM, Batra founded SPI and has successfully grown the company to include Fortune 500 clients across multiple industries. Under her leadership, SPI has won a number of prestigious regional and national growth awards. Ms. Batra is also active in a number of business, civic, and community organizations.

# Host Bio

Alpha by First Name



**Samreen Aslam,**  
**Director of Learning Strategy**  
**AMP Creative**

As a learning strategist, Samreen believes in the power of learning to develop individuals and transform enterprises. With nearly 10 years of experience in impacting behaviors through training, she's increased clients' bottom lines, grown leadership potential, and helped changed minds. She thrives on simplifying complex concepts into 'aha' moments and taking clients on learning journeys towards performance excellence.

Samreen is the Director of Learning Strategy at AMP Creative, a creative agency that specializes in building innovative learning experiences for some of the world's largest global companies. She has an undergraduate degree in Journalism/International Relations and a Master's in Dispute Resolution.

# Host Bio

Alpha by First Name



**Shelley Hines,**  
**President**  
**DCG Environmental**

Shelley Hines has a degree in Business Administration. She has worked for large corporations such as McLane Company where she held accounting and lead purchasing positions and 7-Eleven where she held a Merchandising Business Systems Manager position. She has also worked for smaller companies where she held the National Bulk Sales Director and the Director of Purchasing positions as well as managing restaurants during her college years. These experiences led her to owning her own business for the past 10 years and, after dissolving that business, decided to open DCG Environmental, LLC.