

Greetings,

On behalf of Epsilon Sigma Omega Chapter of Alpha Kappa Alpha Sorority, Inc., I would like to thank you for taking the time to view the inaugural edition of our newsletter, "It's About You," Summer 2014. I consider it a privilege and an honor to keep you informed by providing this newsletter to update you on our It's About You Women's Conference. Our theme for this year's conference is "Dancing for Your Own Uniqueness (YOU)." We invite you to join fellow women professionals for a day of engaging discussions and presentations designed to help you achieve work-life balance and celebrate YOU.

In this edition, you will find articles on conference logistics, an interview with our keynote speaker, ReShonda Tate Billingsley, and more.

To gain more information on the conference, please visit our Facebook page, [www.facebook.com/ItsAboutYouConference](http://www.facebook.com/ItsAboutYouConference) or our Chapter's website, [www.akaepsilonsigmaomega.com](http://www.akaepsilonsigmaomega.com).

Along with the It's About You Program Committee Chairman, Sharia Spells; Operations Committee Chairman, Tonia C. Anderson; and Conference Founder, Susan Simms Marsh, we welcome you to come out for this year's event and be enriched and empowered by the experience.



**Save the date for September 5, 2014!**

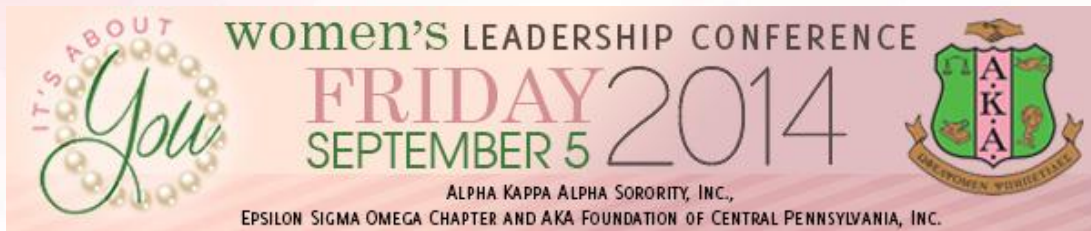
Warmest Regards,

*Yasmin M. Coleman*

Yasmin M. Coleman, President

Alpha Kappa Alpha Sorority, Inc., Epsilon Sigma Omega Chapter

It's About You Women's Conference Committee Chairman



## CONFERENCE OVERVIEW

### *I Hope You Dance!*



Someone once said, “Dance like nobody’s watching, love like you’ve never been hurt, sing like nobody’s listening and live like its heaven on Earth!” So often women are consumed by their roles as a mother, daughter, devoted employee, church member—the list goes on that they rarely take a moment for themselves to marvel in their intricacies, pat themselves on the back after achieving a major victory in their lives, or simply take off their “Superwoman” cape. It is important for women to recharge and enhance their professional development in a relaxed environment among like-minded driven women.

The It’s About You conference provides women in the Central Pennsylvania and surrounding areas with an opportunity to take a day to listen, learn and grow. The conference will consist of panel discussions from women addressing the following topics:

**Your Vision**

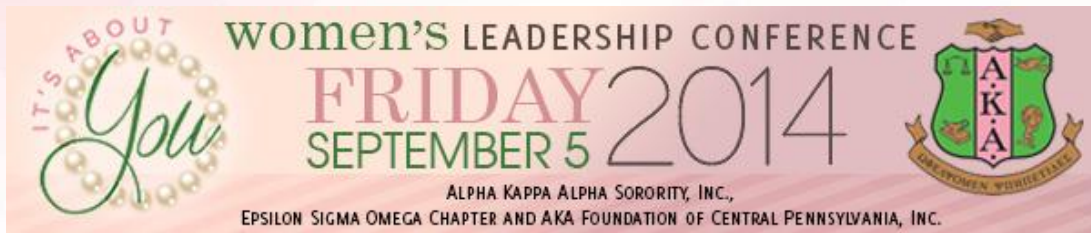
**Your Branding**

**Your Money**

**Your Health: Body, Mind & Soul**

**Your Fitness: Fun Techniques**

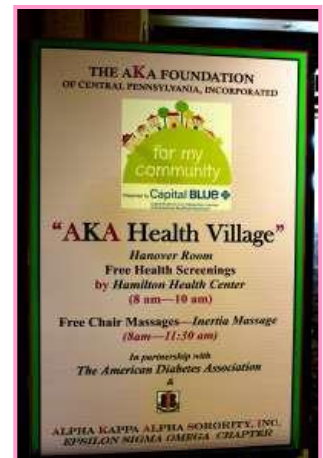




You will be treated to something new this year--Your Vision Workshop which will be led by **Joan Wilmer-Stewart, Vice- President of Human Resources for Caesars Entertainment**. Is there something you're yearning to do but you haven't had time to think about it in-depth or create a plan? Do you need help seeing your dream as though it were a reality? Do you need a daily reminder to help you achieve specific goals? This workshop will allow you the opportunity to create your own personal vision board which focuses on what's important to you. Your vision board will help you to conceptualize and help bring your dreams and aspirations to life. And, it's an interactive activity that you can have fun doing! Your registra-

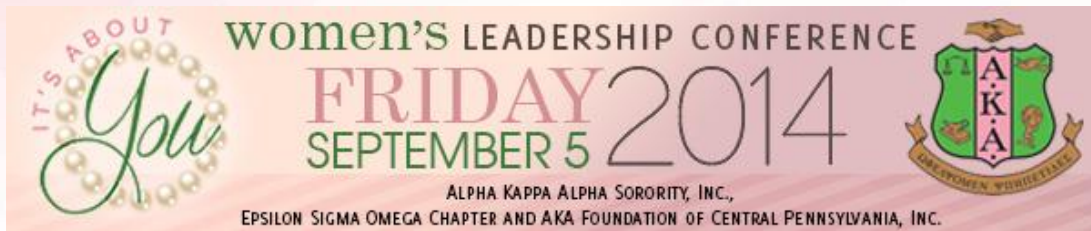
tion fee includes supplies (board, pictures, scissors, glue, glitters and stickers) for this workshop, however, we encourage you to bring magazines or pictures that you would like to use to customize your board as it's all about YOU.

By popular demand, the **Health Village** (Village) is back! Come early so that you will have an opportunity to experience all that the Village has to offer and still enjoy the conference workshops and speakers. The Health Village will be open from 8 a.m. – noon and will include health screenings, chair massages, diabetes presentations and professionals will be present to share some of the many ways women can lead healthy lifestyles.



The conference is sure to leave you feeling empowered and energized to continue to impact the lives of those around you in a positive manner. All roads lead to the **Holiday Inn East on Lindle Road in Harrisburg**! Spread the word and join other women from the Harrisburg, Camp Hill, Reading, York, Lancaster, Chambersburg, Pittsburg, Philadelphia, New York, New Jersey, Maryland, Northern Virginia, and Washington, DC areas.





## REGISTRATION

Registration cost is \$50 and includes continental breakfast, buffet luncheon, conference bag, and vision board materials. And, if this isn't enough to entice you there will be DOOR PRIZES, DOOR PRIZES AND MORE DOOR PRIZES. You can register online today and through August 31, 2014 at [www.akaepsilonsigmaomega.com](http://www.akaepsilonsigmaomega.com). Registration is also available by mail and the mail-in registration form can also be found online.



*Come relax, relate and release because after all it's all about you!*



## **KEYNOTE SPEAKER** **ReShonda Tate Billingsley**

Our Keynote Speaker for this year's conference is Ms. ReShonda Tate Billingsley, a national bestselling author, award-winning poet and dynamic speaker. For 15 years, Ms. Tate Billingsley worked as a television news anchor and reporter before leaving her "good" job to pursue her dream of writing full time. Ms. Tate Billingsley shared a few minutes of her time to answer a few questions in preparation for the **It's About You Women's Conference 2014!**

As women, we're often juggling or dancing in many different roles. For example, ReShonda you are married to a husband who has to sometimes travel for work and leave you alone to care for your family, you are the mother to three school-aged children, you are self-employed AND work from your home (and because you do sometimes family/friends forget that you're actually working even though you're at home), you are a caregiver for your mom and you're actively involved in several organizations. With so many roles, how do you find a good work/life balance? What tips can you share with readers?

**RTB: Work/life balance is something for which I strive every day. No matter what, my family comes first, so I do everything in my power to make sure their needs are met and that my children don't suffer because of my career and my busy travel schedule. Even though I'm always writing, there are certain times that I block off just for my family, and I don't allow anything else to intrude on that time.**

We've been taught that learning is a life-long process and we've been told that we're never too old to learn. What are you doing to ensure that you continue to grow personally and professionally?

**RTB: I am always learning. I am a sponge when it comes to being a better writer, entrepreneur and mother. I am constantly reading and learning. Every time I speak to a crowd, I inevitably learn something that inspires me and becomes part of my own journey. That never-ending quest for knowledge has helped me in my business, Brown Girls Publishing Company, which we created to give voice to talented writers. But the industry is ever-evolving, so it's imperative that I am constantly in learning mode.**



ReShonda, you are currently self-employed as a best-selling author. In your former life, you were a successful, rising star as a news reporter with a major network. How difficult was it to leave a career with a stable salary and benefits to pursue your dream? What financial obstacles did you have to overcome in order to work for yourself? What financial advice would you give to those who're considering leaving their job/career in order to become an entrepreneur?

**RTB: Leaving the stability of my former profession was a little scary, which is why I made sure I had a solid exit plan before I exited. I loved my direct**

**deposit, but that was also the fuel that drove me to work harder as an entrepreneur, so that I would maintain financial consistency. My advice to others seeking a change in career is to not make any drastic moves or hasty departures, but to set realistic goals and have a transition plan that works for you and/or your family. Let nothing keep you from pursuing your dreams, but be wise.**

Research shows that balance is the key to leading a healthy lifestyle. A wellness plan should include activities which address the emotional/mental (mind), physical (body) and spiritual (soul) wellbeing. What activities do you routinely practice that help you to strike a balance and stay emotionally stable, physically fit and spiritually fed?

**RTB: If there is any area of my life that needs work, it's this area. I firmly believe that like a well-running vehicle, your body has to be tuned, rested and rejuvenated. I try to take 'me' time to get reinvigorated. Unfortunately, when my schedule gets extremely hectic, my 'me' time is the first thing to go. It's crucial that I change that. It took several attempts, but I found an exercise I love (boxing), and I go 3-4 times a week. It's amazing how a good workout can reinvigorate you!**

The It's About You Women's Conference was created to celebrate women in leadership who encourage others. You have encouraged and inspired many authors to write and publish their stories. Who encourages and motivates you? Why?

**RTB: I have a wonderful support system and a group of sister-friends that keep me encouraged. I am also motivated by my colleagues in this industry. I love reading, both fan favorites and fresh voices, and I'm inspired and motivated by good writing.**



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The theme for this year's conference is "Dancing for Your Own Uniqueness (YOU)." How does this year's theme relate to you?

**RTB: I believe we were all created for a unique purpose and that it's up to us to find out what that purpose is and then pursue it wholeheartedly. I truly believe in following your dreams, and that's a strong testament to the way I've lived my life. Even when no one else could see my vision, when no one could understand my dream, I danced alone...and soon, as the vision manifested, others joined the party.**

Share with us a favorite quote.

**RTB: "Every minute you spend talking about what you don't have time to do could be spent doing it." - ReShonda Tate Billingsley**

Thank you Ms. Tate Billingsley for taking time out of your busy schedule to conduct this interview. We appreciate your candor and are looking forward to having you as the keynote speaker for the **2014 It's About You Conference.**