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W2W Community Event

RSPA's W2W hosted its annual community event on Monday, August 4. Over 75 women attended this event, which featured a panel discussion moderated by Bernadette Wilson of Business Solutions Magazine. Panelists Tina Lux-Boim (Managed Maintenance Inc.), Brenda McCurry (ScanSource), Julianne Rose (Connectwise), and Kelli Stewart (Advanced Data Systems, Inc.) took part in a timely discussion on leadership, based on Simon Sinek's book, *Leaders Eat Last*, which quickly encompassed such topics as work-life balance and working motherhood.

Member Perspective



connect asked Alyssa Wilkinson of Ingram Micro, who attended the W2W event, to share her impressions:

Will you be able to take what you've learned during the W2W event and apply it to your career?

AW: I definitely will be able to take what I learned and apply it to my career—specifically, doing a lot more listening to what people need and what their message is. Thinking about how my actions and approach can affect people positively and strengthen their attitudes. It is crucial that I show what my role is in my DC/POS division at Ingram Micro. We are definitely starting to make our name and prove our value. We have a strong management team who are guiding us down the right path.

Do you have any specific examples of something that was an immediate takeaway?

AW: Something that struck me was how each woman

on the panel had a lot of values and beliefs that I do. It was motivation and encouragement for me to know that I don't have to have a certain title or create my own business to be a leader. A majority of the women on the panel were mothers, and that really struck me as an amazing thing. I have a daughter of my own and a son on the way. It gave me so much encouragement that I CAN have it all. I can have the job of my dreams and still be an amazing mother to my children. For working moms, it is definitely quality over quantity. I have always tried to emulate qualities of a leader but it gave more fuel to my fire. A couple things that were discussed is helping your colleagues and co-workers find their passion and help them paint a picture of what they want, to be a coach and cheerleader, and understanding their needs.

What did you enjoy most about the community meeting?

AW: It was a very comfortable atmosphere and extremely refreshing to be in a room full of women in an industry that is primarily male. It was also wonderful to see other young women my age (I am 26) who have a passion for the DC/POS space. It seems to be very rare and I hope that changes amongst the channel, vendors, and resellers.

Will you share with us any important connections you made by attending W2W?

AW: I had a connection with Tina Lux-Boim from MMI. I knew of MMI at Ingram Micro as I was part of the IBM business unit selling Storage and Power Systems and we had an entire Services Team that is run by Melinda Kidney. We use MMI for elite contracts for maintenance agreements. It was an honor to see the founder and share with her how amazing her team is.

The W2W Community Event was made possible by the generous sponsorship of

