

Camille Burns, Chief Executive Officer

Hi, everyone. I'm really looking forward to the upcoming town hall. I wanted to take just a few minutes to share a few updates with you in advance of the meeting. First, I'm excited to announce that we're introducing a new role at WPO, Regional Leads. These are leaders who will work across specific regions to give Chapter Chairs more dedicated support.

We're starting right now in Canada. We've brought on Lindsay Recknell, who many of you may know as one of our Chapter Chairs in Calgary, and we'll be rolling this out with 5 Regional Leads in the US in early 2026. Anni Wilhelmi will still be leading our global growth and expansion. The Regional Lead role is to help with membership expansion and recruitment, to monitor pipelines, and to work with you on strategies to grow. They'll also serve as a secondary point of contact, so someone you can turn to for additional support, while building community and engagement across the region.

The Regional Leads may also help identify and engage some different regional sponsorships and look at opportunities there as well. The goal here is simple. It's to help make your life easier as a Chapter Chair, to help grow WPO, and to let you focus on what you do best, which is facilitating great meetings for our WPO members. You'll hear more about this in the next month or so. Happy to answer questions on Monday, but just wanted to make sure you were all aware.

The second thing that I wanted to make sure you saw is that we're doing the Harvard program again. The Leading Through Business and Personal Transitions program will be held on campus, on Harvard campus, February 9 – 12, 2026. We're thrilled that Wells Fargo is sponsoring again, and the application deadline is October 15, 2025. So please make sure that if you have members who are interested in attending that they get the application in by that deadline.

Next up: sponsorship update. I'm thrilled to say that in today's climate, we've been able to retain all of our sponsors. This is a real testament to the strength of WPO, to the strength of our membership, and to the strength of all of you, our Chapter Chairs. Even though we've been able to retain our sponsors, I know that it's a very challenging environment. We've been working really hard internally on our sponsorship strategy and revamping that. Our goal is to expand into new sectors and to adjust our approach so that we can keep building strong, sustainable partnerships for the future and meet corporations where they are, knowing that a lot of things are changing in corporate America and on a global scale as well. As always, if you know anyone who is interested in sponsorship, please let us know - whether it's for the forum or annual. We're working really hard to bring in some new sponsorships on top of trying to retain the sponsorships that we have.

I think you may be aware that our board meetings are moving around, but I wanted to make sure. Our August board meeting was held in Minneapolis, and we had a reception with our local members. Up next, the board will be meeting in Toronto. And so, on November 18, 2025, we're having a reception in Toronto with local members. BMO is going to host this. After that, in February 2026, the WPO board will be going to Cape Town, and we'll be holding a 1-day summit on February 18, 2026. All members are invited to these receptions, invited to the summit in Cape

Town. If you know anyone who might be interested, please make sure that you share that information.

One other partnership I wanted to make sure that you saw is that we're partnering with Pinnacle Global Network on a virtual event focused on scaling. This is October 30 – 31, 2025. This event will be open not only to WPO members and members of the Pinnacle Global Network, but to all women business owners. And we're doing this event, with the hope that this will help us expand our visibility into some new markets and reach some new potential members. You'll see a short video from Pinnacle CEO, Allison Maslon [HERE](#).

Last, but certainly not least, we've got an RFP out for a new financial advisory firm to manage our investment account. If you have a member who works in this space and has some experience with nonprofits, please direct them to the RFP in our weekly email. We would love to work with a member on this. And with that, I'm going to turn it over to Kirsten, to Anni, to Judy, who are going to share more details on all of the upcoming programming we have, the trainings, the WPO PeerView™ rollout, and WPO's global expansion.

As always, I want to thank you all for your leadership, for your time, for your commitment, and for everything you do on behalf of women business owners. See you at the town hall.

Judy Waak-Pearce, Director of Customer Engagement

Hi, everyone. By now, you've had an opportunity to introduce WPO PeerView™ to your chapters. I wanted to give you a quick update on the trademarking of the name. WPO has elected to use this trademark symbol to put the world on notice that we are claiming WPO PeerView™ as our trademark. The trademark symbol can be used whether or not a trademark application has been filed, and we encourage you to include it whenever you reference WPO PeerView™.

We are currently working on the copyright of the materials, and we'll keep you updated on our progress. The next WPO peer review virtual trainings are scheduled for October 8, 2025, and we also have 1 scheduled on November 13, 2025. We do have a few seats left in each of these training sessions. If you'd like to attend, please let Tomi Jane know (tomijane@women-presidents.com).

The next virtual Chapter Chair training is on October 16, 2025, and this training will be led by Elizabeth Davis. The topic is navigating the political conversations within your chapter. I know many of you are having these conversations, and we felt that it was a great time to address the issue.

We have launched the Chapter Chair connection. This newsletter will be published every other month. If you have any content you would like to include, please fill out the submission form [HERE](#). This newsletter is exclusive to Chapter Chairs. Our goal is to keep it Chapter Chair focused unless there is something we need you to remind your members about, such as the Harvard program, which just came out.

In addition, the annual evaluation will go out on October 1, 2025. When we share the responses, you will receive the quantitative data and the themes from the comments, but you will not receive the individual comments. This is keeping with our message to the members that their responses are kept confidential.

And lastly, I'd like to introduce some new transitions as well as some new hires. So, transitions are

- Pittsburgh, PA, USA
 - o Gina Kallick has transitioned out of Pittsburgh I & II
 - o Roz Alford has transitioned out of Pittsburgh III
 - o Wendy Lydon of the Greensburg chapter has inherited all 3 chapters of Pittsburgh, and they will be merging the Pittsburgh chapters with the Greensburg chapter, resulting in 3 chapters in Pittsburgh.
- Dallas, TX, USA
 - o Donna Hegdahl has transitioned out of Dallas and Dallas Uptown.
 - o Elizabeth Davis is the interim chair, and we're interviewing for a new chair currently.
- Columbia, SC, USA
 - o Ann Elliott has stepped down as Chapter Chair of Columbia, SC, and the members are transitioning to the Charlotte, NC chapter.
- Long Island, NY, USA
 - o Lisa Rosenthal has transitioned out of Long Island.
 - o Lauren Nichols is the new Chapter Chair.

Our new hires are:

- Hulya Kurt – Geneva, Switzerland
- Sunita Singh-Dalal – Dubai, UAE
- Carly Markesich – Houston II, TX, USA

Please join me in welcoming all the new hires and the transitions. Thank you so much, and I look forward to seeing you on Monday. judy@women-presidents.com

Kirsten Wynn, Chief Innovation & Programming Officer

Hi, Chairs. In case we haven't met, I'm Kirsten Wynn, and I'm the Chief Innovation & Programming Officer for the WPO. I have some exciting updates for all of you. But first, extra points if you can tell which Florida-based conference center I'm at right now.

To the updates. So first, the forum, May 6-8, 2026, in Hollywood, Florida. That's between Fort Lauderdale and Miami, equidistant from both airports at the Diplomat Beach Resort. Now I want you to know about a little bit of a schedule change from last year. We're going to do the forum a little bit differently.

We're going to do the forum all day on Thursday, all day on Friday, and end with the party on Friday. There will still be things going on Wednesday. There's still the Platinum Summit going on. There will still be training. Tomi Jane and Judy will be in touch with all of those details.

It's still happening on the sixth. People should still arrive on the sixth, but the forum by and large will be May 7-8, all day, both days. So that's a little bit different from years past. We are really in full force with planning for the forum. I have a good handle on keynotes and the keynotes we're looking for.

But what I am looking for are workshops. I'm looking for standing room only workshops. Workshops that you saw that got a lineup out the door. Workshops that were the best workshop you've ever seen. Those are the workshops I'm looking for. If you know speakers or workshops, presenters that you could recommend, I'm all ears. So send those to me (kirsten@women-presidents.com).

Next, exciting news. Speaking of workshops, some of you remember Geoff Woods from last year. Geoff Woods, was the AI-driven leader. He presented a workshop, and it was received very well, so well that we followed up with Geoff and his team to see if we could do an accelerator for just WPO members, and they agreed. I am so excited that because of the partnership with Wells Fargo, we are able to present a 6-week AI accelerator.

You are going to get details on this in a follow-up email, as well as the registration. That'll start going out next week. This is a 6-week program. It's with Geoff and his team. I want to be fully transparent that Geoff does not lead every session, but he vouches for all of his facilitators, and it's all Geoff's content. It is \$2,500 per member and the member can bring 1 person from their team. For that \$2,500, you get the member registration as well as someone from their team. Usually, this is a CTO or someone on their team having to do with the AI or the technology integration.

In addition to the 6 weeks, 2 office hours are added. These are times for you to jump in, ask questions, get to know your peers, and understand the content even more. The sessions are 90 minutes each. They are deep dive sessions. You will see the content. You'll see the week-to-week content. You'll see all of this on the registration page that's coming out next week. It will be in November and December 2025.

It will be open to all members from anywhere. It will be held at 11 AM Central Time, 12 PM Eastern Time. You have to look at the weeks because it's not exactly week-to-week. We were careful to skip the week of Thanksgiving. We were careful to skip a few different weeks, just to make sure that holidays and everything were accounted for. So, check that out. It's a really exciting program. It's not something we've done before, and I am thrilled that we're doing this.

Women2Watch: If you're not familiar with Women2Watch, Women2Watch is a subset of the 50 Fastest. They are all WPO members. The 50 Fastest includes members and non-members. Women2Watch is just within our community. It's so exciting to have this list of 50 WPO members that are fast-growing. We use the same criteria as 50 Fastest, so it's equally as valid, and these numbers are incredible. And, part of winning the Women2Watch is that there's a give-back element. When they apply and when they win, they say what they can speak on, what topics they can speak

on. So, if they're scaling to 20,000,000, if they're scaling to 50,000,000, if they've brought on new leadership teams, if they're on boards – these are all topics that they tell us that they can speak to.

I have that information, and when we announce the Women2Watch in the next couple of weeks, I will circulate all of those winners and their topics to you all – the Chapter Chairs. You can look through and see: is there someone in my area who could come into my chapter and talk - or virtually? I will tell you who is open to speaking, what they can speak on, and it is up to you to follow up with them and bring them in, if it's applicable. This is meant to be totally helpful to you and a real give-back from the members.

On another exciting note, I'm excited that we are launching a new Platinum. We are welcoming back Louise Watson. Louise was a Chapter Chair in Vancouver. She was a local Chapter Chair, and she is coming back as the newest Platinum chair. She is out of Vancouver, BC, and this will be a primarily Canadian chapter. We have one Canadian Platinum chapter already led by Laurie Sinclair, and this will be the second. So, it's open to all members from anywhere, as is every Canadian chapter. The only difference between the Canadian and American Platinum chapters are that the Canadian chapters will stay in Canada for 2 out of their 3 meetings. That's it. If you have American members doing business in Canada or Mexican members doing business in Canada, and you think that they would be great to be in the Canadian Platinum chapter - they meet 3 times a year, and it's a great opportunity. So, follow-up with me, or you can follow-up with Louise.

That's it for now. If you have questions, I'm here. Again, send me your ideas for workshops, and see you soon.

Anni Wilhelmi, Global Growth Consultant for WPO

Hello, everybody from an icy, icy South Africa. It's good to be in the room with you for our town hall today here with an update from me as the lead of our global growth initiative. We're calling the initiative the Road to 60, 15 by 15 - which means we'd like to have 60 chapters within 6 years, and we would like to have each chapter at 15 members by the fifteenth month from kickoff and launch.

These are confirmed dates, September 16, 2025, in Dubai. Yay. We are excited to launch in Geneva on October 9, 2025. And on October 15, 2025, a week later, we're having a regional summit in London, a full-day regional summit. We look forward to you RSVPing, and I'll explain how you can do that shortly. This event is also where we will be reintroducing the London chapter to the UK markets. Around about the same time, although no dates have been confirmed as yet, we'll be, launching our first Platinum chapter in Europe.

That means North America, Canada, Africa, and Europe will have a Platinum chapter, which is incredible. Listen out for more around these launch events. How can you help? We'll be posting a link periodically on the newsletter where you can RSVP to these events, or you can share the link with potential members in the specific regions. This will be so helpful to me from the perspective

that I have been thoroughly overwhelmed with emails and messages from many of you. Thank you so much.

I'm really concerned I'm going to drop the ball around promising you that I'll get that person invited. So, what we're doing is we're piloting a new invitation system, and this is the pilot. So please support us by using the link to RSVP or sharing with others.

Cities that we're working on currently are Hamburg, Athens, Casablanca, Rotterdam, and Tel Aviv. And then cities that we're investigating are Turin in Italy, Dublin in Ireland, Reykjavik in Iceland, Amman in Jordan, Riyadh in Saudi Arabia, and Rotterdam in the Netherlands.

We have a new adoption process for global chapters, and I just wanted to quickly reiterate this for those who haven't heard. Market research has been done in geographical regions first to ensure that there's sufficient market for WPO to launch a chapter, and we're spending some time on financial viability. Josh, our fractional CFO, has been working with us to ensure that our global chapters are economically sound. The second step and third step happen in tandem, in that we have to source a host sponsor for a period of 12 months before we will appoint a Chapter Chair. Thereafter, there are a lot of processes that kick in around creating the event, but these are the 3 main factors that we're focusing on before we decide to move into a new region.

If you have a new region or somebody that you'd like to introduce me to that you feel might fit a host sponsor or chair role, please pop me an email (anni@wpocapetown.co.za), and give me some thorough background and detail in the introduction to the person, and I will be sure to hop on it as soon as possible.

Thanks so much for your time.