



Women in Industry Conference: Strength Training

November 4-5, 2025

Loews Chicago O'Hare Hotel in Rosemont, IL

About the Conference

MHEDA, MHI and WERC invite you to join us for the 2025 Women in Industry Conference, Strength Training, a program designed to help women sharpen strategies, expand influence, and drive impact across the material handling industry. We'll explore new breakthroughs in AI, strengthen negotiation skills, and equip you with tools to speak with clarity and confidence. Whether you're elevating a brand, breaking through barriers, or sprinting toward your next big goal, this conference will give you the techniques (and the community!) to go further. Join a network of driven, dynamic women who are ready to train hard, dream big, and lead with strength.

Conference Highlights:

- Keynote speaker who will help you maximize AI as a competitive advantage.
- Skills-building sessions focused on negotiating and driving your ideas forward.
- Roundtable discussions for real-time sharing, brainstorming and networking.
- Give Back opportunities to help the organization WINGS.
- Connecting over food and drinks including a Welcome Reception.
- And so much more!

Who Should Attend

Whether you're looking to advance your career, start a new role, or simply gain inspiration, this conference is designed to equip you with the tools and knowledge to build on your strengths. Register now and be part of a community of women who are shaping the future of the material handling industry!

Conference Location

Loews Chicago O'Hare Hotel - [reservations link](#)

The Loews Chicago O'Hare Hotel is located two miles from Chicago's O'Hare Airport. This award-winning hotel offers a stylish new design that reflects trellised gardens and lawns found in Chicago. A special discounted group rate starting at \$229 per night is available through October 14th, or until the block is full.

Hotel Address: 5300 N River Rd, Rosemont, IL 60018.

Event Co-Sponsors

MHEDA would like to extend a heartfelt thank you to our event sponsors for their generous support! Their commitment helps make this event possible and ensures a valuable experience for all attendees.





Agenda

Tuesday, November 4

6:00 pm – 8:00 pm

Welcome Reception + Give Back

Kick off the conference with an evening of connection, food, and drinks. Join us in assembling care kits for WINGS, a nonprofit supporting survivors of domestic violence. We're also collecting new and gently used purses during the event to donate to WINGS, your donation can make a difference! Welcome Reception is included with your registration.

Wednesday, November 5

8:00 am – 9:00 am

Registration and Breakfast Buffet

Check in, pick up your badge, and enjoy breakfast while networking.

9:00 am - 9:15 am

Welcome & Introductions

Conference Moderator Judy Hoberman, President of Judy Hoberman and Associates, will welcome attendees and kick off the day with introductions, a great opportunity to connect with fellow participants.

9:15 am – 10:30 am

Strengthen Your AI Skills: Generative AI for Leaders

The AI-driven future of work is here, and generative AI is rapidly becoming a vital tool for achieving business success. Technologies like ChatGPT are no longer optional productivity boosters, they are transforming how professionals work, innovate, and compete. If you're not leveraging AI effectively, your competitors already are. Learn about the latest breakthroughs in generative AI and how you can safely harness them to drive innovation. *Presented by Crystal Washington, Futurist, Author, and Hall of Fame Speaker*

10:30 am – 10:45 am

Break

Take a short break to recharge, network with peers, and get ready for the next session.

10:45 am – 12:00 pm

Material Handling Business Trends Roundtables

Discuss the 2026 trends and how they are impacting you and your business.

12:00 pm – 1:00 pm

Lunch

1:00 pm – 1:15 pm

Maximize Your Membership, MHEDA, MHI & WERC

Learn about Member programs, resources and more!



1:15pm – 2:15 pm

Strengthen Your Voice: Turn Ideas into Action

Have you ever presented a smarter path forward to a colleague, customer, or partner – only to face resistance? Humans, by nature, favor the comfort of “good enough” over the uncertainty of change. Prospect Theory teaches us that humans are more motivated to avoid risk than pursue benefit. In this session, you’ll gain tactical approaches to dismantling roadblocks, moving conversations past hesitation, and ensuring your ideas not only resonate, but drive action. *Presented by Jen Allen-Knuth, Founder of DemandJen.*

2:15 pm – 2:30 pm

Break

2:30 pm – 3:45 pm

Fireside Chat: What’s Really Getting In Our Way?

Join us for a powerful, interactive conversation designed to spark connection, insight, and real solutions. In small roundtable groups, you’ll dive into open, honest discussions about the biggest challenges you’re facing—whether in your role, industry, or leadership journey. Together, we’ll uncover common threads, share fresh perspectives, and walk away feeling more connected.

3:45 pm – 4:00 pm

Break

4:00 pm - 5:00 pm

Strengthen Your Negotiation Skills: Negotiation as a Leadership Superpower

Strong leaders don’t shy away from negotiation, they master it. More than a tactic, negotiation is a critical leadership skill that builds trust, drives alignment, and accelerates results. Gain practical tools to approach every conversation—from high-stakes deals to everyday team dynamics—with clarity, confidence, and purpose. Learn how to turn tension into collaboration, resolve conflict with impact, and lead through influence. When leaders negotiate well, teams stay engaged, communication flows, and performance thrives. *Presented by Fotini Iconomopoulos, Negotiation Expert and Author.*

5:00 pm

Conference Ends

Give Back

Purse for a Purpose – Support Women in Need

As part of the Women in Industry Conference, we invite you to participate in Purse for a Purpose, a meaningful initiative supporting [WINGS](#). We will be collecting new and gently used purses during the event. These donations will go directly to women served by WINGS, whose mission is to provide housing, integrated services, education, and advocacy to end domestic violence. Please note: Participation is optional, but every donation makes a difference. Thank you for your generosity and support!



Learn from the Best

Judy Hoberman - President of Judy Hoberman and Associates

Judy Hoberman is President of Judy Hoberman & Associates, a firm dedicated to empowering professional women. An international speaker, executive coach, author, podcast host of *The Trailblazer Chronicles* and former radio host, Judy brings 30 years of business experience and a deep understanding of how men and women lead, sell, and communicate differently. With a background in sales and leadership—spanning over two decades in life and health insurance—she led agencies across three states and continues to hold her license. Judy helps companies advance diversity, sales, and leadership initiatives, and is known for her transformational approach to coaching and training.

Fotini Iconomopoulos – Negotiation Expert and Author

Fotini Iconomopoulos is a globally recognized expert in negotiation, communication, and leadership—known for turning high-stakes conversations into high-impact outcomes. Her bestselling book, *Say Less, Get More*, was born after HarperCollins approached her, saying, “We think you have a book in you.” She teaches MBA negotiations in Toronto and abroad, and advises brands like Microsoft, Walmart, and Nestlé. With over 15 years of experience across 170+ industries and six continents, Fotini brings real-world insight, behavioral science, and humor to every keynote—empowering audiences to influence with integrity and communicate with confidence.

Jen Allen-Knuth - Founder of DemandJen

Jen Allen-Knuth is the founder of DemandJen, where she helps sales teams spark C-level conversations that build and convert pipeline. After 18 years as a seller at Corporate Executive Board and Challenger, she saw that the biggest threat to revenue isn’t competitors—it’s buyer inertia. As former Chief Evangelist at Challenger and Head of Community Growth at Lavender AI, Jen now teaches reps to unstick stalled deals, break the status quo, and drive change. She’s trained teams at G2, IBM, Square, and more. Outside of work, she rescues dogs and is a proud stepmom to four kids.

Crystal Washington - Futurist, Author, and Hall of Fame Speaker

Crystal Washington is a futurist, author, and Hall of Fame speaker who helps organizations become “future-proof.” As a technology strategist and certified futurist, she simplifies complex topics like artificial intelligence, social media, and app tech for everyday professionals. Her clients include Fortune 100 companies such as Google, Pfizer, and American Express. A globally sought-after keynote speaker, Crystal was named one of *Forbes’* 50 Leading Female Futurists. She appears weekly on the Emmy-nominated show *Life 2.0* and has been featured in *Entrepreneur*, *Bloomberg Businessweek*, and on major networks as a trusted tech expert.



Conference Reviews

- *"Incredible event, thoroughly enjoyed myself, the presentations and participants."*
- *"I am NOT the type to love a women's conference, but this one was really good. The content was super relevant and future thinking which I loved."*
- *"This was my first women's conference, and I really enjoyed meeting so many women in so many different parts of the industry. This has been a wonderful experience that I would love to do again!"*
- *"The content was engaging, insightful, and well-presented."*
- *"All speakers were great and offered information that I will start to use immediately."*
- *"As a 1st time attend, the entire experience was amazing."*
- *"Great takeaways that I'm excited to implement in my career."*
- *"Loved this experience! Learned a lot and felt very valued."*
- *"All speakers were excellent keeping audience alert and engaged."*
- *"I literally cannot pick which speaker was my favorite because they were all beyond fantastic. I soaked in so much information and new knowledge I cannot wait to use."*
- *"Fabulous and relevant content."*
- *"So much valuable information. It was also great to meet people in the industry."*
- *"Well planned and wonderful speakers."*
- *"Scale of 1-10, 20!!!"*

Registration Fees

Early Bird Member (MHEDA, MHI or WERC)	\$795 Per Person Rate Expires October 9, 2025
Member(MHEDA, MHI or WERC)	\$895 Per Person Rate After October 9, 2025
Non-Member	\$1,095 Per Person Rate

Included in the registration fee is admittance to the event, Welcome Reception, all handout material, breakfast, networking luncheon, and refreshment breaks. Does not include travel or hotel accommodations.