

# Agenda

## 8:30 a.m. Registration

## 9:00 a.m. Introduction and Welcome

**Robbin Page**, Women's Network VP sponsor, kicks our day off with a warm welcome and **Wendy Howell-Nations**, Meteorologist at WREG, leads us in guided meditation.

As VP of Human Resources at FedEx Express, **Robbin Page** is responsible for Corporate Safety, Global Compensation, and Innovation, Development and Organizational Strategies.

Robbin joined FedEx Express as a Staff Attorney in Employment Litigation. She has served in several management roles prior to taking her current position. Before joining FedEx Express, Robbin practiced law with Baker Donelson in Memphis, Tennessee as a litigation and employment associate and worked as an adjunct professor at the University of Memphis School of Law.

A four-time Five Star Award winner at FedEx Express, she holds a bachelor's degree from Michigan State University and Juris Doctor (JD), with honors, from the University of Tennessee College of Law. Robbin serves on the board of directors for the International Aviation Women's Association. She is a Master in the Leo S. Bearman Sr., American Inns of Court, a Memphis Bar Foundation Fellow and a Leadership Memphis graduate. She lives in Memphis with her husband, Dan, and two children, Olivia and Quin.

**Wendy Howell-Nations** (yes, that's her real name!) is a proud Memphian with deep ties to the Midsouth community. She has served over 21 years in the field of meteorology, is a certified running coach, yoga and Pilates instructor, has owned her own children's clothing line, is a novice ukulele player, and is learning the art of fly fishing in her spare time. But, by far her greatest accomplishment is raising her two children.

## 9:20 a.m. Keynote Speakers

Enjoy personal stories and professional wisdom from **Shelley Svoren**, CEO and Founder of Infinite Branches, and **Alex Castle**, Master Distiller at Old Dominick Distillery.



**Shelley Svoren**

Shelley lives by the motto: "Always Be Curious." This curiosity led her to create Infinite Branches, a global aviation consulting firm whose mission is to ensure that the money spent on one's investment in aviation is more than green—it contains a purpose.

Her nearly 30 year career involves serving in financial management capacities not only in banking and regulatory organizations, but also in technology and multinational consumer brands that involve: partnering with multiple groups to manage sales-activity and minimize expenses; developing and managing detailed and multi-national budgets; structuring complex credit facilities; providing customized analyses that identified new niche market opportunities and whether divestiture should commence; and developing and managing client, referral, and financing relationships. She is additionally experienced with the complexity of owning, perfecting an interest in, and monetizing maritime, art, and winery and vineyard assets.

The following is the excerpts from the final pages of the 30 minute keynote speech at the 2021 FedEx Express Women's Network forum held in Memphis, TN and televised globally on September 30, 2021.



## Always Be Curious

Shelley A. Svoren  
CEO + Founder  
Infinite Branches

## Always Be Curious

*Courage and curiosity are contagious*

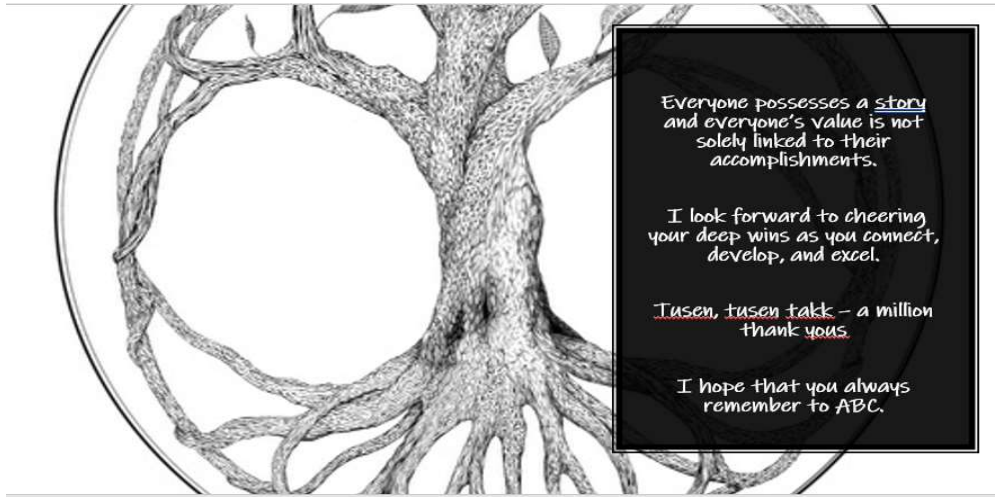
*Own any fears that might be holding you back from  
your ability to grow*

*Invest in yourself by investing in your relationships to  
build deep wins for today and years to come.*

*Your value and those of others should never be tied to  
successes, which are singular points in time.*

*Choose the course of transformation over transaction  
whenever the option presents itself.*

For those who attended the 2020 IAWA Annual Conference, President Bobbi Wells asked me to name my title if I were a book and I said: A work in progress. I know who I am. I know where I have been. And I know where I am going. I will remain a lifelong learner who taps into her curiosity with a work ethic focused on Mastery that will always challenge myself to learn and do better. I possess the fortitude and courage needed to continue addressing areas that are in need of transformative growth. And given where I have been and my trajectory for the future, I will do that with empathy and grace and do so in a way that empowers others – men and women of all ages and backgrounds - to be their best.



Everyone possesses a story  
and everyone's value is not  
solely linked to their  
accomplishments.

I look forward to cheering  
your deep wins as you connect,  
develop, and excel.

Tusen, tusen takk – a million  
thank yous.

I hope that you always  
remember to ABC.

You all have been extraordinarily gracious listening to my journey of what can be gained by allowing yourself to stay curious through mastery and I am grateful for your time. The point of sharing my story is NOT to leave your job. Instead, courage and curiosity are contagious, and I hope that my experiences caused you to think about the importance of not only owning any fears that might be holding you back from your ability to grow but that you also invest in yourself by investing in your relationships to build deep wins for today and years to come. I also want you to know that your value and those of others should never be tied to successes, which are singular points in time. And I encourage you to choose the course of transformation over transaction whenever the option presents itself.

My story is one of many that can be shared of what you can gain from seeing others for their value. And as you look to your left, your right, across the room, and into the camera, you know everyone has a story, and everyone possesses a value that is not solely linked to their accomplishments. It is a matter of leaning in and allowing the growth to come from always being courageous to be curious. I look forward to cheering your deep wins as you Connect, Develop, and Excel. Tusen, tusen takk – a million thank yous - and I hope that you always remember to ABC.