



VAIA WOMEN'S CONFERENCE 2025

The Insurance Era: Empowering Women to
Write Their Own Stories

March 19

10AM - 4PM

Richmond Country Club
12950 Patterson Avenue
Richmond, Virginia

REGISTER HERE!

Use the QR Code or go to iiaav.com



Featured Speakers



Donna Highfill



Sara Bradshaw Ray

VAIA Women's Conference 2025

Get ready to attend the inaugural VAIA Women's Conference on March 19, 2025 from 10:00 am - 4:00 pm. This day is all about celebrating the incredible women in insurance, packed with uplifting vibes, networking and a treasure trove of amazing opportunities waiting for you in the insurance world.

Learn from outstanding speakers while networking with other women in the industry. Better understand the career options for you as you continue your path in this exciting industry.

Learn more and Register Today!



Women: Moving from Belief to Bold

with Donna Highfill

The world is changing at an unprecedented pace, and the need for strong female voices to guide us through these turbulent times has never been greater. In this session, I will provide a foundational understanding of how organizations and individuals handle change. Additionally, we will explore a journey from self-belief to action, enabling us to not only manage our own change but also positively influence others along the way. This session will offer valuable insights and practical strategies for navigating change and embracing our ability to move others.

Donna brings over 30 years of entrepreneurial experience as an organizational and personal change consultant with a focus on improving performance. She coaches executive leaders through the process of change in a way that is tailored to their needs and their company.



Look Out! It's a Trap!

The Truth about the Pitfalls and Promise of Female Leadership

with Sara Bradshaw Ray

Even the most well-intentioned, hard-working women out there can still fall prey to the hidden pitfalls that threaten their professional growth, opportunity, and impact as a leader. Join us for this enlightening and interactive adventure as we explore some of our most chronic career-threatening traps and the truth within each. As female leaders armed with awareness, we have the potential to turn these traps into the promise of progress and impact that we are uniquely capable of making as women.

The third-generation professional in the insurance industry, Sara brings nearly three decades of agency ownership and management, complimented by a background in company commercial underwriting and cluster creation/management. Sara's vast experience coupled with a keen sense of the dynamics of efficiency, and its impact on productivity uniquely suits her to meet a variety of operational, management, and marketing needs in agencies today.

VAIA Women's Conference 2025

SCHEDULE

10:00 am – 10:30 am

Welcome & Conference Opening
Cindy Amick

10:30 am - 12:00 noon

Keynote Speaker Donna Highfill
'Women: Moving from Belief to Bold'

12:00 noon – 1:00 pm

Lunch

1:00 pm – 1:15 pm

Rod Powell
'License to Lead'

1:15 pm – 3:15 pm

Speaker Sara Bradshaw Ray
'Look Out! It's a Trap!'

3:15 pm - 4:00 pm

Reception & Cash Bar

REGISTRATION FEES

\$100 per person

CONTINUING EDUCATION CREDITS

The conference is not eligible for state continuing education credits.

OVERNIGHT ROOMS

IIAV recommends the following hotel that is close to the event venue, however you are free to select a hotel of your choice.

The Drury Plaza Hotel Richmond
11049 West Broad Street
Glen Allen, VA 23060
804-354-1542

CANCELLATION POLICY

Cancellations received 72 hours prior to the event are fully refundable, within 72 hours, the fee is forfeited.



Proceeds of this event go to the Virginia Association of Independent Insurance Agents (VAIA) Pre-Licensing Scholarship Fund.

Each donation will support this event and the Virginia Association of Insurance Agents (VAIA), a non-profit education foundation created by IIAV. VAIA's purpose is education for consumers and insurance professionals. VAIA is committed to showing the human side of the insurance industry, learn more at <https://www.iiav.com/Resources/Pages/VAIA/>.

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