



Advancing Women in Transportation

WTS San Diego Professional Development Workshop



PROGRAM SYNOPSIS

WTS San Diego proudly presents a *Half-Day Professional Development Workshop* featuring Shelley Row, P.E., PTOE, MBA, owner of Shelley Row Associates LLC. Join Shelley, a 30-year transportation professional and former Director of the ITS Joint Program Office for USDOT, for a luncheon with keynote address on “**The Future of Transportation is Now!**” She will discuss the vision of the future and impacts on transportation organizations both public and private. This will be followed by an interactive workshop on “**Avoid the Leadership Pitfalls of Over-Thinking**” where participants will learn to overcome analysis paralysis.

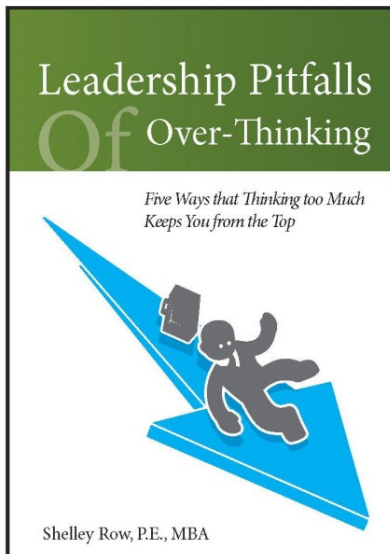
PARTICIPANT COMMENTS

- ✓ *Shelley was outstanding. She captivated the entire audience throughout the presentation. Her message was practical, straightforward and punctuated with real life stories. Everyone had practical tips they could put into action the very next day. Thank you Shelley!*
- ✓ *Everyone LOVED your presentation. You single-handedly made this training the best ever!*

PROGRAM DETAILS

“**The Future of Transportation is Now!**” Disruptive technology is creating an upheaval in transportation now, and will become more evident in the future. Self-driving cars, connected vehicles and more are changing the definition of transportation. Travelers have individualized information at their fingertips. A data avalanche is starting from connected and automated vehicles, location-based services and social media. Transportation planning and businesses continue as business-as-usual when business is anything but usual.

“**Avoid the Leadership Pitfalls of Over-Thinking.**” If you ever felt stuck while your mind whirls and churns, then you know what overthinking is like. Over-thinking makes the easy hard, the obvious obscure, and commonsense not so common.



This program breaks through the five leadership pitfalls of over-thinking::
(1) Over-analyzing decisions,
(2) Over-reliance on rules, processes, and procedures,
(3) Overly-narrow focus,
(4) Overly-protective thinking,
(5) Being overly-dependent on approval.

EVENT DETAILS

- **Saturday, November 15, 2014**
- **12:30pm to 4:30pm** (Doors Open at Noon)
- W San Diego Hotel,
- 421 W B Street, San Diego, CA 92101
- Register online at <http://www.wtsinternational.org/sandiegocounty//events/>
- Certificate of Workshop Completion and “Leadership Pitfalls of Over-Thinking” Minibuk provided

Cost:

- \$100 (WTS Members, Public Sector and Academia)
- \$150 (Private Sector Non-Members)
- \$50 (Students)
- **\$50 Late Registration Surcharge After Nov. 8, 2014**

Transportation:

- \$16/day Event Parking (Valet) at the W San Diego
- Regular Weekend All-Day Parking on nearby surface lots is \$5 per day (subject to special events)
- Ride Transit <http://511sd.com/>

For questions about this event, please contact Huey Yann Ooi/HDR at hueyyann.ooi@hdrinc.com or call 949.378.3741