



# WELD Columbus Leadership Series - National Webinar September 2020



WELD is excited to announce that our 2020 Leadership Series sponsored by **JPMorgan Chase & Co.** will focus on this year's *Women WELDing the Way*® calendar theme **Moving Forward: Run Don't Walk**. This six-part series will share strategies for participants to make their impact in the community, establish their brand and leadership style and make career decisions – all in ways unique to them.

**JPMORGAN CHASE & CO.**

**Sandy Harbrecht Ratchford**

**September 16, 2020**  
Wednesday

**11:45am – 1:00pm EST**  
**10:45am - 12:00pm CST**

-Registration Fees-  
Member - \$20  
Non-Member - \$30

*No refunds after 9/9/2020*

*For sponsorship opportunities,  
contact Barb Smoot at  
[smootb@weldoh.org](mailto:smootb@weldoh.org)*

## **Moving Forward with Power and Persuasion**

Join WELD as we welcome **Sandy Harbrecht Ratchford, CEO and President, Paul Werth Associates**, for the fifth event in our six-part leadership series for 2020!

In this discussion, Sandy will focus on defining power and how to use power and persuasion together to effectively and constructively to achieve results and what pitfalls to avoid. Defining your own power and using it to back your ideas while persuading others to believe in them will help set you up for success.

We look forward to having you join us for Sandy's presentation on "Moving Forward with Power and Persuasion".

*Registration closes on September 14, 2020. Late fees apply after registration closes. Contact Mindy Koenig, [mkoenig@weldoh.org](mailto:mkoenig@weldoh.org) with any questions..*

**Register at:**  
**[www.weldusa.org](http://www.weldusa.org)**

## About Our Moderator...



### **Sandra Harbrecht Ratchford, APR** CEO and President Paul Werth Associates

Sandra Harbrecht Ratchford is CEO and President of Paul Werth Associates, one of the nation's oldest and most respected public relations firms. Sandy leads a team of communications, marketing and research professionals who serve prominent clients in corporate, health care, education and government throughout the eastern and midwestern United States.

Sandy is an advisor to senior executives, providing counsel and strategy on issues and reputation management, corporate positioning and public policy advocacy. Under her leadership, Werth has received eight Silver Anvils – the industry's highest recognition for outstanding public relations programs.

Sandy serves on the corporate boards of The Davey Tree Expert Company, Encova Insurance and Findley, a human resources and benefits company. Her civic leadership includes serving as a trustee of the Ingram/White Castle Foundation and chair of the Arvin Alexander Fund of The Columbus Foundation. She chairs the External Advisory Council for the College of Engineering at The Ohio State University and is a member the university's President's Alumni Advisory Council and the Dean's Advisory Council for Fisher College of Business.

Sandy is a former chair of the board of Kent State University, chairing the presidential search committee during her board tenure. She is a past president of the Columbus Metropolitan Club and past president of the University Club of Columbus.

An accredited member of the Public Relations Society of America (PRSA) and a founding member of the PR Council, Sandy is a past chair of the Public Relations Society of America's Counselors Academy. In 2010, she was inducted into the Junior Achievement Business Hall of Fame and in 2017 was named a CEO of the Year by *Columbus CEO* magazine. She has been recognized by the Kent State University Alumni Association for her service to the university and received The Ohio State University Fisher College of Business Pace Setter Alumni Award for distinguished community service.

Sandy graduated at the top of her class with a Master of Business Administration degree and earned a master's in education from The Ohio State University. She is a magna cum laude graduate from Kent State University with a Bachelor of Science degree in special and elementary education.