



WOMEN'S PREGAME RECEPTION + PANEL

SUNDAY, MARCH 22
12:00 – 3:00 PM

DES CONFERENCE CENTER, F.N.B. ESTORE LEVEL
PPG PAINTS ARENA

PLEASE RSVP BEFORE 5:00 PM ON FRIDAY, MARCH 13.
REGISTRANTS WILL RECEIVE THEIR GAME TICKETS UPON ARRIVAL

OPENING REMARKS



AMY SMILEY
84 Lumber,
Vice President of Marketing



KAITLIN DONAHOE
Pittsburgh Penguins,
Senior Director, Partnership Sales

SPECIAL GUEST EMCEE



ABBY KRIZNER
Rock-n-Roll Multitasker,
Radio Host, WDVE/iHeart Radio

PANELISTS



BRANDI SHORTT
ABARTA Coca-Cola Beverages,
President



SANDEE REID
The Devey Tree Expert Company,
EVP Corporate Communications



GEOVETTE WASHINGTON
University of Pittsburgh,
SVP-Chief Legal Officer



CHRISTINE WALLER
Duquesne Light Company,
VP Communications &
Corporate Responsibility

Amy Smiley, Vice President of Marketing, 84 Lumber

Amy Smiley is the Vice President of Marketing & PR for 84 Lumber and has been with the company since 2016. In her role, Amy is responsible for leading all aspects of marketing, including creative development, media buying, public relations, events, and digital media for the brand. As a dedicated leader, Amy also oversees the philanthropic initiatives of 84 Lumber, ensuring the company's significant contributions to causes nationwide, with millions donated each year.

Before joining 84 Lumber, Amy gained valuable experience at GNC World Headquarters in Pittsburgh, the U.S. Department of Labor, EDSA, and public television. She holds a bachelor's degree in public relations from California University of PA and a master's in integrated marketing communication from West Virginia University.

In addition to her professional commitments, Amy actively serves on the Board of Directors for the Washington Health System and the Washington Health System Foundation, showcasing her commitment to community well-being.

Amy resides in Mt. Lebanon, PA, with her husband Matthew and their two children, Sloane and Hayes.

Kaitlin Donahoe, Director of Corporate Sales, Pittsburgh Penguins

Kaitlin Donahoe currently serves as Director, Partnership Sales for the Pittsburgh Penguins and assists in revenue generation for the Corporate Partnerships department. She is tasked with engaging with corporate prospects and developing and selling customized partnerships to meet her prospects' business needs and objectives. Prior to her move to partnership sales, Kaitlin was the Director of Partnership Marketing for the Penguins where she assisted in leading their partnership marketing team of ten while also managing and developing relationships with several key corporate partners. She also

spearheaded the development of the organization's first Diversity, Equity and Inclusion Council in Summer '20.

Donahoe joined the Penguins partnerships team in March '20 after a three-year stint in the Bayou as a member of the Corporate Partnerships team for the New Orleans Saints and New Orleans Pelicans. Kaitlin began her career in sports in '13 on the coaching side after growing up an athlete and continuing her collegiate academic and athletic basketball career at Bowdoin College in Brunswick, ME. Following graduation, she joined the women's basketball staff at the University of Rochester and worked her way up the ranks to the team's Associate Head Coach & Recruiting Coordinator after helping take a sub-.500 program to a NCAA Elite Eight participant and National Championship contender. While working full time as a coach, Kaitlin completed her MBA with a double concentration in Brand Management and Entrepreneurship at the University of Rochester's Simon Business School.

Kaitlin believes in the power of relationships whether in her current role or as a former athlete and coach. She loves the ability to combine the power of dynamic brands, corporations, and people in order to develop impactful programs that make a difference throughout our community at-large. She trusts in the mantra, "to whom much is given, much is expected" and looks to always leave an environment better than she found it.

Brandi Shortt, President, ARBARTA Coca-Cola Beverages

Appointed President, ABARTA Coca-Cola Beverages (ACCB) in 2024, Brandi Shortt is responsible for all Beverage Sales and Operations across portions of Pennsylvania, Ohio, and West Virginia. ABARTA is a family-owned distributor and producer of Coca-Cola and Dr. Pepper Brands. Prior to ACCB, Brandi was President and CEO, CCBSS (Coca-Cola Bottlers Sales and Services) which provides business and procurement services that make it simpler for suppliers, customers and bottlers to do business across the North America Coca-Cola Bottling System. Brandi has more than 25 years of progressive experience in strategy implementation coupled with deep beverage industry knowledge. She is an accomplished executive leader who has been with the Coca-Cola System since 2004 working in the areas of finance, supply chain, technology, strategy and operations. Her contributions to the Coca-Cola System include the definition and execution of companywide strategies and roadmaps, business acquisitions, and driving business improvement.

Christine Waller, Vice President, Communications and Corporate Responsibility, Duquesne Light Company

Christine Waller joined Duquesne Light in December 2021 as Vice President, Communications and Corporate Responsibility. In this role, she is responsible for leading the company's sustainability and community-relations efforts as well as its brand and reputation outreach. Before joining DLC, Waller was the head of corporate social responsibility (CSR) at Viatrix, where she launched the company's CSR strategy and oversaw ESG, corporate giving and community and stakeholder engagement. A Pittsburgh native, Waller has both a bachelor's degree in English and communications and a master's in public and international affairs from the University of Pittsburgh. She is also fluent in Spanish and spent several years as a national news correspondent for a leading broadcast network in Mexico

Geovette E. Washington, Senior Vice Chancellor and Chief Legal Officer, University of Pittsburgh

Geovette E. Washington is the Senior Vice Chancellor and Chief Legal Officer at the University of Pittsburgh. Prior to joining the University in 2015, Ms. Washington served as General Counsel and Senior Policy Advisor for the Office of Management and Budget and Deputy General Counsel at the U.S. Department of Commerce. She also led the Biden-Harris transition Department of Commerce Review Team.

Active in civic and professional organizations, Ms. Washington serves as chair of the Carnegie Museums of Pittsburgh Board of Trustees and is a member of the Executive Committee of the International Women's Forum of Pittsburgh, The Hear Foundation Board of Directors, the Pennsylvanians for Modern Courts Board of Advisors, and the Pittsburgh Chapter of The Links Incorporated. She is also a Co-Chair of the Pittsburgh Parks Conservancy Spring Hat Luncheon

Sandra Reid, EVP of Corporate Communications and Strategic Planning, Davey Tree Expert Company

Sandra Reid is the Executive Vice President of Corporate Communications and Strategic Planning at The Davey Tree Expert Company. Since joining Davey in 1986, Sandra has worked as video and communications coordinator, company spokesperson, manager of corporate communications and marketing and Vice President of Corporate Communications and Strategic Planning. In 2024, Sandra was promoted to her current role where she is a member of the Executive Leadership Team and leads the Strategic Leadership Team.

Sandra's professional awards and certifications include the International Association of Business Communicators' Strategic Communication Management Professional and Communications Management Professional certifications. Sandra was also recognized as a Women of Distinction honoree by the Girls Scouts of North East Ohio, an ATHENA Akron Leadership Award Finalist Honoree, a 2024 Women in Green Industry Award Honoree, a Crain's Cleveland Business' Notable Leader in Communications 2024, Kent City Schools Hall of Fame Class of 2024 and the 2025 Corporate Leadership and Impact Award by Garden Communicators International.

She is a proud graduate of Leadership Cleveland Class of 2025 and serves as Chair of Portage Development Board, Vice Chair of the Girls Scouts of North East Ohio and on the Boards of the Cleveland Leadership Center, Greater Cleveland Sports Commission, and Ohio Northern University.