

SESSION THREE

*Smarter Work, Greater Impact:
Applying AI Where It Matters Most*

Artificial intelligence is transforming how work gets done, creating new opportunities to think strategically and lead more effectively.

In this session, participants will explore practical ways to apply AI to streamline tasks, strengthen decision making, and focus their time on the work that matters most. Women leaders will gain insight into how thoughtful use of AI can support productivity, innovation, and greater impact across their organizations.

MODERATOR



Leecia Eve

Leecia Eve is an operations and public policy expert with more than 30 years of experience across the public and private sectors, advising government and Fortune 500 clients on mission critical initiatives. She previously served as a senior executive at Verizon, where she helped accelerate 5G deployment across the New York-New Jersey region and led public policy, government affairs, and philanthropy. In public service, she has held senior roles including General Counsel of Empire State Development and counsel positions for Senators Joe Biden and Hillary Clinton. She chairs Roswell Park Comprehensive Cancer Center and serves on multiple major boards.

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SPEAKER



Tiffany Vasilchik

Tiffany Vasilchik (She/Her/Hers) is Co-Founder of Hot Cognition, an AI-powered company helping SMBs, enterprise teams, and consultancies scale smarter. With over 20 years leading business development and brand management at top innovation and brand firms including Prophet, Landor, and Fahrenheit 212, and global companies including Pepsi and Mondelez, she has worked with teams of every size and stage. She brings that experience to building AI tools that help sales and marketing leaders work more efficiently, freeing up time and space for what humans do best: building relationships. Tiffany is also focused on gender bias in generative AI, researching how senior women leaders are navigating and adopting these tools, and what that means for the next generation of women in the workforce.



WNY WOMEN'S FOUNDATION

SESSION FOUR

*Stronger Together:
Empowering Leaders Across Sectors to Drive Collaborative Action*

Progress happens when leaders across sectors and perspectives work together to create meaningful change.

In this session, participants will explore how collaboration, allyship, and shared leadership can strengthen organizations and expand opportunities for women.

Through discussion and practical insights, leaders will learn how to turn intention into action and work more effectively across industries and roles. The session will include interactive scenario modeling that brings these concepts to life and demonstrates how collaborative leadership can work in practice. Participants will drive a culture of winning together for our community.

MODERATOR



Erin Johnson
WNYWF Board Member

Erin Johnson (She/Her/Hers) is a global business executive with more than 25 years of experience leading strategy, business transformation, and human resources across diverse industries, from Fortune 100 companies to private equity-owned organizations. She currently serves as Vice President of Human Resources for Moog's Space and Defense operating group, supporting rapid growth to equip those who defend freedom and explore the universe. Erin holds an MBA from Canisius University, a bachelor's degree in Business Administration and Economics, and a certification in Strategy from the University of Oxford. She serves on the boards of the WNY Women's Foundation and Mount St. Mary Academy and has been recognized as a Top 40 Under 40 business leader and one of Buffalo Business First's Most Powerful Women.

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PANELIST



Jamie Batt
WNYWF Board Member

Jamie Batt (She/Her/Hers) is a Partner and co-leader of the Business Law Group at Rupp Pfalzgraf LLC, where she advises businesses and executives on mergers and acquisitions, succession planning, and complex corporate transactions. Known for her ability to align stakeholders and move deals forward, she serves as a trusted advisor during pivotal moments of growth and transition. Jamie is widely recognized for her leadership, including Buffalo Business First's Power 200 Women and Women of Influence honors. She is an avid supporter of initiatives that advance women in leadership. As an active leader in the Western New York community, Jamie serves on the Board of Directors of the WNY Women's Foundation.

PANELIST



Dave Pfalzgraf

David R. Pfalzgraf, Jr. is the Founding and Managing Partner of Rupp Pfalzgraf LLC, where he has led the firm's growth into one of Western New York's leading full-service law firms. Under his leadership, the firm has been recognized as one of Buffalo's Best Places to Work for 18 years. He advises closely held and public companies on mergers and acquisitions, financing, and complex business transactions, serving as a trusted advisor on high-stakes decisions. David is consistently recognized among the region's top business leaders, including Buffalo Business First's Power 250, and is known for building strong teams and driving collaboration. Outside the office, David is proud to serve on numerous for profit and not for profit Boards and loves to travel with his wife Amanda and his 4 grown children. He is also an avid and accomplished squash player and Ironman.

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PANELIST



Scott Bieler

Scott R. Bieler began his career with West Herr Automotive Group in 1975 as a Sales Consultant and quickly advanced into leadership roles, becoming General Manager in 1981 when the company operated a single dealership. He became a partner in 1983, president in 1997, and majority owner in 2000. Under his leadership, West Herr has grown into the largest automotive group in New York State and one of the largest privately owned groups in the country, with 41 locations, 27 franchises, and over 3,100 employees. A dedicated philanthropist, he and his wife Kathy founded the Scott Bieler Family Foundation to strengthen Western New York communities.

PANELIST



Beth Hollis

Beth Hollis (She/Her/Hers) is a transformative leader whose career reflects exceptional drive, strategic vision, and sustained impact. Beginning in an entry-level dealership role at age 20, she rose rapidly through various sales and leadership positions to become President of West Herr Auto Group in 2026. Over two decades, she has led multiple operations, consistently elevating financial performance, team engagement, and customer loyalty. Known for her servant leadership and sharp business acumen, Beth helps shape organizational strategy, customer experience, growth, team engagement and culture at one of the nation's top auto groups. Her influence extends beyond business through active community leadership, board service, and numerous honors recognizing her as a leading voice in Western New York.

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PANELIST



Jim Keefe

Jim Keefe is a Firm Ambassador in the Advisory & Consulting Division and Construction & Real Estate Industry of The Bonadio Group's Buffalo office. His responsibilities include new business development, consulting, and promoting the Firm in the Western New York Business Community. From a client perspective, Jim has earned an outstanding reputation in the Buffalo market for seeing beyond providing accounting and compliance services. He is also a consultant and advisor who takes special pride in empowering companies with the ability to see where they are now and where they want to go, complemented by the experience of guiding clients on how to achieve their goals. Jim assists clients with financing of all forms regularly. Jim believes that a strong client relationship is the cornerstone of superb client service, a sentiment that is reflected in his business approach.

PANELIST



Denise Gueli

Denise Gueli helped launch The Bonadio Group Buffalo office in 2002 and grew into a Partner, later leading both the Commercial and Small Business Teams. She served as Managing Partner of the Buffalo office until retiring in 2023 and now supports clients in a Senior Counsel role. Denise specializes in construction, auto dealerships, and pension plans, and is known for her strong relationships and mentorship. A SUNY Geneseo graduate, she has been active in the community, including leadership roles with the NYSSCPA and United Way of Buffalo and Erie County. She has received Business First's 40 Under 40 and NAWBO honors.

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PANELIST



Zeneta B. Everhart

Zeneta B. Everhart, a lifelong Buffalo native, is a public servant and community advocate dedicated to equity and inclusion. She holds degrees from Villa Maria College and Canisius College and began her career in media with Spectrum News before transitioning into public service as Director of Diversity & Inclusion for New York State Senator Tim Kennedy. Following the 5/14 tragedy that injured her son, she testified before Congress, contributing to the Safer Communities Act. She co-founded initiatives supporting single mothers and promoting inclusive education. In 2023, she was elected to the Buffalo Common Council, representing the Masten District with a commitment to service and community empowerment.

PANELIST



Adam Fogel

Adam Fogel (He/Him/His) serves as Chief of Staff to Congressman Timothy M. Kennedy (NY-26), overseeing offices in Washington, D.C. and Western New York, and serves as Campaign Manager for Kennedy for Congress. A veteran of government and politics, Adam previously served as Chief of Staff to a Montgomery County (MD) Council member and a Maryland State Senator, and managed successful campaigns in New York and Maryland. Originally from Cleveland, Adam relocated to Buffalo nine years ago with his wife, a Western New York native. They live in Snyder with their three kids and a dog. He holds degrees in English and Political Science from Allegheny College and Political Management from George Washington University.