



KEYNOTE Amy Vetter, CEO, B3 Method Institute

Amy Vetter, CPA, CITP, CGMA, MBA, and Certified Speaking Professional (CSP) is the CEO of The B3 Method Institute and B3 Yoga, which provide ongoing learning to help people in all industries and career levels to achieve their desired potential in work and life.

Amy is a transformative keynote speaker, consultant, board member, author, and host of the podcast, *Breaking Beliefs*. As the creator of the B3 Method® for Business, Balance & Bliss, Amy has inspired thousands of people at hundreds of events on the mindful use of technology, change management, connected leadership, mindfulness in the workplace, and work-life balance.

As a CPA, Amy is also a key influencer in the accounting and finance profession. She has been named one of the “Most Powerful Women in Accounting” by the AICPA and CPA Practice Advisor and a Top 100 Most Influential Person by Accounting Today multiple times. Amy also shares her accounting and business insights as a contributor to AICPA’s Journal of Accountancy, Accounting Today, CPA Practice Advisor as well as Inc.com and Entrepreneur.com.

Amy is a member of the AICPA Council, a Board Member for the Ohio Society of CPAs, and a member of the AICPA’s Engage Tech+ conference planning committee. Additionally, Amy has been a part of the AICPA’s key blockchain initiatives, including: AICPA’s Blockchain Symposium, technical reviewer and speaker for the AICPA’s Blockchain Fundamentals Program.

With an MBA and deep entrepreneurial roots, Amy is a skilled c-suite executive and corporate board member. She has deep experience in cloud technology and transformation, and creating go-to-market (GTM) strategies to scale businesses nationally and internationally. Amy has held leadership roles overseeing sales, education, marketing, and advisory services functions at accounting software companies, as a partner in a CPA Firm, and when she owned and operated her own national accounting and advisory services practice.

As the creator of the B3 Method, Amy authored the book *Business, Balance & Bliss: How the B3 Method Can Transform Your Career and Life*. In her book, Amy created a methodology, backed by scientific research, on how to live a more authentic life and achieve work-life harmony. This book is based on her own career journey as a CPA, entrepreneur and corporate executive and those experiences of other successful business leaders. To share her message more broadly, Amy presented the award-winning TEDx Talk, “Disconnect to Connect: The Path to Work-Life Harmony.”

Amy’s second book *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, is published by John Wiley & Sons. In her book, she explores that while technology is replacing much of the traditional data entry tasks of accounting professionals, there is one thing it cannot replace: human connection. This book is the CPA, accounting professional and bookkeeper’s “how-to” guide to becoming a “Cherished Advisor” —a highly valued, strategic advisor who is a critical component to their clients’ success.

Amy’s latest work, *Disconnect to Connect; Tap into the Power Within You to Achieve the Life You Desire*, an instant Amazon Bestseller, teaches you the tools and research to break the cycle of negative generational patterns that create unwanted outcomes in our present lives. This journey of self-reflection will help you better connect to the power within you to design the life you desire.

Amy has been recognized by many organizations. Most notably as the:

- Most Powerful Women in Accounting by the AICPA & CPA Practice Advisor (2023 - 2016)
- Top 100 Most Influential People in Public Accounting by Accounting Today (2019, 2017 - 2015)
- Most Compelling Presentation Award Winner at the 2018 AICPA Executive Roundtable
- Audience Choice Award Winner for the TEDx Cincinnati Salon (2017)
- Outstanding 40 under 40 by CPA Technology Advisor (2009, 2006)



Lovely Davis, Owner and Operator, Submerge LLC

As an individual with a deep appreciation for the power of touch and the artistry of service, massage therapy has been her calling for 17 years. Submerge is a place that offers holistic care.

Lovely is an advocate for mental health and wellness in the community. Driven by a genuine desire to make an impact on the lives of others, she has, along with a team, created events that offer resources to the youth and families over the last 3 years.

Lovely also holds a certification in Culinary Arts, loves to read and practices yoga. She is co-host on a talk show, a mother of 2, and grandmother of 3 and has a flare in southern hospitality.



Emeline King, Designer and Author, The Girl Who Dreamed of Designing Cars

The First African American Female Transportation Designer for Ford Motor Company and designer of the 1994 Ford Mustang Interior and several other Ford production models: the 2000 Two-Seater Thunderbird, 1990 Thunderbird Super Coupe, 1990 Mustang Mach III Concept Car, 1989 Thunderbird, Wheel Program & Corporate Steering Wheel. Native Detroiter, Emeline is a proud graduate of ArtCenter College of Design, Pasadena, California, Wayne State University, Detroit, MI, and Cass Technical High School.

At the age of eleven, Emeline was introduced to the exciting world of Transportation Design by her father, Rev. Earnest O. King Sr., a fabrication Specialist at the Ford Design Center in Dearborn, MI. His story inspired Emeline to set her dreams of becoming a Transportation Designer, working for Ford designing cars with her number one mentor, her father.

Emeline conquered in 25 years what takes many a lifetime. She has over 25 years of experience in the Auto Industry designing cars both domestically and overseas by serving three foreign service assignments in Turin, Italy, Essex, England, and Koln, Germany. Emeline King's knowledge makes her a valuable catalyst to coach and connect America's Youth to exciting cool careers in Transportation and Technology.

Featured in a variety of news, radio, and television ads, including Motor Trend, Road & Track, Smithsonian, Ebony, Ebony Man, Essence, and the Washington Post, etc. Emeline was the poster child of Ford Motor Company. This designer, motivational speaker, songstress, fitness instructor, saxophonist, author, and owner of King Enterprises LLC. brings to the table a platform of unlimited resources and training skills to steer America's youth toward careers in technology and transportation design. Emeline is also a lifetime member of the Mustang Owners Club of Southeastern Michigan (MOCSEM). Emeline is a member of Hidden Pioneers, an organization of diverse careers that introduces youth to technology and transportation. Emeline is a featured artist on Special Signature Series Brazilian Mist 360 Products, a Waterless Technology for the Automotive industry. "What Do You Mean A Black Girl Can't Design Cars? Emeline King, She Did It!" is an autobiography detailing the life of Emeline King, the First African American Female Transportation Designer for Ford Motor Company. Emeline shares her story via book signings and special guest appearances. Emeline's book is now a registered part of history at the Henry Ford Archives in Dearborn, MI.

Follow Emeline King's journey throughout her 25 years in a male-dominated industry. Youth will be inspired by her struggles to blast through the glass ceiling, her fight for equality, and her historic accomplishments. Grateful for her many gifts and talents, Emeline engages and teaches youth.

Motto: "Opportunity Is Here; What Are You Waiting For?"



Kristen Gross, Attorney, Law Offices of Kristen R. Gross, P.C.

Kristen R. Gross is the founding member and owner of the Law Offices of Kristen R. Gross, P.C. Her practice focuses on the areas of estate planning, probate, including guardianships and conservatorships as well as trust administration and litigation. Ms. Gross graduated from Washington University in St. Louis, Missouri in 1991 with a Bachelor of Arts degree in both Political Science and French. She received her law degree from Michigan State University College of Law in 1995.

Ms. Gross presents frequently at estate planning seminars, including presentations for non-profits, the Institute of Continued Legal Education, and large corporations. She enjoys educating both "experts" such as financial advisors, CPAs and insurance agents and "nonexperts" on estate planning, dispelling myths and clearing up misconceptions about what happens when one becomes incapacitated or passes away. A member of both the Probate and Estate Planning section and the Elder Law section of the State Bar of Michigan, Ms. Gross is a recipient of the Probate and Estate Planning Certificate co-sponsored by the State Bar of Michigan and the Institute for Continuing Legal Education.

Her advocacy work on behalf of her clients parlays well into much of her community leadership. She is the Chair of the Board of Directors of Geshar Human Services (formerly known as JVS-Kadima), a non-profit agency assisting individuals realize their life's potential through career development and employment services, programs for individuals with disabilities, programs and housing for individuals with severe mental health challenges, senior adult services, financial literacy and homebuyer education, and youth programs. She is the Vice President of the Board of Governors for the Jewish Federation of Metropolitan Detroit and Vice President of the Board of Trustees for Temple Beth El. Ms. Gross is a graduate of the prestigious Wexner Heritage Program, a two-year leadership development program for philanthropic leaders in the community.

Through her passion for estate planning, probate and trust administration and litigation, Ms. Gross assists clients in planning their affairs and counsels families after loss so that their objectives are achieved with as little stress as possible. Detail oriented, she brings compassion and patience to these processes and cares deeply about her clients and what they are enduring. It is her wish that clients leave the estate planning process with a greater sense of control over their affairs and have peace of mind that their loved ones will be protected in the event of a tragedy. Clients should not hesitate to seek her guidance after the loss of a family member. She will assess the issues and provide a practical approach to the administration process, ensuring that beneficiaries are protected and that trustees and personal representatives are following the rules. As a wife and mother of three sons, she understands the importance of taking care of one's family and has created a firm in which her clients are able to accomplish these same goals.