



Women's Conference to Highlight the Importance of Personal Branding and Professional Development for Women in Business

September 24, 2009 – (Greensboro, NC) The Greensboro Chamber of Commerce is announcing the 2009 Women's Executive Connection planned for October 7, 2009 at the Proximity Hotel. The Conference will provide inspirational tools to refocus women in business on better defining personal brand, balancing the needs of work and family, and learning how to take charge of their professional and financial futures.

Speakers include: **Marilynn Mobley**, Strategic Counsel at Edelman PR, **Lauve Metcalfe**, Associate Director for the Center for Physical Activity & Nutrition, the University of Arizona, **Dr. Mary Gowan**, Dean of the Martha and Spencer Love School of Business, Elon University, **Bryn Basiardanes**, UBS Regional Director for the Southwest Region, and **Ramona Woods**, Founder and CFO of ASHTAE Products, Inc.

"These national speakers will really be focusing on the power of strategic leadership for women in business today," commented Greensboro Chamber President Rob Clapper. "In 2008, almost 40% of women in the workforce were working in management and professional occupations. We want to help women in business enhance their overall performance and fulfill their professional goals through the Women's Executive Connection."

The Women's Executive Connection is a full-day event, culminating in a networking reception with the presenters and attendees. Sandra Hughes, News Anchor, WFMY News 2 will be the emcee for the day. To register to attend, contact Beth Williams at 336-387-8323 or bwilliams@greensboro.org. Cost for the event is \$195 for Chamber Members and \$250 for Non-Members. Deadline to register is October 2. The conference is sponsored by **MidCarolina Bank and Triad Financial Advisors**. Conference Founded by Leeper Kean & Rumley, L.L.P., Senn Dunn, Greensboro Chamber of Commerce, and Compass Financial Partners, LLC.

The Chamber of Commerce is Greensboro's premiere business association, working to build a vibrant economy one business at a time through unique educational programs, entrepreneurship development, leadership training, and opportunities to network with key business leaders. The Chamber is a member of the Greensboro Partnership, united with Greensboro Economic Development Alliance and Action Greensboro to create a growing economy and vibrant quality of life. To learn more about the Chamber and its activities in the community visit www.greensborochamber.com.

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