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NATIONAL WOMEN'S
LEADERSHIP CONFERENCE
SEPTEMBER 22-24, 2011
IRVING, TEXAS

AT A GLANCE



YEE HAW!

For someone who grew up in northern West Virginia and then transplanted in Florida—that is a word that was not in my vocabulary. However, this year “yee haw” is quickly becoming a very commonly used word, even for me. But I am also seeing that “yee haw” is becoming a state of mind. Think about it this way:

- Y**our opportunity to network with ABWA members from across the country
- E**lection of your new National Board of Directors
- E**nergizing and educational seminars
- H**onoring Top Ten and Women of the Year
- ABW** Day as the opening day of the conference
- W**alking the red carpet as a member of a Best Practice group

Of course, with everything being bigger in Texas, the excitement and energy for this year's conference is going to be off the charts. From the opening session to the closing entertainment, you will not want to miss a minute of the action, fun, learning, and networking. Hats off to ABWA National and the Conference Team for planning an outstanding three-day event that you will be talking about for a long time.

We are so glad that you are planning to kick up your heels and do the Boot Scoot Boogie with your National Board of Directors in Irving, Texas. It is easy to see how this word can be transformed into a state of mind—your state of mind.

Now can I hear it again—**YEE HAW!**

Lynn Drowne
2010-2011 ABWA National President

The 2011 National Women's Leadership Conference is hosted by the American Business Women's Association and features nationally acclaimed authors, presenters, and entertainers presenting on topics that are timely, integral, and invaluable to women who want to succeed in any environment.

Wednesday, Sept. 21, 2011

6:30 p.m. to 8:30 p.m. Registration at the Marriott
7:00 p.m. to 7:30 p.m. Newcomer's Welcome and Conference Orientation at the Marriott

Thursday, Sept. 22, 2011

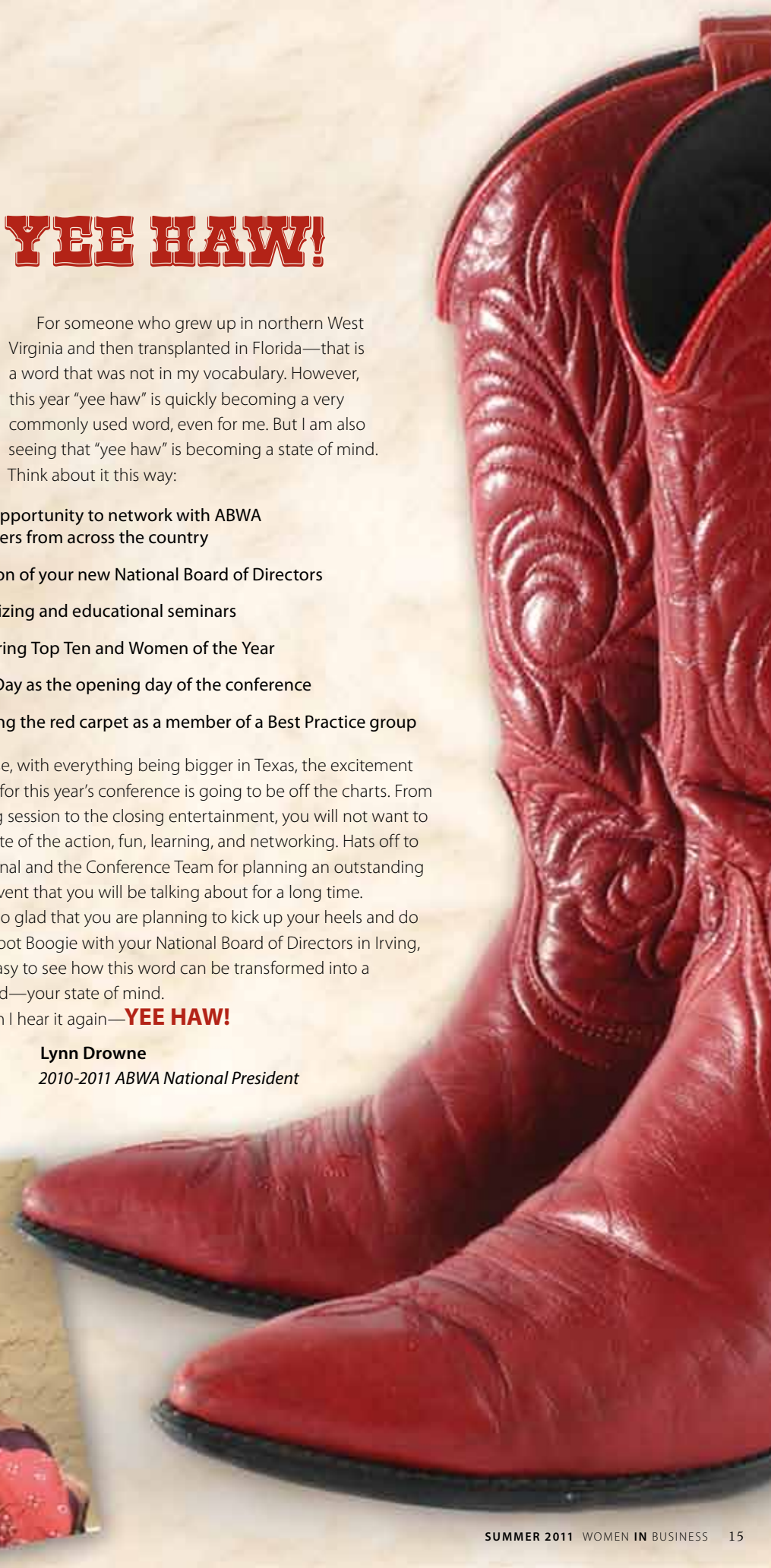
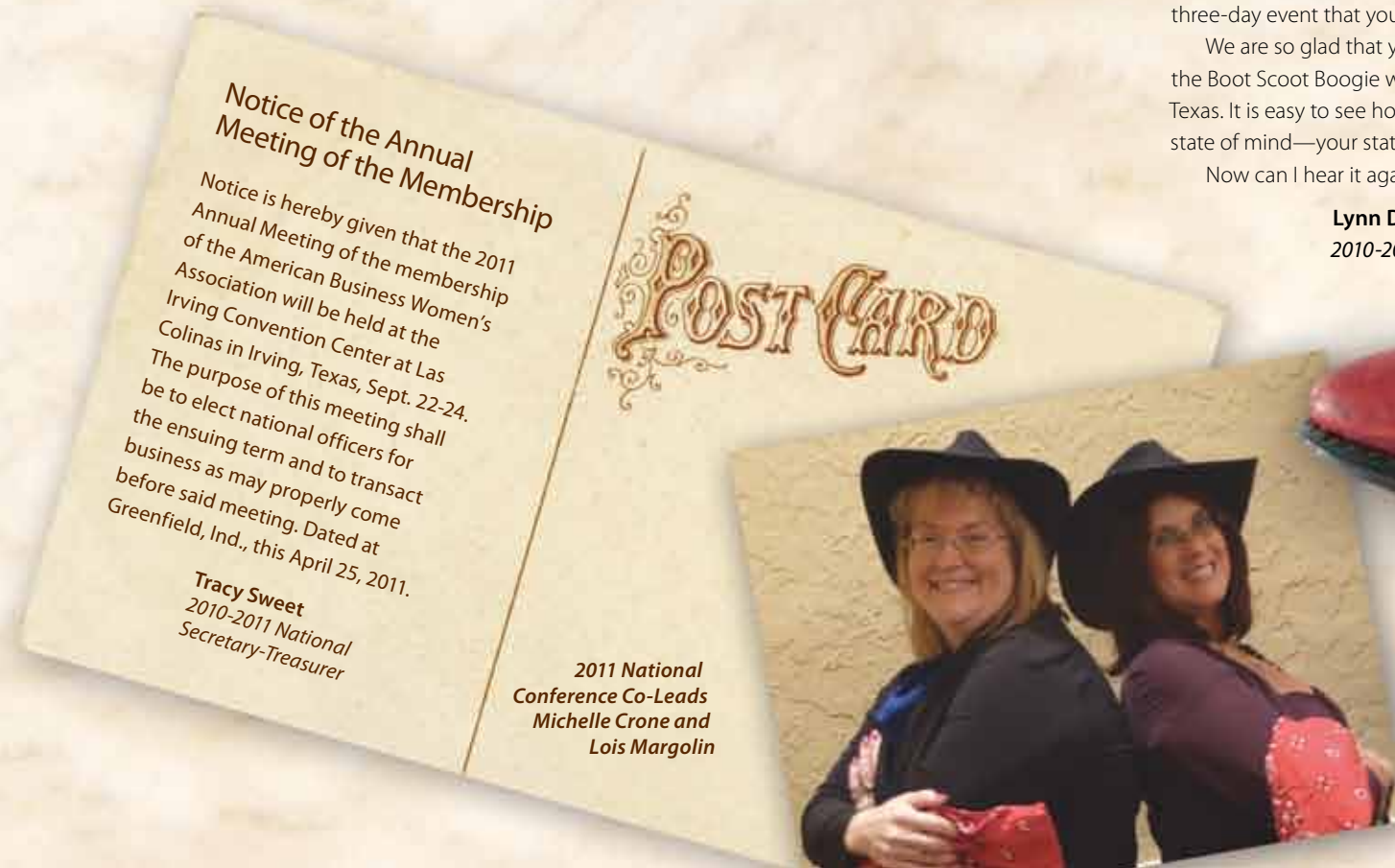
6:30 a.m. to 10:00 a.m. Registration at the Marriott
8:00 a.m. to 8:45 a.m. Opening Session: Zing! With Pam Peterson
9:00 a.m. to 3:45 p.m. Seminar Tracks
10:00 a.m. to 9:00 p.m. Exhibits Open
10:30 a.m. to 4:00 p.m. Registration at the Convention Center
11:45 a.m. to 1:30 p.m. Hand of Friendship and 25-year Members Luncheon Keynote Gloria Burgess
4:30 p.m. to 6:00 p.m. Annual Meeting Association Vision
6:30 p.m. to 7:30 p.m. Meet the ABWA 2011-2012 National Board of Directors Candidates

Friday, Sept. 23, 2011

7:00 a.m. to 4:00 p.m. Registration at the Convention Center
7:45 a.m. to 9:30 a.m. Annual Meeting Keynote Cary Mullen
9:00 a.m. to 6:00 p.m. Exhibits Open
9:30 a.m. to 10:30 a.m. Voting for National Leaders
10:45 a.m. to 5:30 p.m. Seminar Tracks
12:45 p.m. to 1:45 p.m. Laugh and Lunch with Karen Mills—Turn the Radio Down, So I Can See
1:45 p.m. to 2:45 p.m. ABWA Voting Run-offs
7:00 p.m. to 9:00 p.m. Annual Meeting Credentials Report National President's Message Best Practices Ceremony

Saturday, Sept. 24, 2011

7:00 a.m. to Noon Registration at the Convention Center
8:00 a.m. to 10:00 a.m. Annual Meeting APEX Awards ABWA-KU MBA Essentials Graduation Keynote Kelly McDonald
9:00 a.m. to 2:00 p.m. Exhibits Open
10:30 a.m. to 5:30 p.m. Seminar Tracks
12:30 p.m. to 2:00 p.m. Woman of the Year Top Ten Recognition Luncheon
7:00 p.m. to 10:30 p.m. Installation of National Officers Cowgirl Princess Gala Banquet and Entertainment with Brinnon & Marks



A special thanks to Walmart for their donation to the ABW Foundation.

As one of the country's largest private employers, Walmart places having a diverse and multicultural workforce at all levels among its top priorities. Walmart's commitment to diversity allows us to better serve our customers and provide a positive work environment for our more than 1.4 million U.S. associates.

As part of this commitment, Walmart has made tremendous strides to support its more than 869,000 female associates and the organizations and issues of importance to them. The work we do also translates into our community initiatives with organizations that provide resources and programs that enhance the lives of women and girls. In addition, the company does business with more than 1,500 women-owned suppliers who provide products and services for our customers and our corporate business needs.



ABWA would also like to thank the following sponsors:

Wrangler is sponsoring Saturday night's Cowgirl Princess Gala and generously donated items for our Drawing including \$50 Wrangler Gift Cards and a pair of Wrangler jeans autographed by Country music legend George Strait.



This year's Conference Tote Bags are generously sponsored by ABWA members Myrleen Parlette Knott, Vice President/Co-Owner of Buffalo Flange, Inc., and Sheri I. Parrak, Owner/Founder/CEO of Texas Motor Transportation Consultants (TMTTC).



This year's conference badges and lanyards are sponsored by Wells Fargo. Please be sure to visit their exhibit booth and attend their workshop (Track B) on Thursday afternoon.



Red cowboy boots for the National Conference Committee Leads were donated by Justin Boots.

Hand of Friendship and 25-Year Member Luncheon

Thursday, Sept. 22

When ABWA was young, annual Friendship Teas were held as recruitment drives, and many teams continue that tradition today. To salute that spirit, we invite you to join us for a fun event as we gather for the luncheon honoring our Association leaders, Inner Circle, and 25-plus-year members. Come experience Dr. Gloria Burgess as she explores what legacy living means and how to integrate the inherent qualities of legacy consciousness in our everyday lives. Burgess is one of the few speakers who also is a world-community leader, master teacher, poet, performing artist, and organizational practitioner. She inspires leaders to transform themselves and make a positive difference in the world around them. Members who attend this luncheon are asked to bring a teacup and saucer to gift to another member during a special networking opportunity.



Laugh and Lunch—Turn the Radio Down, So I Can See

Friday, Sept. 23

Take a break from the busy conference schedule, grab lunch to go at the convention center, and join us in the General Session room for this hour of relaxation and humor. Karen Mills is a breath of fresh air. Her humor is smart, funny, and original. No one can help you get your laugh on better than she can. She spent 15 years on the comedy circuit honing her skills. She's worked with Jon Stewart, was a contributing writer for *The Rosie O'Donnell Show*, and has toured with the Southern Fried Chicks. A native of Tennessee, this southern girl makes one thing clear, "I am NOT a southern belle, unless I need to be." She is guaranteed to entertain you while you enjoy your lunch and take some time to just laugh.



Woman of the Year 2012 Top Ten Luncheon

Saturday, Sept. 24

Since the early 1950s, ABWA has recognized 10 members each year to represent our Association's image of achievement as well as that of our culture—and serve as the personification of success not only for our members, but women everywhere. Don't miss this opportunity to meet this year's remarkable Top Ten Business Women of ABWA and be inspired by their stories.

Top Ten Luncheon sponsored by



We're bringing you a roundup of keynote speakers worth their weight in gold!



KEYNOTE
Thursday, Sept. 22
8 a.m. to 8:45 a.m.
Zing!
Pam Peterson

Feeling down and dreary? Put some zing in your life! Help us kick off the 2011 National Women's Leadership Conference first thing Thursday morning with an experience that will shake off those travel woes, refresh your spirit, and prime you for three days of networking, learning, and fun!

Join Zingster Pam Peterson, accomplished singer, actress, and fitness professional. No spandex required for this invigorating session as Peterson gets us moving and grooving to some hit tunes of the past.



KEYNOTE
Friday, Sept. 23
7:45 a.m. to 9:30 a.m.
The Champion Within
Cary Mullen

Today's world economic climate has shifted from conditions that might be described as a gentle tail breeze on the bunny hill to what is now a head wind in an extreme sport that we didn't sign up for! Two groups of people will emerge during this recession: There will be those that sit with their head in their hands—drifting, stalled, stuck; and there will be those that choose to draw a line in the sand, take responsibility, maintain control, and remain accountable for their own lives and economic security.

Cary Mullen shares success strategies from the high performance world of sport, teaching us how to take our game from where it is today to the next level in both business and in life!

Mullen, Olympian and World Cup Champion, currently holds the World Downhill Speed Record for skiing 97 MPH down the world's most famous ski course in Kitzbuhel, Austria. Mullen was a non-prodigy, an underdog, who placed last in his first World Cup race. He followed five key winning strategies to go from "worst to first" and to ultimately become a two-time Olympian and World Cup Champion.



KEYNOTE
Saturday, Sept. 24
8 a.m. to 10:00 a.m.
Pitfalls and Dangers of Social Networking
Kelly McDonald

Learn what you need to protect your business today and tomorrow to harness the power of social media while minimizing or eliminating the pitfalls associated with it. Kelly McDonald is a marketing and advertising expert with more than 20 years of ad agency experience, on both the General Market and Latino sides of the business. She worked in top positions for several global ad agencies before making the move to Latino advertising and marketing. McDonald Marketing is a full-service marketing and communications firm, specializing in market segmentation and multicultural marketing.



HAND OF FRIENDSHIP LUNCHEON
KEYNOTE
Thursday, Sept. 22
11:45 a.m. to 1:30 p.m.
Legacy Living
Gloria Burgess

Sought after speaker, author, educator and scholar, Dr. Gloria Burgess is one of the few speakers who also is a world-community leader, master teacher, poet, performing artist and organizational practitioner. In her keynotes, she infuses inspiration, innovation and artistic imagination. Integrating presence, leading-edge leadership practices and engaging commentary, she inspired leaders to transform themselves and make a positive difference in the world around them. Dr. Burgess reminds us that our principal responsibility is to support others and help give birth to magnificent new worlds. For it is in this capacity that we are called to create a shining legacy on behalf of this and future generations.

KEYNOTES

Cowgirl Princess Gala

Saturday, Sept. 24 from 7 p.m. to 10:30 p.m.



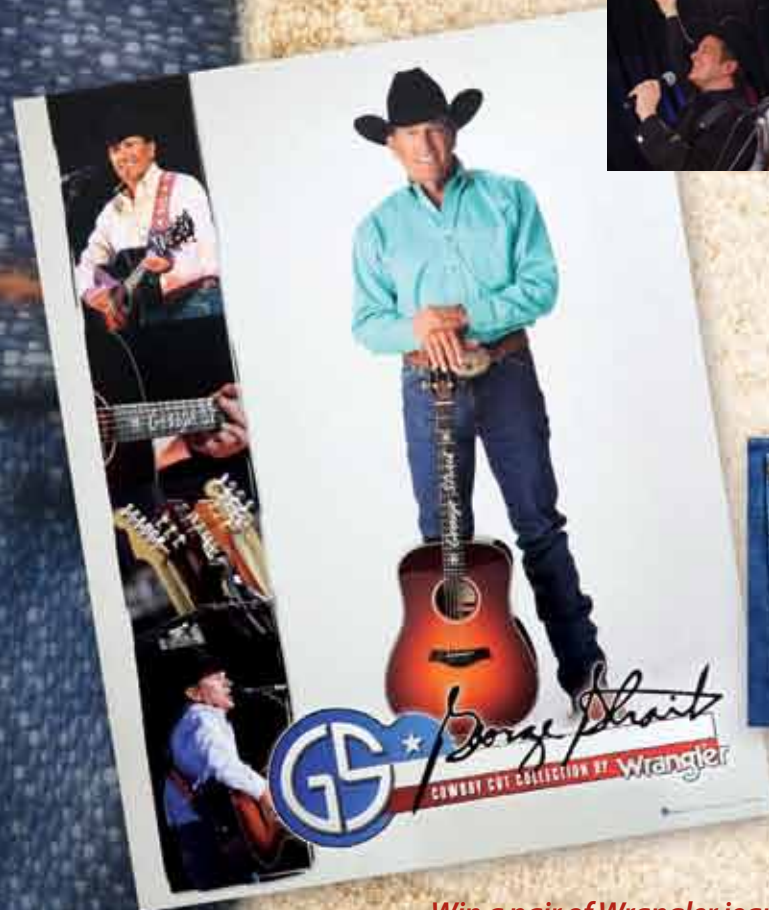
Dust off your dancin' boots and join the conference team for line dancing, ABWA style! Ease into the "Electric Slide." Slip into "Slappin' Leather" and kick up your heels with the "Cotton-Eyed Joe." Here's a chance to fulfill your childhood dreams of being a cowgirl and a princess as we wrap up the National Conference in a true Texas way. Denim and diamonds or muslin and rhinestones are equally appropriate—the glitzier the grander.



ENTERTAINMENT

Brinnon & Marks

Brinnon and Marks will entertain and motivate you with their customized skits and original songs. Tons of music, loads of impersonations, great variety, and of course, dancing! During their act you will probably hear: The Bee Gees, President Ronald Reagan, Tom Jones, Sammy Davis Jr., or Brooks & Dunn just to name a few. The end result is a high-energy musical comedy act that will keep everyone laughing from beginning to end!



Win a pair of Wrangler jeans signed by Country music legend George Strait!



ABWA-KU MBA Essentials: Decision-Making in an Uncertain Environment

Every day is a challenge, and even our professional lives are not immune to the struggle of making decisions in an atmosphere of constant change. Take some time in this course to examine the sources of uncertainty in our professional lives and why these sources create problems for us. Then, learn how to manage problems through reality checks and managing your own shortcomings. Upon completion of this program, you will have acquired meaningful tools for communicating clearly with data, solving business problems, and making better business decisions. **(.4 CEUs)**

ABWA-KU MBA Essentials: Leading and Communicating with Integrity

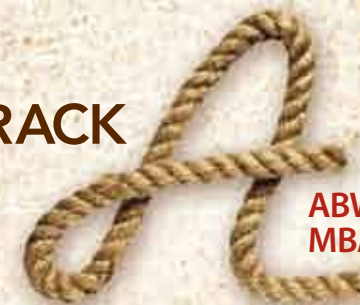
Misplaced trust can be the downfall of even the best business plan. The failures of Enron, Arthur Andersen, and Global Crossing are the perfect examples of leadership, relationships, and integrity gone astray. Through video excerpts, cases, and group discussion, participants will examine the interrelationships of integrity, communications, and leadership—which are integral components to a successful workplace. Upon completion of this course, participants will understand and apply the dynamics of situational leadership, including how to identify and deal with the critical factors involving the differences in the way men and women communicate. **(.4 CEUs)**



Mark Haug, J.D., Ph.D.

Mark Haug is a Teaching Fellow in Decision Sciences at the University of Kansas School of Business and a faculty member at the National Judicial College. At KU, he teaches leadership and professional development courses, Business Law, Financial Modeling, Management Science, Supply Chain Management, Six Sigma, and Business Statistics. His professional interests include decision analysis and the legal analysis of scientific evidence. He earned his doctoral degree in Research and Evaluation Methodology (Applied Statistics) from the University of Colorado. He earned his law degree from the University of Kansas and is a member of the Kansas Bar and Missouri Bar.

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ABWA-KU MBA Essentials

ABWA-KU MBA Essentials: Marketing Management

Marketing is more than just advertising and selling. It is the right combination of your product, promotion, pricing, and distribution. This "marketing concept" is proven to improve business. You will learn how to build a basic marketing plan that emphasizes methods of segmenting the market, how to pick an appropriate target market, and how to properly position yourself in the mind of your customers to build your business. Other topics will include product line management, pricing to drive profitability, and promotion methods. **(.4 CEUs)**



Dennis Rosen, Ph. D.

Dennis Rosen is an award-winning faculty member of the University of Kansas School of Business where he has served since 1985 teaching courses in marketing and consumer behavior. Rosen holds a Ph.D. in psychology from the University of Minnesota. Before coming to KU, he was on the graduate faculty of Indiana University School of Business and started his career working in marketing research for General Mills. His research emphasizes the consumer decision-making process and its relationship to sales and marketing. He is also founder of WINfluence® Solutions and is author of the book, *Create Devoted Customers*.

This program is underwritten by a donation to the ABW Foundation by Walmart / Sam's Clubs.

The partnership between ABWA and the University of Kansas ensures that members receive excellent academic business training from top professors.

real-life COURSEWORK for real-life BUSINESS people

WRITTEN BY LEIGH ELMORE

Most members of ABWA already have hands-on knowledge of the business world. Through their ABWA membership, they also have a unique opportunity to expand their business knowledge through instruction from leading business professors through the MBA Essentials Program.

Each year at the national conference, ABWA members can take a variety of MBA-level courses that are taught onsite by professors from the University of Kansas School of Business. "Our partnership with the University of Kansas is one of the hallmark opportunities for our members," says René Street, ABWA executive director.

Eight years ago, representatives of the KU School of Business initiated the idea to offer ABWA members a more rigorous learning experience in terms of business skills and knowledge. "The educators at KU developed the MBA Essentials program that exposes members to graduate-level coursework," she explains. "These courses cover a lot of areas that MBA candidates would be exposed to, including strategic operations, accounting principles, marketing communications, and customer service."

For example, attendees of the upcoming ABWA national conference in Irving, Texas, will have the opportunity to take courses in marketing management, leadership and communication, and decision making, says William L. Beedles, professor of finance at KU. Professor Beedles has worked closely with ABWA for the last eight years and is very proud of the quality of instruction that is offered through MBA Essentials.



Professor Bill Beedles with graduate, Sandra Overstreet, member of the Cities by the Bay Chapter, Oakland, Calif.

Beedles says that the core curriculum has staying power and provides the students with real challenges, similar to what they would experience in the university's MBA degree program. "Members of ABWA who participate in MBA Essentials can be assured that they will be exposed to courses that have real academic rigor," Beedles says. "I'm happy to say that the program is firing on all cylinders."

Beedles says that KU's relationship with ABWA is unique among trade and professional organizations. "I know of no better program of this type in the nation," he says with obvious pride.

While Beedles serves as a finance professor for KU's degree-seeking graduate students, he is impressed with the knowledge and enthusiasm that ABWA members bring to the classes that he and his colleagues lead for ABWA.

"This is definitely one of the best things that I do all year long," Beedles says. "The ABWA members already have a lot of experience in the real world, and they provide us with almost immediate feedback. We'll get emails back within just a few days, because the ABWA members can see how to immediately apply the knowledge they pick up to their own businesses. That is extremely gratifying for educators. Often our regular students don't acknowledge us until years later."

"The MBA Essentials program is harder than most courses offered through professional associations," Street says. "They are challenging courses, and the students respect that and respond to that."

"It requires a real commitment from the student," Beedles says. He emphasized that each student gets face time with KU professors during the courses; they are not offered online. "For a student to obtain the MBA Essentials certification, they will need to complete 12 courses with four-hour sessions per course," he says, for a total of 48 classroom hours.

If a student really applied herself and took every course available at each national conference, she could complete the MBA Essentials program in four years. Beedles emphasized that most students stagger their courses a little wider, so completion usually is done within five or six years.

Since the MBA Essentials program was launched eight years ago, approximately 755 members have entered the program and 69 have graduated as of 2010. There are 21 potential graduates this year.

"We have really enjoyed developing this valuable relationship with ABWA; it is unique for our university," Beedles says. "We can share with ABWA members theories and best practices to allow them to immediately apply them in their workplaces. The information addresses the real issues Americans are facing in business today."

Beedles says he gets just as much satisfaction seeing ABWA members achieve certification as seeing his regular students succeed, because it shows a real strength of commitment. "It is really very important to all of us directly involved and to the KU School of Business overall," he says. [m](#)



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View instructor bios and course offerings on previous page.

ABWA-KU MBA Essentials

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Thursday, Sept. 22

WINnovations

In this session, Mike Hunter will review some of the basic WIN functions, provide a brief overview of the 15 Team Tools Interactive Modules available through the Women's Instructional Network™ and do a deep dive on two specific modules; Goal Setting and Measuring Results and Planning for Action. Both of these courses will be instrumental in improving your effectiveness as a leader in and outside of ABWA.



Mike Hunter

Mike Hunter is the President of Lightspeed Learning, an internationally recognized leader in change

management consulting and training material development. LightSpeed provides the experience, expertise, and deep understanding of people and processes that organizations need to realize their potential.

Growth, Expansion, and Transition Business Phases

- Learning to stretch without overreaching and developing a growth strategy
- Expanding, financing, and generating new revenue streams, and
- Determining the next phase of the business beyond the business owner's active involvement.



Kristin Gilpin

Kristin Gilpin is a Community Banking District Manager for Wells Fargo Bank. Gilpin currently manages bank locations



in the Tarrant County area of Texas and also serves as the small business advocate for the Dallas/Fort Worth West area.

SBMEF Boot Camp

In this session, Sara Bufton-Rosen will review the eligibility criteria for three of the most popular SBMEF (Stephen Bufton Memorial Educational Fund) programs including Outright Grants, Business Skills Tuition Reimbursement, and Chapter specials. Inquiring minds always want to know so don't miss this opportunity to learn the answers to members' most frequently asked questions regarding fund participation.



Sara Bufton-Rosen

Sara Bufton-Rosen is the administrator for the Stephen Bufton Memorial Educational Fund.

Friday, Sept. 23

Secrets of Successful Selling

Forget the hard sell—no one likes high pressure. This session begins with an overview of marketing and the important role of direct selling. It addresses issues such as what it takes to be good at sales, how to generate prospects/leads, effectively using the telephone, establishing rapport with prospects, handling objections, and closing the sale. You will also get tips on selling ABWA memberships and recruiting volunteers. Denise Ryan, MBA, has been both a salesperson and a sales manager, and believes if you can't sell, you can't succeed. This seminar will help you succeed.

Motivation by Chocolate

This session features two things everyone likes—chocolate and motivation! It teaches nine key motivational concepts that can help you get more out of every day, both personally and professionally. Participants will learn about persistence, passion, effective allocation of resources, the law of diminishing returns, and much more! The session includes a chocolate tasting to demonstrate not only how to appreciate chocolate, but life itself. Attendees will also learn about the communication styles of the world's best chocolate makers and determine their own style. And they'll get tips on how to communicate better with others. (This exercise will be great to take back to use with your chapter/Network leadership.) All that and chocolate too!



Denise Ryan

Denise Ryan is a magna cum laude graduate of the University of South Carolina with a master's degree in business.

What she really specializes in, however, is lighting fires. After motivating a prospect to spend \$2.5 million with an advertising agency she worked for (the account was the largest in the company's 25-year history), she realized she had a talent for firing people up. She took this talent and started FireStar, a company that specializes in enthusiasm. She is an author and a Certified Speaking Professional, a designation of excellence held by less than 10 percent of professional speakers. She is author of the book *Do You Burn?*, a series of questions and commentary to help you determine if you "burn"—if you live your life with fire and enthusiasm.

Saturday, Sept. 24

Need a Wake-Up Call For Your Right Brain? 10 Ways to Jumpstart Ideas

Have your creative brainstorming dwindled to a creative drizzle? Find out how to "flip your creative switch" to generate innovative ideas quickly and easily. In this session you will learn how to:

- Describe the four steps in ideation—the creative cycle
- Name five ways you can stimulate your own creative thought
- Describe how to do individual brainstorming.

For when those brainstorming are reduced to a drizzle, remember, to find an idea you must be looking for one! (.2 CEUs)

Up Against the Wall? Try Off-The-Wall Problem-solving Techniques

How to's for generating innovative solutions that turn marketing dilemmas into marketing opportunities and how to avoid common problem-solving pitfalls. In this session you will learn how to:

- Name three problem-solving applications or approaches
- Describe the process of effective brainstorming
- Explain the main pitfalls of problem-solving and brainstorming.

When you find yourself faced with a tough marketing challenge, you don't get to hide, blame someone else, or pretend there isn't a problem. You must stare the challenge in the face and work collaboratively to find a successful solution. This session will provide some tools to help you navigate the rough waters and return to smooth sailing! (.2 CEUs)



JoAnn Corley

People have said that JoAnn Corley is an emerging voice to be heard in the business marketplace,

a catalyst for innovative thinking, and passionate for bringing theory into reality in the laboratory of real life! She is a dynamic, inspiring speaker, trainer, and career and management coach. She has a contagious passion and energy for the topics she teaches and has shared that passion with thousands across North America specializing in seminars on personal empowerment, creative and innovative thinking, effective management and leadership, powerful communication, and dynamic team synergy. She is also co-author of the book, *Ordinary Women, Extraordinary Success*, a collaborative effort with some of the top female motivational speakers in North America.

A partnership between ABWA and Park University creates a new leadership training program available to attendees of the National Women's Leadership Conference.

Women as 21ST century LEADERS

WRITTEN BY LEIGH ELMORE

Any member of ABWA can tell you that women assuming leadership positions in American business is old news. Today, of course, women are expected to compete for positions of power in all walks of life. However, our members will likely add that any opportunity for learning leadership skills is very welcome indeed.

To fill that need, ABWA has recently entered a partnership with Park University in Parkville, Mo., to create Women as 21st Century Leaders, a new instructional program that will offer leadership training courses at the upcoming 62nd Annual National Women's Leadership Conference in Irving, Texas.

"Women as 21st Century Leaders will benefit women around the country as they continue to assume increasingly significant leadership roles, changing the world for a better future," says René Street, ABWA executive director.

Street says that Park University and ABWA share a vision of providing women with educational opportunities, which enhance their individual leadership capacities. Both ABWA and Park University also recognize the importance of strategic alliances with like-minded partners. "We are very excited to create this relationship with Park University, where women are recognized leaders at all levels," Street says.

The Park University organizers bring an impressive record of leadership to the new program: Laurie DiPadova-Stocks, Ph.D., is dean of the Park University School for Graduate and Professional Studies; and Kay Barnes is the founding director of the university's Center for Leadership, serves as distinguished professor for public leadership, and is the former two-term mayor of Kansas City, Mo.



DiPadova-Stocks says that each of the 12 courses will incorporate three elements: introduction to concepts, development of critical-thinking skills and direct application via individual and team exercises, and case studies and other real-life components. Courses will include a variety of self-assessment instruments, a focus on enhanced communication skills, problem solving, managing change, ethical leadership, and managing time and stress.

"The nation and the world at large are acknowledging the key role of women in solving problems and addressing the challenges of the 21st century," DiPadova-Stocks says. "Considerable international attention is currently directed at programs supporting the development of girls into leaders as they grow into adulthood. This signals universal awareness that women bring the practical know-how, relevant knowledge, and creative insights necessary to shape the future in a way that benefits humanity as a whole.

"ABWA has a long and distinguished history of providing support and education for women leaders in all fields. We are pleased to offer this 12-course program in a format of three courses per conference to advance the leadership skills of women, and to partner with ABWA in this important work," DiPadova-Stocks says.

Professor Barnes says that participants will come away with improved leadership skills as well as an in-depth understanding of their own personalities. They will be able to align their strengths with the specific leadership demands they face and have strategies to enhance their self-image as leader. Courses will explore a variety of theories and models of leadership and management. Each participant should come away with an enhanced understanding of the ways that organizations are designed and issues facing leaders in our society.

"ABWA has a long and distinguished history of providing support and education for women leaders in all fields," says Laurie DiPadova-Stocks, Ph.D., Dean of the Park University School for Graduate and Professional Studies. "We are pleased to offer this 12-course program in a format of three courses per conference to advance the leadership skills of women, and to partner with ABWA in this important work."

They will also come away with continuing education units. Each four-hour course will be accredited for .4 CEUs from Park University and as such, the participant qualifies for Business Skills Tuition Reimbursement. [in](#)

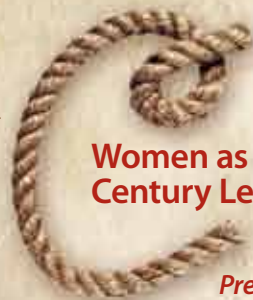
Founded in 1875 in Parkville, Mo., a suburb of Kansas City, Park University (www.park.edu), is a nonprofit comprehensive, independent institution that is a national leader in higher education. Park achieved university status in 2000 and now serves more than 24,000 students annually at 40 campus centers in 21 states and online, including campus centers in Parkville, Independence, and Kansas City, Mo., and Austin, Texas, as well as at military installations across the country. Embracing global learning, Park University has students from 120 different countries studying at its scenic Parkville campus.

TRACK

Women as 21st Century Leaders

View instructor bios and course offerings on page 28.

TRACK



Women as 21st Century Leaders

Presented by ABWA and Park University

Course 1: Challenges and Opportunities for Women as Leaders

Women in history have made a difference! What characteristics have they shared? In this session, explore the relevant theories and models of leadership, including what it now takes to be an effective leader in this century. Discover the four elements of leadership and the difference between leadership and management. Craft the outline of your personal leadership development plan. (.4 CEUs)

Course 2: Beginning with the Inner You

Leadership begins with you! Explore your internal personality structure and your current self-image as a leader. Find out how to align your strengths with the leadership demands you face, and examine strategies for enhancing your self-image as a leader. Multiple self-assessments will be used to assist you in this discovery process. (.4 CEUs)

Course 3: Leading through Enhanced Communication Skills

Leadership is about influencing other people! Fine-tune your interpersonal talents with a focus on developing an assertive style, recognizing the differences among passivity, assertion, and aggression and their impacts. Strategies for enhancing your listening skills and other communication skills will also be highlighted. Demonstrations, case studies, and role plays will be part of this session. (.4 CEUs)



Laurie N. DiPadova-Stocks, Ph.D.

Laurie N. DiPadova-Stocks, Ph.D., is dean of the School of Graduate and Professional Studies and professor of public administration at Park University. She returned to school while in her 40's to pursue a Ph.D., which she completed a few weeks short of her 50th birthday. Recognizing that the demands on leaders are undergoing an important shift, the focus of her recent scholarly work addresses the challenge of preparing leaders for an increasingly unscripted future and the role of values education has in this shift. She is widely published on topics of management and leadership in a variety of academic journals, including recently in the *International Journal of Organizational Analysis* and the *Journal of Public Affairs Education*. She has been recognized for lifetime achievement with awards from the Academy of Management and from the Rockefeller College of Public Affairs and Policy, State University of New York at Albany.



Kay W. Barnes

Now distinguished professor for public leadership and the founding director of the Center for Leadership, Park University, Hauptmann School for Public Affairs, Kay W. Barnes served as the first female Mayor of Kansas City, Mo., from 1999-2007. While mayor, she led initiatives which have produced more than \$5 billion in public and private investment in Kansas City's downtown. She also co-chaired the U.S. Conference of Mayors Small Business/Partner America Task Force. A nationally recognized consultant and trainer for more than 30 years, Barnes has focused on women's issues, leadership development, and long-range planning and goal-setting.



Linda Moore, Ed. D.

Dr. Linda Moore is a Kansas City-based psychologist, corporate consultant, speaker, writer, and management consultant. She is president of Linda L. Moore & Associates and currently holds a distinguished faculty fellow appointment at Park University. Dr. Moore consults and speaks nationally and internationally, and is known for her work with women, leadership training, executive coaching, stress management, and human relations. Her book *Release From Powerlessness: A Guide for Taking Charge of Your Life* is slated for a third edition. Her career has included extensive work in television and radio, 25 years as a consultant and facilitator for the Phoenix-based National Institute for Leadership Development, and work in the Kansas City community with organizations dedicated to making a difference in the lives of women and girls.

Track Selection	Thursday, Sept. 22	Friday, Sept. 23	Saturday, Sept. 24
Track A ABWA-KU MBA Essentials	<i>Decision-Making in an Uncertain Environment (Part 1)</i> 9:00 a.m. to 11:30 a.m. <i>Decision-Making in an Uncertain Environment (Part 2)</i> 1:45 p.m. to 3:45 p.m.	<i>Leading and Communicating with Integrity (Part 1)</i> 10:45 a.m. to 12:15 p.m. <i>Leading and Communicating with Integrity (Part 2)</i> 3:00 p.m. to 5:30 p.m.	<i>Marketing Management (Part 1)</i> 10:30 a.m. to Noon <i>Marketing Management (Part 2)</i> 2:30 p.m. to 5:30 p.m.
Track B	<i>WINnovations</i> 9:00 a.m. to 11:30 a.m. <i>Growth, Expansion, and Transition Business Phases</i> 1:45 p.m. to 2:45 p.m. <i>SBMEF Boot Camp</i> 3:00 p.m. to 4:00 p.m.	<i>Secrets to Successful Selling</i> 10:45 a.m. to 12:15 p.m. <i>Motivation by Chocolate</i> 3:00 p.m. to 5:30 p.m.	<i>Need a Wake-Up Call for Your Right Brain? 10 Ways to Jumpstart Ideas</i> 10:30 a.m. to Noon <i>Up Against the Wall? Off-The-Wall Problem-solving Techniques</i> 2:30 p.m. to 5:30 p.m.
Track C Women as 21st Century Leaders	<i>Challenges and Opportunities for Women as Leaders (Part 1)</i> 9:00 a.m. to 11:30 a.m. <i>Challenges and Opportunities for Women as Leaders (Part 2)</i> 1:45 p.m. to 3:45 p.m.	<i>Beginning With the Inner You (Part 1)</i> 10:45 a.m. to 12:15 p.m. <i>Beginning With the Inner You (Part 2)</i> 3:00 p.m. to 5:30 p.m.	<i>Leading Through Enhanced Communication Skills (Part 1)</i> 10:30 a.m. to Noon <i>Leading Through Enhanced Communication Skills (Part 2)</i> 2:30 p.m. to 5:30 p.m.

Seminar SCHEDULE



Members who participate in either Track A or C, may be eligible for Business Skills Tuition Reimbursement for up to \$120. More information on Business Skills Tuition Reimbursement available at sbmef.org.

EXHIBITORS



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Team up with members of your group, your council, or any other personal affiliation to "Flaunt Your Purse-onality." Pick your favorite purse and fill it with at least \$100 worth of gift certificates to brand-name stores, merchandise from your area of the country; or business supplies. Then name your purse!

**Purse value should not exceed \$500. All proceeds benefit the ABW Foundation.*

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AT THE 2011 ABWA NATIONAL WOMEN'S LEADERSHIP CONFERENCE



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NEWSLETTER winners

Congratulations to the following Regional Conference Newsletter Winners!

Newsletters will be judged this summer at the National Office and the winners will be announced on the big stage at the National Women's Leadership Conference in Irving, Texas. **Your team must be present to win.**

2011 CENTRAL REGIONAL CONFERENCE

Forks of the Wabash Chapter
Future Footprints
Jo Ann Burnau, Editor
Huntington, Ind.

Hall of Fame Charter Chapter
The Goal Post
Tara Bulicz, Editor
Canton, Ohio

ViVon Chapter
News and Views
Diane Ehret, Editor
Port Huron, Mich.

Dynamic Connections Chapter
The Dynamic Connections Newsletter
Nancy Ann Durrill, Editor
Blue Springs, Mo.

New Spirit Chapter
New Spirit News
Vicki Berry, Editor
Kansas City, Mo.

Rochester Charter Chapter
Chapter News
Jane Nicklay, Editor
Rochester, Minn.

2011 WESTERN REGIONAL CONFERENCE

Charisma Charter Chapter
Charismail
Judy Taylor, Editor
Carrollton, Texas

Cy-Fair Express Network
CYFEN News
Dana Fisher Ashrawi, Editor
Cypress, Texas

Globe Chapter
Globe Chapter Newsletter
Nixie Romero, Editor
Killeen, Texas

Outlook Positive Express Network
Positively Open
Brenda Simpler, Editor
Dallas

The Colony Charter Chapter
Chapter Chatter
Andrea Oberascher, Editor
The Colony, Texas

Colorado Springs Women's Express Network
CSWEN Newsletter
Brianna Powell, Editor
Colorado Springs, Colo.

Denver Downtown Chapter
Denver Downtown Newsletter
Louise Walsh, Editor
Denver

Valle Verde Charter Chapter
Valle Verde Voice
Marianne Cobarrubias, Editor
Green Valley, Ariz.

Ee Dah How Charter Chapter
The Here and Now...From EE DAH HOW
Cindy Campbell, Editor
Pocatello, Idaho

Reno-Tahoe Express Network
Reno-Tahoe Express Connection
Connie Loftus, Editor
Reno, Nev.

Washoe Zephyrs Chapter
Whirlwind
Toni Earl, Editor
Reno, Nev.

2011 EASTERN REGIONAL CONFERENCE

Airport Charter Chapter
The Unity Tribune
Brenda Wyatt, Editor
Atlanta

Coral Springs Charter Chapter
The Connection
Lilli Ahmadpour, Editor
Coral Springs, Fla.

Oceanside Charter Chapter
The Rising Tide
Anita Carbone, Editor
Melbourne, Fla.

Golden Dome Chapter
Golden Nugget
Diane White, Editor
Atlanta

Silver Dome Chapter
Southern Courier
Teresa Nix, Editor
Tallahassee, Fla.

Berkshire Charter Chapter
Berkshire Express
Karen Kleffel, Editor
Wyomissing, Pa.

Heart of the Piedmont Chapter
The Pulse
Barbara Walters, Editor
Greensboro, N.C.

Lancaster Area Express Network
Connect and Succeed
Christi Beazley, Editor
Lancaster, Pa.

Oxon Hill Charter Chapter
New Beginnings
DeLores Frazer, Editor
Oxon Hill, Md.

COUNCILS: To be eligible to compete in the newsletter competition at the national level, one copy of two different issues from the 2010-2011 award year must be received at ABWA National on or before July 31, 2011. Entries must be marked "For Newsletter Competition".

housing form

2010 ABWA National Women's Leadership Conference
Thursday-Saturday, September 22-24, 2011

HOTEL

All room reservations must be made in writing via mail, fax or ONLINE, www.abwa.org, to the Marriott Dallas Las Colinas by completing one form for each room requested. The Marriott Dallas Las Colinas is the headquarters hotel.

All rates, single through quad occupancy are \$145 per night and subject to Texas lodging tax, currently 15% (subject to change). Questions or to make reservations, call 1-800-264-1178.

ABWA makes every effort to secure the best possible rate for overnight accommodations. This rate is part of a negotiated overall conference package that incorporates meeting room rental as well as other services associated with providing the conference. ABWA saves money if the number of conference attendees staying at the host hotel exceed a negotiated minimum (which in turn keeps registration fees at a below market price), so please consider that when making your accommodation decisions.

TRANSPORTATION

Airport transportation can be provided by Super Shuttle from either Dallas / Ft. Worth or Love Field Airports. The telephone number is (817) 329-2000 or visit www.supershuttle.com/en/DFWAirportShuttleDallas.html Advanced reservations are recommended.

EVENT PARKING

Parking at the Marriott Dallas Las Colinas is complimentary.

DEPOSIT AND ACKNOWLEDGEMENT

If you fax your housing form, do not send a hard copy by mail.

All reservations must be guaranteed by a major credit card. If requested, after your housing form has been processed, you will receive an acknowledgment from the hotel. Should you make your reservation ONLINE, you will receive an instant acknowledgement.

Deadline for hotel reservations is August 31, 2011. Room reservations received by this date will be confirmed at the group rate. After this date, they will be confirmed on a space-available basis at the group rate. All cancellations must be made at least 72 hours in advance.

PAYMENT INFORMATION

Visa MasterCard American Express Discover Diners' Club

Acct.No.

□□□□ □□□□ □□□□ □□□□

Expiration Date _____ Security Code _____

Signature: _____

SEND CONFIRMATION TO (Please print and fill out completely)

Name _____

E-mail Address _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

Room Type and Requested Dates

If more than one room is requested, use a separate form for each room.

Arrival Date _____

Departure Date _____

- Single (1 bed, 1 person) ... \$145
- Double (2 beds, 2 people) ... \$145
- Triple (2 beds, 3 people) ... \$145
- Quad (2 beds, 4 people) ... \$145

All room type accommodations and other special requests may not be available. Should this be the case, the next available room type will be assigned.

Special Requests:

I will require a handicapped accessible room.

Other: _____

The Marriott is a smoke-free environment.

Room Occupants (list all guests):

1. _____

2. _____

3. _____

4. _____

ABWA Housing
Online Reservations:
www.abwa.org

Mail or fax housing information to:

Marriott Dallas Las Colinas
Attention: Reservations
223 West Las Colinas Blvd.
Irving, TX 75039

Fax: (469) 420-1351



registration form

2011 ABWA National Women's Leadership Conference

Thursday-Saturday, September 22-24, 2011

MEMBER INFORMATION (PLEASE PRINT CLEARLY)

Member No. _____ Chapter/Network Name _____

Name _____

First name preferred on badge _____

Address _____

City _____ State _____ Zip _____

Contact Phone _____

E-mail Address _____

REGISTRATION

<i>Please check box.</i>	Early Before 8/10	Regular After 8/10	AMOUNT
Member Complete Includes seminar track, general sessions, dinner, and show. <i>*These rates are available to those members with current national dues.</i>	<input type="checkbox"/> \$484	<input type="checkbox"/> \$584	_____
<input type="checkbox"/> Please check box if you are on the pre-payment plan. <i>(Enclose payment for any optional events below and make a seminar track selection.)</i>			\$0.00
Non-Member Complete Includes seminar track, general sessions, dinner, and show.	<input type="checkbox"/> \$584	<input type="checkbox"/> \$684	_____
Saturday Only Includes Saturday seminar track, general sessions, dinner, and show.	<input type="checkbox"/> \$300	<input type="checkbox"/> \$325	_____

OPTIONAL EVENTS

Hand of Friendship Luncheon (Thurs.)	<input type="checkbox"/> \$45	_____
Woman of the Year / Top Ten Luncheon (Sat.)	<input type="checkbox"/> \$45	_____
Guest Dinner and Show (Sat.)	<input type="checkbox"/> \$125	_____
National Conference Charm or Lapel Pin <i>(No charge for shipping.)</i>		



Charm ... ITEM #2945 \$12.95 _____

Lapel Pin ... ITEM #2944 \$13.95 _____

Enter total amount for items selected: \$ _____

PAYMENT INFORMATION

Check or Money Order (payable to ABWA) Visa MasterCard Discover

Acct.No.

□□□□ □□□□ □□□□ □□□□

Expiration Date _____ Security Code _____

Signature: _____

SEMINAR TRACKS

A SEMINAR TRACK MUST BE SELECTED TO DETERMINE THE COLOR OF THE WRISTBAND ISSUED. A wristband is required for all seminar, general session, and banquet admittance.

THURSDAY-SATURDAY, SEPT. 22-24

First Track Choice _____

Second Track Choice _____

If your first track selection is full at the time your registration form is received, your second choice will be assigned.

The registrant acknowledges that ABWA will incur expenses with hotel, speaker, and meal guarantees in planning the conference.

Changes:

- No fees will be charged for any registration change from a Saturday Only to a complete registration.
- A minimum \$150 fee will be charged to the registrant for any changes that result in less than a complete registration.

Cancellations:

- A minimum \$150 fee will be charged to the registrant for any cancellation that result in less than a complete registration.
- If the amount paid is less than \$150, no refund will be issued at any time.
- The entire registration fee will be forfeited in the event that the registrant cancels after Sept. 8, 2011 or fails to attend the conference.
- Refunds will be processed after the conference.

Mail or fax with payment to:

Registration, ABWA National
11050 Roe Avenue, Suite 200
Overland Park, KS 66211
Fax: (913) 660-0101
Toll Free: (800) 228-0007

Or, register online at: www.abwa.org

FOOD ALLERGIES:

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