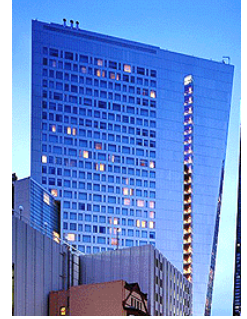


Chicago



OCTOBER 20 - 22, 2013 • SOFITEL WATER TOWER HOTEL

4th ANNUAL **WOMEN** *in* **ECONOMIC DEVELOPMENT**

With so much positive feedback from the professionals who attended the prior three Forums we will return to Chicago again this October. The Women in Economic Development Forum is



focused on the growing importance in the leadership roles women are bringing to the industry, and is intended to encourage and inspire both professional and personal growth. The Forum's unique program is designed to allow you to network with some of the most influential women currently working in the industry and learn more about today's best practices.

Who Should Attend?

This Forum is designed for all women professionals working in the field of economic development at all levels. It is a one-of-a kind opportunity to interact with some of the most influential women Site Consultants, Site Selectors, Corporate Real Estate Executives and other Economic Developers.



What Does the Forum Offer?

- General sessions which give insight into current site selection trends and best practices.
- Interactive professional development sessions focusing on leadership and career advancing skills.
- Peer Panel: Get the inside story as consultants, CRE's and senior economic developers share challenges and successes from their careers
- Roundtable Sessions: Small group discussions with site consultants
- Exceptional networking opportunities

SMART Content

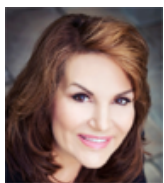
**“Best Consultants Forum.
Women in Economic
Development serves as my
mentoring group.”**

Development Authority of
Fulton County, GA

2013 Sessions

Site Selection Trends, Predictions and Future Projections • **STEM Workforce Development, an Essential Part of a Competitive Economic Development Strategy** • Innovative Incentive Strategies • **Corporate Strategies: Understanding the Prospect’s Expectations** • The Power of Balance: Moving Beyond the Myth of “Work-Life Balance” • **Improv for Economic Developers - The Power of Presence** • FDI - When Do Cultural Differences Impact Women in Economic Development? • **Women & Leadership: Strategies for Success**

2013 Speakers



Becky Blalock
Managing
Partner
Advisory Capital



Rose Burden
Business
Incentives
Group
Ernst and Young



Shannon Curley
Vice President,
Business
Consulting
Jones Lang
LaSalle



Laura Clise
Director, External
Communications
& Corporate
Citizenship
AREVA



Julie Dow
Mgr., Economic
Development
Lockheed Martin
Aeronautics



Amy Holloway
President
Avalanche
Consulting



Minah Hall
Managing Dir.
True Partners
Consulting



Soraya Kim
CEO
Quantum
Innovations



Betty Macintosh
Business
Incentives Practice
Cushman &
Wakefield



Melissa Mayer
Director, Analytics
Gensler



Shana Merlin
Founder
Merlin Works



Elizabeth Narehood
Managing Director
Future Focus
Foundation



Michelle Phillips
Life Coach
and
Motivational
Speaker



Sarah Raehl
Manager
Deloitte



**Katie Clark
Sieben**
Commissioner
Minnesota DEED



Jovana Trkulja
Manager
Deloitte Consult-
ing, Strategy &
Operations

Past Speakers

Tracey Hyatt Bosman - Director, Grubb & Ellis Company

Jennifer Buscher - Business Development, Compendium Blogware

Michelle Cammarata - Manager, KPMG

Patricia Crumley - Director of Real Estate, MillerCoors LLC

Gail Edgar - VP, Corporate Facilities Services, W.W. Grainger

Maureen Ehrenberg - Global Corporate Services, CBRE

Jeanette Goldsmith - Principal, McCallum Sweeney

Ann Harts - Principal, Hickey & Associates, LLC

Carol Jungman - Associate Consultant, Aperian Global

Robin Roberts Krieger - VP, Business & Industry Training and ED, OK State University

Kathy Mussio - Managing Partner, Atlas Insight, LLC

Melissa Nebelsick - Senior Manager, Tax Credits & Incentives, Deloitte, LLP

Kay M. Palan - Dean, Haworth College of Business - Western Michigan University

Tracy Sharp - COO, Boyette Strategic Advisors

Susan Griffin Shows - Senior VP, Georgia Research Alliance

MaryAnn Sinwell - Operations Planning Mgr., Mitsubishi Electric Power Products

Ros Taylor - CEO, The Ros Taylor Group

Jovana Trkulja - Consultant, Deloitte Consulting

Rebecca Truelove - Business Incentives Leader, Ernst & Young

Leslie Wagner - Dir., Project Management & Development, Ginovus

Maureen Welch - Senior Manager and National CRE Leader, Ernst & Young

Kimberly Williams - Consultant, McCallum Sweeney Consulting

Tiffany Winne - Senior Managing Director, Studley
Partial List

Selected Past Sessions

Taking the Pulse of Corporate America - Economic Update •

Building a Great Sales Team • Building Visibility & Reputation through Effective Media Relations • **The Role of Universities and Colleges in ED** • Harnessing Your Team’s Creativity •

What it Takes to Land Today’s Best Projects • Why “Smart Cities” May be More Attractive to Corporations • **Examining**

the Business World Through Male-Colored Lenses • The Leadership Masterclass • **The Ladder: What’s Required to**

Move up in Economic Development? • Site Selection Trends

- A Vision of the Future • **Understanding Social Media**

Marketing: Best Practices for EDs

SPEAKER Comments

“All the speakers were great. I especially like that the consultants were so open and welcoming. Refreshing!”

Union County
Development Board, SC



"The Women in Economic Development Forum is unique. The intimate atmosphere allows for a greater sense of camaraderie and there is a real desire to connect. Over the years as a speaker, I have formed some of my closest industry friendships from women I have met at this conference."

Kathy Mussio, Managing Partner, Atlas Insight, LLC



"As a previous speaker at the Area Development Women in Economic Development Forum, I found the event extremely worthwhile as it offered the attendees the chance to meet with numerous site selection consultants from across the country, and offered me the chance to meet a great group of economic development representatives. The forum topics are always very current and interesting so it is not only a great networking opportunity but is also a learning experience for all."

Tracy Sharp, COO, Boyette Strategic Advisors



"I am a big proponent of this event as I believe that it creates a unique forum in which women can explore issues that are unique to them in the field of economic development. There is a general interest in collaboration and networking that promotes sustainable relationships which in this industry, is critically important! There is a freedom to explore and delve deeper into topics that are critically important to women as economic developers. The quality of programming has been excellent and the comments that I have received from those that attended was very favorable. It is important that this programming be continued so please let me know how I can help. "

Leslie Wagner, Director of Project Management and Development, Ginovus



"The Women in Economic Development Forum is a wonderful networking opportunity for me to interact on a more personal level with some of the brightest and most talented women ED professionals from across the country. As a site selection professional in a field that is male dominated, having the chance to meet and interact at one event with so many amazing women economic developers is a very productive way to spend 2 business days!"

Minah C. Hall, Managing Director, True Partners Consulting LLC

WHY Attend

- The Consultants Forum is a limited seat boutique style event. To preserve this atmosphere only 100 registrations are available.
- Outstanding speaker program featuring leading national site consultants and CREs.
- Valuable scheduled networking program each day.
- Mentoring opportunities



WHY Sponsor

A sponsorship helps you and your organization gain maximum visibility with the Site Selectors and CREs participating on the program.

Sponsor Benefits:

- Invited to the private “Meet The Speakers” reception
- Receive Program recognition and Podium introduction
- Sponsorship builds both your locations “brand” and your identity with our speakers
- Includes registration fee

BECOME A SPONSOR ►

Contact Us

For program, registration, sponsorship or multiple attendee discount information please contact Annie Gregson, Program Director, at annie@areadevelopment.com or call 212-579-4469.



Organized By **AREA** DEVELOPMENT

WHY Register

“Applicable, realistic and useful information. I found each session to be highly informative.”

Sacto, CA

“Thanks for a great 2012 Woman’s Conference. It was well worth the time and money to participate. I look forward to next years event.”

Dalton – Whitfield County Joint Development Authority, GA

“Site Selection topics, networking and general relaxed conversations were great. Most valuable conference I have been to.”

Duke Energy

“Presentations were fantastic! – great energy, value, fast moving, concise, informational!”

CEDC, OH

REGISTER ►

Registration must be received to reserve a seat and guaranteed only with receipt of payment. To register for The Consultants Forum please complete one form per delegate. The rate per delegate is \$1,495