

FRIDAY
MARCH 7, 2008

8.30-4.30

THE
UNIVERSITY
CLUB,
WASHINGTON
D.C.

**2007 CONFERENCE
FEEDBACK:**

*"What a wonderful
and very valuable day.
I'm so glad I made the
time to attend."*

**Tracey.K.
Seimans**

*"Arty and Margie, you
role model co-
leadership in the pres-
entation of your pro-
grams which is a key
behavior for future
leaders, because the
world is too complex
for singular leaders."*

Mourine, CNMC

*"I loved every minute!
The DISC is wonderful.
I got a lot out of valu-
able insights from it. I
also really liked the
vision exercise and
the Stepping into Ac-
tion. The added bo-
nus of the day: meet-
ing so many wonder-
ful women!"*

**Amanda
British Telecom**

*"Extremely valuable
and just the break I
needed to help me
refocus and replenish
the reserves!"*

Teresa, Attorney

Women on the Move Leadership Conference

Courage *∞* Connection *∞* Clarity

The 2nd Annual *Women on the Move Leadership Conference* has been designed specifically for action-oriented professional women to equip them with the skills and perspectives they need to lead more successful and rewarding lives... at work and beyond!

Learn strategies to:

- ❖ Grow your innate leadership ability to influence those around you
- ❖ Become a more powerful communicator
- ❖ Manage your commitments more effectively & better harness available resources
- ❖ Address sensitive or contentious issues in ways that build trust, promote respect and create alignment
- ❖ Make more powerful requests and create an environment of accountability
- ❖ Deal with difficult people, navigate confrontation and diffuse conflict
- ❖ Create an action plan for addressing your key challenges (from work/life balance to organizational conflict) and achieving your goals (which may include re-setting them!)
- ❖ Take a break from your busy life to reconnect with what inspires you most deeply so you can move forward with greater *clarity, confidence* and *courage!*
- ❖ Coach those around you on performance, time management and communication issues.

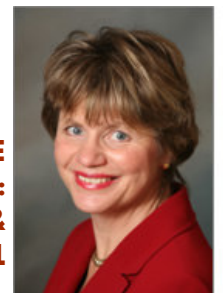
Full Day Conference includes:

- ❖ Coffee/tea, muffins and pastries on arrival and healthy buffet luncheon
- ❖ Individualized 21 page DISC Report ([see a sample of this leading assessment tool](#)) - value \$355)
- ❖ Champagne networking reception following the workshop
- ❖ Opportunities for coaching on your specific challenges
- ❖ Discounted rates at the luxurious [Sage Spa*](#)

Take an online DISC assessment prior to the conference to learn about your behavioral profile and how you can adapt your communication style to be more effective in influencing and working with others.

**CONFERENCE
LEADERS:
ARTY COPPES &
MARGIE WARRELL**

Margie Warrell and **Arty Coppes** are both ICF accredited executive coaches with extensive experience working with professional women and emerging leaders throughout North America, Europe and Australia.



To learn more about this unique event or to register online please visit
www.margiewarrell.com/conference08.htm

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an edi-

torial. You can also profile new employees or top customers or vendors.

Caption describing picture or graphic.



Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask your-

self if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several

tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

Inside Story Headline



Caption describing picture or graphic.

ports. While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

This story can fit 150-200 words. One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and re-

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words. The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field. You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing. Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile

new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words. Selecting pictures or graphics is an important part of adding content to your newsletter. Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context. Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols. Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



Organization

Friday
march 7, 2008
8.30-4.30

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

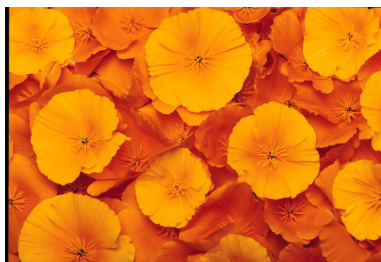
If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.