



women lead

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## The Top 9 Reasons to attend HERe (so good we only need 9)

The award-winning, 5<sup>th</sup> annual Women Lead HERe Conference is just around the corner. Here are the top 9 reasons to block your calendar for Friday, Nov. 3, and plan to attend.

**#9 – THE VENUE.** Wrigley Mansion offers sweeping views of the city and is steeped in history and elegance. The HERe Conference has exclusive use of the building for the day, and will be offering guided tours through this amazing site at the end of the conference.

**#8 – LEARNING.** Dr. Brene Brown's book *Rising Strong* will serve as the central conference theme. Throughout the day, attendees will learn how to apply Dr. Brown's teachings to their own lives through keynote speakers and facilitated breakout sessions. Each attendee will receive a complimentary copy of the book.

**#7 – COMMUNITY.** Over 200 of the most dynamic female leaders in the region will be in attendance. With designated opportunities for networking and making focused connections, the HERe conference is an exceptional environment to interact with the women leaders in healthcare, business, entrepreneurship and philanthropy who are making dynamic impacts in the world.

**#6 – THE KEYNOTE SPEAKERS.** The conference kickoff will come from Vanessa Ruiz, former Channel 12 News anchor, and current Borderlands Coverage Director for ASU's Cronkite School of Journalism. Midday, we'll hear from Karina Bland of Arizona Republic fame. Finally, our afternoon keynote will be delivered by Dr. Connie Mariano, who served as the White House physician for three standing presidents. These speakers will share authentic personal stories that reveal their struggles and successes.

**#5 – FACILITATED BREAKOUTS.** For the first time, HERe will feature breakout sessions that are designed to provide focused avenues for developing specific skills. Topics include building confidence through assertive communication, mastering the art of stress management, negotiation skills, energy essentials, foundational financial planning and more. Each is closely aligned with the *Rising Strong* theme.

**#4 – RAFFLE PRIZES.** Each participant will receive one raffle ticket with registration, with the ability to purchase additional tickets, with proceeds going to the American Heart Association. Throughout the day, fabulous prizes (purses, jewelry, gift cards, etc.) are given away to raffle winners. All tickets are re-entered for the grand prize – a week's lodging in beautiful Puerto Vallarta, Mexico (courtesy of our friends at Progressive Management Services).

**#3 – INSPIRATION.** There's no shortage of inspiration at HERe events, and the 5<sup>th</sup> annual conference will be no difference. Without a doubt, participants will be inspired and in awe of the speakers and the community in attendance.

**#2 – DEVELOPMENT.** Investing in your own personal and professional development is always a sure bet.

**#1 – IT COULD SAVE A LIFE.** We'll spend time exploring the clinical facts and emotional survivorship stories around the #1 killer of women: heart disease. We're proud to partner with Go Red For Women and the American Heart Association to provide a panel that showcases what you need to know about misconceptions, recognizing the symptoms, prevention and management of this disease.

Interested in hearing more? Join our Facebook Community (<https://www.facebook.com/ArizonaHERE>) for sneak peeks and updates or contact Samantha Brodt ([Samantha.Brodt@ge.com](mailto:Samantha.Brodt@ge.com)). Limited sponsorship opportunities are still available. Open registration will begin 9/3/17.