

The Women's Alliance  
An International Network of P.O.W.E.R Connections  
*Providing Opportunities for Work, Empowerment and Resources*

# Rising Together

Harnessing the **POWER** of Connectivity  
For Stronger Support and Success

## The Women's Alliance 2011 Conference

**Friday November 4th and Saturday November 5th**  
Courtyard by Marriott Oklahoma City Downtown/Bricktown  
2 West Reno • Oklahoma City, OK 73102

**Hotel Reservations: 405. 232.2290 – Call now to guarantee \$119 rate!**

### Registration

**EARLY BIRD REGISTRATION**  
**ONLY UNTIL FRIDAY, SEPTEMBER 30<sup>th</sup>!**

**REGULAR REGISTRATION**  
**AFTER FRIDAY, SEPTEMBER 30<sup>TH</sup>**

Member Registrations:	\$125	Member Registrations:	\$175
Additional Agency Registrations:	\$ 75	Additional Agency Registrations:	\$125
Early Bird Non-Member Rate:	\$225	Non-Member Registration:	\$275
Additional Non-Member Registrations:	\$175	Additional Non-Member Registration:	\$225

**PLEASE NOTE:** Agencies bringing five people or more, call for special pricing.

Non-members who join TWA while attending conference  
will get \$100 of their conference fee applied to 2012 membership dues!

### Registration fee includes:

**Conference Materials, one Reception, two Continental Breakfasts and two Luncheons. Attendance and participation at the Annual Meeting is restricted to TWA Members only.**

### CONFERENCE AGENDA

**We will bring you industry critical information that you will be able to implement immediately for greater profitability and stability. Topics and speakers include:**

- **The Power of Story – How To Create Compelling Messages That Connect You With Sustainable Success:** Lisa Marie Platske, Board Member and CEO, Upside Thinking. We've all heard, "It's not what you say, it's how to say it." Learn how to be heard, be remembered and be funded using the most effective communication method of all time!
- **Two Brag and Steal Sessions!** A conference favorite – forget your pen and bring a tape recorder to capture every word of wisdom shared by members as they tell you how to replicate their success in program development, fundraising, governance, community outreach and more!
- **The Power of Growth Through Governance:** Debby Hampton, President and CEO, United Way, Central Oklahoma. Many hands make light work and many talented, skilled, connected, motivated hands make growth attainable and sustainable. Learn how to make it happen in this interactive, informative session.
- **The Power of Collaborations;** Presenter: Blair Schoeb, VP Community Investment and Research; The Center For Non-Profits. Call them strategic alliances, partnerships or sponsors, we all need them. Get the inside scoop on how to build this essential support.

- **The Power of Chic for Cheap: How to Create Up-Scale Style For Your Boutique on a Shoestring.** Presented by Jeannette Kendall With a little creativity and a few good resources learn how you can transform your showroom into a showstopper clients will adore.
- **The Power of The Internet – Turning Your Agency Into A Marketing and Revenue Generating Powerhouse;** Presented by Aleks. If you're overwhelmed by Internet technology and unimpressed with your on-line results, don't miss this session! Learn simple strategies that will raise visibility and attract support no matter how minimal your skills or resources.
- **The Power of Sustainability: Logics, Metrics and Outcomes... oh my! (And why they aren't a bear!)** Presented by Sheri Cole, ED Career Wardrobe & Kendall Farrell, ED Bottomless Closet. If you want more funding, you need this session. Just ask these big-budget agencies.
- **Special Event: Friday night reception at our host facility: Suited for Success**
- **Participate in the annual meeting with TWA board and meet the incoming board members.** (members only)
- **Attend optional group dinners** in OKC hottest bricktown destination
- **Exciting announcements for 2012.** (Have you ever heard of Cosmo?)

**PLEASE COMPLETE AND RETURN THIS PART OF THE FORM**

**Primary Contact:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Names, Titles, Phone Numbers and Email Addresses of Additional Attendees:**  
 Email contacts are required so that conference updates can be sent as needed. Thanks!

1. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 2. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 3. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 4. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is my check payable to The Women's Alliance for \$ \_\_\_\_\_

**Please Submit Payment to:**  
 The Women's Alliance  
 455 Massachusetts Avenue NW, Suite 150/200  
 Washington, DC 20001

Early Bird registrations must be postmarked by September 30th, 2011.  
 All other registrations must be received and paid in full no later than October 30th.

Conference updates will be posted on The Women's Alliance web site:  
[www.thewomensalliance.org](http://www.thewomensalliance.org)

For more information contact Jeannette Kraar at 305-856-9993 or [jkraar@thewomensalliance.org](mailto:jkraar@thewomensalliance.org)

***We look forward to seeing you in Oklahoma City!***