



Enrich. Empower. Elevate.



WOMEN, FINANCE & PHILANTHROPY

The first annual
Elevations Enrichment
and Leadership Academy

September 14, 2010
Embassy Suites
Charleston, West Virginia

The first annual Enrichment and Leadership Academy is a half-day program featuring inspiring speakers and informative sessions to help professional women realize their potential and take their career to the next level.

Keynote Speaker
Betty Schoenbaum,
*Philanthropist and women's
empowerment advocate*

PROGRAM

8:00-8:30 a.m.
Registration and Academy Expo open

8:30 a.m.
Continental breakfast and opening remarks:
Phyllis Arnold, President, BB&T West Virginia

9:00-10:15 a.m.
Dollars Through the Decades: Financial Savvy for Every Stage of Your Life
Moderator: Elizabeth Keightley, BB&T

Getting Started:
Katie Monroe, Dinsmore & Shohl PLLC
On Your Way:
Sandra Thomas, Dixon Hughes PLLC
Almost There:
*Lois Crichton, Crichton Wealth
Management of Wells Fargo Advisors*

10:30-11:45 a.m.
Doing Well by Doing Good: Advancing Your Personal and Professional Goals Through Community Service and Philanthropy
*Moderator: JoEllen Zacks,
Charleston Area Alliance*

Why and how:
*Sandy Zando, Thomas Memorial
Hospital Foundation*
Getting started:
*Kate McCoy, Flaherty, Sensabaugh
Bonasso PLLC*
Making an impact:
Amy Weintraub, Covenant House
Putting your money where your heart is:
Marcia Broughton, Jackson Kelly PLLC

11:45-12:15 p.m.
Academy Expo and Informal Networking

12:15 p.m.
Luncheon and Keynote Speaker:
Betty Schoenbaum

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Presented by Elevations, the Charleston Area Alliance Professional Women's Network, the Academy will showcase best practices and concrete guidance from some of region's most knowledgeable women in the fields of finance and philanthropy. This promises to be the region's premier networking and educational event for young professional and executive women.

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The mission of the 1,700 member Elevations Professional Women's Network is to "enrich, empower and elevate women to achieve success." Through luncheons and other events featuring high profile speakers, Elevations provides an affirmative network that connects professional women with the information, resources and contacts to help them, their businesses and their communities succeed. Elevations is presented by the Charleston Area Alliance and DOW.

SPONSORSHIP OPPORTUNITIES

Pinnacle/Title Sponsor: \$5,000

- Naming rights to event
- 2 tables of eight guests with priority seating
- Expo table with preferred location
- Opportunity to participate in opening session
- One slot at head table with keynote speaker
- Logo on all multi-media and print materials
- Media interview placements and newsletter feature
- Logo on attendee certificate
- Prominent signage
- Photo opportunity with keynote speaker
- Inclusion of company materials in registration kit

Summit Sponsor: \$2,500

- “Host” designation for panel discussion
- 2 tables of eight guests
- Opportunity to offer greetings at one panel program
- Logo on all multi-media and print materials
- Logo on all materials
- Expo table with preferred location

Ascent Sponsor: \$1,250

- 1 table of eight guests
- Logo on all multi-media and print materials
- Expo table
- Prominent signage
- Inclusion of company materials in registration kit

Table Sponsor: \$750

- 1 table of eight guests
- Logo on all multi-media and print materials
- Prominent signage

Expo Sponsor:

\$400 corporate Alliance member /\$175 non-profit Alliance member; \$500/\$250 starting August 1

\$500 Future corporate member/\$275 future non-profit member; \$600/\$350 starting August 1

- Two tickets to event
- Expo table
- Opportunity to provide door prize
- Inclusion of company materials in registration kit

Individual registration:

\$60 Alliance members / \$70 starting August 1
\$ 75 Future members / \$85 starting August 1

For sponsorship information contact: JoEllen Zacks, JZacks@CharlestonAreaAlliance.org

For expo information, contact: Lesley Hager, LHager@CharlestonAreaAlliance.org.

For individual registration information, visit www.CharlestonAreaAlliance.org/Events.

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The first annual
Elevations Enrichment and Leadership Academy
Planning Committee

Allison Ballard, Dixon Hughes PLLC
Laura Ellis, BB&T
Amanda Hauf, DOW
Elizabeth Keightley, BB&T
Heather Lyons, DOW
Ana Marino, DOW
Sally Smith, Bowles Rice McDavid Graff & Love, PLLC
Lisa Travis, Spilman Thomas & Battle, PLLC
Ann Urling, Summit Community Bank
Tessa White, Arnett & Foster, PLLC
JoEllen Bursinger Zacks, Charleston Area Alliance