



Enrich. Empower. Elevate.



## **BUSINESS & BALANCE:** The second annual Elevations Enrichment and Leadership Academy

**September 13, 2011**  
**Embassy Suites**  
**Charleston, West Virginia**



## **BUSINESS & BALANCE**

Presented by Elevations, the Charleston Area Alliance Professional Women's Network, the Academy showcases the best practices and concrete guidance from some of region's most successful women and is the region's premier networking and educational event for young professional and executive women. **It will be submitted for continuing education credit.**

## **ABOUT ELEVATIONS**

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.



## **ABOUT OUR KEYNOTE SPEAKER**

### **Ellen Galinsky**

Charleston native Ellen Galinsky is one of the nation's foremost authorities on work life issues. She is president and co-founder of the Families and Work Institute (FWI) in New York City, a nonprofit center dedicated to providing research for living in today's changing workplace, changing family and changing community.

Founded in 1989, the Families and Work Institute has helped change the language of debates about workforce issues to move the discussion forward toward more effective, data-driven solutions. FWI is a partner, along with the Institute for a Competitive Workforce (an affiliate of the U.S. Chamber of Commerce), the Alfred P. Sloan Foundation and Twiga Foundation, in "When Work Works," a national initiative to bring research on workplace effectiveness and flexibility into community and business practice.

She is the author of more than 40 books and reports, and co-directs the National Study of the Changing Workforce, the most comprehensive nationally representative study of the U.S. workforce. She is also the program director for the Conference Board's Work Life Leadership Council. Frequently quoted in the media, she has been featured on the CBS Evening News with Katie Couric, ABC World News Tonight and Oprah.

Galinsky holds a master of science degree in child development/education from Bank Street College of Education, a bachelor of arts in child study from Vassar College and numerous honorary degrees.

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## PROGRAM

8:00-8:30 a.m.

### Registration and Academy Expo open

8:30 a.m.

### Continental breakfast and opening session

*Opening speaker: Sandra Thomas, partner,  
Dixon Hughes Goodman LLP*

9:00-10:15 a.m.

### The Best Advice I (N)ever Got: Business Insights from Women at the Top

*Moderator: Lois Crichton, Crichton Wealth  
Management of Wells Fargo Advisors*

*Confirmed speakers:*

*Ellen Cappellanti, member, Jackson Kelly PLLC*

*Nelle Chilton, Dickinson Properties*

*Betty Ireland, business and management  
consultant*

*Diana Sole Walko, CEO, MotionMasters*

10:30-11:45 a.m.

### The Crooked Road: Detours and Delights on the Road to Success

*Moderator: Linda Arnold, The Arnold Agency*

*Confirmed speakers:*

*Aila Accad, "The Stress Expert"*

*Emily Bennington, founder, Professional  
Studio 365*

*Deborah Herndon, founder, Riveting Notes*

*Grace Vandecruze-Heyliger, managing member,  
Grace Global Capital*

11:45-12:15 p.m.

### Academy Expo and Informal Networking

12:15 p.m.

### Luncheon and Keynote Speaker:

*Ellen Galinsky, Families and Work Institute*

## SPONSORSHIP DETAILS

### \$5,000 - Pinnacle/Title Sponsor

- 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

### \$2,500 - Summit Sponsor

- "Host" designation for panel discussion
- 2 tables of eight guests
- Opportunity for greetings in a one panel program
- Logo on all multi-media and print materials
- Logo on all materials
- Expo table with preferred location

### \$1,250 - Ascent Sponsor

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

### \$750 - Table Sponsor

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

## Expo Sponsor

\$300 Corporate Alliance member/\$175 non-profit Alliance member; \$400/\$250 starting August 22.

Sponsorship includes:

- Two tickets to event
- Expo table
- Opportunity to provide door prize
- Listing in program

## Individual Registration

\$75 Alliance members / \$85 starting August 22

\$85 Future members / \$95 starting August 22

**Move up and give back: Representatives from Dress for Success will be on hand to collect contributions of professional clothing and accessories.**

## CONTACT INFORMATION

For sponsorship information contact: JoEllen Zacks, [JZacks@CharlestonAreaAlliance.org](mailto:JZacks@CharlestonAreaAlliance.org).

For expo information contact: Cullen Naumoff, [CNaumoff@CharlestonAreaAlliance.org](mailto:CNaumoff@CharlestonAreaAlliance.org).

For individual registration information, visit [www.CharlestonAreaAlliance.org/Events](http://www.CharlestonAreaAlliance.org/Events).

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## VISIT ELEVATIONS AT:

