

THE CUNNINGHAM CENTER FOR LEADERSHIP DEVELOPMENT

# 2012 *Women's* Leadership Conference

**“Courageous Leadership”**

WHAT IS YOUR COMPANY DOING  
FOR WOMEN'S HISTORY MONTH?

---



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY



2012 SPONSORSHIP PACKAGE

[ColumbusState.edu/CunninghamCenter](http://ColumbusState.edu/CunninghamCenter)



COLUMBUS STATE UNIVERSITY

The Cunningham Center for Leadership Development  
3100 Gentian Blvd.  
Columbus, GA 31907  
706-568-5101  
Fax: 706-569-2693  
[www.columbusstate.edu/cunninghamcenter](http://www.columbusstate.edu/cunninghamcenter)

Thank you for taking the time to read through this sponsorship package for the 2012 Women's Leadership Conference. We have been proud to be able to offer this conference to the professional and executive women in Columbus and the surrounding areas for the past six years. With your help are looking forward to the 7<sup>th</sup> iteration scheduled for March 13-14, 2012 to be our best yet.

The Women's Leadership Conference will empower and enhance leadership skills of the 21<sup>st</sup> century woman. The keynote and general session speakers will address this year's theme, '*Courageous Leadership*'. This conference offers practical, real world knowledge that will be immediately applicable both professionally and personally. Each year this conference is planned by and led by female executives who have a track record of achievement and excellence in the workplace.

This conference is an excellent opportunity for you as a sponsor and for the women who attend. Sponsors will benefit by branding their organization as one dedicated to developing high-potential women leaders. It demonstrates that you recognize and reward high performing managers and leaders. Last, but certainly not least, you are allowing the women in your organization and others to bring leadership competencies and best practices back to work so that they can be a positive leadership example to others. The participant's benefits are numerous. They are inspired by nationally recognized speakers; they learn different leadership styles and strategies, best practice tips and suggestions from experienced local female leaders. They are given the opportunity to network, community build, relationship build and have hands on involvement in their own leadership development.

In this packet, you will find detailed information about the Women's Leadership Conference for your review as well information concerning sponsorship opportunities.

Please help us make this conference an inspiring and memorable one for women attending. Together with your support we can continue to make this annual event one of the highlights of the year for your organization and the women in it!

Sincerely,

Women's Leadership Conference Committee members:

Amy Adams, *St. Francis Hospital*  
Susan Andrews, *Superintendent, Muscogee County Schools*  
Susan Berry, *Maneuver Center of Excellence, Ft. Benning*  
Sommer Bundy, *Columbus Bank & Trust*  
Nancy Buntin, *Synovus (Ret.)*  
Debbie Caballero, *Girl Scouts of Historic, GA*  
Karen Cook, *Columbus Regional Medical Foundation*  
Eva Cooper, *Cunningham Center for Leadership Development*  
Amy Giglio, *Aflac*  
Shannon Gill, *TSYS*  
Lisa Goodwin, *City of Columbus*  
Shelby Guest, *Columbus Convention & Visitors Bureau*  
Linda Hadley, *Dean, College of Business, Columbus State University*

Helen Johnson, *Columbus Bank and Trust Co.*  
Debbie Lane, *The Leadership Edge, LLC*  
Lauren Mescon, *Rodan & FieldsRep.*  
Susan Miller, *Cunningham Center for Leadership Development*  
Robin Pennock, *Deputy Superintendent, Muscogee County Schools (Ret.)*  
Faith Pohl, *TSYS*  
Karen Price, *Chief, Logistics Division, U.S. Army (Ret.)*  
Stuart Rayfield, *Servant Leadership Program, Columbus State University*  
Kim Rozycki, *Cunningham Center for Leadership Development*  
Gina Sheeks, *Student Affairs & Enrollment, Columbus State University*  
Nancy Thornton, *Synovus*  
Janeen Tucker, *Greater Columbus Georgia Chamber of Commerce*  
Susan Wiggins, *W.C. Bradley, Co.*  
Connie Wilkes, *Agent, State Farm*

*Some Leaders are Born Women!*



COLUMBUS STATE UNIVERSITY

## Introduction

Thank you for considering sponsorship of the 2012 Women's Leadership Conference. There are several benefits to sponsoring this wonderful event:

- Opportunity for your organization to publicly support and participate in Women's History Month.
- Be involved in the leadership development of the working women in your community.
- Brand your organization as a company dedicated to the advancement and development of women.
- Gain the opportunity to recognize outstanding women in your organization and others for their leadership accomplishments and excellence in business.
- Strengthen your organization by allowing attendees the opportunity to receive practical, hands-on, and immediately applicable training in areas such as communication, team building, social networks, strategic planning, and many, many others.
- Position your organization for recognition with a significant demographic segment.

Please take a few moments to review the materials contained in this sponsorship package. You will find the following items:

- Women's Leadership Development Conference Fact Sheet
- Contact Info
- Conference Sponsorship Opportunities
- Sponsorship Agreement Form

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY

## Women's Leadership Development Conference Fact Sheet

- Website:** [www.womensleadershipconference.org](http://www.womensleadershipconference.org)
- Conference Established:** 2005
- Location:** Cunningham Center for Leadership Development  
Columbus State University  
3100 Gentian Blvd.  
Columbus, GA 31901
- Mission of the Conference:** To empower and enhance leadership skills for the 21<sup>st</sup> century woman

**This Year's Theme:** *'Courageous Leadership'*

*"We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face...we must do that which we think we cannot." – Eleanor Roosevelt*

This year's attendees will learn how to be authentic, conscious, courageous leaders at work, at home in their communities; what it takes to be successful in the face of obstacles and tough decisions; how to inspire and guide others through tough times through aligning with their true values, purpose and potential.

**About:** The Women's Leadership Conference was developed in 2005 to provide an opportunity for women at all levels of their career to network and learn from one another. While this conference targets women, the issues addressed during the event affect all business leaders. The Women's Leadership Conference is the perfect environment to begin building relationships and learning the skills necessary to be successful in business, and enjoy a fruitful career with your organization.

**Conference Design:** The Conference is planned and led by female executives who have a track record of achievement and excellence in the workplace. There are general session and keynote speakers with vast experience in the topics in which attendees have expressed interest in hearing.

**Past conference keynotes:**

- Meghan McCain, *Award Winning Blogger & Author*
- Claire Shipman, *Senior National Correspondent, ABC News & Author*
- Jenn Lim, *CEO, Chief Happiness Officer, Delivering Happiness*
- The Honorable Shirley Franklin, *Mayor, Atlanta, GA*
- Carol Gardner, *Entrepreneur/Author/Speaker*
- Gail Evans, *former Executive Vice President of CNN and best-selling author*
- Dan Amos, *President & CEO, Aflac*
- Major General Gale S. Pollock, *U.S. Army Surgeon General*
- Cathy Cox, *Georgia's State Superintendent of Schools*
- Steve Melton, *President & CEO, Columbus Bank & Trust Co.*
- Angie Morgan & Courtney Lynch, *former officers, United State Marine Corp., Founders of Leadstar, Inc.*
- Phil Tomlinson, *Chairman of the Board & CEO, TSYS*
- Samantha Johnson, *Senior Marketing Manager, AirTran*
- Carmen Agra Deedy, *Speaker/Author*

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY

- Marci Shimoff, *Best-selling author*
- Barbara Gauthier, *Anchor, WTVM-TV*
- Russ Carreker, *President & CEO, Bitewise Measurement Systems*
- Dr. Tim Mescon, *President Columbus State University*
- Marc Olivie', *President & CEO, W.C. Bradley Co.*

### Past breakout, general session leaders and panel members:

- Faith Johnson, *Former Director, Coca-Cola Africa, Founder FFJ Consulting, Inc.*
- Dale Smith Thomas, *President & Founder, Winners by Choice, Inc.*
- Libby Wagner, *President, Libby Wagner & Assoc.*
- Eva Cooper, *Assistant Director, Cunningham Center for Leadership Development*
- Sharon Lovoy, *President & Owner, Lovoy's team Works, Inc.*
- Paul Hostetter, *Conductor, Ethel Foley Distinguished Chair of Orchestral Activities for the Schowb School of Music, Columbus State University*
- Michele Shoda Velcheck, *CEO, Solid Source Reality, Inc.*
- Deborah Williams Havert, *Six Seconds Emotional Intelligence*
- Jane Jenkins Herlong, *Down Home Principles, Uptown Humor*
- Jenny Lynn Buntin, *Former Aide to First Lady Laura Bush*
- Felicia Hamilton, *Success Strategist, Coach & Trainer*
- Virginia Ann Holman, *Sr. Director of Corporate Marketing & Communications, TSYS*
- Linda Hadley, *Dean D. Abbott Turner College of Business, Columbus State University*
- Nancy Johnson, *Administrative Director, John B. Amos Cancer Center*
- Kathleen Amos, *President, Aflac Foundation*
- Helen Johnson, *VP Community Development, Columbus Bank & Trust Co.*
- Debbie Lane, *President & CEO, The Leadership Edge*
- Beth Bussey, *Clinical Nutritionist, John B. Amos Cancer Center*
- Audrey Tillman, *Senior VP Human Resources, Facilities & Health Services, Aflac*
- Susan Wiggins, *VP Stakeholder Relations, WC Bradley Company*
- Susan Andrews, *Superintendent, Muscogee County School System*
- Audrey Hollingsworth, *Director, Financial Services HR, Synovus and 2005 President – Leadership Georgia*
- Pam Siddall, *Former President and Publisher, Columbus Ledger-Enquirer*
- The Honorable Evelyn Turner Pugh, *Columbus City Council and Vice President - SunTrust Bank*
- LeeLee James, *Vice Chairman, Chief People Officer, Synovus*
- Stuart Rayfield, *Director, Servant Leadership Program, Columbus State University*
- Robin Pennock, *Deputy Superintendent, Muscogee County School District (Ret.)*
- Becky Rumer, *Senior Vice President, Private Client Services, Synovus*
- Betsy Covington, *Executive Director, Community Foundation of the Chattahoochee Valley*
- Danna Gibson, *Director, Honors Program, Columbus State University*
- Rubye Stafford, *Clinical Education Coordinator, John B. Amos Cancer Center*
- Theresa Tomlinson, *Executive Director, Midtown, Inc.*
- Shana Young, *Assistant Director, The Leadership Institute, Cunningham Center for Leadership Development*
- Beena Thomas, *Director, Wellpoint*
- Ashley Hatcher, *Inventor, Lappers*
- Kelly Nelson, *Founder & Director Creative, The Maverick Group*
- Becca Hardin, *Vice President of Economic Development, Greater Columbus, Georgia Chamber of Commerce*
- Karla Brandau, *Founder & CEO, Karla Brandau & Associates*
- Paula Collins, *Trainer, Peak Focus Zone, Inc.*
- Becky Miller, *Attorney at Law*
- Marquette McKnight, *Co-Owner, Media, Marketing & More*
- Angela Wagenti, *Owner, V'Rooom Technology, Inc & Part-Owner, Columbus Lions Indoor Football Team*
- Sunday Rice, *Owner, Sunday's Day Spa*
- Cynthia Redding, *Owner, HairWorks, Inc.*
- Sonya Eddings, *Owner, The Coffee Beanery, LTD.*
- Elizabeth Gross & Kathy Jackson, *Owners, The Sample Shop*

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY

## Attendees:

Conference attendees are executives and mid level managers from organizations such as Aflac, TSYS, Synovus, Ft. Benning and many others! We also have many attendees who are business owners or emerging leaders within their organizations. Our attendance capacity for this event started out at 125 participants and has grown each year!

## Attendee Comments:

*"I have been to countless leadership seminars and conferences and paid about ten times the amount that this one cost, and I have to say this ranks in my top two of all time."*

- 2005 Conference Attendee

*"I had a wonderful, inspiring, empowering experience. The keynote speakers were excellent and they all left me with a feeling that I can make a difference and so I will make a difference. I feel energized in what I have learned and all that I can apply not only in my work life but also in my personal life. Thank you for giving us the opportunity and the venue to flourish."*

- 2006 Conference Attendee

*"This was the best conference I've ever attended as a supervisor. It was relaxing, restoring, refreshing, and inspiring. This was a great opportunity to interact with leaders in our community outside of our workplace. Personal experiences were shared openly with the intent to educate others for their benefit. I have absorbed a lot in a day and a half and hope to implement all that I've learned to benefit first myself, my staff, and my organization. "*

- 2007 Conference Attendee

*"This conference has really inspired me to reach for my goals and dreams. Wonderful topics, dynamic speakers, great information and takeaways, something I truly needed."*

- 2008 Conference Attendee

*"Excellent! From the schedule, to the speakers to the food! I am so honored that my employer enabled me to attend. I feel energized, motivated, uplifted and ready to apply what I have learned with confidence!"*

- 2010 Conference Attendee

*The variety of speakers was great! A thorough learning environment that verified my time was well spent. I have not enjoyed myself so much in a long time! Thank you for all the inspiration I have left here with today. It was very beneficial in my journey in becoming a strong and influential leader.*

- 2011 Conference Attendee

## For More Information:

Shana D. Young  
Assistant Director, Cunningham Center for Leadership Development, Columbus State University  
Young\_shana@columbusstate.edu  
Phone: 706.569.2415

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY

## Sponsorship Levels



### **The Stiletto** - 'Some Women Are Born Leaders' Sponsorship Package \$25,000

- 1 Table of 8 (\$2,800 value)
- Opportunity for someone from your organization to introduce a nationally recognized speaker and to speak about your organization and their support of women leaders
- Company signage at front doors as people enter and leave the conference
- Company logo on all marketing materials and website
- Company logo on screens throughout the building during the event
- A spot for one of your top female employee's on the Women's Leadership Development Task Force
- Full page ad in conference notebooks
- Opportunity to give something to all attendees with your company logo on it



### **The Platform** – The Keynote Speaker Sponsorship Package \$12,500

- 4 conference registrations (\$1,400 value)
- Company logo on all marketing materials and website
- Company logo on screens throughout the building during the event
- Half page ad in conference notebooks
- Opportunity to give something to all attendees with your company logo on it



### **The Wedge** – Meal Sponsorship Package \$6,000

- 2 conference registrations (\$700 value)
- Sponsorship of the breakfast, lunch(2 two options), or reception
- Company logo on all marketing materials and website
- Company materials on all of the tables during the meal being sponsored
- Company logo on screens throughout the building during the event
- ¼ page ad in conference notebooks

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY



### **The Mary Jane** – Break Sponsorship Package \$1,000

- 1 conference registrations (\$350 value)
- Company logo on all marketing materials and website
- Company logo on screens throughout the building during the event



### **The Classic Pump** – Scholarship Sponsor Packages \$349.00 per scholarship

- Provide scholarship opportunities to women (other than employees of your organization) to attend the conference
- Company Logo on all marketing materials and website

### **Did we miss something?**

We are open to any creative ideas. If you have a sponsorship idea please contact us!

*Some Leaders are Born Women!*



CUNNINGHAM  
CENTER

COLUMBUS STATE UNIVERSITY



For the appropriate level of sponsorship, please list the names, email addresses and company or organization of the person(s) you are sending to the conference, They will be notified via email that they have been registered for the conference and provided with conference details:

(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)
(First Name, Last Name)	(Email Address)	(Company/Organization)

Agreement & names of registrant(s) can be faxed to the number or mailed to the address below. Any questions can be directed to:

Cunningham Center for Leadership Development  
 ATTN: Shana D. Young, Assistant Director  
 3100 Gentian Blvd.  
 Columbus, GA 31907  
 office: 706.569.2415  
 cell: 706.332.2209  
 fax: 706.569.2693  
 young\_shana@columbusstate.edu

*Some Leaders are Born Women!*



CUNNINGHAM  
 CENTER

COLUMBUS STATE UNIVERSITY