

Celebrate women advancing associations.

In Honor of women



asaecenter.org/honorwomen

Congratulations to these exceptional women...



Community Award

Susan Bitter Smith,
FASAE, CAE
Executive Director,
AZ-NM Cable
Communications
Association



Lifetime Achievement

Susan Sarfati,
FASAE, CAE
President and CEO,
High Performance
Strategies



Industry Partner of the Year

Pamela Kaul
President & Founder
Association
Strategies



Mentor of the Year

Laurie Cooke,
RPh, CAE
CEO, Healthcare
Businesswomen's
Association



Rising Star (Association)

Lauren Hefner
Director of
Membership,
Marketing &
Communications,
Laboratory
Products
Association



Rising Star (Industry Partner)

Lauren Wolfe
Interactive
Marketing & New
Media Manager,
Higher Logic

We proudly invite you to...

In Honor of Women

Celebrate the power, leadership & value of women in associations.

This occasion recognizes female executives & industry partners who have set the standard of excellence through their commitment to advancing the association industry.

Join this unique learning & networking event to acknowledge the accomplishments of your peers and propel your personal growth with reflections from prominent business leaders.

Walk away inspired & ready to uplift others.

Join us by registering at:
asaecenter.org/honorwomen

schedule

7:30 - 8:30 a.m.

Breakfast

8:30 - 9:30 a.m.

Opening Keynote

9:45 - 11:00 a.m.

Education Sessions (Select one)

11:30 a.m. - 12:45 p.m.

Education Sessions (Select one)

1:00 - 3:30 p.m.

Luncheon & Awards Ceremony

tickets

Full-Day

Members: \$345

Non-Members: \$395

Table (Seats 10): \$1,800

Luncheon-Only

(1:00 - 3:30 p.m.)

Members: \$95

Non-Members: \$145

Table (Seats 10): \$945

keynote & luncheon speakers



Gretchen Rubin

Author,

The Happiness Project

The Happiness Project: Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun

Keynote speaker Gretchen Rubin, has a wide, enthusiastic following, and her idea for a happiness project no longer describes just a book or a blog—it's a movement. Learn how to follow in Gretchen's example, and find your own way to happiness.



Kristin van Ogtrop

Editor and Chief,
Real Simple

Balancing Work and Life – How to Have it All

As a half-insane working mother and editor of one of America's most intelligent magazines, luncheon speaker, Kristin van Ogtrop knows that many working mothers could use some sort of organizing principle. Kristin will connect with women trying to juggle it all, and share how to actually have it all, with insights from her book, *Just Let Me Lie Down: Necessary Terms for the Half-Insane Working Mom*.

education sessions

Working Women Today - Moving Forward

Deborah L. Frett

CEO, Business and Professional
Women's (BPW) Foundation

Representative from

White House Council on Women & Girls

Tricia Dwyer-Morgan

Consulting Director of Special Projects,
BPW Foundation

Women make workplaces work. Work styles favored by women are being recognized as a blueprint for success in today's knowledge economy. Based on groundbreaking research, find out how you can leverage the skills you bring to the workplace to build the career you want, and empower yourself and other women through networking and mentoring.

Women Leading From the Inside Out: 3 Keys to Breaking Out From The Glass Cage, Building Influence & Being More Valued For What You Do

Margie Warrell

author-speaker-executive life coach

Women make great leaders. But climbing the leadership ladder, gaining the respect you want, and affecting the change you are capable of will require a fundamental internal shift. In this program, bestselling author, master coach and *Forbes* columnist Margie Warrell, will share insights and strategies that will help you grow your value and build your leadership impact.

The Only Woman At The Table

Shari Harley, MA

president, Candid Culture, Inc.

People say it's a man's world. But that's not true – for all of us. If you are good enough and make good career choices, there will come a day when you will be the only woman at a table of men. The question is—how do you get there and stay there? Shari Harley will explain how to build the right alliances, manage your career and create a powerful professional reputation to help you take a seat at any table you wish.

Educational content provided by

Join us by registering at:

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ASAE thanks the following for their support of the In Honor of Women program:



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