

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

DATE: May 15, 2014



## GIRL SCOUTS OF THE SIERRA NEVADA

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## FLOURISH: The Leadership Conference for Women

Friday, June 20, 2014; 8:30 a.m. to 5:00 p.m.

Atlantis Casino Resort Spa

Reno, NV –Anna Maria Chávez, national CEO of Girl Scouts of the USA (GSUSA), will be the guest of honor and closing keynote speaker at FLOURISH: The Leadership Conference for Women. This interactive conference will take a comprehensive view of advancing women, including: personal branding, living your values, the art of leader listening, work life/home life balance, letting go of perfectionism, and more. Women will connect, be inspired, challenge themselves, and ultimately FLOURISH.

Friday, June 20, 2014

Atlantis Casino Resort Spa

Tickets on sale now: [GSSN.org/flourish](http://GSSN.org/flourish) / 775.322.0642 ext. 1243

**\$125 per person, includes:**

- Breakout and Plenary Sessions with local businesswomen, thought leaders, and coaching professionals who will share their ideas and perspectives for advancing women leaders right here in Reno.
- Welcome continental breakfast.
- Lunch will be served during a Q&A panel of local women entrepreneurs.
- Champagne reception and networking closing.

Event proceeds will benefit Girl Scouts of the Sierra Nevada.

Meet The Presenters:

**Ashley Jennings**, Founder and CEO, Girlmade, **Season Lopiccio**, Co-Founder and COO, Noble Studios, **Fonda Redfox**, CEO and Founder, Redfox & Associates Inc., and **Laura Zander**, Co-Founder and Co-Owner, Jimmy Bean's Wool, will participate in an entrepreneur panel moderated by **Sharon Sperry**, Founder and Principal, AlpenglowHR Management Consulting LLC.

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Breakout sessions include workshops by **Amber Barnes**, President of Amber Barnes & Company, **Cheryl Erwin**, a licensed marriage and family therapist and author of nine books on parenting and family life, **LaVonne Brooks**, CEO of High Sierra Industries, **Carolyn Lazaro**, Life and Career Coach, and Founder of Carolyn Lazaro Coaching and Consulting, and **Krystal Tingle**, the Lover In Chief at The Love Jump and Director of Public Relations at The Abbi Agency.

Keynote speakers **Sharon DeMattia** and **Anna Maria Chávez** will start and end the day with personal stories of inspiration, determination and triumph. Sharon DeMattia is the founder of ART Inside Me. As an observer and strategic optimist, DeMattia has created an online platform that invites participants to create and share self-portraits that defy conventional definitions, and inspire meaningful conversations. DeMattia is encouraging comfortable/business casual attire as participants will be invited to move around, sit on the floor, and really get outside the box during her experiential keynote session.

**Anna Maria Chávez** is the national CEO of GSUSA. Chávez began her career journey in the very same Movement she now leads: the Girl Scouts. An award winning community leader, Chávez is a powerhouse voice for girls, and an incredible inspiration with a passion for public service and social engagement. She was recently named to *Fast Company's* **100 Most Creative People in Business 2014**, and is also spearheading the "Ban Bossy" Campaign with Sheryl Sandberg, COO of Facebook and author of the best-selling book "Lean In," in an effort to stop the negative put-down and empower girls to lead.

As our society moves toward more gender-balanced leadership, there are more opportunities than ever for women to achieve their highest potential. FLOURISH will help local women develop leadership skills and become the leaders our community needs.

Women can do more than survive. They can FLOURISH.

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We're the Girl Scouts of the Sierra Nevada. We are over 4,500 girls and 2,000 volunteers strong in 23 counties in northern Nevada and northeastern California. For over 70 years, Girl Scouts of the Sierra Nevada Council has been building girls of courage, confidence and character who make the world a better place. For more information on how to join, volunteer or donate to the Girl Scouts, please call 800.222.5406 or visit [www.gssn.org](http://www.gssn.org).

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