

HORIZON CONFERENCE

women moving michigan forward

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FOR IMMEDIATE RELEASE

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Registration Open for 2012 Horizon Conference

Four Specialized Tracks Help Women Achieve Career Goals

LANSING -- Laid off from her publishing job in 2007, Marlo Scott was not about to take the recession laying down. Instead, she channeled all of her energy and passion into opening New York City's only cupcake, beer and wine bar – aptly named Sweet Revenge.

As the keynote speaker of the first-ever Horizon Conference, Scott will share her success story with attendees Wednesday, Feb. 8 at the Kellogg Hotel and Conference Center in East Lansing. While not everyone may be able to relate to Scott's story, the Horizon Conference has four tracks to help women succeed — no matter what stage of their career they find themselves in.

Career development tracks will be presented in four categories: entrepreneur, recent graduates, re-entering the workforce, and moving up. Track sessions include:

ENTREPRENEUR

- "This is Your Life"
- "Setting Up Your Business"

RECENT GRADUATES

- "Taking Charge of Your Destiny"
- "Friend Requests"

RE-ENTERING THE WORKFORCE

- "Rebranding Yourself"
- "Business Etiquette"

MOVING UP

- "It's Chemistry"
- "Professional Development Planning – How to Chart Your Path"

"We want women to feel empowered," said Tiffany Dowling, chief conversation starter at Motion Marketing & Media and co-founder of the Horizon Conference, alongside her "In Her Shoes" radio talk show co-host Shelley Davis-Mielock. "This conference is meant to build up their confidence and give them tools they need to seek out new opportunities and help improve Michigan's economy."

Along with keynote speaker, Marlo Scott, a panel consisting of track presenters from across the nation will close the conference, answering questions and offering unique insights into the workplace.

In addition to the conference, a special VIP event, sponsored by MSU Federal Credit Union, will be held at their headquarters on Tuesday, Feb. 7.

Full-day registration is \$75 for adults and \$30 for students. Options are available for VIP, groups and single event registration. To learn more about the 2012 Horizon Conference and to register, please visit www.horizonmichigan.com.

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