



The Women's Directory  
& Conferences

Richard Ivey School of Business  
The University of Western Ontario

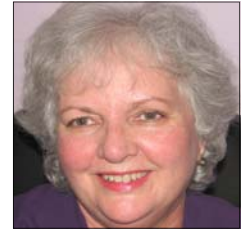


Present - London's Original Women's Conference est. 1985

## Marketing Perspectives for Today

Friday, Oct 30, 2009, 9:30 am - 4 pm for Business, Professional & Corporate Women  
at St. Justin's Hall, 855 Jalna Blvd., White Oaks, London

Your host - Diann Vail - 519-668-5677 or diannvail@rogers.com



Dynamic women leaders share their insight into this topic that is so essential to business. Understanding how to reach our target markets with our information can revolutionize our business. Our speakers, all experts in their fields, have come together to share their knowledge with us.

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**Lisa Citton-Battel**, Country Manager  
**3M Dental Business, 3M Canada**  
Lisa oversees a team of 35 sales and marketing professionals representing 3M all across Canada. We'll learn from her corporate experience, and learn how to apply some of it to our own businesses.



**June Cotte, PhD**  
George & Mary Turnbull Faculty Fellow and Associate Professor of Marketing, **Ivey Business School at UWO** June is busy writing numerous research articles; is the manager of the Ivey marketing faculty; is a mentor to new marketing students; & serves on numerous committees and task forces.



**Lynn Sutherland**, Sergeant/Manager -  
**London Police Services**, Past Marketing Manager of London Police, Lynne is now Supervisor of Uniform Street Patrol, & manager for high risk/low frequency situations. She'll show how marketing is essential even in the public service.



**Nancy Branscombe**,  
Ward 6 City Councilor and Chair of the Planning Committee—**City of London**  
Nancy continues to focus sharply on making our city a better place to live, for all of us. In politics, excellent marketing is essential.



**Carol Kehoe**, Partnerships Manager  
at **Museum London**  
Carol is responsible for all marketing, public relations and development activities, and has diverse experience in the promotion of non-profit organizations.



**Julie Simpson**, Fund Development Officer,  
**London Health Sciences Foundation**  
Julie works in development, with a special focus on community events that benefit London Health Sciences Centre programs. Julie will be our emcee for the day.



**Janet Christensen**, President & CIO  
**Dynamic Awareness Inc.**  
Janet helps individuals and organizations achieve positive change and results as a professional speaker, facilitator and published author. Her workshop is: Make Yourself Memorable - getting and staying connected.



**Clara Gunbo**, Entrepreneur—Retail  
Marketing - **Tanzania, Africa**  
Clara travels to distant countries to purchase products for re-sale in her Tanzanian retail business. Our international speaker will have some unique and fascinating ideas to present.

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Sustainability Strategy & Communications

&



Women in London—Changing the world—one project at a time!

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Signature \_\_\_\_\_

Single Registration - \$125 or early registration \$115 (by Oct. 15)

- ◇ Group of 4 - \$460 - (or early reg. - \$420 or \$105 each): after Oct. 15—\$115
- ◇ Group of 8 - \$840 - (or early reg. \$760 or \$95 each): after Oct. 15—\$105
- ◇ 4 ft. display table—\$100 (plus conference registration)

Or—Submit form & credit card payment by:

**Fax to: 519-668-6883 or diannvail@rogers.com**

**Cheque Payments: to The Women's Directory,  
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