



# Tar Heel Woman

A publication of the North Carolina Federation of Business and Professional Women's Clubs, Inc.

SPECIAL EDITION

APRIL 2012

## OFFICIAL CALL TO THE 2012 ANNUAL STATE CONVENTION

**Believe**  
In Your Own Greatness!



All members and guests  
are officially invited to the  
**2012 Annual State Convention**  
North Carolina Federation of Business and  
Professional Women's Clubs, Inc.  
  
Lincolnton and Hickory BPW Clubs  
will serve as the Official Hostess Clubs  
  
Crowne Plaza Hotel  
Hickory, North Carolina  
June 22, ~ June 23, 2012

It is All About You!



## PRESIDENT'S MESSAGE

RHONDA HUNTER, 2011-12  
BPW/NC PRESIDENT



The "**Shoe-Be-Doer's**" State Convention Committee has been hard at work creating a *Scrapbook of Memories* weekend just for you!

### Thursday, June 21

The "**Leaders of the Pack**" your EC and Board Members will gather on Thursday afternoon to "**Get this Party Started**" with the *EC's Pre-Convention Meeting* that evening followed by Friday mornings *Board of Directors Pre-Convention Meeting*.



### Friday, June 22

**Registration Desk Opens Friday 9:30—11:00 a.m. to Sign In.**

Pick Up Goodie Bag/Convention Notebooks and check out the BPW Merchandise.



On Friday starting at 11:30 a.m. all convention attendees find out "**What A Girl Wants**" when we enjoy a *Buffet Lunch with Networking Activities*. Be sure and bring plenty of *Business Cards* and your *Best Elevator Speeches*. We will also offer *Table Top Trainings* with our best expert *Mentors* our Past Presidents. Take advantage of these small session "How To's" and ask those hunka-hunka burning questions.

Friday continues with the *Board of Trustees* and *Foundation Board Meetings*; but some "**Scrapbook Fun**" for all other attendees.



Sprinkled with a few *Special Committee Meetings* early evening.

**Registration Desk Re-Opens 4-5:30 p.m.** for those who need to come later. The Official Convention Opening starts at 6:00 p.m.

As Congress tries to takes us back to the *Fifties in Women's Rights* we will fight back with our "**Back to the Fifties**" theme as we "**Believe In Our Own Greatness**" and we will not sit back and let what BPW has worked so hard for many years to achieve to be lost, changed or reverted.



So break out those Poodle Skirts, Rolled Jeans, Oxford Shoes and Bobbie Sox for some fun but help us send a definite message to our leaders in Washington that.....

**"We Are Women, Hear Us Roar".**

# Be There or Be Square!

2011 - 2012  
BPW/NC  
Executive Committee

President:  
Rhonda Hunter

President-Elect:  
Virginia Adamson

Vice President:  
Mimi Zelman

Treasurer:  
Faye Painter

Secretary:  
Joanna Moses-Elliott

Past  
State President  
Gail Harper

Parliamentarian:  
Susan Benton Wilson



**50'S THEME**

**RUMORS OF OUR  
PROGRESS HAS  
BEEN GREATLY  
EXAGGERATED!**

# Your Turn To Paint the Town Red

The "Back to the Fifties" Kicks off with "Your Turn to Paint the Town Red" carpet entrance by your current Executive Committee, and all Past Presidents "Stroll" in.



Followed by a "Twist" of events when other introductions of the Board of Directors, Board of Trustees, Foundation Board and your current Club Presidents include a "Conga Line" ending.



Special guests will welcome you; and all of this before we even enjoy our *Dinner Buffet* while our Keynote Speaker Nicole Greer with Vibrant Coaching gives us the "Tilt 360".



A special tribute to our passing members with a "Memorial Service" you won't want to miss.



As we get down to business, and find out about the "Jewelry Silent Auction" that will have the proceeds go towards BPW/NC Scholarships, find out about the upcoming election, take nominations from the floor and hear from our candidates we will wrap up the evening with a "Sock Hop".

Because we all know "Girls Just Wanna Have Fun!"



Enjoy the Hospitality Suite too!

## Saturday, June 23

Saturday morning finds our Past Presidents enjoying their *Golden Key Club Breakfast*, while first-timers enjoy a *Java Jane Jam* with your President in the Hospitality Suite. Everyone else enjoys a leisurely breakfast on their own.



The Vendors will open their "Shop Til Ya Drop" venue starting at 8:30 a.m. in the perimeter of the Ballroom and will remain open throughout the day until 5:00 p.m.

## Get a Good-Morning Laugh with Convention Featured Speaker:

Kelly Swanson is an award-winning storyteller, comedian, motivational speaker, and author of "Who Hijacked My Fairy Tale?" She's also a frazzled over-worked under-paid wife and mom, working from home with her husband, and home-schooling their seven-year-old because they didn't have enough to do already. Her son's been afraid of the dark ever since she mixed up his Veggie Tale videos with her Law and Order videos. She's convinced her family that chocolate is a food group. And she loves working from home because on casual Fridays she gets to come to work naked. Somehow in the craziness of her life, she manages to touch hearts and tickle funny bones from coast to coast. She'll make you laugh, help you find balance and purpose, show you how to see beyond your obstacles, and encourage you to stand up and stick out in a crowded market, because nobody notices normal. So let's welcome **Kelly Swanson**.



# Kelly Swanson

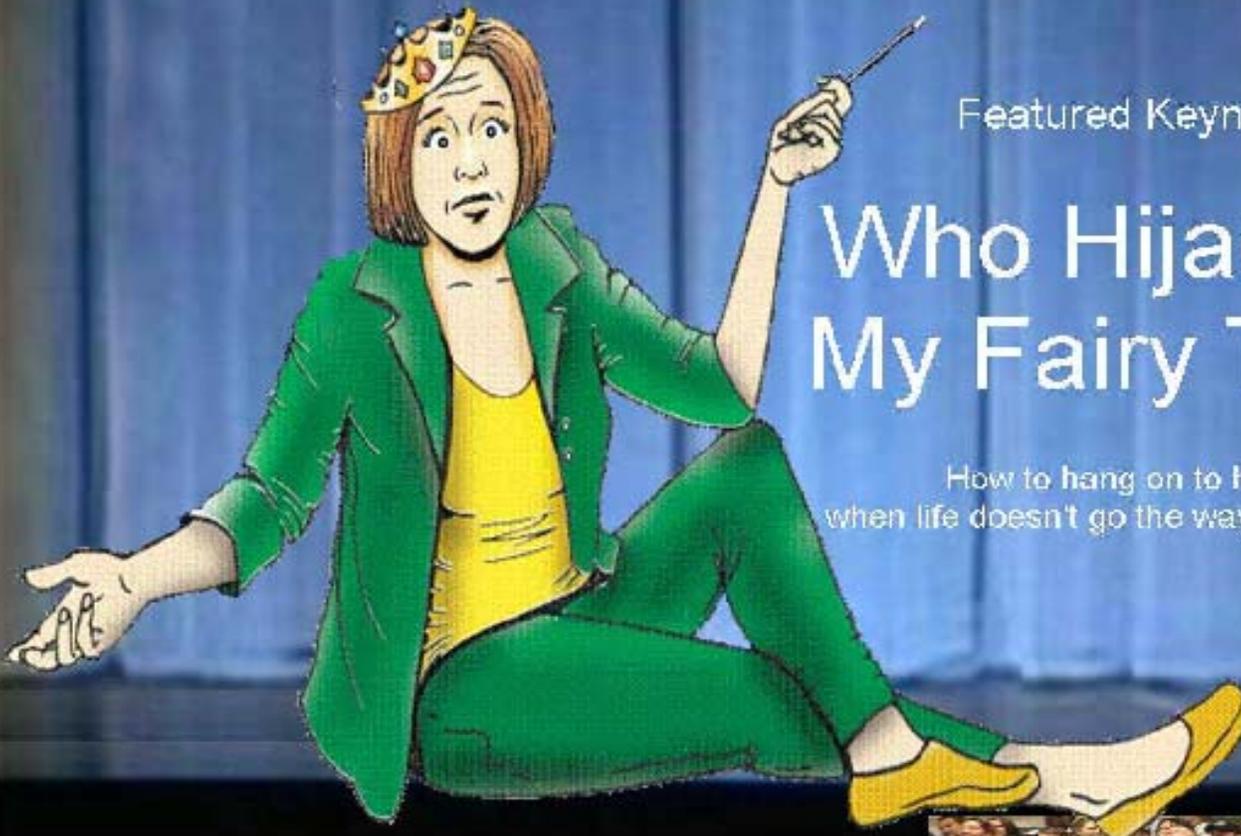
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## KELLY SWANSON

Powerful Message, Outrageously Funny

Author of the book and  
hilarious one-woman show:

*Who Hijacked My Fairy Tale?*



Featured Keynote:

## Who Hijacked My Fairy Tale?

How to hang on to humor  
when life doesn't go the way you planned

Award-winning storyteller, comedian, author, and motivational speaker – nationally known for her one-woman shows that make people laugh, remind them of their value, show them how to see beyond the obstacles in life, and teach them how to be unforgettable in business.





Throw in a couple *Business Sessions* that include all the important stuff like, credentials report, state nominations report, review of election procedures, elections, proposed Bylaw changes, minutes, interim actions, recommendations, membership report, treasurer's report, unfinished business, new business, legislative platform presentation, SLRP Plan and proposed State Budget. Whew!

All intermingled with Introduction of the *Young Careerist Program* and our *Young Careerist Candidates* vying for the title of "**BPW/NC Young Careerist of 2012**". Their awe inspiring speeches are phenomenal and a real highlight every year!



LUNCHEON ~ CONTINUE THE HILARIOUS FUN WITH OUR SPEAKER

**Kelly Swanson**



Growing up I was the outcast - the kid they threw things at on the bus. I spent most of my life trying not to be noticed - trying to blend in. I carried the belief into adulthood that to be successful meant to look like everyone else. But I wasn't like everyone else. And it got really exhausting trying to be. And really boring. So one day I cast aside the expected life, dusted off the gifts I had been hiding, stepped out of my comfort zone and on to a stage as a motivational speaker and comedian. And I didn't look back. And guess what. It turns out that being different isn't such a bad thing. In fact, it's a **great** thing. In fact, it's **everything**. I have learned that it's not blending in that makes you a success, but standing out among the crowd. So now I'm sharing my journey with you - to take you from blending in to flying high above your comfort zone. I want to share the mindsets and behaviors that I had to break, and the new attitudes I had to adopt. I want to share the many ways I've learned to stand out in a crowded market. Want in? I sure hope so. Now get ready - to **STAND UP AND STICK OUT!** *Kelly Swanson*



**"Awards"** Presentations are always exciting to see and hear others proclaim  
*I'm going for that next year!*

We will recognize the wonderful ladies who participated in the revitalized **"Individual Development"** program. If you completed both sessions you will receive a Special Recognition.



The *BPW/NC Foundation* will hold their *Annual Meeting* and finalize the *Jewelry Silent Auction Fundraiser* late afternoon. Be-Dazzle your wardrobe with gems!



Immediately after we will ask for the Ballroom to be vacated to allow the *BPW of the Triad* to prepare for the *Celebration Banquet* and *Installation Ceremony*.

## June 21 Thursday

- 9-4 PM **"The Shoe-Be-Do's"** Convention Committee Set Up
- 4-6 PM **"The Shoe-Be-Do's"** Convention Committee - Review
- 4-7 PM EC/Board Members Arrive
- 7-7:30 PM EC/Board Registration
- 7:30-9 PM Explore Hickory
- 7:30-9 PM **"Leaders of the Pack"** EC Pre Convention Meeting
- 9-11 PM EC/Board/Convention Committee Welcome Party

## June 22 Friday

- 8-9:30 AM Breakfast
- 9:30-11:00 AM Registration Tables Open - General Check In
- 9:30-11:30 AM Pre Convention Board of Director's Meeting

### 11:30 AM Pre-Convention Activities Opening

#### **"What A Girl Wants"**

Networking Activities~  
Bring Business Cards~ Elevator Speeches  
Lunch Buffet

- 11:30-2 PM Table Top Training with Mentors
- 2-3 PM Board of Trustees Meeting/Registration
- 2-4 PM Scrapbook Fun - Creative Memories
- 3-4 PM Foundation Board Meeting/Registration
- 4-5:30 PM Registration Desk Open/General Check In
- 5:30-6 PM State Candidates Briefing
- 5:30-6 PM Membership Credentials Meeting
- 5:30- 6 PM Head Page/Page Meeting
- 5:30 - 6 PM Election Committee Meeting



### 6 PM Official Convention Opening

#### **"Believe in Your Own Greatness"**

50's Theme ~ Poodle Skirts/Rolled Jeans

Welcome

**"The Stroll"** Red Carpet Processional  
**Past Presidents**

**"The Stroll"** Red Carpet Processional **EC**  
Introduction of Board of Directors

Introduction of Board of Trustees

Introduction of Foundation

Introduction of Club Presidents 2011-12

Recognition of Special Guests

Recognition of Military Service Members

Recognition of Public Office Holders

Recognition of Lincoln Club/Hickory Club



Invocation

Pledge

Collect

7 PM Dinner Buffet

**"Tilt 360"** - Nicole Greer, Vibrant Coaching

8 PM Memorial Service

Opening Session

Call to order

Standing Rules of Convention

Recognize Chief Page/Pages/Timekeeper

Recognize Convention Committee

Convention Program Presentation/Approval

Foundation Fundraiser Announcements

Saturday 8:30 - 4 p.m.

Jewelry Silent Auction to Raise Scholarship Funds

Elections Process Explained

Nominations from the Floor

Presentation of Candidates/Speeches

9:30 PM Sock Hop – **"Girls Just Wanna Have Fun"**

Hospitality Suite Open

## June 23 Saturday

7:30 - 8:30 a.m. Breakfast On Own  
7:30 – 8:45 a.m. Golden Key Breakfast  
8:00-8:30 **"Java Jane's Jam"** 1st Timers Coffee Chat  
8:30 - 5:00 p.m. Vendor Tables Open  
8:30-9:45 a.m. YC Interviews with Judges  
9:00 a.m. Announcements ~ Vendors Introductions

"Who Hijacked My Fairy Tale"

9:05-10:05 a.m. with Kelly Swanson

### 1st Business Session

10:05 a.m. Introduction of Head Table – Officers  
Recognition of Past State Presidents  
Recognize Chief Page and all Pages /Time Keeper  
1st Credentials Report  
State Nominations Report  
Review of Election Procedures  
Elections

10:20-10:40 a.m. Proposed Bylaw Changes

10:40 a.m. Introduction of YC Program

10:45-11:45 a.m. YC Speeches

12:00 Noon Lunch Buffet

"Stand Up and Stick Out?"

12:30-1:30 p.m. Speaker ~ Kelly Swanson

### 2nd Business Session

1:30 -2:30 p.m. Introduction of Head Table  
Recognition of Past State Presidents  
Recognition of Pages/Timekeeper  
Final Credentials Report  
Minutes of the 2011 State Convention and Interim Actions  
Pre-Convention Interim Actions  
Correspondence

Recommendations ~ Board of Directors  
Presentation of the Membership Report  
Treasurer's Report  
Unfinished Business  
New Business  
Legislation Platform Presentation  
Presentation of SLRP Plan  
Proposed State Budget

2:30 – 3:00 p.m. Awards Presentation – Pictures  
Introduction of ID Program participants

3:00 – 4:00 p.m. Foundation Annual Meeting

4:30 p.m. Vendor Gift Drawings Announcements

4:40 PM Foundation Jewelry Fundraiser Finale  
5:00 p.m. Vendor Tables Close – Ball Room Closed

7:00 p.m. **Celebration Banquet**

Welcome to Banquet  
Recognize Head Table  
Recognize Past Presidents  
Recognize Special Guests

Invocation

Dinner Buffet

Recognize any Former YC's  
YC Winner Announcement

Recognize any Former Career Women of the Year  
Recognition of new Club Presidents 2012-13

8:30 p.m. **Welcome to Installation Ceremony**

New President's Acceptance Speech

New President Introduces ~New Board of Directors

Invitation and Announcement of Convention 2012-13

Special Presentation to Outgoing President

Farewell Closing –Rhonda Hunter, Outgoing President

9:30 p.m. Golden Key Induction

Emblem Benediction

10:00 p.m. Hospitality Suite Open

## June 24 Sunday

9:00 a.m. EC Post Convention Board Meeting

10:00 a.m. Post Convention Committee Meeting ~ Breakdown





## MEET NICOLE GREER, THE VIBRANT COACH

### TILT System 360-Degree Transcendent Leadership

The Art and Practice of the Conscious Leader

Today's global business environment demands leaders who are transcendent: surpassing others in areas of character, transparency, and accountability. They **MUST** be excellent, moral, and virtuous, able to lead themselves and others in the workplace, community, and at home strategically, nurturing an environment promoting innovation and collaboration within teams to achieve and sustain high levels of performance in an increasingly competitive marketplace.

How do they become this kind of leader? By becoming a Conscious Leader, focusing on where they have the most control: their own behaviors and choices, which paradoxically, lead to their influence becoming most expansive.

By mastering the Four Pillars of Transcendent Leadership: Leadership of Self, Others, Strategy, and Community, a transcendent leader possesses the following characteristics and behaviors which expand their social capital and influence.

- Flexibility
- Objectivity versus emotional decision making
- Congruence between what they say and how they act
- Withholds judgment, knowing they may have a part in any problem
- Highly teachable and receptive to learning
- Discerns wisely instead of pontificating opinions
- Proactive versus reactive
- Lives by timeless principles, not the idea of the moment
- Keeps commitments versus making excuses
- Pays attention to priorities
- Defers gratification, remaining steadfast about their goals
- Takes effective action, versus being a victim
- Considers options and decides, realizing their decision may not be perfect
- Grounded in reality and not overly fanciful
- Authentic as opposed to charismatic
- Generous and benevolent toward others, but without doing for others what they can do for themselves
- Wise about what it means to be human, not expecting perfection, able to forgive errors
- Balanced in their approach to managing their own life and encourage that in others
- Gives credit to the team when accepting praise for accomplishments
- Considers themselves a citizen, not a consumer, paying attention to giving back
- Builds a community of support that sustains them through tough times
- Has a trusted personal board of directors that gives honest feedback for important milestones
- Demonstrates action to make a difference in the lives of others

The TILT360 Leadership Predictor instrument measures the four meta-factors required for transcendent leadership: Wisdom, Humanity, Courage, and Resilience.

**Humanity Factor:** Emotional strengths including the capacity for trust, consideration, and diplomacy. Without balance in this mastery the leader cannot establish positive relationships with other, limiting their ability to gain support for their cause or objective.

**Wisdom Factor:** Intellectual strengths including capacity for diligence, temperance, and perspective. Without balance in this mastery the leader cannot establish sufficient credibility, limiting their ability to gain buy-in through clearly articulated reasoning.

**Courage Factor:** Instinctual strengths including capacity for confidence, bravery, and integrity. Without balance in this mastery, the leader cannot establish respect and momentum, limiting their ability to gain favor in honor of their cause.

**Resilience Factor:** Philosophical strengths including capacity for receptivity, inspiration, and creativity. Without balance in this mastery, the leader cannot establish a compelling basis for change or motivation, limiting their ability to catalyze new outcomes.

Using this tool and our coaching smarts, our goal is to fulfill your vision of an organization of leaders who share the view that complex problems must be solved at the transcendent level of leadership consciousness versus the traditional and outdated transactional mental model of leadership. We aim to increase a leader's self awareness by measuring how their capacity for Wisdom, Humanity, Courage, and Resilience translates into influence by using these predictors to assess, mentor, and coach senior leaders, high potentials and emerging leaders within your organization to develop a whole new leadership skill set. A skill set that involves quick, clear thinking and filtering of information to create the conditions for clean decision making.

Vibrant Coaching sessions with key leaders and high potentials delve deep into the 360 TILT Leadership Predictor results to:

- Debrief the findings to provide focus and meaning identifying strengths first
- Create self awareness by identifying areas in which the leader is TILTED to regain balance
- Create action plans around habit, attitudes, and approach to increase productivity
- Celebrate progress, document change and increase consciousness to take the organization into a fulfilling future
- Create a common cultural leadership model and language for a diverse workforce
- Maximize global competitiveness
- Bridge generational and multi-cultural divides
- Polish personal interactions internally and externally
- Cultivate engaged citizenry with a socially responsible climate
- Reduce stress levels through a systematic leadership approach
- Develop people for high productivity, innovation and pro-activity
- Harvest innovation from talent and create sustainable outcomes
- Compress learning time due to program model integration
- Focus on engagement, change, and value creation

## REGISTRATION POLICY

Registration must be postmarked no later than May 31, 2012 for the Early Registration price. Registration is open to members as well as non-members.

## WAYS TO REGISTER

You may register on-line at [www.bpw-nc.org](http://www.bpw-nc.org) the BPW/NC State Website:

- **On-line** pay with a **Debit Card**, **Credit Card** or **PayPal** and you are done. You will receive an email confirmation from BPW/NC and from PayPal a receipt via email.
- **On-line** select "**Manual**" and receive an invoice via email, print the invoice and put it in the envelop along with your check or money order.
- **On-line** Print off Registration form, fill in, put in the envelop with your check or money order.
- Use the form provided for our non-email members.

**Payable to: BPW/NC.**  
**Mail to: Faye Painter**  
**BPW/NC State Convention Fund**  
**2583 Teague Street**  
**Lincolnton, NC 28092.**

Please complete the registration form fully and make your hotel reservations before the deadline. So plan ahead, make a commitment to get the best price and guarantee your place!

## REFUND/CANCELLATION POLICY

Cancellation requests must be made in writing to the BPW/NC State Treasurer, Faye Painter, 2583 Teague Street, Lincolnton, NC 28092 and postmarked by **May 31st, 2012.**

Cancellation requested postmarked after May 31st, 2012 will forfeit all fees. Please note that your registration may be transferred to someone else, if you find you are unable to attend convention. Please notify webmaster at [webmaster@bpw-nc.org](mailto:webmaster@bpw-nc.org) to get the registration transferred.

## BPW "SHOP TIL YA DROP" ~ SHOPPERS LANE

There will be vendors. Plan to budget for all those purchases. Most vendors can accept credit cards, but be prepared with cash or check just in case. (Interested in being a Vendors see full details on attached form).

## VERIFICATION & CREDENTIALS

The Registration table will be open during the following times:

- **Friday, June 22 ~ 9:30—11:00 a.m.**
- **Friday, June 22 ~ 4:00—5:30 p.m.**

**Registration packets for EC/Federation Board may be picked up in the Hospitality Suite at 7-7:30 p.m. on Thursday Evening or during regular Registration hours.**

**Please make sure that your dues are current.** All members in good standing as of **April 30th, 2012** and registered by 11:00 a.m. on Friday, June 22nd, 2012 are eligible to vote on all business matters.

## OVERNIGHT ACCOMMODATIONS

The Crowne Plaza Hotel  
1385 Lenoir Rhyne Blvd. SE  
Hickory, North Carolina 28602



### Special Convention rate:

- Exterior Entrance \$89.00 plus tax
- Interior Corridor Rooms \$99.00 plus tax
- Each guest to make their own reservations with the hotel.
- These special rates are available for June 21, 22, 23, 2012 (Thursday, Friday & Saturday).
- We have a block of 30 rooms.
- Reserved under "BPW State Convention". Reserve Early.
- Contact Hotel at: 828-323-1000
- Check in 3 p.m.; Check out 12/Noon
- Directions: I-40 W exit 125 turn left then left again at the 2nd traffic light.
- Directions: I-40 E exit 125 then bare right at light hotel on left.

## SPONSORSHIP WITH BENEFITS OPPORTUNITY

Would your company or association consider being part of our **Sponsorship with Benefits Opportunity?** (See full details on attached form/camera ready artwork only.)

- **Convention Sponsor** \$1000 (4 Convention Attendees plus a full page ad in the Convention Program.)
- **Gold Level Sponsor** \$750 (3 Convention Attendees plus a half-page ad in the Convention Program.)
- **Silver Level Sponsor** \$500 (2 Convention Attendees plus a quarter-page ad in the Convention Program.)
- **Bronze Level Sponsor** \$250 (1 Convention Attendee plus a business card size ad in the Convention Program)

## MEMBER ADVERTISING

Are you able to help sponsor our printed Convention Program? If so, please fill in the section on the registration form, then look for your name as a sponsor in the Program

- \$25.00 Member **Program Sponsor** Level
- \$10.00 Member **Program Patron** Level

## MEMBER'S CLUBS/COMPANIES/BUSINESSES

Would you or your club, company or business like to place an ad in the Convention Program? Would your club like to give a special ad to a member seeking office as a Good Luck! (See full details on attached form/camera ready artwork only.)

- **Full Page** ~ \$150
- **Half Page** ~ \$100
- **Quarter Page** ~ \$50
- **Business Card Size** \$ 25

Very reasonable rates are available to reach our members across the entire state of North Carolina. Please contact BPW/NC President Rhonda Hunter for more information and details at [hunterbpw@yahoo.com](mailto:hunterbpw@yahoo.com)



Business and  
Professional  
Women/NC

2012 State Convention  
Registration Form  
June 22-23, 2012

Please type or print legibly. The name should be written as it is to appear on any printed convention materials.

Name: \_\_\_\_\_ Expected Arrival Date/Time \_\_\_\_\_  
 Address (Street): \_\_\_\_\_ Name on Badge \_\_\_\_\_  
 Address (City, Zip): \_\_\_\_\_ Phone best to Contact \_\_\_\_\_  
 Email: \_\_\_\_\_ Club Name \_\_\_\_\_

Please Check All of the Following which apply:

<input type="checkbox"/> Past BPW/NC President *	<input type="checkbox"/> Attending Golden Key Club Breakfast (* Past President's Only)
<input type="checkbox"/> Past Club President	
<input type="checkbox"/> 2012-13 Club President	
<input type="checkbox"/> Executive Committee Member	
<input type="checkbox"/> Federation Board Member	
<input type="checkbox"/> Federation Trustee Member	
<input type="checkbox"/> Foundation Board Member	
<input type="checkbox"/> First Time Attendee (Members Only)	
<input type="checkbox"/> Young Careerist Candidate	
<input type="checkbox"/> Past Career Woman of the Year	
<input type="checkbox"/> Currently Serving Military/Have Served	Branch: _____
<input type="checkbox"/> Medical Certification	
<input type="checkbox"/> Candidate for or Holding Public Office	Office: _____
<input type="checkbox"/> None Applicable	
<input type="checkbox"/> *Attending Table Top Training with Mentors	<input type="checkbox"/> * What Officers/Committee/Other Trainings are you interested?
<input type="checkbox"/> Special Dietary Restrictions	Please Specify: _____
<input type="checkbox"/> I am willing to serves as a Convention Volunteer.	Times Available: _____

Would you like to help Sponsor the Convention Program Book?  
 (Please check below:) Your name will be listed in Program.  
 \$25.00 Member Program Sponsor  
 \$10.00 Member Program Patron

I plan to place an ad in the Convention Program for my Club/Business/Company:  
 Name: \_\_\_\_\_  
 Full Page \$150                       Half Page \$100  
 Quarter Page \$50                       Business Card \$25  
 (Please submit the separate form provided.)

Registration Fees ~ Check option:

<input type="checkbox"/>	BPW/NC Members ~ Early Registration ~ Post Marked May 31st	\$150.00	\$ _____	
<input type="checkbox"/>	Pembroke Club Only WEE Hostess \$25 Discount ~ Early Registration	\$125.00	\$ _____	
<input type="checkbox"/>	BPW/NC Member ~ Early Registration ~ First Time Attendee	\$130.00	\$ _____	
<input type="checkbox"/>	BPW/NC Member ~ Late Registration ~ Post Marked After May 31st	\$190.00	\$ _____	
<input type="checkbox"/>	Pembroke Club Only WEE Hostess \$25 Discount ~ Late Registration	\$165.00	\$ _____	
<input type="checkbox"/>	BPW/NC Young Careerist (Club responsible for Room/Transportation)	\$0	N/A	
<input type="checkbox"/>	Non-Member ~ Early Registration ~ Post Marked by May 31st	\$175.00	\$ _____	
<input type="checkbox"/>	Non-Member ~ Late Registration ~ Post Marked After May 31st	\$215.00	\$ _____	
<input type="checkbox"/>	Member's Guest Only ~ Friday Lunch	\$15.00	\$ _____	
<input type="checkbox"/>	Member's Guest Only ~ Friday Dinner ~ Keynote Nicole Greer	\$30.00	\$ _____	<b>Total Enclosed</b> \$ _____
<input type="checkbox"/>	Member's Guest Only ~ Saturday Lunch ~ Keynote: Kelly Swanson	\$25.00	\$ _____	
<input type="checkbox"/>	Member's Guest Only ~ Saturday Dinner	\$30.00	\$ _____	
<input type="checkbox"/>				

Please print the form, fill in and mail along with check Payable to: **BPW/NC State Convention Fund.** (Check or Money-order)  
**Mail to:** Faye Painter, BPW/NC State Treasurer, 2583 Teague Street, Lincolnton, NC 28092 or  
 You may register on-line at [www.bpw-nc.org](http://www.bpw-nc.org) pay with credit card or PayPal.



Business and  
Professional  
Women/NC

## 2012 State Convention Corporate Sponsorship Information

The North Carolina Federation of Business and Professional Women's Clubs, Inc. (BPW/NC) 2012 State Convention will be held in Hickory, North Carolina on June 22 & 23<sup>rd</sup>, 2012. Our Mission is to provide professional and personal growth opportunities and to promote equity for North Carolina women in the workplace. Business and professional women from across the state will conduct business, network and attend workshops to increase their knowledge and leadership abilities. As a nonprofit organization to empower women, we are asking your company to help sponsor this State Convention. Your corporate sponsorship of our convention and its events will promote the achievement of North Carolina working women.

### SPONSORSHIP OPPORTUNITIES

#### **Convention Sponsor ~ \$1000**

At this level of commitment your company will be listed on all signage, receive a full-page ad in the Convention Program and admittance for four (4) persons to the entire convention.

#### **Gold Level Sponsor ~ \$750**

At this level of commitment your company will be listed on all signage, receive a half-page ad in the Convention Program and admittance for three (3) persons to the entire convention.

#### **Silver Level Sponsor ~ \$500**

At this level of commitment your company will be listed on all signage, receive a quarter-page ad in the Convention Program and admittance for two (2) persons to the entire convention.

#### **Bronze Level Sponsor ~ \$250**

At this level of commitment your company will be listed on all signage, receive a business card size ad in the Convention Program and admittance for one (1) person to the entire convention.



# 2012 State Convention Sponsorship Form

Please print legibly or type the name of the organization or company. Check desired level. The name should be written as it is to appear on any printed convention materials.

Company/Organization Name: \_\_\_\_\_

- Convention Sponsor - \$1000 (4 Convention Attendees)
- Gold Level Sponsor - \$750 (3 Convention Attendees)
- Silver Level Sponsor - \$500 (2 Convention Attendees)
- Bronze Level Sponsor - \$250 (1 Convention Attendee)
- Sponsor - Other - Amount \$ \_\_\_\_\_

Names of person(s) to attend the convention:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Company Contact Person & Title: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

Telephone (best to reach you): \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsor Acceptance: The undersigned, a duly authorized representative of the above named company, on behalf of said organization or company, agrees to the terms, conditions and authorizations set forth.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

BPW Name/Member Selling Sponsorship: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

Sponsorship amount must be paid in full and camera-ready art for ad copy must be received by May 31st, 2012 to be included in the Convention Program and Signage.

Please print the completed form and mail with check payable to: BPW/NC State Convention Fund  
Mail To: Faye Painter 2583 Teague Street, Lincolnton, NC 28092

Please email camera-ready art ad copy to:  
Rhonda Hunter, BPW/NC President, [hunterbpw@yahoo.com](mailto:hunterbpw@yahoo.com)  
If you have any questions please call Rhonda Hunter 704-860-2203 or 704-732-1511.



Business and  
Professional  
Women/NC

## 2012 State Convention Program Advertising Contract

Circle the advertisement size requested:

**Full Page:	\$150	**Half Page:	\$100
**Quarter Page:	\$ 50	*Business Card:	\$ 25

\*\*Camera -ready art required for Full, Half, and Quarter Page Ads.

\*Camera-ready art or business card required for Business Card Ads.

JPEG format required; no hardcopy accepted.

Complete the following information, sign the contract and submit the fee and ad copy.

Name of Company: \_\_\_\_\_

Company Contact Person & Title: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

Telephone (best to reach you): \_\_\_\_\_

Email Address: \_\_\_\_\_

**Advertiser Acceptance:** The undersigned, a duly authorized representative of the above named company, on behalf of said organization or company, agrees to the terms, conditions and authorizations set forth.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

BPW Name/Member Selling Ad: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

Program advertisement amount must be paid in full and camera-ready art for ad copy must be received by May 31<sup>st</sup>, 2012 to be included in the Convention Program and Signage.

1. Please print the completed form and mail with check payable to BPW/NC State Convention Fund to: Faye Painter, BPW/NC State Treasurer, 2583 Teague Street, Lincolnton, NC 28092

2. Please email camera-ready art for ad copy to:

Rhonda Hunter, BPW/NC President, Email: [hunterbpw@yahoo.com](mailto:hunterbpw@yahoo.com)

If you have any questions please call Rhonda Hunter at 704-860-2203 or 704-732-1511.

1/2 Page Ad  
WxH = 8.5"x5.5"  
leave 1/2" border  
effective print area = 7.5"x4.5"

Full Page Ad  
WxH = 8.5"x11"  
leave 1/2" border  
effective print area = 7.5"x10"

1/8 Page Ad  
Business Card  
WxH = 4.25"x2.75"  
leave 1/2" border  
print area = 3.25"x1.75"

1/4 Page Ad  
WxH = 4.25"x5.5"  
leave 1/2" border  
print area = 3.25"x4.5"



2012 State Convention Vendor's Request/Agreement

For Shopper's Lane

Please print legibly or type the name of the organization or company making application for booth space. The name should be written as it is to appear on any printed convention materials.

Company/Organization Name: \_\_\_\_\_

Contact Person and Title: \_\_\_\_\_

Address (Street, City, State, and Zip): \_\_\_\_\_

Telephone (best to reach you): \_\_\_\_\_

Email Address: \_\_\_\_\_

List products to be sold or materials to be displayed. (If product/material is not on the list it will not be allowed in the exhibit).

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

Booth space is limited! \$30 for each Table

The booth fee must accompany the application and is due on or before May 15th, 2012. Booths need to be completely set up by Saturday, June 23 before 8:30 a.m. and break down can begin at 5:00 p.m. only. (Additional information on set up details and other guidelines will be emailed upon acceptance of completed application and deposit.)

Vendor Acceptance: The undersigned, a duly authorized representative of the above named company, on behalf of said organization or company, agrees to the terms, conditions and authorizations set forth.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send any questions to Gigi Sampson, Vendor Coordinator at gsampson@rsihomeproducts.com or call 704-692-7351.

Please print form and mail with check payable to: BPW/NC State Convention Fund
Mail to: Faye Painter, BPW/NC State Treasurer, 2583 Teague Street, Lincolnton, NC 28092.

**BPW/NC STATE CONVENTION  
JUNE 22ND & 23RD, 2012  
Co-Host Clubs BPW/Lincolnton & BPW/Hickory  
BPW/Lincolnton & BPW/Hickory**



There are many ways to relax at Crowne Plaza. Piedmont Park Restaurant offers a sophisticated menu and extensive buffet. At Round Wheels Lounge, you can enjoy beverages and snacks while viewing sports on large-screen televisions. The popular Atrium is an ideal place to meet friends and network. If your day is not complete without a workout, stop by the well-equipped Fitness Center with its indoor pool, exercise equipment, and dry sauna.

When you leave our hotel, you will want to tell your friends and associates that Crowne Plaza of Hickory is the best place you've ever stayed.

No wonder discriminating individuals and companies regularly choose us for overnight or extended stays. Crowne Plaza of Hickory is the site of so many important business and social functions. We are "The Place to Meet."

With our flexible space and professional staff, you'll find it easy to plan special events - from efficient business meetings to elegant weddings and receptions. And, with an award-winning chef in charge, our Banquet Department can handle anything from light refreshments to formal banquets. Whether your goal is business or pleasure, you'll find Crowne Plaza was designed with your needs in mind.



**CROWNE PLAZA®**

**HICKORY**

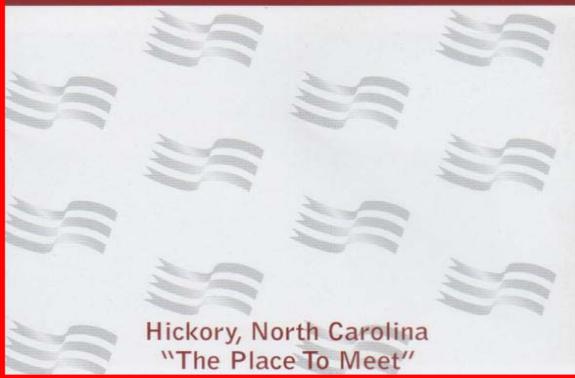
1385 Lenoir-Rhyne Boulevard  
Hickory, NC 28602  
828-323-1000  
Fax 828-322-4275

Crowne Plaza is conveniently located just off Interstate 40.  
Take 1-40 to Exit 125, Lenoir Rhyne Blvd.



At Crowne Plaza of Hickory, we take very seriously our commitment to serve business travelers and business meetings. Whatever the size of your activity or function, one of our in-house Certified Meeting Planners will help you plan and execute every detail.

As part of a larger business park that includes Piedmont Center Office Building, Crowne Plaza offers a broad range of possibilities for any business or social occasion. Our flexible meeting space enables us to accommodate groups of four to four hundred in areas ranging from a grand ballroom to small rooms and exhibit areas.



Hickory, North Carolina  
"The Place To Meet"



You can tell Crowne Plaza of Hickory is special as soon as you step into the lobby. Elegance and comfort immediately surround you, and extend throughout the 200-room hotel. The courtesy and efficiency you experience from the welcoming staff will continue as long as you remain with us.

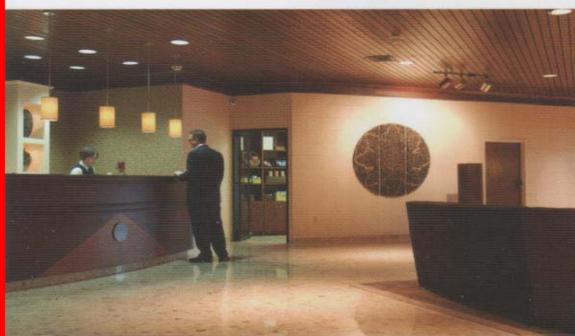
Two types of guest rooms are available at Crowne Plaza of Hickory and all are beautifully decorated and luxuriously comfortable. Whether you choose our Standard Room or Executive Room, you'll enjoy a profusion of amenities and service.



Our Executive Rooms are equipped with refrigerator and microwaves for those travelers with an extended stay or with small children. All rooms have a daily newspaper delivered each morning to their door and are equipped with a hair dryer, iron, ironing board, flat screen TV, and CD player/Alarm Clock with MP3 connection.

Whether you are here for a business meeting or a social function, for furniture-shopping or a visit to North Carolina's beautiful Blue Ridge Mountains, you'll feel welcome. Your stay at Crowne Plaza of Hickory will convince you that our accommodations, service and value are without equal.

Crowne Plaza also extends to our incoming guest a designated quiet zone. This zone is offered Sunday through Thursday from 9 pm until 10 am. During these times, we do not assign any children, leisure groups, marching bands or circus animals to this floor. There are no housekeeping visits or maintenance allowed during this time period. To ensure a good night's sleep, we place in all our rooms, a gift bag consisting of Lavender Linen Spray, earplugs, a night light, eye mask, drape clip and a sleep CD.



**BPW/NC STATE CONVENTION  
JUNE 22ND & 23RD, 2012  
Co-Host Clubs BPW/Lincolnton & BPW/Hickory**





# Back to the 50's

BPW MEMBERS,  
I am so looking forward to the arrival of the BPW/NC State Convention and that arrival won't be complete without you!

If you have never taken the opportunity to attend a Convention please give it some serious "Brain Power" for the rest of us who wouldn't miss one; we think of it as a "No Brainer".

There is lots of business, sure; but what's a Convention without learning something? But, we also know how to have fun! .... Cause you know .... "Girl's Just Wanna Have Fun!"

Join me and the rest of the Motley Krew  
in Hickory on June 22-23, 2012.



Shake ~ Rattle ~ and ..... Let's Roll  
Rhonda Hunter, President BPW/NC 2011-12



Friday Night  
SOCK HOP



Hope you kept your Poodle Skirt, Leather Jackets, Rolled Up Jeans and Saddle Oxfords.... cause you need to dig them out and bring them for the Back to the 50's Sock Hop!