

PROMOTION

2008

A  
NOT-TO-BE-MISSED  
EVENT!

THE THIRD  
ANNUAL

# COUNTRY LIVING WOMEN ENTREPRENEURS

a celebration of creativity



**GAIN INSIGHT. GET INSPIRED. BE DISCOVERED.**

Join Country Living Magazine as we celebrate women who "bank on their bliss" with a half-day seminar that will inspire, inform and entertain.



Nancy Soriano



Anna Griffin

#### THE EVENT AGENDA\*

##### Lunch with a Leader (12:30-1:15pm)

Enjoy a delicious boxed lunch while Country Living Editor-in-Chief Nancy Soriano interviews our special guest, Anna Griffin. Learn how the success of Anna's elegant, vintage inspired invitations, stationery and decorative paper collections have led her to become an admired industry leader.

##### Make the Web Work for Your Business (1:30-2:30pm)

This panel discussion will explore the various ways to sell, market and promote your product on the web. Topics will include creating an e-commerce site, alternatives to having your own site, the benefits of blogging, what works, what doesn't, and an audience Q&A. *Moderator: Susan Mernit, blogger and Yahoo! Product Developer. Panelists: Heather Bailey, hellomynameisheather.com; Beth Ferreira, Etsy; Ann Fox and Donna King, Room Service Home; Lena West, xynoMedia Technology.*

##### Coffee Break (2:30-3:00pm)

##### Unleash Your Dream with Boldness & Creativity (3:00-4:00pm)

You've set a goal to start or grow your business or you want to make another life-changing decision—many get to this point. The key to transforming an idea into a reality is to embrace your dream with boldness and creativity. In describing this process, entrepreneur and best-selling author of *The Mom Inventors Handbook* and *Secrets of Millionaire Moms*, Tamara Monosoff, will identify steps women must take to initiate and establish a successful business including: overcoming doubt, creative ways to finance a new or growing business, and demystifying the oft-feared—and avoided—subject of "Business Planning."



Tamara Monosoff

##### 2008 Country Living Women Entrepreneurs Panel Discussion (4:15-5:15pm) and Reception (5:15-6:15pm)

Hear inspiring stories and anecdotes from women business owners who will be featured in Country Living's March 2008 Women Entrepreneurs issue. The panel will conclude with an audience Q&A session and wine and cheese reception.

##### Special Opportunity!

##### Pitch Your Product to Country Living\*\*

Country Living is pleased to again offer the chance for attendees to pitch their existing product or service to a panel of Country Living editors and special guest entrepreneurs, for possible inclusion in a future issue of the magazine. This special product review will take place the morning of the event, prior to the Lunch with a Leader session. (\*\*Requires additional application fee. See below for more details.)

**Saturday, March 15, 2008**  
**The Renaissance Hotel**  
**One West Wacker Drive, Chicago, IL**

**Have Questions?** See our FAQ's page at [countryliving.com](http://countryliving.com)

**To Register Call:** 800.337.2502 or register online at [countryliving.com](http://countryliving.com)

Major credit cards accepted. Advance registration only. **Registration is non-refundable under any condition**, with the exception of event cancellation due to unforeseen circumstances.

##### Registration Fee:

**\$95** (includes seminars, boxed lunch, coffee break, reception and gift bag)

**\$120** (includes all of the above + Pitch Your Product opportunity)

**Don't be disappointed! This event has sold out quickly each year and there are a limited number of seats available. Order your tickets today!**

\*Agenda/speakers subject to change. \*\*Attendees who choose to participate in the Pitch Your Product to Country Living program will receive an application form in the mail after registration. You must have an existing product or service and be able to produce, supply and accommodate a large number of requests, should your product be featured in Country Living. In the event of overwhelming demand or if product does not meet criteria, you will be issued a \$25 refund. Full ticket price for the event will not be refunded. A limited number of Pitch Your Product to Country Living spots are available, so reserve your place now! For criteria, visit [clcomfortzone.com](http://clcomfortzone.com).