

# 2016 International Women's Day Event

*At Fredrick Meijer Gardens*

*March 10, 2016*

**Make It Happen: Your Career, Your Life,  
Women in Leadership**

The 2016 Event will be sponsored by:

*Amway Corporation  
Grand Valley State University  
Inforum  
Meijer  
Wolverine World Wide*

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# 2015 International Women's Day Agenda

(This is just an **example** of the speaker list we had from the 2015 event)

Presenter	Agenda Item	Time
• Moderator	Conference Welcome	8:45–9:00 AM
• Kelly Savage, Chief Human Resources Officer, Amway	Opening Comments	9:00–9:10 AM
• John Parker, Chief Sales Officer, Amway	"Amway's Commitment"	9:10–9:45 AM
• Shannon Wilson, Executive Director, Alliance	Keynote Speaker	9:45–10:20 AM
• Break		10:20–10:30 AM
<ul style="list-style-type: none"> <li>• Jay Ertl, Vice President-Global Supply Solutions, Amway</li> <li>• Dr. Betsy Aller, Industrial and Manufacturing Engineering, West Michigan University</li> <li>• Laura Brinsmaid, Principal-Global Consumer Markets, Heidrick &amp; Struggles</li> <li>• Rasalynn Bliss, Grand Rapids City Commissioner Directory</li> </ul>	Panelist Speakers	10:30 AM–11:30 AM
• Lunch		11:30–1:15 PM
• Energy Exercise		1:15–1:30 PM
• Robin Dykhouse, Former Vice President, Amway	Keynote Speaker	1:30–2:05 PM
<ul style="list-style-type: none"> <li>• Noor Ali, Assistant Director of Multicultural Student Affairs, Northwestern University</li> <li>• Nicole Rodammer, Director of Development of the Boys and Girls Club of Grand Rapids</li> </ul>	Breakout Session 1 Breakout Session 2	2:10–3:00 PM 3:10–3:50 PM
• Moderator	Event Debrief, Drawings and Wrap-Up	4:00–4:30 PM

# Why Sponsor & Attend in 2016?



- **Position** your company as *supportive* and *forward-thinking* about women in the workplace.
- **Meet** individually or in groups with women involved in business or the community to *create and strengthen relationships*.
- **Network** with other women *who share common challenges*.
- **Learn** about the latest trends, tips, and outlooks from successful women leaders *just like you*.
- **Empower** yourself by *connecting with other women*. Broaden your mind and business.
- **Develop** leadership skills that you can use in your company to help *guide and empower employees*.
- **Sponsor** a Speaker for the Event.

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## Sponsorships & Entitlements

Sponsorship Levels	Sponsor A Speaker	Diamond	Platinum	Gold
Cost	To Be Determined	\$5,000	\$2,500	\$500
Entitlements				
	Logo & Company featured on the printed program as a tiered approach	Logo & Company featured on the printed program as a tiered approach	Logo & Company featured on the printed program as a tiered approach	Logo & Company featured on the printed program as a tiered approach
	Option to provide a Give Away gift for the raffle	Option to provide a Give Away gift for the raffle	Option to provide a Give Away gift for the raffle	Option to provide a Give Away gift for the raffle
	Guaranteed attendance for <b>4 registrants</b>	Guaranteed attendance for <b>4 registrants</b>	Guaranteed attendance for <b>3 registrants</b>	Guaranteed attendance for <b>2 registrants</b>
	Logo featured on sponsor page of event site as a tiered approach	Logo featured on sponsor page of event site as a tiered approach	Logo featured on sponsor page of event site as a tiered approach	Logo featured on sponsor page of event site as a tiered approach

## Next Steps

- Due date is **February 5, 2016**
- Select the Sponsorship Level
- Contact Donna Stoutjesdyk at 616-787-7914,  
[Dstoutjesdyk@amway.com](mailto:Dstoutjesdyk@amway.com)

