Reasons to Attend the Women’s Leadership Summit and Why Your Boss Should Let You Go!

Women are in the workforce in larger numbers than ever before. They are now owners, partners, bosses and staff, working in almost every company. The Women’s Leadership Summit was designed to motivate and inspire women who are, or are looking to become, leaders.

- Do you want to know how the women you admire became leaders?
- Have you wondered how you can become a more effective leader?
- Have you felt overwhelmed with multiple responsibilities and wondered how you could get it all done?
- Have you struggled setting goals because you were unsure of what you should be accomplishing, or afraid to fail or succeed?
- Do you wonder what the right career path is for you?
- Would you like to be a better communicator?
- Do you ever feel the value you bring is questioned or undervalued?
- Do you want to build and manage your leadership brand?

If you answered “yes” to any of the above questions, you are not alone. This conference will bring you face to face with women in leadership, inspirational speakers and coaches that can answer questions for you and help you in your career path.

This conference was designed for women by women. Women in leadership know that one of the most important things they can do is to help other women along in their careers. Many women have identified mentors and role models as the key to their success.

Developing leaders is an investment for your company. When companies invest in the development of their staff, employees often feel a deeper connection to the company. Companies that increase the skillsets of their employees are able to pass on greater value for their clients. Plus you will earn 8 hours of CPE.

The Women's Leadership Summit speakers are experts. If you look at the impressive lineup of speakers, their credentials, positions and background, you know you will walk away with something of value.

- **Chris Flett, Founder** of Ghost CEO™, Author of *What Men Don’t Tell Women About Business*
- **Marilyn Richards, Principal**, Richards Consulting Group
- **Tommye Barie, CPA, Partner**, Mauldin & Jenkins LLC and **Chair**, American Institute of Certified Public Accountants
- **Rebecca Pomering, CEO**, Principal, Moss Adams LLP
- **Heidi Swartz, Principal**, Swartz Company
- **Rachel Dexheimer, Facilitator, Trainer, Executive Coach**, Dexheimer Consulting
- **Shaunti Feldhahn, Social Researcher and Founder**, HumanFactor Resources

Take advantage of an awesome networking opportunity. You will be attending the conference with other women in leadership or future leaders. What a great opportunity to build your professional
network, make friends, or even find a mentor. Although there will be plenty of opportunities throughout the day, try to stay after the conference for the wine reception.

**Your tuition is tax deductible.** All expenses of continuing education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to U.S. Treasury Regulation 1.162-5 Coughlin vs. Commissioner. 203 F2d 307. BUT hey, you knew that.

**You can share the information with your officemates when you get back.** Host an “everything I learned at the Women’s Leadership Summit” presentation for your co-workers when you return to the office. Part of learning is teaching.

**Convincing your Boss**

If you’re not sure how to talk to your boss about the Women’s Leadership Summit, this is a good place to start. Copy and paste the text below into an e-mail and send it to your boss. You may still have to state your case in person, but at least you’ve begun the conversation with a compelling e-mail!

Dear [enter name of your boss],

I would like to attend the Women’s Leadership Summit in Bellevue on May 21, 2015. This conference, presented by the Washington Society of CPAs, is designed to address the challenges that women face in leadership. The conference provides continuing education credits, which I need to maintain my CPA license.

In addition, I’ll return to the office equipped with new tools and information, and a deeper understanding of what it means to be an effective leader in the accounting profession. I’ll learn concrete information that will positively affect our bottom line. Here’s just some of what I’ll receive at this conference:

- Tools for developing my professional reputation, a specialized skill set, and developing business contacts.
- Strategies for rethinking sales and techniques to educate your customer with the right offer at the right time.
- Tips for becoming an authentic leader and overcoming obstacles to leadership.
- Techniques and skills to build rapport with influencers.
- Strategies to manage pressures that come with positions of leadership.
- Tips for avoiding hidden obstacles, seizing opportunities and being seen as a leader.

I am excited to attend this conference. For more information on the Women’s Leadership Summit, visit [www.wscpa.org/wls](http://www.wscpa.org/wls). Let’s talk about this soon!

Sincerely,
[your name]