

# Darling Communications

225 Michigan, NW | # 1098 | Grand Rapids, MI | 49501-1098 | [www.darlingcommunications.com](http://www.darlingcommunications.com) | [dlee@darlingcommunications.com](mailto:dlee@darlingcommunications.com)

**FOR IMMEDIATE RELEASE**

September 17, 2013

CONTACT

Darlene Lee, Ph.D.

CEO Darling Communications

[dlee@darlingcommunications.com](mailto:dlee@darlingcommunications.com)

616.828.3332

## **LOCAL MALE EXECUTIVES SHARE BUSINESS EXPERTISE TO HELP WOMEN ADVANCE PROFESSIONALLY – OCTOBER 9**

**Grand Rapids, MI** – Darling Communications is hosting “**Darlene Lee, Ph.D. Presents...Women! Let’s Hear it From the Men: Key Strategies from the Businessmen’s Playbook**” event on Wednesday, October 9 from 6:00 – 8:30 p.m. at the Goei Center. Grand Rapids area male business leaders offer a one-day mentoring session designed to provide female entrepreneurs, executives, team leaders, professionals and business-minded women with tips, tools and resources to assist in advancing their professional careers and achieving maximum results from their endeavors.

“I want women to have more wins than losses in business and professional environments,” said Darlene Lee, Ph.D., CEO of Darling Communications, a small communications consulting firm. “This conference will offer women a rare opportunity to gain insight into how the professional fellows approach business in four targeted areas, supported by scholarly research, to assist women in breaking through the glass ceiling.”

Supported by Experience Grand Rapids, Eastern Floral, Languages International Inc, Grand Valley State University, Abby’s Printing, and the American Association of University Women (AAUW) Detroit Branch, this one-day professional growth conference includes four esteemed keynote speakers from diverse disciplines and racial backgrounds each targeting a specific professional area, self-promotion, negotiation, networking and communicating effectively in business situations.

**Shelley Irwin, Host of the WGVU Morning Show** will serve as moderator for the conference’s distinguished executive panel, which includes:

- **Doug Small**, President & CEO of Experience Grand Rapids – **Toot Your Horn: Self Promotion**
- **Bng Goei**, CEO of Eastern Floral – **Negotiating with Power**
- **Adriel A. Hilton, Ph.D.**, Assistant Vice President of Inclusion Initiatives, Grand Valley State University – **The Art of Networking**
- **Carlos Sanchez**, Director of Latino Business and Economic Development Center, Ferris State University – **Communicating Effectively**

“These men are not only eager to assist women in moving forward professionally, they are advocates for the success of women as well,” added Lee.

The Women! Let’s Hear it From the Men: Key Strategies from the Businessmen’s Playbook conference will assist attendees in taking their business or professional careers to the next level. **Attendees to receive the**

**professional resource guide “Women! Go Get The Power: Key Messages from the Influencers Playbook,”** featuring messages from confirmed contributors including:

- **Doug Small**, President & CEO of Experience Grand Rapids, Grand Rapids, MI
- **Bing Goei**, CEO of Eastern Floral, Grand Rapids, MI
- **Carlos Sanchez**, Director of Latino Business and Economic Development Center, Ferris State University, Grand Rapids, MI
- **Mike Jandernoa**, former CEO of Perrigo Co and founder of the Jandernoa Entrepreneurial Mentorship Program, Grand Rapids, MI
- **Thomas Haas**, President of Grand Valley State University, Allendale, MI
- **Adriel A. Hilton, Ph.D.**, Assistant V.P. of Inclusion Initiatives, Grand Valley State University, Allendale, MI
- **Jeffrey D. Padden**, President of Public Policy Associates, Lansing, MI
- **Beverly Wall**, CEO of Languages International Inc, Grand Rapids, MI
- **Floriza Genautis**, President of Management Business Solutions, Grand Rapids, MI
- **Deb Grubbe**, Owner and President of Operations and Safety Solutions, LLC, Chadds Ford, PA
- **Janet Watkins**, President of the Michigan American Association of University Women (AAUW)
- **Sandra Upton, Ph.D.**, President of Upton Consulting, Grand Rapids, MI
- **Shelley Irwin**, Host of WGUV Morning Show, Grand Rapids, MI
- **Audrey Duncan**, Director of Development, Bronxnet, NYC
- And more

Dress code is business attire. Tickets are available at a cost of \$45. Visit <http://darlingcommunications.com/register-women-lets-hear-it-2/> to register and get detailed conference information, speaker’s bios and more.

###

### **About Darling Communications**

Darling Communications is a small strategic communications firm offering small and non-profit organizations public relations services. Darlene Lee, Ph.D., Presents... are projects of Darling Communications, which offer thought-provoking conferences, specialized seminars and engaging events designed to effect change in communities, organizations and in the lives of individuals. Learn more at [www.darlingcommunications.com](http://www.darlingcommunications.com)