
Darling Communications

Press Release

FOR IMMEDIATE RELEASE

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**Mayor George Heartwell and Male Executives to Empower Women in Leadership Conference –
September 4**

Grand Rapids, MI – Darling Communications is hosting “Women! Let’s Hear it from the Men II: Leadership Strategies from the Businessmen’s Playbook” professional development conference, which aims to engage executive males in empowering women to increase their leadership opportunities and to move their careers forward. The event is scheduled Thursday, September 4, from 11:30 a.m. – 2:00 p.m., at the Goei Center, 818 Butterworth Ave., SW, Grand Rapids, Michigan. Grand Rapids’ Mayor George Heartwell presents the keynote address “A Message from the Mayor of the City”.

“For Mayor Heartwell, a nationally recognized leader, to share his wealth of leadership knowledge and some of the strategies he uses when conducting business is a win for women who desire to be more competitive in professional environments,” said Darlene Lee, Ph.D., Conference Host and CEO of Darling Communications.

“Women! Let’s Hear it from the Men” events are primary initiatives of Dr. Lee. They are designed for professional women to better understand how men “think” and “operate” in the executive suite, which is why the speakers’ messages are developed from an executive male’s perspective. “It’s the same concept as Cultural Competence”, adds Dr. Lee. “Learning about other cultures’ attitudes and behaviors in business allows for greater opportunities to compete and to effectively conduct business.”

Supported by Eastern Floral, this high impact leadership conference features male CEO’s from diverse ethnic/racial and industry backgrounds who will open their personal leadership playbooks and share with women information, tips, tools and leadership strategies to implement immediately. The topics and the line-up of additional speakers include:

- Skot Welch, Principal/Founder of Global Bridgebuilders – **Global Leadership: Think Outside The Box**

-More-

- Mark Peters, CEO of Butterball Farms, Inc. – **Collaboration, Distillation and Coordination**
- Bing Goei, Director of Michigan's Office for New Americans – **Leadership: Make It Happen**

Registration is \$45/\$25 for students. Dress is business attire. For further conference information and to register visit: www.darlingcommunications.com

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About Darling Communications

Darling Communications is a strategic communications firm offering small and non-profit organizations public relations services. Darlene Lee, PhD., Presents is a subsidiary of Darling Communications and is used a vehicle to raise social consciousness about the importance of empowering men to empower women to move forward in their careers. Learn more at www.darlingcommunications.com