







It is true that Ginger Rogers had to make the same graceful dance moves that Fred Astaire did  
**ONLY backwards and in high heels!**

In business, women are faced with daily challenges of doing our job, creating new ideas, innovating companies and handling the household...all backwards and in high heels. Let's face it, men and women ARE different. Women are continually faced with challenges and obstacles Which we can overcome if we have the right tools, mindset and Strategies.

Attend this motivational, fun and inspiration program to learn:

-  Strategies for breaking through the normal business barriers to success
-  NORMAL—why you should RUN form normal!
-  How to Dump Your Head—Trash™ - removing one piece of head-trash can generate double digit growth for a business.
-  7 elements every women needs in her career handbag—these are a must for women to survive and thrive!

**Engagement Opportunities**

- Vendor Expo, Luncheon & Seminar
- Vendor Table (Sales OK)
- VIP Roundtable with Sheila (Feb. 16, 2009)
- Event Sponsorship with Media Promotion

**eWN Members**

- \$45
- \$75
- \$25
- \$350

**Non-Members**

- \$60
- \$105
- \$35
- \$700

**February 17, 2009**  
 Registration 10 a.m.      Event: 11 a.m.  
 Fiesta Inn Resort Conference Center  
 2100 S. Priest Dr., Tempe, 85282

Sheila Stewart built her own award-winning advertising agency from scratch with her only assets being \$5,000 in savings, tenacity and her unwavering drive to succeed. Through her agency work for clients, she recognized a theme among small business owners. They needed professional marketing services, yet they were the most financially challenged. She set out on a mission to create a marketing system that would provide them comprehensive "how-to" marketing support for their businesses. Today, Sheila is CEO of Employer Marketing, author of *Backwards in High Heels* and developer of the extraordinary Power-Injected™ Marketing Toolkit for small businesses.



Presented by



Ready to go  
**BACKWARDS**  
 in High Heels?

See back of this flyer for registration instructions.

