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California Polytechnic State University

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FOR IMMEDIATE RELEASE

### **Cal Poly Conference Plans 'Real World Leadership: A Symposium for Women'**

What constitutes a leader? Do women lead differently? What can individual leaders do to improve the future?

These questions and more will be addressed at the second annual Cal Poly Women's Leadership Conference 9 a.m.- 4 p.m. Feb. 23 at the Veranda Café on campus.

This year's theme, "Real World Leadership: A Symposium for Women," will focus on the qualities women need to help them develop as leaders and will explore ways to maximize their leadership potential.

The conference will feature keynote speaker Traci Lynn, author, founder and president of Traci Lynn International Inc., who will speak on leadership, motivation and effective communication.

Lynn has been featured on ABC-TV's "Good Morning America" for owning one of the nation's top-grossing businesses among young entrepreneurs and in Essence magazine for innovative business success.

The symposium will also include a panel featuring a range of speakers from the local community talking about their leadership positions and personal leadership styles. After the panel, attendees will have an opportunity to meet and talk with the presenters and with student leaders.

The deadline to register to attend is Feb. 15.

For more information stop by the Cal Poly Women's Center in Room 217 in the University Union or call 756-2600.

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