

**CHARLOTTE
BUSINESSWOMAN**

Of The Year



Gain New Insights

Leadership Forum
and Awards Luncheon

**2003 Charlotte BusinessWoman Of The Year
Leadership Forum and Awards Luncheon
Queens University of Charlotte
Thursday, February 26, 2004**

Introducing the Leadership Forum

Designed for business owners, senior corporate executives and the women they are mentoring, the Leadership Forum will bring 65 of the region's most powerful and influential businesswomen together in a rare opportunity for compelling dialogue. This forum will provide an opportunity to discuss how to leverage power and influence as a leader while maintaining congruence with your values and beliefs. Mary Lou Quinlan, first woman CEO of America's oldest advertising agency and now a business owner, and other prominent, successful female corporate executives and business owners will lead discussions in an inviting and comfortable French café setting. Participants will include past BusinessWoman Of The Year award winners.

Each table will be hosted by high profile Charlotte leaders who will facilitate the conversations and stimulate deeper discussions. Space is limited, so please make your reservations early.

**Recognize Women and Their Business Accomplishments
at the Awards Luncheon**

Join 400 of Charlotte's most prominent business leaders for the most anticipated awards luncheon of the year, as the 2003 Charlotte BusinessWoman Of The Year award and scholarships are presented. Keynote speaker Mary Lou Quinlan will focus on the role of power and influence for women in business leadership. Known for her motivational coaching and consulting, Quinlan has a passion for inspiring women in business, as well as speaking to groups on global communication in the new millennium, developing online and TV programs for women, and explaining how to increase market-share relevance and loyalty among women. An inspirational, innovative and charismatic speaker with a keen understanding of the true nature of women and communications, Quinlan helped develop Just Ask A Woman, a talk-show format focus group that enables women to provide their insights and points of view.

Schedule of Events

8:30 a.m. – 9 a.m.	Registration	Sykes Learning Center
9 a.m. – noon	Leadership Forum	Sykes Learning Center
12:30 p.m. – 2 p.m.	Awards Luncheon Presentation of the 2003 BusinessWoman Of The Year Award and Scholarships	Frances Young Dining Room Morrison Hall

Parking

In addition to public parking on Selwyn Avenue, limited complimentary parking will be provided for the luncheon at the Harris House lot on the corner of Radcliffe and Selwyn. Carpooling is encouraged. For special needs parking, please call 704-337-2214.

Campus Map

A map of the campus is available on the Queens University of Charlotte Web site, queens.edu/queens/about/map.asp.

Past Winners

Charlotte BusinessWoman Of The Year Award

Krista Tillman	2002	Linda McFarland Farthing	1993
Vicki H. Wilson-McElreath	2001	Jill Flynn	1992
Mary Tribble	2000	Muriel Helms	1991
Jeannie Falknor	1999	Patricia Rodgers	1990
Gail Brinn Wilkins	1998	Betty Trautwein	1989
Carol Pontis	1997	Dale Halton	1988
Phyllis Schultz	1996	Bonnie Widenhouse	1987
Ruth Shaw	1995	Joan Zimmerman	1986
Katie Tyler	1994		

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**QUEENS UNIVERSITY
OF CHARLOTTE**



Mary Lou Quinlan

For over 25 years, Mary Lou Quinlan has been listening to what people want and translating the knowledge she gains into marketing success. Known as the “Oprah of Madison Avenue,” Quinlan now runs her own company – Just Ask a Woman – a strategic marketing consultancy specializing in new ways of listening to women and interpreting their needs for major

corporations. For the past three years, she has interviewed some 3,000 women about how, what and why they buy, for clients such as General Motors, Lifetime Television, Johnson & Johnson, CitiGroup, Toys R Us and Estée Lauder. A leading motivator and mentor of women, Quinlan has a reputation for common sense, hands-on problem solving, idea generation and team building.

With over 20 years of strategic and creative communications experience, Quinlan is also known as a brand turnaround expert, having remade brands like Avon and Continental Airlines into contemporary success stories. As the first woman CEO of N.W. Ayer, she turned around both the fortune and image of America’s oldest advertising agency.

A recognized leader in the advertising community, Quinlan has served in senior management positions at a number of influential agencies and organizations, including Avon Products, Ally & Gargano, DDB Needham New York and A.W. Ayer. Quinlan has been honored with the highest advertising awards given to women, including Advertising Woman of the Year in 1995 from Advertising Women of New York and the 1997 Matrix Award for Advertising from Women in Communications. Quinlan serves as a board member of her alma mater, Saint Joseph’s University in Philadelphia, and holds an MBA from Fordham University. She also received an honorary Doctorate from Alvernia College in 1996. In May 2002, Quinlan was named to the board of directors for 1800Flowers.com.

Quinlan is quoted as an authority in *The New York Times*, *The Wall Street Journal*, *Fortune*, *Fast Company* and *Advertising Age* and has appeared on ABC, CNN, Fox Network and nationally syndicated news shows. Her on-the-road interviewing process provides insight and inspires her writing for magazines such as *Redbook*, *Marie Claire*, *MORE* and *Good Housekeeping*. She resides in New York City.