



GIRL'S CEO CONNECTION™
REALIZING A VISION CONFERENCE

For Immediate Release

Contact: Sylvia RJ Scott
Founder and Managing Director
Girl's CEO Connection™
Cell: 949-204-6994
Email: girlsceoconnect@icloud.com

**REALIZING A VISION: ENGAGING and EQUIPPING YOUNG WOMEN as
ENTREPRENEURS and FUTURE WOMEN LEADERS**
**High School Girls and College Women Learn How To Become Successful In Their
Businesses and as Future Leaders**

Redlands CA, April 1 2013.....Entrepreneurship has opened the doors for women globally to contribute to their societies while bringing financial independence to women and girls. In the United States women-owned businesses are growing at twice the rate of all privately held firms. As of 2012 California had 1,063,700 women-owned businesses, the largest number in the United States. Recently in business plan competitions for teenagers, the girls are just as likely to win the competition than the boys. Then why are there more teen male ventures compared to those started by teen girls? Perhaps girls need to be taken more seriously by their parents and other adults. After all, one idea may turn into a million dollar plus business. In 2005, Catherine Cook at the age of 15 co-founded myYearbook with her 16-year old brother Dave. In 2011 myYearbook was sold for \$100 million. (<http://abcn.ws/1217hzn>)

On Saturday April 27, 2013 the Girl's CEO Connection™ has partnered with the Alpha Kappa Psi UCLA chapter to present the Realizing a Vision conference in the Grand Ballroom of Ackerman Union Hall. This conference is designed specifically for young women between the ages of 14 and 20. Sylvia R.J. Scott, Founder and Managing Director of Girl's CEO Connection™ and Creator of Realizing a Vision conferences shares, "Females have a distinct way of learning and approach challenges differently than their male peers. Young women who are most confident in starting a business are

-more-

E: realizingavision@gmail.com
E: girlsceoconnect@icloud.com

T: 949-204-6994
F: 909-864-8857

Add 2)
Realizing a Vision Conference UCLA
Alpha Kappa Psi & Girl's CEO Connection™

around entrepreneurs they personally know or have strong entrepreneurial role models. We are bringing girls exactly that with the Realizing a Vision conference.” Scott continues, “Cultivating entrepreneurship with young women is an important step to ensure our country continues to build an increasingly innovative, diverse and highly entrepreneurial economy.”

Women entrepreneurs like Marty Stevens-Heebner of Rebagz® Handbags (<http://rebagz.com/about-us>) along with author, business leader and global youth entrepreneur advocate Jennifer Kushell (<http://www.jenniferkushell.com>) will share the characteristics and behaviors women agree are essential to become successful women leaders, entrepreneurs, and business owners. These traits include how to become a connector, how to build and maintain relationships, how to work with mentors and the “Brand Called You”. Young entrepreneurs like, Catherine Cook of myYearbook (renamed Meet Me®) (<http://www.meetme.com>); Stacey Ferreira of MySocialCloud (<http://www.mysocialcloud.com>); Hayley Hoverter of Sweet (dis)Solve (<http://www.sweetdissolve.com>) and Melanie Gin of TravelStrings (<http://www.travelstrings.com>) will share how these characteristics are making a difference with growing their businesses .

Registration fees: High school girls \$15, College women \$25 and Adults \$45.
Registration is online at <https://www.123signup.com/register?id=bcxds>

Girl's CEO Connection™ mission is engage and equip young women as entrepreneurs and future women leaders. <http://www.girlsceoconnection.wordpress.com> and <http://www.facebook.com/girlsceoconnection>

Alpha Kappa Psi is the world's oldest and largest professional co-ed business fraternity, spanning across all geographies, careers and backgrounds. Alpha Kappa Psi Alpha Upsilon chapter at UCLA was established in 1926. (<http://www.akpsbruins.com>)
