

>> Proposal has been reviewed and is supported by Trailblazer Awards Committee

**Trailblazer Alumni Group  
Speaker/Networking Reception  
June 2017**

Speaker

Lisa Reynolds Lewis  
Journalist/Author, Washington, DC

Speaker's Topic

Caregiving Programs and Corporate Best Practices

- Making caregiving a win, not a burden (working title)
- Aimed at executive CEO/President /owners of small to medium-size businesses

About the Proposed Speaker

Researching potential speakers/presenters, I came across an article she wrote for Working Mother magazine (linked below) and went on to look for some of her other articles. I found that she has a large body of entrepreneurship and the changing workplace, with an executive-level focus. Her work has appeared in national publications including Forbes, Fortune, Money, The New York Times, Working Mother and she has appeared on national news programs.

Well versed on employer caregiving policies with a bigger picture corporate strategic perspective, including best/creative practices in the corporate world, and from the perspective of executives and business owners (not so much HR).

It turns out Katherine Lewis also has deep Wisconsin roots! She spends time every summer at her family's lake house near West Bend, which has been in her family for 165 years (used to be a farm). Providentially, she will be at the Great Rivers Writers Retreat Center (south of Chicago) from mid-June to mid-July this year. She would be available to come to Wisconsin during that time to deliver a program. Travel allowance would be limited to travel between Illinois and Wisconsin by car or train.

Proposed Event

2 hour program, 4:30 -6:30 pm

- First hour: arrivals, speaker program, facilitated discussion with audience
- Second hour: networking reception with light appetizers and cash bar

Audience

Trailblazer Alumni, their guests, and sponsors  
I would hope we could convene a group of at least 40 or so.

Budget

Speaker Cost: \$2,500 speaker fee plus travel (Illinois-Wisconsin) allowance  
Location/Event space: TBD – Looking at Country Springs Hotel in Pawawaukee  
Food: up to \$7/person for food and beverages (State Rate)

Source of Funds Sufficient funds are available in the Women's Council Gifts and Grants Account