

Women's Business Development Center
28th Annual Entrepreneurial Woman's Conference
Public Relations Summary

Submitted October 30, 2014

The following is a summary of the efforts by the Women's Business Development Center (WBDC) and Chris Ruys Communications, Inc. to promote the 28th Annual Entrepreneurial Woman's Conference held September 17, 2014 at Chicago's McCormick Place-West.

Press Attendance at Coverage

- All local TV Networks through Local News Service, ABC7 news, State of Illinois and City of Chicago Cable (City of Chicago did live streaming at luncheon)

Mitzi Miller, Editor-in-Chief, Ebony magazine
 Kyra Kyles, Editor, JET
 Cheryl V. Jackson, business writer, Chicago Tribune
 Amina Elahi, business writer, Chicago Tribune
 Melissa Harris, business columnist, Chicago Tribune
 Emma Assante, Public Affairs Director, NBC5
 Alison Rosati, News Anchor, NBC5
 Diana Palomar, Public Affairs Manager, ABC7
 Cheryl Burton, ABC7 News
 Sylvia Jones, News Producer, ABC News
 Paul Lachhu, DiversityPlus Magazine
 Linda Siete, Reflejos
 Suzanne Hanney, editor, Streetwise
 Clemente Nicado, Negocios Now
 Kristin Tews, WGN Radio
 Chuck Coppola, First Business News
 Taslima Mishu, editor, Purple Magazine

Media Placement Summary

NOTE: A post-event summary and captioned photos were sent to the following publications following the Conference: Professional Woman’s Magazine/Black EOE Journal/Hispanic Network/U.S. Veterans, Enterprising Women, MBE magazine, Minorities & Women in Business, Diversity/Careers in Engineering & Information Technology, Little Pink Book, Today’s Chicago Woman, Diversity Plus magazine, JET magazine, Chicago Defender, Lawndale News and Chicago Crusader.

Media Outlet Name	Description
ABC7	<ul style="list-style-type: none"> Interview with Judy Smith day of the EWC. Interview with Kaney O'Neill aired Sept. 16 on the 5 p.m. news.
NBC5	<ul style="list-style-type: none"> Conference PSAs began airing on Sept. 5 every day through Sept. 16. Confirmed Emilia as a guest for NBC5’s Making a Difference, a live news interview, on Saturday, Sept. 6. Two-minute taped interview with Arabel Alva Rosales and a Belfor representative for segment that airs just prior to the Today Show. That segment will air Saturday morning, Sept. 13.
Comcast	<ul style="list-style-type: none"> Scheduled and confirmed interview for Emilia DiMenco; aired 30 times in August. PSA ran a minimum of 150 times.

First Business TV News	<ul style="list-style-type: none"> • Interview with Emilia aired Sept. 16 and was posted on First Business' website home page. • Also day-of Conference coverage.
Vet Talk Radio	Mention of Kaney's award and plug for EWC on Sept. 10 podcast.
WVON	<ul style="list-style-type: none"> • Emilia interviewed Sept. 16 about EWC at 9:50 on WVON, Perri Small Show. • PSAs began airing August 18 and continued through the EWC.
WTMX-FM	EWC was mentioned on one of the morning newscasts prior to the conference.
Enterprising Women	<ul style="list-style-type: none"> • Item in events calendar Vol 15 No 2. • Item in Events section on their website. • Used Judy Smith press release/photo and awardee umbrella release on their Connector Blog. • Post-event media coverage slated to run in the December 2014 issue.
Black EOE Journal, Hispanic Network Magazine, Professional Woman's Magazine and U.S. Veterans Magazine (all published by DiversityComm, Inc.)	<ul style="list-style-type: none"> • Included the Judy Smith press release on all four of their websites and in the monthly e-newsletter for <i>PWM</i>. • EWC was posted on their online Conference Calendar. • EWC post-event summary and photos were posted on all four magazine websites.
MBE magazine	<ul style="list-style-type: none"> • Typical with how they handle pre-event news, they're shared information about Judy Smith's keynote via social media. • Post-event media coverage will run in their Conference Round Up section.
U.S. Veterans Magazine	Used Kaney O'Neill release/photo on their website and will use information in upcoming Enewsletter.
Diversity Plus Magazine	<ul style="list-style-type: none"> • Published Judy Smith press release and photo on their website. • Posted a post-event brief with photo of Judy on their website.
JET magazine	<ul style="list-style-type: none"> • Published Judy Smith press release and photo on their website. • Published a post-event brief with photo of Judy and Emilia on their website.
Diversity/Careers in Engineering & Information Technology	EWC post-event coverage slated to run in the Dec/Jan Supplier Diversity News & Views Section.
Dialogue Magazine	Posted EWC banner on their website.
Today's Chicago Woman magazine	<ul style="list-style-type: none"> • EWC was featured on their September online calendar. • Item about awardees in September issue. • Pre-Conference Eblast to their subscribers.

	<ul style="list-style-type: none"> • Half-page photo spread in the November issue.
Fabulous Over 50 Magazine	<ul style="list-style-type: none"> • Posted banner ad on their website. • Did an Eblast to their 2,000 subscribers on Sept. 4.
Chicago Sun-Times	<ul style="list-style-type: none"> • Judy Smith item ran in Bill Zwecker column • Francine Knowles' "Sunday Sitdown" article with Emilia DiMenco (online version included a video of Emilia), Sept. 12.
Chicago Tribune Blue Sky Innovation	<ul style="list-style-type: none"> • EWC was lead item in Events section Sept. 16. • Article by Amina Elahi (with slideshow of 4 images online), "Entrepreneurial Woman's Conference; 5 tips to navigate a crisis," Sept. 17. • Used the Judy Smith keynote as the lead item in its Blue Sky Innovation daily email blast Sept. 18. • Article by Cheryl Jackson, Entrepreneurial Woman's Conference: How to Approach the Big Sale (with slideshow of 6 images online), Sept. 18. • Article by Amina Elahi ran with photo of Judy Smith at EWC on Sept. 21 (Dealing with a company crisis). • Reporter Cheryl Jackson wrote a brief about the session on buying and selling a business, Sept. 26.
Lawndale News	Judy Smith press release on website in English and Spanish. Also included Judy Smith in Sept. 12 Eblast.
Newstral.com	Picked up Lawndale News article.
Springfield Business Journal	Posted our press release in its entirety about the IL SBDC receiving the 28 th Annual Impact Award, Public Sector, with Mark Petrilli's head shot.
Windy City Times	They posted the Judy Smith press release/photo on their website. Also lead item in their Local section on website.
The Small Business Connection	Judy Smith press release in July, August and September E-newsletters.
Minority Entrepreneur, Chicago	Eblast August 27 (their online distribution list is 10,000 and contains local city certified M/W/DBEs and 8(a) firms. In addition, the list contains federal, state & local purchasing & procurement officers, contract managers, and EEO & diversity affairs officers, provided by Leadership Government. In regards to the Federal contacts, this includes regional offices throughout the U.S. and Washington D.C.)
Northbrook Star	Article featuring co-chair Cheryl Harris ran Sept. 4.
Glenview Announcements	Article featuring co-chair Cheryl Harris ran Sept. 4.
Crain's Chicago Business	EWC on their online Events Calendar.
Northwest Herald	Article, Crystal Lake Business Owner Receives Entrepreneur Award and Rosemary Swierk head shot, Sept. 28.
Inside/Booster Publications	Felicia Dechter included an item in her column Sept. 17 about the EWC.

St. Paul Pioneer Press	Item in "Honors" section about The Deluxe Corporation Foundation's <i>Foundation Impact Award</i> , Oct. 12
Vaughan Paralyzed Veterans Association	Kaney O'Neill and her award will be featured in the association's newsletter scheduled to be published the first week in November.
NAWBO Chicago	Info about video competition was published in their Newsletter Eblast August 20.
Chicago United	EWC was featured event in "People in the Mix" Eblast Sept. 10.
McHenry Area Chamber of Commerce	Will use Rosemary Swierk release in their Oct/Nov/Dec chamber newsletter.
Daily Herald	EWC was approved for Daily Herald calendar and went live Sept. 5.
WDRV.com, smallbiztrends.com, womenscalendar.org, brextons.com, Every Block, DNAInfo.co, local major TV stations, WGN radio.	Posted/submitted event info for online calendars.

Written Materials

PRESS RELEASES:

- 28th Annual Entrepreneurial Woman's Conference to be Held September 17 in Chicago.
- Women's Business Development Center Announces Co-Chairs of 28th Annual Entrepreneurial Woman's Conference.
- Template release for EWC Host Committee Members.
- Crisis Manager Judy Smith to Deliver Keynote Address at Women's Business Development Center's Entrepreneurial Woman's Conference September 17.
- Ready, Set, Grow! Pitch Contest Offers Women Business Owners Visibility, Prizes.
- Women's Business Development Center to Honor Entrepreneurs, Advocates At Opening Reception of 28th Annual Entrepreneurial Woman's Conference (umbrella press release).
- Press release, Entrepreneur of the Year Rosemary Swierk.
- Press release, WBE of the Year, Linda Boasmond.
- Press release, Woman Veteran Entrepreneur of the Year, Kaney Oneill.
- Press release, Corporate Champion Award, ManpowerGroup.
- Press release, Public Sector Impact Award, Illinois Small Business Development Center.
- Press release, Foundation Impact Award, The Deluxe Corporation Foundation.

OTHER:

- External media outreach plan for Entrepreneurial Woman's Conference.
- Entrepreneurial Woman's Conference Key Messages.

- Media advisory, Highlights of 28th Annual Entrepreneurial Woman's Conference Presented by the Women's Business Development Center September 16-17 at McCormick Place-West.
- Text for **Ready, Set, Grow! Pitch Contest!** for NAWBO Enewsletter.
- Item to Today's Chicago Woman magazine, EWC Award Winners.
- Responses to questions for article, France Knowles/Chicago Sun-Times.
- PSAs (15/30 seconds).
- Entrepreneurial Woman's Conference Fact Sheet.
- Conference talking points for Emilia DiMenco.
- Conference item for CAN-CALL TV42.
- Guest Information Fact Sheet for NBC5 Interview.
- Shot sheet for Opening Night Reception and Entrepreneurial Woman's Conference.
- Summary for *Today's Chicago Woman* for post-event photo spread, as well as id's for photos.
- Post-event summary and IDs for media.
- Photo captions for pictures taken at the Conference.