One of the strategic initiatives of DeVry University is to increase the numbers of females enrolled in non-traditional University programs such as engineering, computers and business. The mission of Infocus Magazine is to promote leadership strategies through the use of technology for the enhancement of the quality of life of its readers. The Women of Tomorrow Mentor & Scholarship Program guides, motivates and inspires young women to live up to their full potential. Together we have joined forces to host the “HerWorld Conference”. The aim is to help young women visualize their potential success in careers in the fields of business and technology.

Mission: The mission of the “HerWorld” conference is to enable young women in our community to obtain the necessary skills, motivation, resources and opportunities to become tomorrow's leaders.

When: Thursday, April 15, 2004
7:30 am to 1:00 pm

Where: Hyatt Regency Pier 66 2301 SW 17th Street
Ft. Lauderdale, FL

Audience: Female High School Students in grades 9th to 12th with the following characteristics:

- They don’t know that wallpaper comes in rolls.
- They have never dated anyone without an email.
- They love gadgets and computers.
- They want to be the next Female Gates.
- They have a business plan.
- They are into money and power.
- They want to attend.

For additional information: 954 499-9648
www.mir.devry.edu

The conference will offer dynamic workshops on educational opportunities for women in business and technology, success fundamentals, budgeting/credit relevant skills, leadership. We will also feature female chief information officers (CIO’s), chief financial officers (CFO’s), and chief executive officers (CEO’s) in forums, panels and as speakers. Among other exciting program offerings, we will close the conference with an educational "Business Etiquette Workshop Luncheon".

We will also have an essay contest. Winners will be announced at the conference.
Please see details below.
# Preliminary Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Registration and Info Area</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 am – 9:00 am</td>
<td>Welcome/Kickoff</td>
<td>We have secured Nicole Fontaine-Mack, CIO of Broward County Government to deliver our opening address.</td>
</tr>
<tr>
<td>9:00 am – 10:30 am</td>
<td>HerWorld® &amp; Panel</td>
<td>Expert Panel composed of educators and professionals will follow workshop. Preliminary members include: Tery Howard IT Director, Miami Dolphins and Beatrice Rangel, Vice-President and Senior Advisor to the Chairman Cisneros Groups of Companies, Dr. Susana Fortún, Dean of Electronic Programs, DeVry University, others to be announced.</td>
</tr>
<tr>
<td>10:30 am – 10:45 am</td>
<td>Break and Info Area</td>
<td>Refreshments</td>
</tr>
<tr>
<td>10:45 am – 12:00 noon</td>
<td>Myths About Technology and Business Careers and The Skills Needed To Succeed (Math, Writing and Soft skills)</td>
<td>Game Show Format using state of the art audience response technology. (Who Want’s To Be A Millionaire Format)</td>
</tr>
<tr>
<td>12:00 noon – 12:15 noon</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>12:15 – 1:00 pm</td>
<td>Lunch with Business Etiquette Seminar &amp; Closing</td>
<td>Elena Brouwer, Director of the International Etiquette Centre</td>
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</table>
About the HerWorld® Workshop:

During this multi-media workshop, participants will discover the Top 10 Reasons Young Women Should Consider a Career in Technology. In addition, participants will learn:

- about technology-savvy women – past and present.
- how women can benefit from technology careers through high compensation, flexible work schedules and telecommuting.
- that virtually every career field – from fashion to finance to healthcare – requires technology skills.

The workshop actively encourages young women to pursue careers in technology. Through interactive exercises and resources, participants explore their career preferences, learn to recognize their skills and capabilities and apply this information to the career planning process.

HerWorld® Essay Contest

Her Essay Topic:

Despite modest or even rare support, barrier-breaking women chose careers in technology and made significant contributions to the field. Write a persuasive essay to convince young ladies to choose a career in technology. Your essay should address, but is not limited to the following type of information:

- Women and their significant contributions in technology
- Data concerning job opportunities, salaries, educational requirements and other benefits
- Direct quotes from women in technology (quotes can be from researched material or personal interviews)
- Future outlook for women in technology

Her Essay Requirements:

1. Essay must be a minimum of 5 paragraphs, 2-3 double-spaced typed pages, but no more than 6 doubled-spaced typed pages
2. No pictures or clip art
3. Essay must be word processed (Microsoft Word) One-inch margins all around
4. Regular type face (no script, italics etc) 12 point font
Her Submission Standards:

- Cover Sheet with students’ name, grade, school, instructor's or Sponsor's name, date
- Printed version and a disk copy
- Multiple pages should be stapled once in upper left corner
- Do not bind the essay in any way
- Insert essay into a manila folder

Her Evaluation Criterion:

Essays will be holistically scored in the following areas:

- Neatness
- Proper usage of grammar
- Depth of information
- Creative approach to topic
- Persuasiveness of information
- Decisions of the judges is final

Her Deadline for Submissions:

April 1st

Her Rewards:

- Grand Prize: Palm Pilot
- 2nd and 3rd: Gift Certificate.