



## WEL February 2012 Newsletter



Greetings WEL members & friends - I hope this email finds you well.

We have been very busy this past month. Not only have we finalized our collaboration with [Florida International University](#) surrounding our next census, but we also have planned some amazing programming that supports our mission to advance women and help them land spots on corporate boards.

We appreciate all of your support and hope to see you at some upcoming events. Please stay connected with us via our social media channels...we're updating them frequently with exciting WEL news and articles related to women in the boardroom.

All the best,

Laura A. Marks  
President  
Women Executive Leadership

### 2012 Census Update...



We are pleased to announce that WEL will be partnering with Florida International University on our 2012 Census of corporate director and executive officers in Florida's top 100 public companies.

The census serves as an eye-opening look at women's progress in the corporate hierarchy. Conducted on a bi-annual basis, the Census looks into the top 100 public companies in Florida to report on the status and number of women who hold positions on board of directors and executive suites. The two organizations will work together in developing the Census, and presenting an update on the progress among women in their attainment of director positions and provide an indicator of trends in this area. The 2010 census showed that women are underrepresented on Florida's corporate boards.

### Sponsor Spotlight





Frank Crystal & Company, is one of the largest privately-held retail insurance brokerage firms in the United States, and has recently rolled out an initiative that continues to underscore the firm's commitment to providing industry leading insurance services to their clients. The company provides a highly consultative approach, leveraging its insurance and risk management advisory with great claims management to the benefit of its clients. The company also creates white papers that educate the public about risk issues that affect corporations. These white papers will be shared with WEL members. For a more in depth look, click here - [Frank Crystal & Company White Paper](#).

**What's Upcoming...**

Do you feel you need to have a stronger understanding of how financial data can drive strong bottom line results?

Women Executive Leadership invites you to participate in the [Essentials of Finance](#), a workshop covering the key elements for successful business sustainability and growth, and the importance of strong financial knowledge in driving results.

Our workshop facilitator, Jay Cober, CPA/MBA, is an independent consultant who specializes in providing CFO services to businesses of all sizes from various industries. Jay started his career in the oil and gas industry and worked for ARCO in different managerial capacities. During his seventeen year tenure at ARCO, he worked in virtually every accounting/finance sector within the company.



Learn to leverage the tools to build a framework on the important "must know" fundamentals that allow decision makers to make financially based decisions.

Hope to see you there!

**Women Executive Leadership is Proudly Sponsored By:**





### Upcoming WEL Events

Visit our website to see a calendar of upcoming events for 2012.

<http://womenexecutiveleadership.com/index.php/programs/calendar>

Stay in touch with WEL by joining the conversation on our social media sites:



Send us your feedback on events you have attended.

[Contact Us](#)

**For information on Programs, Sponsorship or Membership**

**Contact: Laura A. Marks**

**President**

**[lmarks@welflorida.com](mailto:lmarks@welflorida.com)**

**T: 305-495-6171**

© Copyright 2011 Women Executive Leadership