

NEWS RELEASE

For Immediate Release

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2016 Wyoming Women's Expo

Casper, WY – The Casper Events Center, Casper Star-Tribune Communications, and Townsquare Media are pleased to present the 12th Annual Wyoming Women's Expo at the Casper Events Center on Friday, September 30 and Saturday, October 1.

The Wyoming Women's Expo offers motivational keynote speakers, free health screenings, rejuvenating spa treatments, the latest in fashion, and the resources you need to live your best life. Join us for the weekend and connect with dynamic Wyoming women who will inspire your soul, relax and indulge in free services at the Sparkle Spa, enjoy delicious food and a big laugh during our Friday night featured comedian, shop from talented local and regional vendors and so much more.

The 2016 Professional Development Day will be Friday, September 30th from 8:15 am to 4:30 pm in the Summit Room of the Casper Events Center. The 2016 Professional Development Day is sponsored by the **University of Wyoming at Casper**.

This year attendees can pick from a full-day starting at 8:15 am or a half-day starting at 11:00 am. Full Day admission includes Continental Breakfast, Lunch, Coffee Bar, One Martini, All Speakers and a Girls Night Out Ticket for \$90 per person. The Half Day admission includes Lunch, Coffee Bar, Keynote Speaker, Two Content Speakers, One Martini and a Girls Night Out Ticket for \$55 per person. Tables of 8 are also available at a discounted rate.

Lunch will include: Choice of grilled chicken kabobs with pineapple and peppers over rice or vegetarian ravioli with mixed vegetables, dinner salad, roll and butter, New York cheesecake or rich chocolate cake, iced tea and/or water and gourmet coffee bar.

About the 2016 Luncheon Speakers



DONNA HARTLEY

Keynote Presentation: 12:00 p.m. to 1:00 p.m.

Fire Up Your Life! A Journey to Transformation

Donna Hartley has an amazing story...she is proof that one woman can walk through fire and deliver a message powerful enough to impact millions of lives. **This is an empowering survival story.** Drawing on her three life-threatening events (which all occurred on dates of March 1st) she ignites you with **Firepower** for your leadership and gives you proven strategies to master transformation in your life. Cry, laugh, and be inspired! She is a graduate of the

University of Hawaii and former Miss Hawaii. Donna has been featured on PBS, NBC, ABC and in *The New York Times*. She is the author of [Fire Up Your Life!](#), [Fire Up Your Intuition!](#) and [Fire Up Your Healing!](#)

More information and videos at <http://donnahartley.com>.



University of Wyoming Casper's Arielle Zibrak

Opening Remarks: 8:45 a.m.

Arielle Zibrak is assistant professor of English at the University of Wyoming Casper where she teaches courses in English and American Literatures, Literary Theory, and culture and directs the Honors Program. Her writing has appeared in numerous scholarly journals as well as online at the *LA Review of Books*, *The Toast*, and *McSweeney's*. She has presented at national conferences such as the Modern Language Association, the American Language Association, The American Comparative Literature Association, and the Society for the Study of American Women Writers. She serves on the executive board of the International Edith Wharton Society and the Advisory Board of the Rebecca Harding Davis Archive at the University of Connecticut, Storrs. She received her Ph.D. in Literature from Boston University; prior to that she worked as a book editor at Random House.



Shelli Johnson

Content Speaker: 9:00 a.m. to 10:00 a.m.

Epic Leadership Lessons Learned in the Field

Shelli Johnson is an entrepreneur, life and leadership coach, leadership development facilitator, keynote presenter, writer, personal trainer and adventure guide, who lives in Lander, Wyoming. Shelli has coached 115 individual leaders in the last five years (most of them women), and she has learned a lot from these leaders, her work with them, and her own experiences. "Epic Leadership Lessons Learned in the Field" is a high energy, visual presentation that shares what she has learned.

The presentation features beautiful images and unique stories about leadership lessons learned in the wilderness. These stories are metaphors for the skills we need in order to effectively lead, inspire, and live our best life – our Epic Life. The presentation "lights a fire" and inspires leaders to take stock of their life, their individual leadership style, and their impact.

Shelli Johnson's current business, which she views more as a movement than a business, is YourEpicLife.com. (Her first business was the Webby Award-winning YellowstonePark.com/NationalParkTrips.) Shelli lives on the frontier of Wyoming with her husband, Jerry, and their three sons, Wolf, 16, Hayden, 14 and Fin, 9.



Elissa Ruckle

Content Speaker: 10:15 a.m. to 11:00 a.m.

Innovation

Leaders tap into the power of human potential. They accept that they alone don't have all the answers, customer knowledge, and new ideas needed to move an organization forward. The Innovation Process provides business leaders with the necessary steps to turn vision into reality. Are you looking for better methods of doing things? Innovation in the workplace? After attending this workshop, participants will be able to identify and encourage **Idea Fluency** and facilitate the **Innovation Process** to move possibilities to solutions.

Elissa is the Managing Director and Certified Trainer for Dale Carnegie Training of Central Wyoming. She works with local businesses across a variety of industries and organizational levels. Her areas of

specialty include developing high-potential employees, energizing cross-functional teams and coordinating the goals and ideas of senior leadership teams. For the past 18 years, Elissa has designed and delivered professional development workshops, seminars and training programs. Topics have included improving communication and people skills, developing leadership, establishing management systems/processes, organizational strategic/succession planning, sales training, employee engagement, innovation and presentation effectiveness. In 2009, she created and facilitated a B.O.C.E.S funded Generation Next: Skills for Success Course for NCSD High School students. The program, the first of its kind globally, involved over 400 students over a 4 year period. Elissa is a Wyoming native, born in Laramie. She married her high school sweetheart, Eric, and they are raising their son and daughter here in Casper – Jordan is a Senior at Kelly Walsh and Haley is a 7th grader at Woods Learning Center. As a family, they enjoy world travel and spending time together hiking, camping and backpacking the great spaces of Wyoming.



Melissa Johnson

Content Speaker: 1:30 p.m. to 2:15 p.m.

The Power of the Positive

We cannot control the events that happen to us, but we can control our attitudes, thoughts, and choices. Melissa shares her personal story of overcoming as well as inspiring stories from others she has encountered along her journey.

If you need proven strategies for staying positive in challenging times, the Power of the Positive is an uplifting talk that will leave your team energized and ready to face whatever's ahead.

About: Melissa Johnson is a grateful Mama, an entrepreneur and business owner, an author and a Professional Encourager. She grew up and has always lived in the heart of the Midwest, but travel calls to her soul. Melissa bakes for a living and cooks to stay sane. She considers kindness, perseverance, and a great sense of humor as some of her greatest gifts.



Charlotte Henley

Content Speaker: 2:30 p.m. to 3:30 p.m.

Get Ready, Get Vision, Get Going

Charlotte Henley returns with a compelling and thoughtful message on how crafting a personal vision is critical to accelerating your life in the direction of your dreams. This lively presentation will highlight the advantages of creating a personal vision, examples of personal visions, and the main barriers to advancing your life's purpose. The audience will leave with a strong urge to determine their destination in life and will have several ideas to reclaim their

dreams and advance forward with a deeper sense of purpose.

At the conclusion of Charlotte Henley's presentation, she will facilitate an energizing opportunity for women to create a personal vision board that details their dreams, life goals, and desires for their future self. Creating a vision board will define a destination in life. Stop meandering through life and get clear on where you are going. All materials will be provided and the vision board is yours to take home!

Tradeshow

The Expo **Tradeshow** hours are Friday, September 30 from 4:00 pm to 8:30 pm and Saturday, October 1st from 9:00 am to 3:00 pm. The 2016 Tradeshow will feature over 100 displays by a variety of vendors and sponsors. Products and services will include everything from the latest in health and wellness products, beauty



and skincare, personal protection, financial education, hot retail items and so much more!

Girls Night Out: Friday, September 30 from 5:30 pm – 7:30 pm



Girls Night Out is a chance for ladies to let loose, enjoy free hors d'oeuvres, sample specialty cocktails, shop, and then have a big laugh at our Friday night featured comedian performance. So ladies, grab your girlfriends, sisters and moms, and then join us for **Girls Night Out** on Friday, September 30 from 5:30 pm to 7:30 pm. Food, drinks, and Comedian Nancy Norton are all included with admission. All for just \$20!

Delicious hors d'oeuvres prepared by the Casper Events Center. Spirits and beverages courtesy of Stoli, Pepsi and Teton Distributors.

Comedian Nancy Norton: Friday, September 30 at 8:30 pm



Comedian Nancy Norton will be this year's stand-out entertainment on Friday, September 30th. **Nancy Norton** is passionate about spreading love and joy through laughter...

The Denver Post calls Nancy, "a laugh riot."

The Boulder Daily Camera says, "Norton is HILARIOUS!"

Nancy Norton has been featured on A&E's An Evening at the Improv and starred in her own one-woman show on PBS, The Yellowish-Green Girl, and recently featured on Nickelodeon, bringing stress-relieving comedy to parents

on Nickmom Night Out!

Having done extensive stand-up and improvisational theater work, Nancy delivers performances and programs that are both spontaneous and fresh. With her background in healthcare, Nancy merges entertaining with teaching the physiology of laughter, which is beneficial to any individual or organization. This versatile comedian combines hilarious story-telling with a fast-paced improvisational style that leaves audiences with little time to catch their breath. Her engaging style of comedy has made her a huge hit at corporate events across the country, as well as internationally while entertaining the troops on two USO Comedy Tours.

You will actually be laughing and benefiting from laughing while learning about the benefits of laughing!

Sparkle Spa - Saturday, October 1, 9:00 am to 3:00 pm

Be sure to stop by the **Sparkle Spa** on the concourse level on Saturday, October 1 from 9:00 am to 3:00 pm. Rocky Mountain Academy of Hair, Skin and Nails will be providing a variety of services to help you **Sparkle!**

The services are FREE but tips are encouraged. Check out Rocky Mountain Academy of Hair, Skin and Nails online at <http://rockymountainacademy.net/>.

Wyoming Medical Center

Saturday, October 1 from 9:00 am to 3:00 pm
in the Wyoming Medical Center Booth

Screenings will include: A1C, Bone Density Screening, Blood Pressure Check, Body Composition Analysis and BMI, Sleep Apnea Screening, plus Discounted Flu Shots

Rocky Mountain Oncology

Saturday, October 1 from 9:00 am to 1:00 pm
check-in at the Rocky Mountain Oncology Booth

Screenings will include: Cancer Screenings for Breast, Skin, Head, and Neck

Community Health Centers of Central Wyoming

Available all weekend!
Check-in at the Community Health Centers of Central Wyoming Booth
Screenings will include: Lung Capacity/Peak Flow Screening

Central Wyoming Counseling Center

Available all weekend!
Check-in at the Central Wyoming Counseling Center Booth
Screenings will include private and confidential depression and mental health screenings.

Attendees that participate in health screenings can enter to WIN a 2-night stay for 2 with breakfast, \$20.00 in free slot play and dinner at the Deadwood Gulch Gaming Resort!



New in 2016!

“The Range” - promoting women in the outdoors

Loaded by Taco John’s and Cobra Well Testers
Saturday, October 1 from 9:00 am to 3:00 pm on the Arena Level

Curious to know if you have what it takes to become an “outdoorsy” type?
Always been interested, but intimidated, by the great wide open?

Or do you already love the outdoor life that Wyoming has to offer and want to get tips and tricks to improve your techniques, hear about the latest gadgets, or just connect with other women of Wyoming interested in the outdoors?

Come check out “The Range” at the Expo all day Saturday. Experts from Wyoming Outdoors Women and numerous local businesses will be on hand to answer questions and give demonstrations on camping, fishing, archery, packing and preparing for the outdoors and more!



Magical Kingdom Kid’s Area

Saturday, October 1 from 10:00 am to 1:30 pm
In the Summit Room – Second Floor of the Events Center
Sponsored by Dream Upon A Princess



Bring your kids to the **Magical Kingdom Kid’s Area** at this year’s Expo. There will be Princesses and Super Heroes available to meet your kids, take photos, play, color, sing and tell stories.

Parent or Guardian required to stay with their kid(s) in the Kid’s Area at all times.

Wyoming Women’s Expo Admission is \$20 on Friday for all ages; \$6 on Saturday (children ages 12 and under are free); and \$23 for a Two-Day Pass. Tickets are on sale now. For more information or to purchase tickets, visit www.CasperEventsCenter.com or www.WyomingWomensExpo.com, or call the Casper Events Center Box Office at 307-577-3030 or 800-442-2256.

Sponsorships: The Wyoming Women’s Expo offers sponsorship packages with generous print, radio, online, and tradeshow advertising exposure with added perks such as discounted Professional Development Day table rates and complimentary tickets to the expo. For sponsorship information please call 307-235-8456 or log onto www.WyomingWomensExpo.com.

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The Wyoming Women’s Expo is presented by:





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