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IWL Foundation Announces Inaugural Louisville 2015 *Brand You* Women's Leadership Conference

INDIANAPOLIS (Feb. 18, 2015) - Integrating Woman Leaders Foundation (IWL Foundation) is thrilled to announce the expansion of the IWL *Brand You* Women's Leadership Conference to Louisville, Kentucky. The inaugural conference, featuring innovative and targeted programming, will take place on May 21 at the Louisville Marriott Downtown.

After five successful *Brand You* Women's Leadership Conferences in Indianapolis, IWL Foundation discovered that expansion was essential to its core mission of reaching and impacting more women.

"We found something that works," says Jennifer Browning Holmes, IWL Foundation Board President. "Better yet, we are meeting a need and addressing issues for individual women and employers that are not just relevant in Indianapolis but also in Louisville and the nation."

The IWL *Brand You* Women's Leadership Conference is designed to speak to every individual – at any level of leadership – to build new skills, open minds to new perspectives and facilitate lasting connections. The Louisville conference will be community-oriented, featuring local leaders and companies, as well as a spotlight on one local charity. The 2015 corporate sponsors of the conference are Humana, Brown-Forman, Norton Healthcare, UPS, KentuckyOne Health and Fifth Third Bank.

Beyond relevant sessions and exciting partners, the conference will boast prominent leaders as keynote speakers. Bethany Williams, best-selling author, speaker and consultant, Ruth Brinkley, CEO of KentuckyOne Health, and Elizabeth Bierbower, President of the Employer Group Segment at Humana are all scheduled to inspire the Louisville crowd this spring.

"I'm excited to share wisdom and experiences that will help attendees develop a personal brand that catapults them upward," said Williams, one of the conference's keynotes. "IWL's mission of developing individual women into leaders through empowerment, support and connections is a powerful one. I feel privileged to aid in the advancement of that mission and know that it will propel women's careers."

Each of the notable keynote speakers will provide a unique and beneficial perspective on the conference theme: *Passion, Purpose and The Will to Lead*. The theme is meant to motivate leaders to take their careers into their own hands and work to improve both personally and professionally.

Registration for the 2015 Louisville *Brand You* Conference will open on March 1 at www.IWLBrandYou.com. For more information about the conference program, speakers or sponsors, please visit www.IWLLouisville.com.

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Integrating Woman Leaders, Foundation, Inc. (IWL Foundation) is a 501(c)(3) nonprofit organization. Its mission is to develop individual women into leaders through empowerment, support and connections. As a part of its charitable mission, the Foundation in part supports the growth of the IWL *Brand You* Women's Leadership Conference, which brings together over 150 organizations and 550 attendees annually.