



## Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

### *Brown Bag Workshop for WID Members*

## **Rejuvenate Your Events!**

**Wednesday, February 15, 2012, 12:30-2:00 pm**

- Location:** Girl Scouts of Northeastern New York; 8 Mountain View Ave., Albany  
(Just off Central Ave. near Fuller Road)
- Cost:** \$5 (members only) Bring your lunch
- RSVP:** by February 8, 2012

Come join us for our members only brown bag lunch on how to bring new life to your special events. Special events guru Alicia Jacobs will share her experience and discuss:

- *How to freshen up an annual event*
- *How to create unique events*
- *Public relations and social media impact on events*

Alicia Jacobs is the President/CEO of AJ Management, a consulting business specializing in marketing, public relations and event planning for not-for-profits and small businesses. She also works at AWS Truepower, a renewable energy consulting firm.

With over 20 years of experience, Alicia was an Emmy Award winning TV producer at Capital News 9 (now YNN) and has worked for three international charities: Make-A-Wish Foundation, Juvenile Diabetes Research Foundation (JDRF) and the National Kidney Foundation. She understands all sides of not-for-profit business, from staff, volunteer and leadership perspectives.



Learn how she revamped the Freihofer's Community Walk, a massive event which enables hundreds of not-for profit organizations to raise money and awareness by being part of the largest running event in the Capital Region, with outstanding results.

The presentation will benefit staff, volunteers and board members. Registration is limited to WIDNENY members only. And don't forget to bring your lunch!