



FROM THE BABY-BOOM TO THE SHE-BOOM!

Why women are wired to run their financial households

Friday, January 24, 2014 | 7:30am to 9:30am

It's no secret that women have entered the "C" Suites! From CEO, CFO, CMO and more, women are moving into significant roles in our nation's largest corporations. *But what about running the finances and investments in their own households?* Jaylene Howard, Consulting Director for Russell Investments, will present a dynamic program with the latest information and extensive research from Russell Investments and the best minds in the industry.

This program will help you:

- Understand the psychology behind women's investment strategies and purchasing decisions
- Understand why women are going to control significant assets in the investment world
- Gain insight on how you can tap into this growing phenomenon
- Gain confidence if you are a woman taking charge of your own investments

You'll Learn:

- Why women are hard-wired differently and why it matters
- The financial perspective of women and its importance
- The effect of emotional behavior on purchasing decisions and our economy
- How to think and behave when working with women and why it's different than men
- Russell's economic outlook for 2014 and beyond

This informative presentation will be followed by an open Q &A with Jaylene. This is a rare opportunity to get your questions about the economy and investments answered by an officer and CFA of one of the top investments firms in the world. Please join us.

Jaylene Howard is a consulting director for Russell Investments' U.S. private client consulting services business. Jaylene is a member of the CFA Institute and the Seattle Society of Financial Analysts. She is a CFA Charterholder from the CFA Institute and a Certified Investment Management Analyst (CIMA)

Presented by World Trade Center Seattle and the Capella Group. Sponsored by Russell Investments.

Event Details:

\$35 WTCSE Members | \$45 Non-members

7:30am - Breakfast and Networking

8am to 9:30am - Presentation followed by Q & A



To Register: Questions? Contact Michelle Kim

[Click Here](#)

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