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For Immediate Release

Largest Women's Conference in Texas Welcomes Thousands for Day of Networking, Expert Speakers

Twelfth annual event arms women with tools to "Live Fearlessly" through networking, inspiration and growth

Houston – Nov. 17, 2011 – The 12th Annual Texas Conference for Women, hosted by Texas First Lady Anita Perry, was held today at the George R. Brown Convention Center. Public figures and experts, including Mrs. Perry, humanitarian Cindy McCain, Houston talk show personality Deborah Duncan, Vera Bradley co-founder Barbara Bradley Baekgaard and author and filmmaker Lisa Niemi Swayze, were among hundreds of speakers with one message for Texas women: "Live Fearlessly!"

"The Texas Conference for Women gives women in the Lone Star State a unique opportunity to inspire and be inspired, and I'm proud to be a part of this fantastic event," Mrs. Perry said. "We have worked hard for more than a decade to expand this Conference into a life-changing day for women looking to grow in their personal and professional lives, and thanks to new programming, an exceptional keynote lineup and extraordinary networking opportunities, this conference has become the premier educational event for women in Texas."

Program sessions throughout the day focused on celebrating the power within to help women bring about positive changes in their lives, careers and communities. Other keynote speakers included *O, The Oprah Magazine* columnist Martha Beck; Longhorn sports legend and Hall of Famer Jody Conradt; Tory Johnson of "*Good Morning America*;" Turk Pipkin, co-founder, the Nobility Project and Rose Mapendo, heroine and courageous Congo survivor.

This year, the Conference placed a renewed emphasis on career development through new programs such as the Career Pavilion, which included one-on-one resume critiquing, a Mentor Match program providing private coaching with professionals, and "Meet Ups" with local leaders who dedicated time throughout the day to discuss careers, community involvement and other issues.

In an additional nod to the increasing role technology and social networking play in career development and the job search process, LinkedIn hosted a Connection Lounge and advised attendees on how to polish their LinkedIn profiles and maximize online networking. A group of experts also provided personal brand audits to help participants learn to claim, build and protect their online brands.

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The Conference also featured a *More* magazine style lounge and Health & Wellness Pavilion with health screenings, sessions on maintaining work/life balance and resources for maintaining a healthful lifestyle.

This year, the Conference also featured an additional day of programming, the Texas Conference for Women Spark & Hustle Small Business Boot Camp on Nov. 16, led by Tory Johnson. The winner of the Boot Camp's "Show Us Your Spark!" contest won the opportunity to plug her business on the Conference's main stage, before thousands of attendees.

AAA Texas, AT&T, BP, Cancer Treatment Centers of America, Clear Channel, Clear Channel Outdoor, Conoco Phillips, Greater Houston Partnership, KHOU-TV, LinkedIn, MORE Magazine, Randalls/Tom Thumb, Shell, The Texas Tribune and United Airlines served as sponsors.

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EDITORIAL NOTE: *For complete highlights from today's event, please visit our Facebook ([texasconferenceforwomen](#)) and Twitter ([@TexasWomen](#)) pages and our website at [www.txconferenceforwomen.org](#)*