

# YOUR COLLEGE

State Farm Center for  
Women & Financial Services

## 2014 Women's Leadership Academy Summit

The State Farm® Center for Women and Financial Services at The American College hosted its third annual Women's Leadership Academy Summit on June 3-5, 2014, at the Hyatt French Quarter in New Orleans, La. Enhancing the format from previous years, the 2014 WLA Summit featured not one but two learning tracks. Track I was based on the CLF® Creative Problem Solving and The Strategic Planning Process course. In this track a small cohort of 30 women engaged in interactive discussion, received curriculum instruction, conducted group presentations and had the opportunity to receive three credits towards the CLF designation upon successful completion of the exam for the course.

Our newest track, Track II, was called Authentic Leadership Development. During the Summit, 78 women attended workshops and seminars on leadership development and learned about industry hot topics. This track featured a leadership assessment review, executive coaching and group discussions on performance management, retirement income planning and recruiting and development. This track also featured an opportunity to earn continuing education (CE) credit.



Caroline Dowd-Higgins, speaker, author and career-coach, kicked off the 2014 WLA Summit with a dynamic keynote address at the opening luncheon.

Feedback for the 2014 WLA Summit was very positive, with networking and keynote speakers at the top of the list when Summit survey respondents were asked what they liked best about this year's event. In addition, 90 percent of WLA attendees surveyed stated they would recommend next year's event to others.

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For more information on The State Farm Center for Women and Financial Services, visit our website at [TheAmericanCollege.edu/WomensCenter](http://TheAmericanCollege.edu/WomensCenter).

To receive regular updates from the Center, find us on LinkedIn, Facebook and Twitter.



Jocelyn D. Wright, MBA, CFP®

The American College proudly announces the appointment of Jocelyn D. Wright, MBA, CFP®, as the new State Farm chair and director of The State Farm Center for Women and Financial Services. Jocelyn will function as the Center's chief ambassador in leveraging research and education to create awareness around the challenges and opportunities that pertain to women and financial services. She is also responsible for the FA 204: Marketing Financial Services to Women course, contributing material on women's issues for other courses offered at The American College and planning the annual Women's Leadership Academy Summit.

The American College proudly announces the appointment of Jocelyn D. Wright, MBA, CFP®, as the new State Farm chair and director of The State Farm Center for Women and Financial Services. Jocelyn will function as the Center's chief ambassador in leveraging research and education to create awareness around the

In addition to her roles at The American College, Jocelyn is the founder and managing partner of The Ascension Group ("Ascension"). As an advisor with nearly 20 years of financial service experience, she partners with her clients to design a personalized holistic strategy to help them reach their financial goals.

"I am delighted to join the team and in the months ahead, we will explore opportunities to expand our support of women within the industry. We will also release another groundbreaking research report. I strongly believe the Center is in a unique position to have a tremendous impact well beyond our industry, and I am excited to be a part of that."

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