Take advantage of these sponsorship opportunities for the

2nd Annual
Conversation on Gender Balance in Finance

ESTIMATED ATTENDANCE: 250

The primary audience for our Conversation on Gender Balance in Finance event is undergraduate and graduate students from the Carlson School of Management, early career alumni, sponsors of the event and other stakeholders. We expect a sold out event at 250 attendees.

Featuring

Sharon McCollam
Chief Administrative and Chief Financial Officer of Best Buy, Inc.

Tuesday, October 7, 2014
3:30—6:30 PM
Carlson School of Management
3M Auditorium

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<tr>
<th>Sponsorship Levels</th>
<th>Platinum $2,500</th>
<th>Gold $1,500</th>
<th>Silver $1,000</th>
<th>Bronze $500</th>
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<tr>
<td>Number of free tickets</td>
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<td>5</td>
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Carlson School of Management
Funds Enterprise
ABOUT THE KEYNOTE SPEAKER

The keynote speaker for this event will be Sharon McCollam, Chief Administrative and Chief Financial Officer of Best Buy, Inc. Sharon McCollam was appointed Chief Administrative and Chief Financial Officer in December 2012. Ms. McCollam was previously executive vice president, chief operating and chief financial officer of Williams-Sonoma Inc., a premier specialty retailer of home furnishings, from July 2006 until her retirement in March 2012. At Williams-Sonoma, she was responsible for the long-term strategic planning activities of the company and oversaw multiple key functions, including global finance, treasury, investor relations, information technology, real estate, store development, corporate operations and human resources.

Ms. McCollam also held various executive leadership roles, including principal accounting officer, at Williams-Sonoma from March 2000 to July 2006. Prior to her time at Williams-Sonoma, Ms. McCollam served as chief financial officer of Dole Fresh Vegetables Inc. from 1996 to 2000 and in various other finance-related leadership positions at Dole Food Company Inc., a producer and marketer of fresh fruit and vegetables, from 1993 until 1996. Ms. McCollam is a graduate of the University of Central Oklahoma and is a Certified Public Accountant.

ABOUT THE EVENT

The Carlson School of Management is committed to providing women with opportunities and resources to enrich their professional careers and help them to thrive in leadership roles in finance.

Our 2nd annual event features opportunities to network, hear a dynamic national keynote speaker, and learn from Catalyst, a leading authority on creating inclusive workplaces through research, creative tools and events. According to Catalyst, “We invite women, men, and organizations to join with us in building the inclusion that will make business, society, and lives change for the better.” Following the presentations, there will be a Q&A session where our panelists and other audience members can address topics or questions of concern.

We started the conversation last year with Mellody Hobson, and want to continue the conversation by digging deeper to answer tough questions on everyone’s minds including why so few women are long term participants in the finance industry, and how gender balance leads to a dynamic team that brings organizational success. We hope to encourage women to enter the finance field as well as assist those already in their career to find ways to successfully navigate the obstacles they may encounter along the way. Men and women are encouraged to attend as both are needed to bring a meaningful conversation together.

ABOUT THE FUNDS ENTERPRISE

The Carlson School has a student managed fund totaling $40 million in small cap growth and fixed income assets. The Carlson Funds Enterprise program has been a great opportunity to not only enable Carlson School students to gain real asset management experience before graduation, but to engage with the local and national financial services community. The CFE hopes this event will help women navigate obstacles they may face in their career as well as raise awareness for men and women regarding the benefits of a diverse workplace.
2nd Annual
Conversation on Gender
Balance in Finance
Sponsorship Agreement

Event Sponsorship

- Platinum $2,500
- Gold $1,500
- Silver $1,000
- Bronze $500

Payment
- Invoice requested
- Check included (preferred)

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The University of Minnesota Foundation
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