

5<sup>th</sup> Annual YP Iowa Conference: Focusing on the Core

Sponsored by the Muscatine Journal

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## **2008 Young Professionals of Iowa Conference Keynotes Announced**

Join young professionals, business, and community leaders from across the state for the 5<sup>th</sup> Annual Young Professionals of Iowa (YPIowa) Conference: Focusing on the Core, sponsored by the Muscatine Journal, to be held on Friday, October 10, 2008 from 9:00 am to 5:00 pm at the Muscatine Holiday Inn and Cultural and Entertainment District. Register before September 19th for the early bird registration price of only \$70.00 at [ypiowa.com](http://ypiowa.com).

YPIowa is proud to announce this year's two keynote workshop speakers: Dr. Mollie W. Marti and Cy Wakeman. Marti's background as a psychologist, attorney, professor, and entrepreneur provide her with experience to empower others to live their best life. She will discuss living "Passionate to the Core" incorporating this year's theme of living up to one's potential. She coaches high performing individuals in their quest to identify and live up to their potential and is a co-author of *Selling: Powerful New Strategies for Sales Success* and *The 12 Factors of Business Success*. Marti currently resides in Mount Vernon, Iowa. More information can be found at [molliemarti.com](http://molliemarti.com).

Cy Wakeman will speak on "Creating a Great New Mindset and Amazing Results in our Communities" with focus on the external factors affecting one's ability to live up to their potential. Wakeman lives in Sioux Ciy, Iowa and works as a motivational speaker and consultant in many of the regions largest companies. Her background includes multiple successful start-up ventures and her 20 years of consulting has bridged disciplines including healthcare, banking, manufacturing and high-tech. More information can be found at [cywakeman.com](http://cywakeman.com).

The Annual YPIowa Conference is a statewide event that provides the connection, direction, and education to challenge Iowa's young professionals to be active leaders in their community and state. Through roundtable discussions, leadership success stories, and informative discussions from past and current leaders, attendees can leave the conference with a sense of state pride and incentive to become engaged in their community.

Although the keynote speakers will fill much of the morning, participants will also hear from an Executive Luncheon Panel including Stan Askren, Chairman, President and CEO of HNI Corporation, Gayle Roberts, President and COO of Stanley Consultants. The panel will discuss their experiences, offer insight into achieving one's potential, and take questions. Additional speakers will be featured in breakout sessions located throughout downtown Muscatine in the Cultural and Entertainment District.

Sponsors for the conference include: Muscatine Journal, Community Foundation of Muscatine, HNI Foundation, The HON Company, Stanley Consultants, SSAB, St. Ambrose University, Allsteel, Monsanto, Muscatine Foods, Absorbent Technologies, Eichelberger Law Office, P.C., Musco Sports Lighting, and Quad Cities Magazine.

*YPIowa is an organization created by Iowa's young professionals for its community's young professionals. Its mission is to connect and engage young professionals in Iowa to take responsibility for the growth of their community and state. YPIowa will educate, communicate and advocate for yp's of Iowa.*