

2009 BUSINESS WOMEN'S FORUM PROVIDING SCHOLARSHIP TO EQUINE BUSINESS MANAGEMENT STUDENT - Fifth Post University Equine Student to Receive BWF® Scholarship

Robin Roberts of "Good Morning America" Keynote Speaker September 29th

WATERBURY, HARTFORD, CT, August 24, 2009 – "Business management is an aspect of the equine industry that is often overlooked. Organizing lessons, keeping track of income, paying bills and ordering supplies are often forgotten." Those are the wise and knowledgeable words of **Carlie Serif of Waterbury**, winner of the **2009 Business Women's Forum (BWF®) Scholarship**. Daughter of Lawrence Serif and Jenelle Skeen of **Columbus, Ohio**, Ms. Serif is entering her sophomore year as an Equine Business Management major at Post University in Waterbury this fall. Her academic achievements and scholarship application essay have resulted in awarding her a \$6,000 scholarship that will be presented to her **September 29th during the 27th annual Business Women's Forum in Hartford, CT (www.2009bwf.com)**.

The Business Women's Forum is a program of the **Greater Waterbury Chamber of Commerce Foundation**, sponsored by numerous Connecticut-based companies. During the past 26 years, BWF® has generated more than \$100,000 in scholarship funds for female college students to pursue a business education. "The mission of BWF®," explained Lynn Ward, president and CEO of the **Waterbury Regional Chamber**, and a BFW® sponsoring member, "is our commitment to equality of opportunity and advancement for women in business."

2009 BWF® Scholarship Recipient Carlie Serif will receive her award during the Forum, Connecticut's largest and longest-running full-day annual conference for women, at the Connecticut Convention Center in Hartford. Ellen D. Durnin, Ph.D., Dean, Graduate Studies and External Programs at **Western Connecticut State University in Danbury and Waterbury**, BWF® supporting member, and Chairwoman of the 2009 Business Women's Forum, remarked, "Ms. Serif's dreams and accomplishments fit ideally with the Forum's theme of 'Bouncing Back: New hopes, New dreams, New ways'. We believe many of the Forum's participants will be inspired by Ms. Serif's accomplishments and profession of choice in equine business management."

Linda Hammond of Hygrade Business Group in Waterbury, and Chairwoman of the 2009 BWF Scholarship Committee, commented, "We selected Post University student Carlie Serif because we saw a dynamic, focused individual with a passion for equine business management. She has a well thought-out vision for her future and the committee recognized her as a strong example of a female business leader of tomorrow."

Ms. Serif's comprehension of how to effectively manage a business was evident throughout her BWF scholarship-award-winning application essay. She wrote, "When young people think about working in the equine business, they usually hold false dreams of training Olympic riders and riding Grand Prix horses for a living. Few people make it to this level. Business management is a practical aspect of the equine industry, and very few know how to run such a business successfully. I feel really honored that I was chosen. It feels great to have some extra money for college, especially during this economy."

A sophomore at Post University, Ms. Serif is double majoring in Equine Business Management and Environmental Studies. Carole Baker,

Director of Equine Programs at Post University, commented, "This is the fifth Equine Business Management student during the past six years to receive a BWF Scholarship. We believe that's a notably impressive number from this unique career division." Ms. Serif is also a member of the

Post University Equine Dressage Team, editor of the Equine newsletter, a member of the Equine Club, and a private horse owner.

During spring of 2011, Ms. Serif will study abroad in England at the Yorkshire Riding Center. Post University's Carole Baker explained, "Carlie will take part in the Equine Study Abroad Program consisting of practical training for the British Horse Society Assistant Instructor Exam, an internationally-recognized qualification. No equivalent qualification currently exists in the United States. It's an excellent program and very popular with Post University equine students who wish to become instructors. They obtain excellent training, including some from Olympic level riders, and live overseas for four months thus widening their equestrian and personal horizons." Ms. Serif also plans on continuing to achieve high grades. "Never have I received grades like the ones I have received during my first year at Post. I wish to continue this trend."

The BWF® will also continue the trend it set 27 years ago to provide Forum attendees with access to phenomenal speakers, networking opportunities and diverse training. **Robin Robins, co-anchor of "Good Morning America"** and former **ESPN** reporter, will be the September 29, 2009 BWF® luncheon keynote speaker. During the past 26 years, the BWF® has featured such high-profile keynote speakers as Goldie Hawn, Jamie Lee Curtis, Suze Orman, Jane Seymour, Susan St. James, Chris Madden, Ann Curry, Jack Ford, and Faith Popcorn.

The 2009 BWF® will also include workshops on: "Social Media Spaghetti: Untangle It All"; "Mind Mapping the Next New You"; "10 Biggest Mistakes Presenters Make"; "Fundamentals of Launching and Running a Business in CT"; "Developing Your Competitive Edge"; "Motivated Follow-up: The Secret Sauce to Your Networking Success"; "Lead More With Less"; "Grow Your Gusto"; "Managing Stress and Not Letting It Manage You"; "How to Manage Your Boss"; and "The Crab Bucket...The Way We Do Things".

Supporters of the 2009 BWF® include Presenting Sponsors: Anthem Health, Comcast Business Class, The Worx Group, and Wachovia Bank. Premier Partner sponsors are Barker Specialty Company and Webster Bank, and Media Sponsor is the "Hartford Business Journal".

Tickets for the 2009 Business Women's Forum are \$175/person, and can be obtained by visiting www.2009bwf.com. All registrants before September 8, 2009 are eligible to win a Tiffany sterling silver bracelet.



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