



# THE WAY UP

**Developing Women Leaders to Enhance Iowa Higher Education**

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You are cordially invited to exhibit at the 21st annual Way Up Conference.

The Way Up Conference, developing women leaders to enhance Iowa high education, will meet at the West Des Moines Marriott on November 5-6. This year's theme is Women in Higher Education: Leading for Change. Women in higher education administration from all over the state of Iowa attend the conference to learn about trends in higher education, enhance their leadership skills, and network with others. Information about the conference can be found at [www.uni.edu/ietti/wayup](http://www.uni.edu/ietti/wayup).

The cost for exhibit space is \$15. Space is limited. If you are interested, please complete the attached form and send it back to me. We thank you for supporting The Way Up!

Please feel free to contact me with any questions.

Sincerely,

*Kelly Friesleben*

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