



Ann Shoket

Iowa Women's Foundation
Annual Luncheon

Thursday, October 5, 2017

11:30 a.m. to 1:00 p.m.
Coralville Marriott and
Convention Center

The Iowa Women's Foundation is pleased to announce that Ann Shoket will be the keynote speaker at the Annual Luncheon.

Bring your daughter, bring your granddaughter, bring a friend!

Ann Shoket, Author, Former Editor-in-Chief of *Seventeen* magazine and millennial expert has been a key architect in shaping the national conversation about and for millennial women. Over the last 15 years, Shoket brought two major young women's publications to number one across every platform. As Editor-in-Chief of *Seventeen* from 2007 to 2014, Shoket repositioned the iconic fashion and beauty brand to dominate as the most relevant voice for its 13 million readers. As part of the launch team of *CosmoGIRL* in 1999, she helped revolutionize teen magazines by talking openly about important emotional issues that weren't yet addressed by traditional publications. She was honored to be named one of the "Most Powerful US Fashion Magazine Editors" by Forbes.

Today, she continues working to reshape the role of media and our national conversation about the power of this generation of millennial women. She has been a speaker for the Yale Women's Leadership Initiative, New York Women in Communications, Step Up, S.H.E. Summit, Matrix Awards, Her Campus, Rent the Runway and Levo League. She speaks on topics such as women's leadership and success, young women finding their power and the transformations in the media industry. She also appears regularly on Good Morning America, Today, The Oprah Winfrey Show, The View, CNN, Access Hollywood, and E! News (and had a blast as a guest judge for four seasons on America's Next Top Model).

Her book, *The Big Life: Embrace the Mess, Work Your Side Hustle, Find a Monumental Relationship, and Become the Badass Babe You Were Meant to Be*, is a guide for millennial women who are changing what it means to be powerful and successful in the world—for everyone. Forever. It is also a guide for non-millennials to learn about this generation of young women. Together, we can make our money, find our power, be in control of our situation and support each other!

The Iowa Women's Foundation invites you to join us for the annual luncheon to hear keynote speaker Ann Shoket.

