

## CHARLOTTE BEERS WILL SPEAK AT INFORUM'S MEETING



If you want to be an agent then you need to be the boss. This is a message that is being sent to women all over America from Charlotte Beers. Charlotte Beers actually happens to be one of the very first female corporate leaders in the United States and is also an important figure when it comes to advertising in America. Beers has received the nickname, Queen of Madison Avenue. She is the CEO for Ogilvy & Mather, along with Tatham-Laird & Kudner. She has been featured on the front page of Fortune Magazine, represented as one of the most influential women in the United States. She has even received a Distinguished Service Medal, which is such a high honor. Beers has been chosen to speak at Inforum's 50<sup>th</sup> anniversary meeting, which happens to be held each year. As she speaks out at the meeting, she will be discussing why it is so important for females to take the lead and stand their ground as leaders. She will also make it clear why women need to make sure that there is a spot for them, especially when it comes down to government and business in the United States. Beers believes it is important for women to realize what they are capable of and what they can actually do. Beers has been quoted as saying that women need to forge their own personal path, based solely on their own beliefs. She feels it is important for women to have high self-esteem because that is generally what allows them to be so influential in their place of work. She says that there are many women who, unfortunately, do not realize the kind of power they have and how important their perspective is on just about any subject or matter. What Beers believes is that this is an era designed for women. She wants other women to have the success that she has had and continues to have. She wants them to know how to become leaders in their place of work and she wants them to be able to excel. The CEO of Inforum, Terry Barclay, says that Charlotte Beers is definitely a legend, so having her speak out at the 50<sup>th</sup> anniversary meeting was crucial, especially for all of the women who look up to her and hope to accomplish some of the same things that she has been able to accomplish throughout her lifetime. The Inforum Meeting will be held to take time out and honor those who have contributed to success, which includes several women and men. The event will take place on May 17<sup>th</sup> at 11:30 am and will last for about two hours. Charlotte Beers will also be signing autographs after the meeting is over.

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