



# 2017 WELD Cleveland Leadership Series July



Hosted at:



Ronald  
McDonald  
House®  
Cleveland

WELD's mission is to develop and advance women's leadership to strengthen the economic prosperity of the communities it serves. A national 501(c)(3) organization, WELD builds programs, events and a community to support the leadership development of women and drive business growth.

**When women lead, our economy, companies and communities thrive.**

**Montrie Rucker Adams**

**July 18, 2017**  
Tuesday

**Networking**  
7:30am-8:00am

**Program**  
8:00am-9:30am

**Ronald McDonald House**  
10415 Euclid Avenue  
Cleveland, Ohio 44106

- Registration Fees -  
Member:

\$25 (\$30 after 7/06/17)

Non-Member:

\$35 (\$40 after 7/06/17)

No refunds or credits after  
7/06/17

For sponsorship opportunities, contact  
Laura Oleksa at  
loleksa@aluminumline.com.

**Register at:**  
[www.weldusa.org](http://www.weldusa.org)

## Just Do Your Dream!

Young people are dreamers. Long ago, we've all had dreams of doing something or becoming someone.

Along the way to adulthood, we were sidetracked or blindsided. Someone (it could have been you) said it was impossible or didn't make sense. We looked at our bank account and there weren't enough digits in front of the decimal point. Or, that unspeakable four-letter "f" word wouldn't let us take the first step forward.

How do you get past fear, family and finances to finally (another "f" word) do what you always wanted to do?

**Montrie Rucker Adams, Author and Chief Visibility Officer at Visibility Marketing Inc.,** will discuss how we can "ditch the bucket list" (which looks at the end of life) and live the life we've always wanted to live.

Based on her journey and the over 100 interviews Adams conducted to *write Just Do Your Dream! A 7-Step Guide to Help You Do What You Always Wanted\**, you will:

- Explore the three "Fs" that may stop many people from doing most things.
- Delve into the four "Fs" that can move you forward.
- Create a "dream team" to help you get started, stay focused and realize your goal(s).

Registration closes at midnight on July 13<sup>th</sup>! Late fees apply after registration closes. Contact Mindy Koenig at [mkoenig@weldoh.org](mailto:mkoenig@weldoh.org) if you have questions.



## About Our Speaker...



### **Montrie Rucker Adams** **Author and Chief Visibility Officer** **Visibility Marketing Inc.**

After spending some of her childhood years at her father's chemical business in Puerto Rico and her uncle's cleaners in Cleveland, OH, **Montrie Rucker Adams** finally fulfilled her dream of entrepreneurship in April, 2000.

Adams began her public relations career in 1992. Since then, she worked for The Health Museum of Cleveland as the Manager of Public Relations and The Cleveland Metropolitan School District as its Director of Publications. She served as Managing Editor, Editor-In-Chief, Proofreader and Writer for *Kaleidoscope Magazine* for 20 years.

Visibility Marketing Inc. has satisfied many clients including Center Point Energy, Cuyahoga County, Cleveland Clinic, Cleveland Metropolitan School District, Case Western Reserve University, The City of Cleveland and the State of Ohio and Idaho National Laboratory with the ability to create communications strategies around their vision of strategic consumer engagement and visibility.

Adams served as a mentor with Breakthrough schools, volunteers at her children's school and served for 12 years as president of the Board of Directors for Continue Life Inc., a homeless shelter and transitional housing program for expecting and parenting young women. She also served as President of the Board of Directors for East End Neighborhood House and on the Community Advisory Board for the Flora Stone Mather Center for Women at Case Western Reserve University. She is now on *Crain's Cleveland Business*' diversity committee and The Presidents' Council Business Chamber's board of directors.

Adams is an accredited member of the Public Relations Society of America and a former board member of the Greater Cleveland PRSA Chapter. She is also a lifetime member of the National Black MBA Association and a Distinguished Toastmaster. She authored and published, as a guide for more visibility the booklet, *Be More Visible! Create More Interest in You, Your Product or Service*. Her new book, *Just Do Your Dream! A 7-Step Guide to Help You Do What You Always Wanted*, is available on Amazon.com and BN.com.

