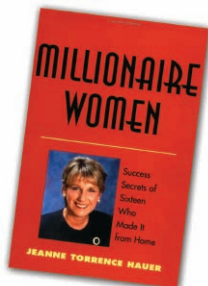




Jeanne Hauer (center) with her husband and Ursuline's Director of Admission, Kimberly Shepherd

MILLIONAIRE WOMAN



Mega marketer, author and champion of women Jeanne Hauer '72 was the keynote speaker April 24 at the College's "Are You a Millionaire Woman?" evening event hosted by the School of Graduate Studies.

Nearly 150 women, all interested in starting businesses of their own, came

to hear Hauer talk about her book, *Millionaire Women – Success Secrets of 16 Who Made it From Home*. She shared business secrets as well as insights from her second book, *Mission Possible*, which she co-authored with best-selling authors Stephen Covey and Brian Tracey.

Like Hauer, the women included in her first book had an "unstoppable idea" that started out as a home-based business. Of the 16 women featured, four are international and 12 are national. Companies highlighted include Discovery Toys, Two Men and a Truck, Pampered Chef and Schoolbellies.

Hauer told her audience that the secret to entrepreneurial success is two-fold. "First, find a need and a way to fill it. Secondly, there has to be enough momentum behind the organization and leadership to keep it going. You can't flirt with the idea; you have to have a relentless commitment to it."

In the 1990s, Hauer played a significant

role in the growth of Anthem Blue Cross and Blue Shield and its emergence into a Fortune 100 company. Today, she serves as Chief Marketing Officer for Advocare, a leading Ohio workers compensation and wellness company. A sought after orator, Hauer's specialty is marketing launch and product turnaround.

"Our goal was to feature a powerhouse speaker that would appeal to women interested in furthering their education and their success and Jeanne, an Ursuline alum, fit the bill perfectly," said Kimberly Shepherd, Ursuline's director of admissions. Shepherd mentioned that even she was surprised with the overwhelming response to the event and added that each attendee received a signed copy of *Millionaire Women*.

Throughout the evening Ursuline Master of Arts program directors were on hand to discuss the College's graduate programs in the areas of business, education, art therapy, historic preservation, nursing and ministry. The first ten attendees to enroll in an Ursuline graduate program received \$750 tuition credit toward the first class.