**CTLF CEO Forum Personal Message Invite - September 14**

Subject: Be My Guest at the CTLF CEO Forum on October 3

Hello <name>,

As a sponsor for the premier thought leadership event for CEOs in Colorado, I would like to personally invite you to join me as my guest at the CTLF CEO Forum on October 3rd. This is a unique event bringing CEOs together to connect with each other, be inspired by top-tier keynote speakers, and experience engaging table discussions to reflect on topical issues facing leadership.

This year’s speaker is Jamie Kern Lima. Jamie is a New York Times bestselling author, speaker and Founder of IT Cosmetics, a company she started in her living room and grew to the largest luxury makeup brand in the country. She sold the company to L’Oréal in a billion-dollar deal a few years ago and became the first female CEO of a L’Oreal brand in its 100+ year history.

Jamie’s love of her customers, remarkable authenticity, and conviction in her “why” allowed her to persevere and challenge an entire industry to reflect and change the way they do business. She recently partnered with Oprah to teach the 2022 Life You Want Class and is the author of the book “Believe IT: How to Go from Underestimated to Unstoppable,” an instant New York Times bestseller.

Jamie will be delivering her keynote**, “Billion Dollar Belief: Unleashing Authenticity & Resilience for Impact & Growth,”** which talks about her journey from a first-generation college student to landing on Forbes America’s Richest Self-Made Women list while influencing an industry to be more authentic in its marketing practices despite seemingly insurmountable odds.

The event is on October 3rd from 8am-11:30am at the Seawell Ballroom in the Denver Performing Arts Center. Here is the private link to register for your complimentary ticket as my guest: [24th Annual CTLF CEO Forum Registration | CTLF](https://ctlf.org/24th-annual-ceo-forum/ctlf-ceo-forum-guest-registration/).

I hope you can join me for what will surely be an inspiring morning. Space is limited, so please reserve your spot today!