



Media Contact Information:

P. Andrews-Keenan - 312.206.2821 or PKeenan1@comcast.net

Jamie Grande - 847.716.7000 or Jamie.Grande@mediafinance.org

How to Grow Your Individual Leadership to Achieve Your Personal and Professional Goals

Presented by Siegfried Group's Lori Mahoney Brooks for "Media Outlook 2021: The Future is Now – Progress, Profit, People"

Scheduled for October 20 & 21

(NORTHFIELD, IL) – October XX, 2020 – **Lori Mahoney Brooks**, Director, The Siegfried Group, LLP, will offer a session called "Your Future is Now! How to Grow Your Individual Leadership to Achieve Your Personal and Professional Goals" during [Media Financial Management Association's](#) (MFM's) virtual seminar, **Media Outlook 2021**. Her session is set for Wednesday, October 21, at 1:00 p.m. ET. A series of breakout sessions to discuss Brooks' concepts are scheduled immediately after her session, at 2:00 p.m. ET. The theme for this year's four-hour, two-day seminar is *The Future is Now – Progress, Profit, People*.

Seminar takeaways will include how to:

- Gain an understanding of how individual leadership starts with one's self and how you can better lead yourself towards success in life;
- Discover the concept of mindset and how being aware of the different mindsets can give you better control over which mindset you show up to situations in;
- Reflect on your personal and professional goals and uncover the reason why you want to achieve these things, to better position yourself to find success.

"Leaders must continue to both hone and expand their skills, particularly during these uncertain times," said **Mary M. Collins**, president & CEO of MFM and its BCCA subsidiary, the media industry's credit association. "Lori's presentation will allow participants to refocus and reflect on their goals, positioning themselves for success in 2021 and beyond."

Co-chairing Media Outlook 2021 are **Tracy Clark**, Senior Director Finance, Hearst Television, Inc.; **Cindy Pekrul**, SVP and Deputy Controller, Accounting Business Services, WarnerMedia; and **John Sanders**, Principal, Bond & Pecaro Inc. Dates for the virtual event are Tuesday, October 20 – 1:00 p.m. ET to 3:00 p.m. ET and Wednesday, October 21 – 1:00 p.m. ET to 3:00 p.m. ET.

Participants registered for the seminar will be eligible to receive up to four (4) CPE credits toward their certified public accounting (CPA) license. MFM is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

The two-day seminar is free for MFM members and \$250 for never-members. The never-member rate includes a one-year trial MFM membership. For more information, visit the MFM website – <https://www.mediafinance.org/media-outlook>.

Lori Mahoney Brooks

As a Director at The Siegfried Group, Lori creates compelling relationships with leading financial executives, serving as a Leadership Advisor, to help them become more successful leaders in their organizations. The Siegfried Group is a leading, national CPA firm that helps financial executives with Effective Leadership and Successful Execution. Siegfried provides Leadership Advisory and Talent Delivery services - allowing financial executives to better enhance clarity, prioritization and innovation while matching those leaders with the high-potential financial talent needed to execute initiatives.

Brooks began her career at Ernst & Young in public accounting, with a focus in financial services. Prior to joining The Siegfried Group, Lori held roles at Delta Air Lines, Atlantic Capital Bank and Wells Fargo. Lori is passionate about women's initiatives and has led initiatives in various organizations. She is a native Texan and attended Texas A&M University earning a Bachelor's degree in Accounting and a Master's degree in Finance.

About MFM and BCCA

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S. and Canada. More information about MFM is available on its website: <https://www.mediafinance.org> and via its updates on [LinkedIn](#), [Facebook](#) and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses which offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <https://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#) and [Twitter](#).

###