



# THE SEDUCTION CLAUSE

Author  
**LEXI CURTISS**

Year Published  
**2019**

Original Language  
**ENGLISH**

## THE STORY

Desperate to earn tuition for law school, Juliana Gentry decides to extricate New York City socialites from their ironclad prenuptial agreements by seducing one millionaire husband at a time. How can the forty-five-year-old achieve her dream of becoming an attorney without victimizing the very gender she's trying to empower?

## MAIN CHARACTERS

### PORTIA VAN CLEVE

Chic socialite has husband seduced to gain independence.

### LUCINDA DUCHESS OF MONTROSE

British royal makes poor decisions to achieve solvency.

### JULIANA GENTRY

Aspiring attorney initiates salacious assignment to pay tuition.

### JOSEPHINE BARTLETT

Glamorous decorator obsesses over order to survive marriage.

### WESLEY BARTLETT

Sour-faced fashion designer insults acquaintances to overcome failures.

### SNUFFY WALDEN

Cocky blog editor strong-arms offenders to obtain donations.

### SEBASTIAN NOBLE

Snarky dresser demands attention to compensate for shortcomings.

### CHARLES VAN CLEVE

Charismatic CEO endures manipulation to foster family harmony.

## SYMBOLS

### MONEY

Forces people to engage in illicit situations to obtain security.

### PRENUPS

Imprisons wives on Fifth and Park avenues in unhappy marriages.

### THE LIST

Grants scoundrels immunity from being exposed for their misdeeds.

### INFERTILITY

Makes women feel hollow, vulnerable and unfulfilled.

## AUTHOR

Lexi Curtiss wrote **THE SEDUCTION CLAUSE** to empower her readers. Her novel is about the strength that lies within all of us, the risks we take, and the rules we break to make our dreams a reality.

## THEMES

### ILLUSION

Lucinda obscures her surroundings to feign financial solvency.

### COMPROMISE

Josephine endures husband's criticism to secure companionship.

### EMPOWERMENT

Juliana sacrifices her morals to empower her gender.

*When sleeping women wake, mountains move.*  
Juliana Gentry, Chapter 1

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### Walk-up in Hell's Kitchen

Knickerbocker Hotel



### Carriage Ride



### LUCINDA, DUCHESS OF MONTROSE

British royal makes poor decisions to achieve solvency.



### Fifth Avenue Apartment

Gotham Lounge

King Cole Bar

Grand Central Station



### Park Avenue Luxury Apartment

Frick Museum

Metropolitan Museum of Art

Jacqueline Bouvier Kennedy Reservoir

### Townhouse in Harlem



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### Washington Square Park

NYU School of Law





# REGISTRATION



Book your Time off!

1

Register for the Conference

<https://enrollmentrx.com/event-2018/>

REGISTER

2



Pack your Bags

3

ROAD TRIP!



BUS



PLANE



CAR



TRAIN

4



Check-in and Enjoy!

5

Share your Adventure!

#ERXConference2018



6



## BUILDING ON THE BEST

PLATFORM. PRODUCTS. PEOPLE.

2018 ANNUAL CONFERENCE

HOSTED BY

UNLV GRADUATE COLLEGE

### WEDNESDAY



CLIENT TRAINING

1:00 pm - 5:00 pm

NIGHT OUT ON YOUR OWN

5:00 pm



### THURSDAY

KEYNOTE SPEAKERS

9:00 — 10:45 am



PRODUCT ROADMAP

11:00 am — 12:00 pm



BREAKOUT SESSIONS

1:00 — 4:00 pm



COCKTAIL RECEPTION

6:00 — 8:00 pm



### MAY 2018

Sun	Mon	Tu	Wed	Th	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Jitterbit

EXHIBITORS



MapAnything™



### FRIDAY

BREAKOUT SESSIONS

10:00 am — 12:00 pm



CLOSING THOUGHTS & RAFFLE

12:00 — 1:00 pm



FOLLOW US



SAVE THE DATE

2019 ANNUAL CONFERENCE HOSTED BY:



SAINT LOUIS UNIVERSITY

MAY 20-22, 2019



CONTINENTAL BREAKFAST

TH 8:00 am - FR 9:00 am



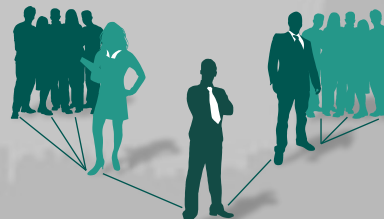
REFRESHMENTS

DAILY BETWEEN SESSIONS



BOX LUNCH

WED 12:00 noon



DAILY FUEL

INTERACTIVE LEARNING

PROFESSIONAL NETWORKING

MEET THE EXPERTS



MARKETING  
University

Enrollment **Rx**  
SIGNED  
JANUARY 1, 2017

FOLLOW OUR CLIENT



## ABOUT

Founded in 1914, Marketing University (MU) is the premier interdenominational Christian college in Colorado and the eight-state Rocky Mountain region, delivering world class education to thousands of students.

STUDENT POPULATION  
**7,000+**



INSTITUTION TYPE  
**PRIVATE, NONPROFIT  
4-YEAR UNIVERSITY**

## CHALLENGES

- Dynamic Student Portal
- Territory Management
- Communication Management
- Lead Management and Assignment
- Automated Processes

## THE “WIN” STORY

MU had been considering a Salesforce solution for several years. Enrollment Rx was selected to replace a competitor over other Salesforce partners based on our **robust product functionality, high quality implementation and ability to support a Salesforce Pardot implementation**. Enrollment Rx products will be implemented across all graduate programs. MU plans to migrate their undergrad programs next fall.

LOCATION

DENVER  
**COLORADO**



## SOLUTIONS



ENROLLMENT RX CORE



FORMBUILDER RX



PORTAL RX



IMPORT RX



READER RX



TELECENTER

“Ranked top 2% of colleges nationwide by American Council of Trustees and Alumni (ACTA) for the fourth consecutive year.”

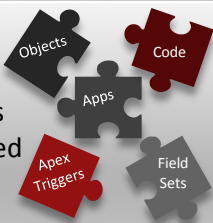
**BUILD**

**VS**

**BUY**

## Why Reinvent the Wheel?

Building from scratch is complicated



**VS**

Complete solution out of the box

EnrollmentRx  
CRM | HIGHER EDUCATION



## Staff and Skill Required to Deploy

**10+**



Developers

**VS**

“Clicks **NOT** Code”



## Implementation Time

**Countless**



Hours

**VS**

**Minimal**

Time required



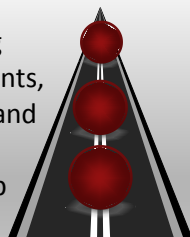
## Annual Upgrades & Enhancements

You're on your own



**VS**

Ongoing enhancements, upgrades, and product roadmap



## Total Cost & ROI

Hourly rates, salaries, and unknown costs



**VS**

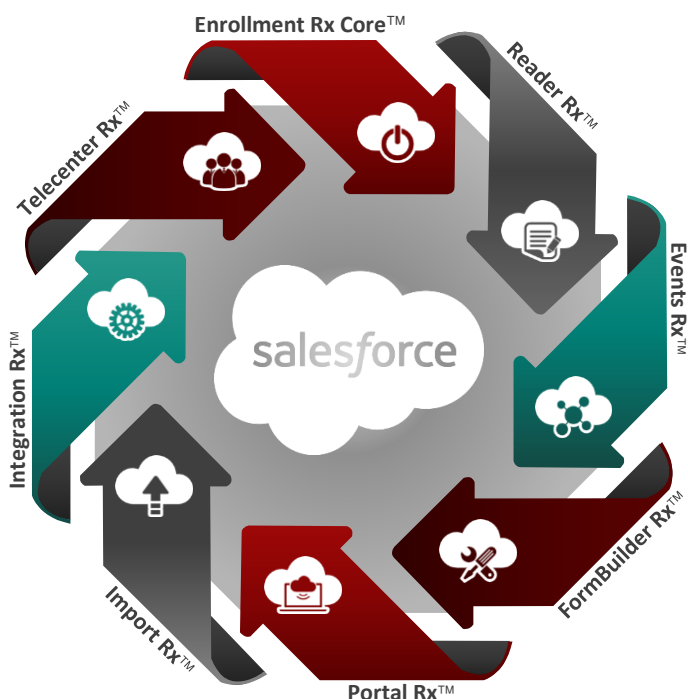
Fixed fees and defined cost



**BUILD**

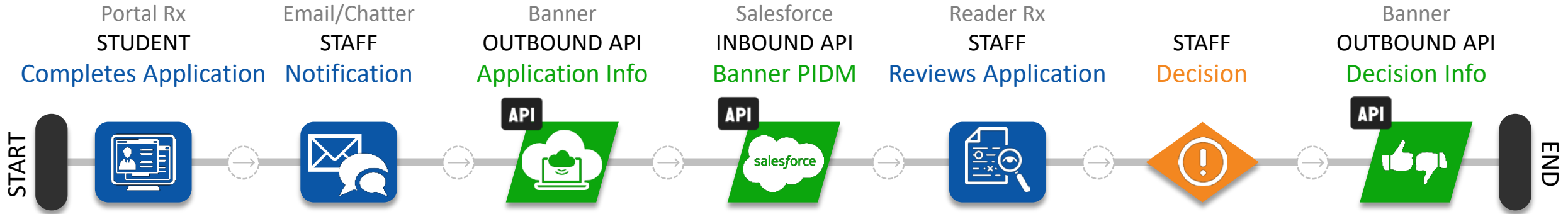
**VS**

**BUY**

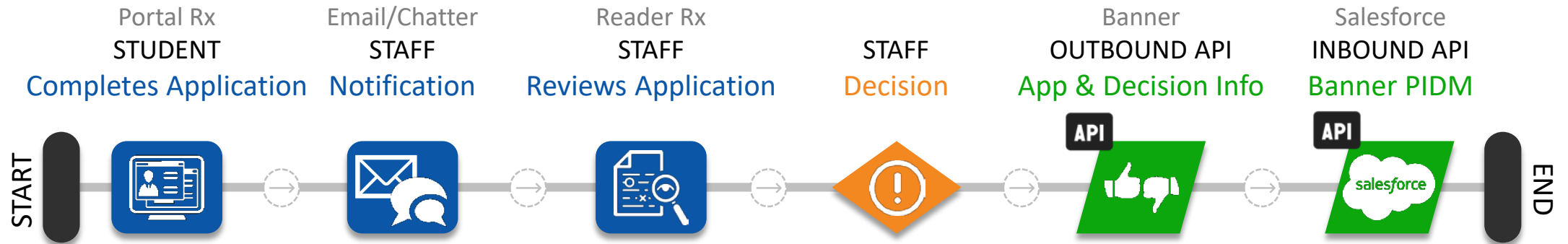


Built on the Salesforce platform, Enrollment Rx's CRM solutions help academic institutions eliminate business process inefficiencies, maximize constituent engagement, and future proof their technology strategy with enterprise-class functionality and limitless scalability.

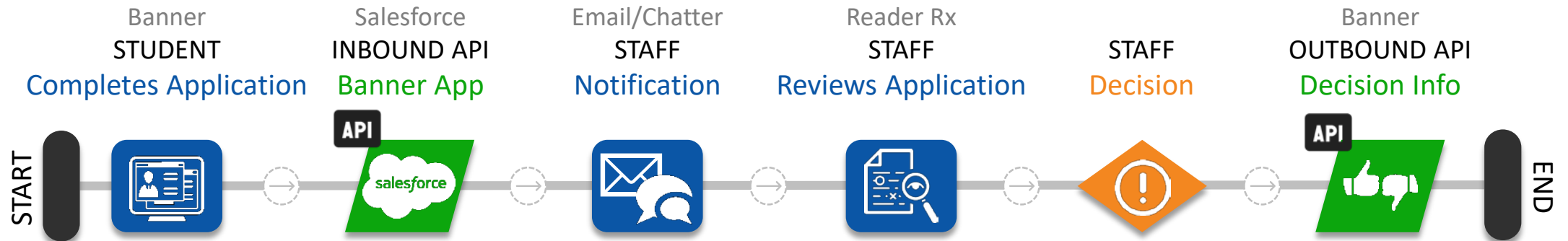
## Integration at Application Stage with Salesforce Application



## Integration at Decision Stage with Salesforce Application



## Integration at Decision Stage with Banner Application



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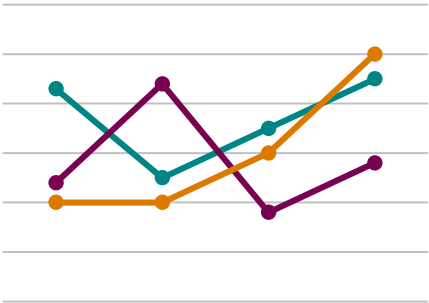


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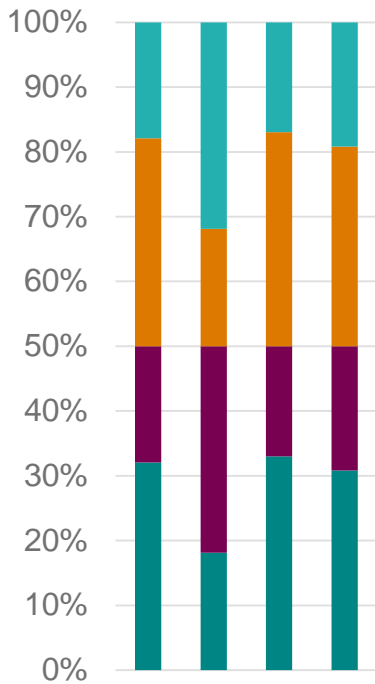
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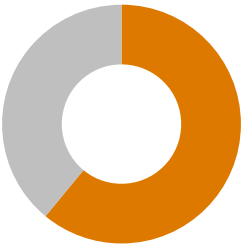
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# Sales model

