

SESSION I SEMINAR SCHEDULE

TRACK NO.

10:15AM - 11:30AM

1 CAREER
ADVANCEMENT/
LEADERSHIP
ROOM 103

CREATING A CULTURE OF COURAGE: THE NEW LEADERSHIP CHALLENGE

***CINDY SOLOMON**, President, The Solomon Group, Inc.; Author, *Creating a Culture of Courage*
Moderator: **KATHY KLITZNER**, Vice President, Information Systems, Guidant Corporation

As companies are demanding that employees take more risks, do more with less, and try to anticipate the future, courage has become a critical, and often overlooked, element of every leader's skill set and "scorecard." With her customary humor and infectious energy, this presenter will help you create an organization that not only embraces, but thrives on change.

2 REACHING OUT,
SPEAKING OUT,
GETTING RESULTS
ROOM 306

MAKING THE WORLD A BETTER PLACE: GOING FORWARD WITH YOUR CAREER WHILE GIVING BACK TO THE COMMUNITY

***PO BRONSON**, Author; *Why Do I Love These People?* and *What Should I Do With My Life?*
BESS STEPHENS, Vice President, Philanthropy and Education, Hewlett-Packard
Moderator: **EUNICE AZZANI**, Senior Client Partner, Korn/Ferry International

At some point in their lives, almost everyone says they want to make their life more meaningful by "giving back." This charitable crusade comes in many shapes and sizes. For some, it is an individual endeavor that may involve changing their vocational mission to support new life goals. Still others call for companies to share their wealth with the communities that they are a part of. This session will explore many ways that individuals and organizations can improve the lives of others and bring a sense of purpose to their own lives along the way.

3 LIFE
STRATEGIES
ROOM 102

WORKPLACE FLEXIBILITY: ON-RAMP, OFF-RAMP, EXPRESSWAY, SIDE ROAD

CATHY BENKO, Principal and High Technology Sector Leader and National Managing Director of the Retention and Advancement of Women, Deloitte & Touche
EIRENE CHEN, Group Marketing Manager, Intuit
Moderator: **DONNA KLEIN**, President & CEO, Corporate Voices for Working Families

Why are increasing numbers of women "opting out" of high-profile careers? If employers offered more flexible work arrangements would the retention of women improve? What options are available to women who want to advance their careers but need some flexibility to care for children or aging parents? Come learn about a groundbreaking report on the business case for flexibility, one company's strategy for retaining and advancing women, and the story of a woman who is successfully working part-time and still keeping her career on track.

4 ALL ABOUT
HEALTH
ROOM 307

SHATTERING THE DIET MYTH

***MICHELLE MAY, M.D.**, Founder & Director, *Am I Hungry?*; Author, *Am I Hungry? What To Do When Diets Don't Work*
Moderator: **JOANIE GREGGAINS**, Health and Fitness Host, KGO Newstalk AM810

Most diets are restrictive and unsustainable, leaving the dieter feeling guilty and disappointed. Dr. May's goal is to help people recognize and cope with their triggers for overeating, rediscover joy in physical activity, and effectively nourish their body, mind, heart and spirit. Learn specific strategies that encourage sustainable, healthy eating habits and active lifestyles. Discover simple, yet powerful internal tools for knowing when, what and how much to eat. Leave yo-yo dieting behind and take charge of your lifestyle!

SESSION I SEMINAR SCHEDULE

TRACK NO.

10:15AM – 11:30AM

5 YOUR FINANCIAL
FUTURE
ROOM 104

NOT YOUR PARENTS' RETIREMENT: GETTING A HANDLE ON YOUR MONEY

*LIZ PERLE, Editor-in-Chief, Common Sense Media; Author, *Money, A Memoir: Women, Emotions, and Cash*

MICHELLE BELMONTE, Account Executive, Bank of America

Moderator: LYNN JIMENEZ, Financial Reporter, KGO Newstalk AM810

The Baby Boomer generation is breaking the mold in many areas, including how it views retirement. Sandwiched between the needs of our children and our parents, we often find ourselves struggling to stay on track with our personal finances. We are unlikely to work thirty years at the same company and then retire with the gold watch. When asked, women list money at the center of their worries, yet it is rarely mentioned when asked what defines them. This session will explore why women have such a conflicted and emotional relationship with money that threads through their love, family and work lives, and offer steps they can take to plan for retirement and achieve financial security.

6 ENTREPRENEURIAL
STRATEGIES
ROOM 303

THE RIGHT STUFF: WHAT IT TAKES TO SUCCEED AS AN ENTREPRENEUR

*BRENT BOWERS, Former Small Business Editor, *The New York Times*; Author, *If At First You Don't Succeed... The Eight Patterns of Highly Effective Entrepreneurs*

JOEY TAMER, President, SOS, Inc.

Moderator: DEBRA KOLOSKEY, Regional Center Support Manager, BMW of North America

What does it really take to succeed as an entrepreneur? And do you have those secret ingredients? Drawing on extensive research on the rise and fall of hundreds of start-ups, this session will describe the key traits that successful entrepreneurs must possess, whether you are contemplating going out on your own or you are already embarking on a new venture. You will also learn from an independent consultant who will share firsthand experience on how to grow and profit from your own business.

7 WOMEN'S
INITIATIVE
ROOM 305

JUMPSTART YOUR BUSINESS

KATHRYN NOBREGA, Small Business Trainer/Consultant, Women's Initiative for Self-Employment

THAIS REZENDE, Client Services Associate, Women's Initiative for Self-Employment

Have you ever thought about being your own boss? Starting a business? Making money from a hobby? If so, this interactive workshop will help you bring your ideas to the next level. In this session you will:

- Learn about the stages of business growth
- Assess your readiness to become an entrepreneur
- Start developing your own business action plan

With the support of colleagues and seasoned facilitators, you will participate in exercises to explore your potential and the feasibility of your idea. You will emerge with a clearer understanding of your ability to succeed as an entrepreneur, and a plan of action.

8 YOUNG WOMEN'S
PROGRAM +
ROOM 308

CAREERS OF THE FUTURE: WHICH IS ONE IS RIGHT FOR YOU?

ANNIE CHOU, Project Manager, Information Technology, Chevron

TINA FONACIER, Human Resources Specialist, Sybase

COURTNEY HERBERT, Research & Development Engineer, Guidant Corporation

CHRISTINA LEVEQUE-BROOMES, Operations Research Development Program Analyst, Genentech

CHARLOTTE NARVAEZ, eBusiness Project Manager, Seagate Technology

KATHERINE RICOSSA, Workforce Planning Consultant, Kaiser Permanente

WANDA YU, Information Worker Technology Specialist, Microsoft

Moderator: ROSIE ALLEN, Co-Anchor, Afternoon News, KGO Newstalk AM810

Come meet a panel of inspiring young women representing a variety of careers and industries. Hear how they got the jobs they have today, the education they needed, the choices they made, and the lessons they learned. They will share their wisdom so you can learn what path is best for you.

* Nationally-Recognized Author

+ Preferential Seating for Young Women

SESSION II SEMINAR SCHEDULE

TRACK NO.

2:00PM – 3:15PM

1 CAREER
ADVANCEMENT/
LEADERSHIP
ROOM 102

POSITIVE RISK TAKING: SET YOURSELF UP FOR SUCCESS

ALISON LEVINE, President, Daredevil Strategies; Team Captain, First American Women's Everest Expedition
*BARBARA STOKER, Founder, IntelligentRisking, Inc.; Author, *Positive Risk: How Smart Women Use Passion to Break Through Their Fears*

Moderator: ELENA MORADO, Senior Manager, Worldwide Gender Diversity, Cisco Systems

Each presenter will share her own personal story and those of other courageous women who have overcome obstacles, taken risks, and achieved success. One is an avid rock/ice climber and a paragliding pilot and the other served as team captain of the first American Women's Everest Expedition and skied across the Arctic Circle to the geographic North Pole. Whatever size risk you want to take, they will offer proven techniques for defining success, finding your passion, trusting your intuition, and believing in yourselves.

2 REACHING OUT,
SPEAKING OUT,
GETTING RESULTS
ROOM 103

SECRETS OF A GREAT COMMUNICATOR

*SAM HORN, President, Action Seminars; Speaker; Consultant; Originator and Author, *Tongue Fu®: How to Deflect and Disarm Any Verbal Conflict*

Moderator: *ROSE CASTILLO GUILBAULT, Vice President, Corporate Affairs, California State Automobile Association; Author, *Farmworker's Daughter: Growing Up Mexican in America*

It's no secret that effective communication is a powerful — and essential — tool. Let a noted author, speaker and media resource share dozens of real-life responses to situations you face on and off the job. Learn how to untie your tongue, keep your cool under fire, resolve conflicts, increase rapport, and persuade people to see your point of view. This provocative and powerful session will enhance your expertise in an area that is critical to your self-image and your career.

3 LIFE
STRATEGIES
ROOM 304

GET A LIFE!: HOW DO THEY DO IT?

*LONNAE O'NEAL PARKER, Reporter, *The Washington Post*; Author, *I'm Every Woman: Remixed Stories of Marriage, Motherhood and Work*

LISA STEVENS, Regional President, San Francisco Bay Community Banking, Wells Fargo

Moderator: JODY MILLER, Founder & CEO, The Business Talent Group

Working 24/7 may seem good for companies, but it's often bad for the talent — and men finally agree. Some businesses are starting to offer alternatives to the punishing, productivity-sapping norm, and women are eager to test them out. Many women don't have the desire or financial means to "opt out" of the workforce to care for children or other family members, so they continue to search for ways to restructure their career responsibilities to achieve better work-life balance. This session offers fresh perspectives on the seemingly incompatible goals of achieving self-fulfillment and establishing wealth and security for their families from three women who have considerable expertise and insights on this ongoing debate.

4 ALL ABOUT
HEALTH
ROOM 307

WOMEN'S HEALTH: THRIVING IN YOUR 20s, 30s, 40s, 50s AND BEYOND

RUTH SHABER, M.D., Director, Women's Health Services, Northern California, Kaiser Permanente

Moderator: LISA TEALER, Diversity Manager, Genentech

We've all heard how 50 is the new 40. Women are living longer, healthier lives than ever before. Come hear an expert on women's health discuss the key wellness concerns for each decade of a woman's life such as aging, nutrition, hormone therapy, fitness, and mental health. Take charge of your health today so you can enjoy an active lifestyle for many years to come.

SESSION II SEMINAR SCHEDULE

TRACK NO.

2:00PM – 3:15PM

5 YOUR FINANCIAL FUTURE ROOM 306

HOW TO LIVE UP TO YOUR FINANCIAL POTENTIAL

*BARBARA STANNY, Author, *Overcoming Underearning: Overcome Your Money Fears and Earn What You Deserve*

Moderator: TRACEY WARSON, Executive Vice President, Private Client Services, Wells Fargo

The message of *Overcoming Underearning* is just that: if you focus on it, you can live up to your earning potential. This session is for anyone who's ever said to themselves: "I wish I could make more money." The speaker will discuss why so many women are underearners, characteristics of underearners, obstacles that prevent you from earning more, five steps for breaking through your earnings barrier, and how to develop an action plan. When you take charge of your money, you take charge of your life.

6 ENTREPRENEURIAL STRATEGIES ROOM 303

WOMEN ENTREPRENEURS LEADING THE WAY

JUDI HENDERSON-TOWNSEND, CEO, Mannequin Madness, Inc.

FRANCES NEVAREZ, President & CEO, PowerUP!

KAROL POWELL, Agent, State Farm Insurance

Moderator: DIANA BECKMAN, Northern California General Manager, Microsoft Corporation

Being an entrepreneur can be a daunting challenge. How should you prioritize your tasks and set reasonable action steps to accomplish your goals? Whether you are already an entrepreneur or thinking of becoming one soon, come learn the keys to success for small business owners and managers. In this workshop, three successful women entrepreneurs will share their stories and discuss starting their businesses, marketing and growth strategies, overcoming obstacles, and lessons learned along the way.

7 WOMEN'S INITIATIVE ROOM 305

LEVERAGE YOUR COMPETENCIES FOR SMALL BUSINESS

KATHERINE DENEE CLARK, Small Business Trainer/Consultant, Women's Initiative for Self-Employment

KATHRYN NOBREGA, Small Business Trainer/Consultant, Women's Initiative for Self-Employment

Ever wondered how your business skills apply to starting a small business or helping someone start a small business? Whether you're an entrepreneur already, want to share your skills with others, or just curious about small business expansion, you will evaluate your core competencies during this interactive session. You will:

- Re-define the traditional business disciplines as requisite competencies for small business success
- Identify your strengths and areas for growth
- Assess the impact of competency improvement on businesses
- Build your skills in a short interactive session
- Identify how your skills translate into helping others

Join us for an honest look at how to better leverage your strengths, address your weaknesses, and maximize the bottom line. You'll leave the session with a plan for personal, professional, and business growth.

8 YOUNG WOMEN'S PROGRAM + ROOM 104

SELF-ESTEEM: YOU CAN NEVER HAVE ENOUGH

*BERTICE BERRY, PH.D., Sociologist, Lecturer, Educator, Author, *When Love Calls, You Better Answer: A Novel*

Moderator: SHARON POWERS, Director-Tax Services, PricewaterhouseCoopers; Secretary/Treasurer, PBWC Board of Directors

Is self-esteem something to attain or does it develop throughout our lives? Come join us for an interactive conversation about this elusive personality trait that affects all of us. During this session you will connect with an expert who will inspire you with her own journey, make you laugh, and teach you the real secrets to enhancing your own self-esteem and self-confidence...secrets you can put into action today.

* Nationally-Recognized Author

+ Preferential Seating for Young Women

SESSION III SEMINAR SCHEDULE

TRACK NO.
3:35PM – 4:50PM
**1 CAREER
ADVANCEMENT/
LEADERSHIP
ROOM 104**
CLIMBING THE CORPORATE LADDER IN HIGH HEELS

***KATHLEEN ARCHAMBEAU**, Director of Corporate Outreach, Holy Names University; Author, *Climbing the Corporate Ladder in High Heels*

NORA DENZEL, Former Senior Vice President, Hewlett-Packard

Moderator: **SHARI SLATE**, Manager of Corporate Development, Sun Microsystems

There are many roads that lead to the top, but the journey can be treacherous, especially for women. This session will give you the straight scoop on how to apply skills acquired from our traditional roles as women to succeed in the business world. When women play by their own rules they can achieve an exciting and fulfilling life. Come hear two corporate veterans share their secrets for advancement and how to avoid ten common mistakes many women make so you can accelerate your rise to the top.

**2 REACHING OUT,
SPEAKING OUT,
GETTING RESULTS
ROOM 304**
MANAGING A CROSS-CULTURAL OR VIRTUAL TEAM

***JANE HYUN**, President, Crossroads Associates Executive Coaching and Leadership Training; Author, *Breaking the Bamboo Ceiling: Career Strategies for Asians*

TITINA OTT, Vice President, Global Business Operations, Oracle University, Oracle Corporation

Moderator: **JACKIE MCNAB**, Worldwide Operations Quality, Western Digital; Director, PBWC

Results in most companies require high levels of collaboration among individuals in diverse functions. Developing teams of individuals who are smart, ambitious, and highly independent is a challenge. When the team is a virtual team with members in various locations, time zones, and cultures the challenge is compounded. In this session you will learn some effective techniques on how to overcome these challenges and cultural barriers to make your team more productive and harmonious.

**3 LIFE
STRATEGIES
ROOM 103**
THE BEST MISTAKES WE'VE MADE: TURNING SETBACKS INTO OPPORTUNITIES FOR THE "SURVIVE AND THRIVE" LIFESTYLE

***MICHEALENE CRISTINI RISLEY**, Writer and Director; Co-Author, *This is Not the Life I Ordered*

***DEBORAH COLLINS STEPHENS**, Executive Director, Center for Innovative Leadership; Co-Author, *This is Not the Life I Ordered*

***THE HONORABLE JACKIE SPEIER**, California State Senate; Co-Author, *This is Not the Life I Ordered*

***JAN YANEHIRO**, Media Personality; Co-Founder, Fair Advantage, Inc.; Co-Author, *This is Not the Life I Ordered*

Moderator: **SHERIE HICKMAN**, COO, Richmond Medical Center, Kaiser Permanente

What started out as a group of women friends sharing their own mistakes ended in a treasure trove of wisdom and knowledge on the mistakes that women make and what can be learned from them. We discuss the top ten mistakes women make and give participants a new way of thinking, a new mindset for turning mistakes into opportunities that can help you grow in all aspects of your life.

**4 ALL ABOUT
HEALTH
ROOM 307**
THE FUTURE OF HEALTHCARE: TRENDS THAT CAN HELP YOU TODAY

MICHAEL BLACK, M.D., Chief, Congenital Heart Program, California Pacific Medical Center

MICHELLE LEYDON LI, Director, Strategic Business Development, Digital Health Group, Intel Corporation

Moderator: **KAREN FREDERIKSEN**, Director, Application Development Technologies, Sybase, Inc.

The application of technology to healthcare is yielding many techniques and devices that are improving healthcare delivery as well as quality of life. The use of robotics in surgery, for example, is making certain procedures much less invasive for patients. The addition of technology to simple devices such as a cane allows seniors to maintain a certain level of independence. This session will explore new advances in healthcare that can benefit you and those you care for.

SESSION III SEMINAR SCHEDULE

TRACK NO.

3:35PM – 4:50PM

5 YOUR FINANCIAL FUTURE ROOM 306

PREPARING FOR THE WORKPLACE OF THE FUTURE: IT'S CLOSER THAN YOU THINK

*MARY O'HARA DEVEREAUX, President & CEO, Global Foresight; Author, *Navigating the Badlands: Thriving in the Decade of Radical Transformation*

DEBBIE HANCOCK, Vice President, HR Global Leadership and Learning, Seagate Technology

Moderator: SANDRA GAUTHIER, Professional Services Global Sourcing Manager, Intel Corporation

With Baby Boomers retiring in large numbers during the next ten years, the workforce will soon undergo some profound changes. Come learn about these changing workforce demographics as well as expected changes in the economy and business climate so you can prepare for these shifts in advance. Learn what sectors will experience growth, what skills will be in demand, and what steps you can take to keep yourself marketable. If you are thinking about changing jobs or fields, this session will point you in the right direction.

6 ENTREPRENEURIAL STRATEGIES ROOM 301

MEET THE BUYERS

MIRIAM LOPEZ, Chevron

TITA GRAY, PG&E

PAM MONDREY, Vet. Affairs

AIDA CAPUTO, Golden Gate Hwy & Trans. Dist

BEVERLY JOHNSON, EBMUD

SHARON MOORE, BART

LORI FALKENSTROM, General Services Admin.

JANET LEE, Wells Fargo

JUDY WONG, SF City and Co.

Moderator: BRENDA GAMBARDELLA, Team Leader 8(a) Business Development, U.S. Small Business Association

Come learn exactly what big business is looking for from women-owned businesses. Sign up for appointments to meet with public and private sector company representatives. You will be given ten minutes to put your best foot forward. Learn how to land those procurement contracts and how to complete the small business certification process. Stop by Room 301 any time during the day to put your name on the sign-up sheet. Check the sheet for the complete list of participating companies.

7 WOMEN'S INITIATIVE ROOM 305

BUILD YOUR PERSONAL EMPOWERMENT TO ACHIEVE BUSINESS SUCCESS

JULIE ABRAMS CASTRO, CEO, Women's Initiative for Self-Employment

KATHERINE DENEE CLARK, Small Business Trainer/Consultant, Women's Initiative for Self-Employment

Self-confidence is the most important indicator influencing business success. Build strategies to know what you know and not apologize for areas where you need to fill in. In this workshop, you'll stimulate the right side of the brain to encourage positive thinking and visualize success in your business. You will:

- Develop your own personally compelling images and beliefs to help you reach your goals
- Challenge beliefs that become barriers to success
- Practice powerful techniques that can unleash your greatest potential

Honor the power that resides within you by treating yourself to this special session.

8 YOUNG WOMEN'S PROGRAM + ROOM 308

ECONOMIC POWER: HOW TO GET IT AND KEEP IT

AMY POUNCY, Training Specialist, Girls Incorporated

TIFFANY VU, Financial Advisor, Global Private Client Group, Merrill Lynch

Moderator: KIMBERLY DAVIS, Vice President, Sales, TeaLeaf Technology

Media and technological literacy have become basic elements of modern life, but money is even more basic to meeting one's essential needs. Statistics show that the vast majority of girls growing up today can expect to spend most of their adult lives in the labor force. Most will work to support their families; many will do so on their incomes alone. This session will teach basic economic concepts about saving, sharing and making money – skills that build individual confidence and are essential for future success.

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