

15th ANNUAL CONFERENCE  
Professional BusinessWomen of California  
May 4, 2004  
Moscone Convention Center  
San Francisco

TAKING THE LEAD:

THRIVING

THROUGH UNCERTAIN TIMES

# PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA



Founder:  
Jackie Speier  
PBWC  
California State  
Senator, 8<sup>th</sup> district

For the last 15 years the Professional BusinessWomen of California has been proud to be the premier organization Bay Area women look to in preparing themselves to meet the challenges of the business environment.

Founded by State Senator Jackie Speier in 1989, the Professional BusinessWomen of California is a not-for-profit organization dedicated to advancing the professional and personal development of women by providing tools, resources, training and inspiration.

The focal event of our organization is the annual PBWC conference, which is the longest running and largest gathering of executive women in Northern California. The PBWC conference provides a forum for women of different generations, backgrounds and industries to advance their careers, fine-tune their skills, and share their experiences. In fact, it is the most concentrated training day available focused specifically on the needs of businesswomen. The PBWC conference draws more than 5,000 professional women annually. The 15th annual PBWC conference will take place at the Moscone Convention Center in San Francisco on May 4, 2004.

In addition, PBWC extends its reach beyond our annual conference with our online community and supplemental programs conducted throughout the year.

A handwritten signature in black ink that reads "Jackie Speier". The signature is fluid and cursive, with a long horizontal stroke at the end.

# WHEN EMPLOYEES SUCCEED, THE COMPANY SUCCEEDS



Success breeds success. By accelerating the advancement of women, PBWC also fosters a healthier, more productive environment for Bay Area businesses and the communities in which they operate.

In today's increasingly competitive business climate, no company can afford to ignore the need to provide on-going professional development for its employees. PBWC delivers the leadership training women need, cost effectively for their employer.

PBWC conference speakers represent a diverse group of women who are groundbreakers and innovators in their fields as well as experts in business, finance, life-balance, and women's health.

In 2003, over 95% of Conference attendees tell us that the conference met or exceeded their expectations. The number one reason? No other conference offers such a highly-focused training day for women executives.



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# PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA



Lydia Beebe  
Corporate Secretary  
ChevronTexaco Corp.

“PBWC provides an excellent forum for women to share ideas and learn from each other. ChevronTexaco women who have attended have gained more insight into and skills for impactful leadership. They have returned to the workplace with increased enthusiasm to tackle the challenges ahead.”

As a supporter of the Professional BusinessWomen of California conference, sponsors enjoy a heightened corporate presence within the region and the opportunity to promote their products, services and programs. PBWC enables sponsors to:

- Deliver your marketing messages to an affluent, savvy audience
- Reach key decision makers
- Develop your employees' leadership skills
- Energize your employees
- Gain exposure before women-owned businesses
- Promote your commitment to diversity and outreach programs
- Inspire and challenge young women to achieve their career goals

## RECOGNIZE THE EMERGING ECONOMIC POWER OF WORKING WOMEN

Women's economic power is exploding. Women are using their growing incomes and influence in the marketplace to radically change products and perceptions. Among PBWC's conference attendees, approximately 65% are middle and upper-level management women in companies with more than 800 employees. Our conference sponsors have enjoyed excellent results in conducting one-on-one marketing efforts with attendees. By talking directly to conference-goers, sponsors can build credibility and gain lifetime loyalty.

# GAIN EXPOSURE BEFORE WOMEN-OWNED BUSINESSES



Pat Williams  
Vice President, Director  
Silicon Valley Complex  
Merrill Lynch

“Business ownership requires simultaneous fulfillment of so many roles, and failure in a key role could be fatal to the business. In areas where you can ‘get it right the first time’, with the help of professionals in the field, I feel it’s smart to do so. Merrill Lynch is dedicated to providing the ‘bandwidth’ to ensure women entrepreneurs minimal disruption and optimal growth of their business ventures. Our sponsorship of the PBWC conference gives us the opportunity to connect with women business owners in a relaxed and open environment.”

Many of today’s Fortune 1000 corporations were founded by one person with an idea. Tomorrow’s Fortune 1000 will differ in one key way: More of them will be founded by women. Currently there are over 9.1 million women-owned businesses in the United States. Women-owned businesses already employ more than 27.5 million people and generate over \$3.6 trillion in sales. Roughly 20% of PBWC conference attendees are entrepreneurs. Professional BusinessWomen of California creates an excellent environment that stokes the competitive spirit and inspires women to take that first step.

## PBWC CONFERENCE DEMOGRAPHICS

- Mean personal income: \$82,000
- 26.1 % are 26-35 years of age
- 35.9% are 36-45 years of age
- Mean age: 40 years
- 75% have a college degree or higher
- 76% are funded by their companies to attend the conference.



# PROMOTE YOUR COMMITMENT TO DIVERSITY AND OUTREACH PROGRAMS



Lisa Tealer  
Diversity Manager  
Genentech, Inc.

Women make up over half the U.S. workforce. By 2020, 42% of California's workers will be Hispanic, 18% Asian, 33% White and 7% Black. People of color, women and immigrants represent 80% of the new labor force. Continued business growth and productivity in the Bay Area will depend upon companies educating their managers about cultural differences and supporting a creative environment for all employees. The Professional BusinessWomen of California is dedicated to building an inclusive community that serves women of all ethnic and racial backgrounds.

“A commitment to Diversity is a commitment to Success, now and in the future. A commitment to Diversity is an investment in a company's greatest asset...it's people, ALL it's people. When this asset is in an inclusive environment, companies will see their asset grow and prosper. It's a strategic tool for a good company to be even better!!!”

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# INSPIRE AND CHALLENGE

## YOUNG WOMEN TO ACHIEVE THEIR CAREER GOALS



Kay Breeden  
Vice President of  
Environmental  
Health and Safety  
Seagate Technology

“Today’s teenagers are Seagate’s future executives, managers and researchers! Events like the PBWC’s Program for Young Women brings smart, enthusiastic women together in a positive, open forum are essential to nurturing the future growth of the high-tech industry. I believe a future in technology is open to any young woman who wants to accept the challenge.”

Historically young girls have been discouraged from pursuing their professional dreams. Today it is vital that young women explore math, science and technology careers. Consider this: last year women filled 143,000 more technical jobs than the previous year. Many of these might have otherwise gone unfilled due to a lack of qualified candidates. PBWC offers a program designed to challenge traditional stereotypes and inspire teens to reach their full potential.

Professional BusinessWomen of California is the premier organization for advancing the careers of Bay Area women. Through the generous support of our sponsors, PBWC’s unique programs are enabling women of all ages and ethnic backgrounds to succeed in both their personal and professional lives. By helping accelerate the advancement of women, your company enjoys the success derived from higher employee productivity, increased loyalty and improved performance – success that continues long after the actual event. The following table outlines the various sponsorship opportunities available. We appreciate your company’s commitment to achieving the full potential of women in the workforce.



# SPONSOR LEVELS AND BENEFITS

| BENEFITS                                                                                                                                                  | PRESENTING                                                                                               | STRATEGIC                                                                                                    | PATRON                                                  | DONOR                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------|
| Opportunity for a two-minute corporate greeting by senior executive at the keynote luncheon session and to introduce recipient of PBWC Breakthrough Award | ★                                                                                                        |                                                                                                              |                                                         |                                                             |
| Opportunity to present in accordance with conference theme and program, if speaking proposal is received by December 20, 2003                             | Opportunity to design one seminar session and introduce a keynote speaker at the luncheon session        | Opportunity to provide one presenter in a panel session and introduce a keynote speaker at a general session | Opportunity to provide one speaker in one panel seminar | Opportunity to provide one facilitator in one panel seminar |
| Corporate visibility in all printed promotional materials, including 100,000 conference invitations and print media advertising                           | Primary placement of logo                                                                                | Prominent placement of logo                                                                                  | Placement of logo                                       | Listing of company name                                     |
| Conference Tote Bags                                                                                                                                      | Premier positioning of logo on Conference bags                                                           | Prominent placement of logo                                                                                  | Listing of company name                                 |                                                             |
| PBWC website www.pbwc.org                                                                                                                                 | Banner advertisement and corporate logo on the Conference home page with link to your company's web site | Your advertisement and link to your homepage                                                                 | Logo and link to your homepage                          | Placement of logo                                           |
| Corporate advertisement in the printed program                                                                                                            | Primary placement of one full page inside cover advertisement in the printed program                     | Prominent placement of one full page ad                                                                      | One full page ad                                        | One half-page ad                                            |
| Display of corporate logo at keynote luncheon                                                                                                             | Center stage display of corporate logo at the general sessions above the head table                      | Above head table                                                                                             | To the side of head table                               |                                                             |
| Targeted publicity featuring your sponsorship through extensive media sponsorship                                                                         | ★                                                                                                        | ★                                                                                                            |                                                         |                                                             |
| Questions on the PBWC Electronic Survey of Conference Attendees                                                                                           | 3                                                                                                        | 1                                                                                                            |                                                         |                                                             |
| Feature article in the PBWC electronic newsletter                                                                                                         | ★                                                                                                        |                                                                                                              |                                                         |                                                             |
| Opportunity to provide corporate materials or gift in the conference tote bag                                                                             | ★                                                                                                        | ★                                                                                                            | ★                                                       |                                                             |
| Free tickets to the conference with VIP seating at keynote luncheon table                                                                                 | 50 with 5 VIP reserved corporate tables                                                                  | 30 with 3 VIP reserved corporate tables                                                                      | 20 with 2 reserved corporate tables                     | 10 with reserved corporate table                            |
| Dais seat at head table for corporate representative in keynote general session                                                                           | Opening and luncheon sessions                                                                            | Luncheon session                                                                                             | Opening Session                                         |                                                             |
| Invitations to the private pre-luncheon VIP Reception                                                                                                     | 5                                                                                                        | 3                                                                                                            | 2                                                       | 1                                                           |
| Complimentary exhibit space at the conference with listing in Exhibitor Directory                                                                         | 20' x 30' island booth prominent location                                                                | 20' x 20' corner double booth                                                                                | 20' x 10' corner booth                                  | 10' x 10' corner booth                                      |
| Levels                                                                                                                                                    | Cash contributions valued at \$50,000 or over                                                            | Cash contributions valued between \$30,000 and \$49,999                                                      | Cash contributions valued between \$20,000 and \$29,999 | Cash contributions valued between \$10,000 and \$19,999     |



# YOUNG WOMEN'S PROGRAM

## SPONSORSHIP OPTIONS

| BENEFITS                                                                                                                                                    | CHAMPION                                      | DONOR                                                      | CONTRIBUTOR                                           | SCHOLARSHIP<br>TABLE HOST                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|
| Recognition from podium and in printed materials as Champion sponsor                                                                                        | ★                                             |                                                            |                                                       |                                                     |
| Opportunity to present in the Young Women's program, in accordance with conference theme and program, if speaking proposal is received by December 20, 2003 | ★                                             | Opportunity to provide one facilitator in one pane seminar |                                                       |                                                     |
| Corporate visibility in conference printed program and signage                                                                                              | Prominent placement of logo                   | Prominent listing of company name                          | Listing of company name                               | Listing of company name                             |
| PBWC website <a href="http://www.pbwc.org">www.pbwc.org</a>                                                                                                 | Placement of logo                             | Listing as sponsor                                         |                                                       |                                                     |
| Corporate advertisement in the printed program                                                                                                              | One full page ad                              | One half-page ad                                           |                                                       |                                                     |
| Opportunity to provide corporate materials or gift in the conference tote bag                                                                               | ★                                             | ★                                                          |                                                       |                                                     |
| Free tickets to the conference with VIP seating at keynote luncheon table                                                                                   | 10 with reserved VIP corporate table          | 4 with shared reserved corporate table                     | 2 with shared reserved corporate table                | 2 with shared reserved corporate table              |
| Scholarships Supported                                                                                                                                      | 100                                           | 50                                                         | 20                                                    | 10                                                  |
| Invitations to the private pre-luncheon VIP Reception                                                                                                       | 3                                             | 2                                                          | 1                                                     |                                                     |
| Levels                                                                                                                                                      | Cash contributions valued at \$25,000 or over | Cash contributions valued between \$10,000 and \$24,999    | Cash contributions valued between \$5,000 and \$9,999 | Cash contributions valued between \$1,500 per table |

# APPLICATION FORMS

## CORPORATE SUPPORTER APPLICATION FORM

Professional BusinessWomen of California  
15th Annual Conference  
May 4, 2004  
San Francisco, California

☐ Yes our company would like to be a Corporate Supporter of the 15th Annual Conference of the Professional BusinessWomen of California

☐ **PRESENTING SPONSOR:** Cash contributions valued at \$50,000 or over

☐ **STRATEGIC SPONSOR:** Cash contributions valued at over \$30,000 but less than \$49,999

☐ **PATRON SPONSOR:** Cash contributions valued at over \$20,000 but less than \$29,999

☐ **DONOR SPONSOR:** Cash contributions valued at over \$10,000 but less than \$19,999

☐ I am enclosing our check # \_\_\_\_\_  
for \$ \_\_\_\_\_

☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make checks payable to **PBWC Inc.** and mail to

Ruth Stergiou CMP, Executive Director, PBWC Inc.,  
P. O. Box 6657, San Mateo CA 94403.  
Telephone: 650-592-9227 Fax 650-592-9154  
Email: rstergiou@pdy.com.  
www.pbwc.org

## GIRLS' PROGRAM SPONSORSHIP APPLICATION FORM

Professional BusinessWomen of California  
15th Annual Conference  
May 4, 2004  
San Francisco, California

☐ Yes, our company would like to be a Corporate Supporter of the Girls' Program of the 14th Annual Conference of the Professional BusinessWomen of California

☐ **CHAMPION SPONSOR:** Cash contributions valued at \$25,000 or over

☐ **DONOR SPONSOR:** Cash contributions valued at \$10,000 but less than \$24,999

☐ **CONTRIBUTOR:** Cash contributions valued at \$5,000 but less than \$9,999

☐ **SCHOLARSHIP TABLE HOST:** Cash contribution of \$1,500 per table

☐ I am enclosing our check # \_\_\_\_\_ for  
\$ \_\_\_\_\_

☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make checks payable to **PBWC Inc.** and mail to

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