



15th ANNUAL CONFERENCE
Professional BusinessWomen of California
May 4, 2004
Moscone Convention Center
San Francisco
7:00am – 6:30pm

INVITATION

T O A T T E N D

TAKE CHARGE!



UNLEASHING YOUR POTENTIAL

SEE INSIDE FOR NEW
PRE-CONFERENCE
WORKSHOPS ON MAY 3

TAKE CHARGE! UNLEASHING YOUR POTENTIAL



Founder:
JACKIE SPEIER

California State
Senator, 8th district

In these first few years of the 21st century, our nation and its people have witnessed both triumph and tragedy. As we move forward, women face many challenges. Yet, I believe in the power of a collective group of women to change the world. It is a power and a spirit that I have witnessed firsthand at every PBWC conference I have attended the past 14 years. Our conference, this year, offers an unparalleled opportunity to join women from a variety of professions and backgrounds in a day of learning, sharing and inspiring. Nationally known and respected women executives will present seminars to explain their successful strategies, from creating and maintaining financial security to making the right choices about health care. Our keynote speakers are leaders in their fields and are living proof that women are setting the pace for this nation as never before. In large measure because America's businesses need women to spread their creative wings, PBWC gives women many opportunities to unleash their potential. "Entrepreneurship" is honored and encouraged again this year through our scholarship program and networking opportunities. Three California women will be selected at the conference to receive \$5000 academic scholarships in the following categories: working woman; high school senior; and designated non-profit participant. Each year PBWC is a life changing experience for over 5,000 women and girls. Come join us and let us help you "take charge and unleash your potential."

KEYNOTE SPEAKERS



ROSIE PEREZ is an Academy Award-nominated actress and Emmy-nominated choreographer. She has starred in films such as "Human Nature," "Riding in Cars with Boys," Spike Lee's "Do The Right

Thing," "White Men Can't Jump," "Untamed Heart" and "Fearless" for which she received Golden Globe and Academy Award nominations. She starred in and produced "The 24-Hour Woman" and lent her voice to Dreamworks' animated film, "The Road to El Dorado." Her stage credits include "Frankie & Johnnie in the Claire de Lune" and "The Vagina Monologues." Rosie is a vocal activist for a number of causes, especially those related to AIDS and inner city youth. Ms. Perez is also active with the Working Playground, an arts education organization that brings dance, theater, film, poetry, and fine arts to students in New York.



MYRTLE POTTER

is Executive Vice President, Commercial Operations and Chief Operating Officer at Genentech. She leads Genentech's commercial operations, including Sales, Marketing,

Managed Care, Business Development, Commercial Development, and Decision Support and Commercial Innovation functions. She also co-chairs Genentech's Product Portfolio Committee and is charged with providing strategic and financial oversight of the company's drug development portfolio. Prior to Genentech, Ms. Potter held prominent positions at Bristol-Meyers Squibb and Merck and Company. In 2002, *Time Magazine* named Ms. Potter to its list of 15 Young Global Business Influentials and *Fortune Magazine* featured her as No. 18 on the magazine's list of the most powerful black executives

KEYNOTE SPEAKERS



SALLIE KRAWCHECK

was appointed Chairman and Chief Executive Officer of Smith Barney, a new business unit that includes Global Equity Research and the Global

Private Client Group, in October 2002. She is also a member of the Citigroup Management and Business Heads Committees. Previously, Sallie was Chairman and Chief Executive Officer of the independent research firm Sanford C. Bernstein. Before joining Bernstein, Sallie was an associate in the Corporate Finance department at Donaldson, Lufkin & Jenrette and a financial analyst in Corporate Finance at Salomon Brothers Inc. She earned a BA from the University of North Carolina at Chapel Hill and an MBA from Columbia University.



JENNY MING

is President of Old Navy, a division of Gap Inc., a leading international specialty retailer offering clothing, accessories and personal care products. As part

of the executive team that introduced Old Navy in 1994, Jenny helped Old Navy make history as the first retailer ever to reach \$1 billion in annual sales in less than four years. Jenny joined Gap Inc. in 1986 and has since held the positions of Vice President and Divisional Merchandise Manager for Gap brand activewear, Senior Vice President of Merchandising for Old Navy, and Executive Vice President of Merchandising. In 1998 she was featured on the cover of *Working Woman*. In 2000, she was named by *Business Week* as one of the nation's Top 25 Managers.

FEATURED



CAPTAIN GAIL

HARRIS the highest-ranking African American female in the United States Navy, retired on December 1, 2001. Her many

military career highlights include serving as the Navy's first female and first African American instructor at the Armed Forces Air Intelligence Training Center; being the first female and first African American to head the Intelligence Department for Fleet Air Reconnaissance Squadron Two in support of U.S. military operations during the Gulf War. Her military decorations include the Defense Superior Service Medal, the Defense Meritorious Medal, the Meritorious Service Medal, and the Navy Commendation Medal. Captain Harris is now a systems analyst at Lockheed Martin developing new defense systems.



BILLY BLANKS® is the creator of Tae Bo®, the total body fitness system that combines martial arts and dance music, and the President of the Billy

Blanks Foundation. He owns the Billy Blanks® World Training Center in Sherman Oaks, California and is a sought after trainer and fitness consultant to world-class athletes and Hollywood stars. He holds a seventh degree black belt in Tae Kwon Do, is a seven-time world karate champion, and has won 36 gold medals in international competition. Billy is the President of the Billy Blanks Foundation that equips high-risk women and children with life skills and resources to achieve self-sufficiency and personal empowerment.



SHEILA HEEN

is a Partner at Triad Consulting Group and a Lecturer at Harvard Law School where she teaches students, lawyers, and

executives. She spent ten years with the Harvard Negotiation Project specializing in particularly difficult, emotional negotiations. She is co-author of the *New York Times* best-seller, *Difficult Conversations: How to Discuss What Matters Most*. Ms. Heen has discussed her approach on CNBC's Power Lunch, Fox News, Oprah, and NPR. She also writes a column as LifeCoach for *Real Simple* magazine. She graduated from Occidental College and Harvard Law School.

SPEAKERS



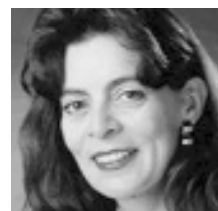
DEBRA VEAL is from England where she works as a TV presenter for the BBC, writer, motivational speaker and professional adventurer. Not one to shy away from a

challenge, Debra confounded the skeptics by rowing single-handedly across the Atlantic after her husband and teammate was forced to retire. Her feat is described in her book, *Rowing It Alone: One Woman's Transatlantic Challenge*. Despite poor performance at school she found a way to tap into her potential and graduated from university with top honors, founded her first company at the age of 24, is a published author and has represented Great Britain in two sports.



TRACY WAN is the President and Chief Operating Officer of The Sharper Image. She is responsible for the strategic direction and operations of the

company's three sales channels: stores, catalog, and Internet. Tracy leads the senior management team and directs the execution of the company's objectives. She has also served as Senior Vice President and Chief Financial Officer where she managed operations in catalog sales, customer service, information systems and distribution, as well as finance and accounting. The expertise she brings to The Sharper Image was honed during a solid career in operations, finance and management. Prior to The Sharper Image, Tracy was Vice President of program finance for Consolidated Capital Companies and she practiced as a CPA at Laventhol & Horwath.



BELINDA GUADERRAMA

is President and CEO of GC Micro, a leading supplier of computer hardware and software products and integrated

systems to the defense and aerospace industries, state and federal agencies, and Fortune 1000 companies. GC Micro is rated one of the 500 largest Hispanic-owned companies by Hispanic Business magazine. Belinda was named 2002 Hispanic Business Woman of the Year by the United States Hispanic Chamber of Commerce, 2002 Latina Entrepreneur of the Year by the Latin Business Association, and 2002 California State Small Business Person of the Year by the U.S. Small Business Administration. She is recognized nationally and locally for her advocacy of minority and small business issues.

WHY YOU SHOULD ATTEND

Here are a few of the key business benefits of attending the PBWC conference.

AT THE CONFERENCE, YOU WILL:

- ★ Add to your skill set
- ★ Increase your value as an employee
- ★ Widen your sphere of influence
- ★ Map out strategies to navigate career uncertainties
- ★ Discover your strengths
- ★ Create your own network or join powerful networks of professional women
- ★ Hear inspiring keynote speakers
- ★ Choose from 18 seminars led by expert trainers, thought leaders, top women executives, and entrepreneurs
- ★ Develop leadership skills
- ★ Learn the latest on women's health and improve the way you feel

CALLING YOUNG WOMEN

PBWC is committed to including the next generation of young women in its programs. For the eighth year in a row, through the generosity of our sponsors and in collaboration with Bay Area school districts, PBWC is proud to host groups of young women attending high school.

PBWC also offers a Mentor Package that encourages adults to bring an individual young woman, aged 14 or older, to the conference at a special combo rate of \$245. All girls under 18 years must be accompanied by an adult conference attendee. While the young women are welcome to attend any conference sessions there is also a special seminar track designed for their needs.

SPONSORS OF THE PROGRAM FOR YOUNG WOMEN



Hyundai Motor America
Hewlett-Packard
Oracle Corporation
California Teachers Association

CONFERENCE AGENDA

TUESDAY MAY 4, 2004

7:00am – 8:30am	Registration Continental Breakfast and Exhibits Strategic Networking Exercises
8:45am – 9:30am	Opening Session PBWC Presents the 2004 Academic Scholarships JENNY MING , President of Old Navy
10:15am – 11:30am	Seminar Session I
11:30am – 12:00 noon	Expo Area Open
12:00 noon – 1:30pm	Keynote Luncheon MYRTLE POTTER , Executive Vice President, Commercial Operations and COO, Genentech SALLIE KRAWCHECK , CEO Smith Barney STATE SENATOR JACKIE SPEIER PBWC presents the 2nd Annual Pacesetter Award for the top Bay Area companies for women
2:00pm – 3:15pm	Seminar Session II
3:35pm – 4:50pm	Seminar Session III
5:00pm – 5:30pm	Closing Session ROSIE PEREZ , Actor
5:30pm – 6:30pm	Closing Reception and Exhibits Strategic Networking Exercises

SPECIAL FEATURES

- ★ Engage in strategic networking exercises with businesswomen from Northern California and throughout the state
- ★ Visit 150 exhibitors at PBWC Expo 2004 with products and services targeted to the professional and businesswomen's markets. To register as an exhibitor, visit www.pbwc.org or call (650) 548-2424 for more information.
- ★ Take part in complimentary health screenings.
- ★ Receive automatic membership in the PBWC including electronic newsletter
- ★ Visit the on-site bookstore and obtain book signings with nationally recognized authors
- ★ Apply for an academic scholarship in one of three categories: working woman; high school senior; or designated non-profit participant. Visit www.pbwc.org for application requirements and submission process. Deadline is March 5, 2004.

PBWC CONFERENCE AT A GLANCE

The mission of the PBWC is to advance women in the workplace by providing tools, training, and inspiration.

- ★ Features a diverse group of women who are leaders in their fields, as well as experts in women's health, finance, business, life/balance, and self esteem.
- ★ Brings women of all different generations, industries and backgrounds together to discuss the key issues in their lives, including: personal and professional development, family issues, and career advancement.
- ★ Longest running women's conference in Northern California and has reached over 42,000 women since the first conference in 1989.
- ★ Offers an audience-driven, timely program and training day like no other conference.

SEMINAR SCHEDULE

TUESDAY, MAY 4, 2004

CHOOSE ONE SEMINAR

TRACK NO.

SESSION I 10:15AM - 11:30AM

SESSION II 2:00PM - 3:15PM

1 Best Practices/ Executive Track	How Your Company Can Maximize Your Potential: Career Advancement Kay Breeden , Vice President Environmental Health Safety, Seagate Gail Harris , Systems Engineer, Lockheed Martin; Captain, U.S. Navy (ret.) Laura Parmer , Marketing Manager, U.S. Peripherals, Guidant	Handling Difficult Conversations Effectively: How to Discuss What Matters Most ★ Sheila Heen , Lecturer on Law, Harvard School of Law; Partner, Triad Consulting Group; Co-Author, <i>Difficult Conversations: How to Discuss What Matters Most</i> ★ Douglas Stone , Lecturer on Law, Harvard School of Law; Partner, Triad Consulting Group; Co-Author, <i>Difficult Conversations: How to Discuss What Matters Most</i>
2 Your Career	Self-Assessment: Are You Really Who You Think You Are? Bonnie Bass , Founder/President, Expertise Group and guests	Leadership: Real World Lessons Linda Conner , Global Accounts Vice President, AT&T Business Services Madelyn Hammond , Associate Publisher, <i>Variety Magazine</i> Tracy Wan , President, The Sharper Image
3 Rejuvenating Yourself	Preventative Medicine, Integrative Medicine: Where Do I Start? Russell Greenfield, M.D. , Medical Director, Carolinas Integrative Health Ellen Hughes, M.D. , Director of Education, Osher Center for Integrative Medicine; Clinical Professor of Medicine, Division of General Internal Medicine, UCSF Victoria Maizes, M.D. , Executive Director, Program in Integrative Medicine, University of Arizona	Increase Your Stamina: Diet and Exercise Tips From an Expert Billy Blanks® , Tae Bo® Instructor; Owner of Billy Blanks® World Training Center; Founder, Billy Blanks® Foundation
4 Life: Making it Work for You (Peace of Mind)	How Are We Leading Today? Results from the Pre-Conference Leadership Summit The Honorable Jackie Speier , California State Senate Rhonda Zygocki , Vice President, Health, Environment & Safety, ChevronTexaco	Creating Your Own Community: Building Relationships that Endure Janet Hanson , Founder, 85 Broads; President/CEO Milestone Capital Management Jacquie Phelan , Founder, Women's Mountain Bike & Tea Society (WOMBATS)
5 Reinventing Yourself	Women Don't Ask: Negotiation and the Gender Divide ★ Linda Babcock , Professor, Heinz School of Public Policy and Management, Carnegie Mellon University; Co-Author, <i>Women Don't Ask</i> ★ Sara Laschever , Writer; Co-Author, <i>Women Don't Ask</i>	Life Transitions As an Opportunity: How to Get From Here to There & What Lies in Between Mary Bitzer , Senior Vice President Central Zone, State Farm Insurance Sue Parks , Former President, Kinkos Kyung Yoon , Partner & Vice Chairman, Heidrick & Struggles
6 Reinventing Your Business	Expanding Your Market Share: Multicultural Marketing Kathy Faith , National Manager, Corporate Promotions, Hyundai Motor America Liliana Salas Grip , Vice President, Latino Market Segment, Wells Fargo	Insider Advice for Women Building Businesses: The Old Girl's Network Vani Kola , CEO, nthOrbit Karen Neuburger , Founder, KN, Ltd. ★ Sharon Whitely , Founder, Third Age; Author, <i>The Old Girls' Network: Insider Advice for Women Building Businesses in a Man's World</i>
7 Young Women	Tools for Creating Your Ideal Life and Career Jan Yanehiro , Media Personality and Co-Founder, Fair Advantage, Inc. and guests	Reach For the Sky: Your Ticket to a Higher-Paying Future Penny Paine , Director, Girls Incorporated® and guests

★ Nationally recognized author

PRE-CONFERENCE AGENDA MAY 3, 2004

Choose from two exciting, in-depth workshops given by respected and prominent experts. These workshops are for those seeking the competitive edge and want to advance their career by improving their skill set.

1:30pm - 5:00pm **Workshop 1: Handling Difficult Conversations Effectively**
Sheila Heen, Lecturer on Law, Harvard School of Law; Partner, Triad Consulting Group; Co-Author, *Difficult Conversations: How to Discuss What Matters Most*
Douglas Stone, Lecturer on Law, Harvard School of Law; Partner, Triad Consulting Group; Co-Author, *Difficult Conversations: How to Discuss What Matters Most*

1:30pm - 5:00pm **Workshop 2: Connective Leadership: Leading Effectively in the 21st Century**

Jean Lipman-Blumen, Ph.D., Thornton F. Bradshaw Professor of Public Policy and Professor of Organizational Behavior, Peter F. Drucker Graduate School of Management, Claremont Graduate University

5:00pm - 6:00 pm **Networking Reception**

SESSION III 3:35PM - 4:50PM

Mapping The Future: Understanding 21st Century Mindsets
Diana Holman, Futurist, Trends Analyst
Dana Mead, President, Vascular Intervention, Guidant Corporation

Patterns of Extraordinary Managers: Creating Extraordinary Careers
Stephani Davis, Consultant, Spencer Stuart
★ **Rick Smith**, Director, Spencer Stuart; Author, *Five Patterns of Extraordinary Managers: Creating Extraordinary Careers*

Slow Your Clock Down: A Guide to a Healthy, Younger You
★ **Judith Reichman, M.D.**, ABC Medical Correspondent; Author, *I'm Too Young to Get Old*

Feel The Fear and Do It Anyway
Belinda Guadarrama, President & CEO, GC Micro
★ **Debra Veal**, BBC Host; Author, *Rowing It Alone: One Woman's Transatlantic Adventure*

Non-Profits: What Can They Add to Your Life?
Chris Byrne, Director, Wardrobe for Opportunity; Vice President, Products and Technology, PeopleSoft
Jodie Weiss, Founder and President, Wisdom Says, Inc.

Boost Your Productivity Through Creativity: Five Ways to Enhance Your Talents
Marcia Sitcoske, Director, Creative Learning Studio, Cisco Systems

SUPPORTING ORGANIZATIONS

Anita Borg Institute for Women and Technology, Bay Area Crisis Nursery, Catalyst, Forum for Women Entrepreneurs, Girls For a Change, Iris Alliance Fund, Mentornet, National Asian Women's Health Organization, National Association of Women Business Owners, Professional Area Network for Women in Technology, San Francisco Chamber of Commerce-Women In Business, San Francisco State University, The Women's Technology Cluster, UCSF Center for Gender Equity, UCSF Center of Excellence in Women's Health, Wardrobe for Opportunity, Women of Color Action Network (WCAN), Women of Excellence

REGISTRATION & EXHIBIT INFORMATION

FEES: Full conference registration is \$170. This fee includes conference sessions, refreshment breaks, lunch, a closing reception and a free one-year membership to PBWC. A confirmation packet, with your badge, will be mailed to you once you have registered. You must present this badge to gain entry to the conference. There will be a charge for on-site replacement of lost badges. Confirmations will be mailed up until two weeks before the conference date. For online registration, visit www.pbwc.org.

CANCELLATIONS: Cancellations received in writing by April 2, 2004 will receive a full refund less a 10% processing fee. No refunds after April 2, 2004.

CEU CREDITS: Available for conference attendees from San Francisco State University. Further information will be included in the confirmation packet.

CHILD CARE: On-site childcare will be provided subject to sufficient demand. For more information please contact: Corporate Kids Events, Inc. (800) 838-2787 or www.corporatekidsevents.com

DISABLED ACCESS: Reasonable arrangements for persons with disabilities will be made, if requested in writing at least two weeks in advance. Contact PBWC, P.O. Box 6657, San Mateo, CA, 94403.

ACCOMMODATIONS: The San Francisco Marriott is offering a special group rate for PBWC conference attendees. For reservations and information, please call 1-800-228-9290 or 415-896-1600 by April 9, 2004. Please mention that you are attending the Professional BusinessWomen of California conference.

TRANSPORTATION: PBWC will arrange round-trip bus service from Santa Clara and San Ramon to Moscone Center. The fee is \$30 and you may register on the conference registration form or online at www.pbwc.org until April 2, 2004. Once registered, you will receive a bus pass with departure time and locations. For information on CalTrain call 1-800-660-4287 or go to www.caltrain.com, and for BART go to www.bart.gov. For out-of-area visitors, American Airlines is providing discounted fares to and from the conference. For reservations, contact the Meeting Services Desk at 1-800-433-1790. Please refer to authorization # 7254AQ and to the Professional BusinessWomen of California.

EXHIBITS: Booths are \$695 (no corner) and \$950 (corner). All booths are 10' x 10' and include one six-foot table and two chairs, ID sign, back drape and side walls, one complimentary full conference pass (\$170), and two exhibitor-only passes that do not include session or meal functions. Tickets to the keynote luncheon may be purchased for exhibit hall-only staff for \$60. Exhibitors will be listed in the PBWC Expo Directory which is an insert to the San Francisco BusinessTimes and Silicon Valley/San Jose Business Journal. Booths for Non-profits/Supporting Organizations are \$350 and do not include conference registration. Set up hours: Monday, May 3rd, 2004 from 1:00pm - 7:00 pm. Cancellations received in writing by April 2, 2004 will receive a 50% refund. No refunds after April 2, 2004. Online registration at www.pbwc.org.

SPONSORSHIP OPPORTUNITIES: For information, please contact Ruth Stergiou at rstergiou@pdy.com.

The PBWC Conference is produced by Planning Dynamics, Inc., an event production and association management company. www.pdy.com

Information contained in this brochure is preliminary and subject to change.



CONFERENCE REGISTRATION



The 15th Annual Conference of the
PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA
Tuesday, May 4, 2004, Moscone Convention Center, 7:00AM – 6:30PM

PLEASE PRINT CAREFULLY:

Priority mail code from mailing label (letter directly above your name)

Name

Title/Position

Company

Address

City

State

Zip

(Confirmation will be sent to this address)

Day Phone ()

Fax ()

E-mail (Please print very clearly)

For electronic newsletter distribution



Please indicate special needs:

ATTENDEE

☐ Pre-Conference & Conference package \$ 265
☐ Workshop 1 ☐ Workshop 2

☐ Attendee (conference only) \$ 170

☐ Table of ten (due March 26, 2004) \$1700
(Keynote Luncheon, 10 full conference passes)

☐ Mentorship Program \$ 245
One Adult and one young woman (14-20). (Under 18 must be accompanied by adult attendee.)

☐ Students (Full-time students with student identification) \$ 100

☐ Round trip Bus Service, San Ramon \$ 30

☐ Round trip Bus Service, Santa Clara \$ 30

Please indicate your seminar preferences below. This information is for planning purposes only and does not guarantee attendance. Attendance is based on a first-come, first-served basis. Choose one session for each time slot.

		TRACK NUMBER
Seminar Session I	10:15am – 11:30am	_____
Seminar Session II	2:00pm – 3:15pm	_____
Seminar Session III	3:35pm – 4:50pm	_____

If registering a young woman, please print her name and her school name.

Name _____

School _____

EXHIBITOR

PREMIER PACKAGES (Booth Locations on Main Thoroughfares)

☐ 20' x 20' Booth, two 15-minute stage presentations \$10,000

Near entrance to hall or luncheon

☐ 20' x 10' Double Booth Double Corners \$ 5,000
15-minute Stage Presentation

REGULAR BOOTH LOCATIONS (Includes full conference registration)

☐ 10' x 10' Booth (No Corner) \$ 695

☐ 10' x 10' Booth (Corner) \$ 950

NON-PROFIT (Does not include conference registration)

☐ 10' x 10' Booth, Non-Profit/Supporting Organization \$ 350

Non Profit Tax ID # _____

(Number must correspond with your company name)

EXHIBIT STAFF LUNCHEON TICKETS (You may purchase Keynote Luncheon tickets for your booth staff that have Exhibit Hall Only badges)

☐ Luncheon ticket –exhibitor staff \$ 60

Please list Products/Services _____

PAYMENT

☐ Check # _____ payable to **PBWC, Inc.**

☐ American Express _____

☐ Visa _____

☐ MasterCard _____

Account Number _____

Expiration Date _____

Signature (Must be Card holder) _____

Mail this form and payment
together to:

(Fax if paying by credit card)

Or register online at:

Scholarship Fund

PBWC, Inc., P.O. Box 6657,
San Mateo, CA 94403
Tel: (650) 548-2424
Fax: (650) 548-0840
www.pbwc.org

To contribute to the PBWC 2004 Academic Scholarship Fund go to www.pbwc.org

Cancellations received in writing by April 2, 2004 receive a full refund less 10% processing fee for attendees and 50% processing fee for exhibitors. No refunds after April 2, 2004.

PBWC is a not-for-profit corporation: California State ID # 1508-361 - Federal ID # 94-309-3360

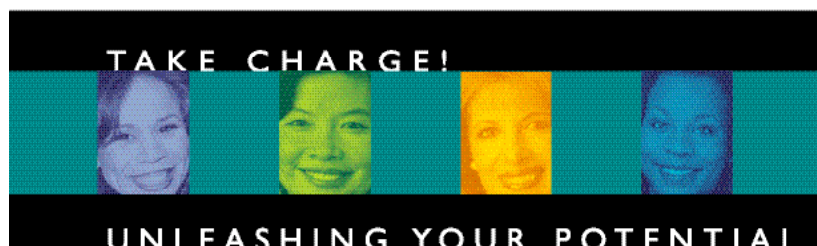
PBW/C

PROFESSIONAL
BUSINESSWOMEN
OF CALIFORNIA

P.O. Box 6657
San Mateo, CA 94403

*If this is a duplicate
invitation or you are unable to
attend, please forward this brochure
to a colleague.*

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C O R P O R A T E S P O N S O R S

Presenting

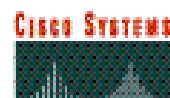


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