

PBWC

PROFESSIONAL  
BUSINESSWOMEN  
OF CALIFORNIA

# The Power of Connection



## INVITATION TO ATTEND



### 17TH ANNUAL CONFERENCE

PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA  
MOSCONE CONVENTION CENTER • SAN FRANCISCO • MAY 2, 2006 • 7:00AM - 6:30PM

# KEYNOTE SPEAKERS



**KIRAN BEDI, PH.D.** is the Civilian Police Advisor in the United Nations Department of Peacekeeping Operations. Prior to that, Dr. Bedi

was the first female officer ever to join the Indian Police Service. She also served as Inspector General of Prisons where she reformed Tihar, the largest and most notorious prison in the Asia Pacific area. The holder of a law degree, a master's degree in political science and a Ph.D., she received the Police Medal for Gallantry, the Asia Region Award for Work in Prevention of Drug Abuse, as well as the Ramon Magsaysay Award, also known as the Asian Nobel Prize.



**BERTICE BERRY, PH.D.** is a leading inspirational sociologist, author, lecturer, and educator. Dr. Berry graduated magna cum laude from Jacksonville

University where she was awarded the President's Cup for leadership and then earned a Ph.D. from Kent State University. She is a best-selling author whose books include *When Love Calls, You Better Answer: A Novel*, *Redemption Song*, and *The Haunting of Hip Hop*. She donates the royalties to help families in need and works with at-risk youth in her community of Savannah, Georgia.



**SAM HORN** has been the President of Action Seminars for 25 years and the author of *Tongue Fu®*, *ConZentrare*, *What's Holding*

*You Back?* and *Take The Bully By The Horns*. Former Executive Director of the Maui Writer's Conference, her company motto is "The object of education isn't knowledge, it's action!" She is a frequent media guest and top-rated speaker and has "added to the legacy of ideas on how to deal with people left by Benjamin Franklin, Abraham Lincoln, and Dale Carnegie."



**ANDREA MITCHELL** is the Chief Foreign Affairs Correspondent for NBC News since 1994. She reports on evolving foreign

policy issues in the United States and abroad for all NBC News broadcasts, including "NBC Nightly News with Brian Williams," "The Today Show" and appears on both CNBC and MSNBC. Previously, Ms. Mitchell was NBC's White House correspondent and has reported on presidential politics since 1972. Her recent book, *Talking Back*, is a memoir about her experiences as one of the first women to cover five presidents, Congress, and foreign policy. In 2005, Ms. Mitchell received the prestigious Goldsmith Career Award for Excellence in Journalism from the John F. Kennedy School of Government

Photo: Timothy Greenfield-Sanders

## HOSTS:



**ROSIE LEE ALLEN** joined KGO Newstalk AM 810 in 1983 as a weekend talk show host and part-time news reporter/anchor.

In 1984 she was selected to broadcast the KGO afternoon news which she co-anchored for 16 years. In 1991, Ms. Allen was asked to co-host the weekly television business program "Marketplace" which was broadcast on ABC7 for eight years. In June 2000, Ms. Allen received the Kudo Award as "Best News Anchor" from the American Women in Radio and Television.



**CHERYL JENNINGS** is the Emmy Award-winning weekday co-anchor of ABC7 News at 11:00am and 5:00pm. She also

files special assignment news reports and is the host of the community affairs program "Beyond the Headlines." Ms. Jennings joined ABC7 in 1979 and was promoted to weekday anchor in 1988. A pioneer in reporting on children's issues, women's rights and domestic violence, she was inducted into the San Francisco/Northern California National Television Academy's prestigious "Silver Circle" for more than 25 years of "service, dedication and contributions" to the industry and community.

## CONFERENCE HIGHLIGHTS

The PBWC conference is packed with informative seminars, dynamic keynote speakers, special interest tracks, and over 150 exhibitors.

### YOU WILL BE ABLE TO:

- Learn new skills and knowledge from top executives, thought leaders, entrepreneurs, authors, consultants and trainers
- Gain inspiration and insight from other women's success stories
- Participate in special sessions for entrepreneurs and small business owners
- Take advantage of networking opportunities

### VISIT THE EXPO HALL WITH OVER 150 EXHIBITORS:

- Stop by A Clean Well-Lighted Place for Books, the on-site bookstore that hosts author book signings and sales
- Browse the Cyber Café hosted by Hewlett-Packard
- Attend the mini-programs at the presentation stage in the Expo Hall
- Participate in free health screenings sponsored by California Pacific Medical Center
- Bring your resume to Café Vitae, a career center offering resume review, interview tips, and other career services, featuring Dick Bolles, author of *What Color is Your Parachute?* and hosted by Dr. Sally Gelardin, Principal, The Job Juggler

### SUPPORTING ORGANIZATIONS

Anita Borg Institute for Women and Technology, Bay Area Women's Sports Initiative, Breast Cancer Emergency Fund, California Elected Women's Association for Education and Research (CEWAER), Forum for Women Entrepreneurs and Executives, The Global Women's Leadership Network, San Francisco State University College of Extended Learning, San Francisco State University School of Business, U.S. Small Business Administration, Wardrobe for Opportunity, Women Impacting Public Policy, Women of Excellence, Women's Initiative, Women Seeing Beyond Today

## CONFERENCE AGENDA

7:00am – 8:30am

### REGISTRATION

Continental Breakfast and Exhibits

Presentation Stage Program:

California State Automobile Association

8:45am – 9:45am

### OPENING SESSION

**Cheryl Jennings**, Anchor, ABC7

**Bertice Berry, Ph.D.**, Sociologist; Lecturer; Educator; Author, *When Love Calls, You Better Answer: A Novel*

**Dr. Kiran Bedi**, Civilian Police Advisor, UN Department of Peacekeeping Operations; Former Special Commissioner, Delhi Police; First Woman Officer, Indian Police Service

10:15am – 11:30am

### SEMINAR SESSION I

11:30am – 12:00 noon

### EXPO AREA OPEN

12:00noon – 1:30pm

### LUNCHEON SESSION

**Rosie Allen**, News Anchor, KGO AM810

**Andrea Mitchell**, Chief Foreign Affairs Correspondent, NBC News; Author, *Talking Back... To Presidents, Dictators, and Assorted Scoundrels*

**State Senator Jackie Speier**

1:30pm – 2:00pm

### EXPO AREA OPEN

2:00pm – 3:15pm

### SEMINAR SESSION II

3:35pm – 4:50pm

### SEMINAR SESSION III

5:00pm – 5:30pm

### CLOSING SESSION

**Sam Horn**, President, Action Seminars;

Originator and Author, *Tongue Fu!®: How to Deflect and Disarm any Verbal Conflict*

5:30pm – 6:30pm

### CLOSING RECEPTION, EXHIBITS, DOOR PRIZES



"When women connect, things happen! The past year has shown us that our theme has never been more important for women of all industries. I have always believed in the power of a collective group of women to change the world, and now more than ever, we must unleash that power. It is the spirit of learning and connecting that I have witnessed firsthand at every PBWC conference I

have attended. Our San Francisco conference this year offers an extraordinary opportunity to join women from a variety of professions and backgrounds in a day of learning, sharing and inspiring. Nationally-known and respected women will present seminars to explain their successful strategies that will entertain as well as inspire. Our keynote speakers are experts in their fields and are living proof that women are setting the pace for this nation as never before. Each year, PBWC conferences are life-changing experiences for over 8,000 Northern California women and girls. Enjoy your day and experience the power of connection!"

# SEMINAR SCHEDULE

|                                                               | SESSION I: 10:15AM – 11:30AM                                                                                                                                                                                                                                               | SESSION II: 2:00PM – 3:15PM                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRACK I<br>CAREER<br>ADVANCEMENT/<br>LEADERSHIP               | <b>CREATING A CULTURE OF COURAGE: THE NEW LEADERSHIP CHALLENGE</b><br>*CINDY SOLOMON, President, The Solomon Group, Inc.; Author, <i>Creating a Culture of Courage</i><br>MARIA DEGOIS-SAINZ, President, Cardiac Surgery, Guidant Corporation                              | <b>POSITIVE RISK TAKING: SET YOURSELF UP FOR SUCCESS</b><br>ALISON LEVINE, President, Climb High Foundation; Team Captain, First American Women's Everest Expedition<br>*BARBARA STOKER, President, IntelligentRisking, Inc.; Author, <i>Positive Risk: How Smart Women Use Passion to Break Through Their Fears</i>                                             |
| TRACK II<br>REACHING OUT,<br>SPEAKING OUT,<br>GETTING RESULTS | <b>MAKING THE WORLD A BETTER PLACE: CORPORATE SOCIAL RESPONSIBILITY</b><br>*PO BRONSON, Author, <i>Why Do I Love These People? and What Should I Do With My Life?</i>                                                                                                      | <b>SECRETS OF A GREAT COMMUNICATOR</b><br>*SAM HORN, President, Action Seminars; Author, <i>Tongue Fu®: How to Deflect and Disarm Any Verbal Conflict</i><br>*ROSE CASTILLO GUILBAULT, Vice President, Corporate Affairs, CSAA; Author, <i>Farmworker's Daughter: Growing Up Mexican in America</i>                                                              |
| TRACK III<br>LIFE STRATEGIES                                  | <b>WORKPLACE FLEXIBILITY: ON-RAMP, OFF-RAMP, EXPRESSWAY, OR SIDE ROAD</b><br>CATHY BENKO, Principal and High Technology Sector Leader and National Managing Director of the Retention and Advancement of Women, Deloitte & Touche                                          | <b>GET A LIFE!: HOW DO THEY DO IT?</b><br>JODY MILLER, Founder, United Talent; Author of "Get a Life!" article in <i>Fortune</i><br>*LONNAE O'NEAL PARKER, Reporter, The Washington Post; Author, <i>I'm Every Woman: Remixed Stories of Marriage, Motherhood and Work</i><br>LISA STEVENS, Regional President, San Francisco Bay Community Banking, Wells Fargo |
| TRACK IV<br>ALL ABOUT<br>HEALTH                               | <b>SHATTERING THE DIET MYTH</b><br>*MICHELLE MAY, M.D., Author, <i>Am I Hungry?: What To Do When Diets Don't Work</i><br><i>Dr. May is a board member of the American Dietetic Association and a frequent contributor to the Huffington Post.</i>                          | <b>A MULTI-GENERATIONAL APPROACH TO WOMEN'S HEALTH</b><br>RUTH SHABER, M.D., Director of Women's Health, Northern California Kaiser Permanente                                                                                                                                                                                                                   |
| TRACK V<br>YOUR FINANCIAL<br>FUTURE                           | <b>IT'S NOT YOUR PARENTS' RETIREMENT</b><br>*LIZ PERLE, Editor in Chief, Common Sense Media; Author, <i>Money, A Memoir: Women, Emotions, and Cash</i>                                                                                                                     | <b>HOW TO LIVE UP TO YOUR FINANCIAL POTENTIAL</b><br>*BARBARA STANNY, Author, <i>Overcoming Underearning: Overcome Your Money Fears and Earn What You Deserve</i><br>TRACEY WARSON, Executive Vice President, Private Client Services, Wells Fargo                                                                                                               |
| TRACK VI<br>ENTREPRENEURIAL<br>STRATEGIES                     | <b>THE RIGHT STUFF: WHAT IT TAKES TO SUCCEED AS AN ENTREPRENEUR</b><br>*BRENT BOWERS, Business Editor, The New York Times; Author, <i>If At First You Don't Succeed... The Ten Patterns of Highly Effective Entrepreneurs</i>                                              | <b>WOMAN ENTREPRENEURS LEADING THE WAY</b><br>JUDI HENDERSON-TOWNSEND, CEO, Mannequin Madness, Inc.<br>JOEY TAMER, President, SOS, Inc.<br>KAROL POWELL, Agent, State Farm Insurance                                                                                                                                                                             |
| TRACK VII<br>WOMEN'S<br>INITIATIVE                            | <b>JUMPSTART YOUR BUSINESS</b><br>Evaluate your readiness to start a business and establish your business action plan.                                                                                                                                                     | <b>GROW YOUR BUSINESS</b><br>Evaluate your core competencies for growing your business: operations, finance, marketing and sales.                                                                                                                                                                                                                                |
| TRACK VIII<br>YOUNG WOMEN'S<br>PROGRAM                        | <b>CAREERS OF THE FUTURE</b><br>Panel of young adult women showcase a variety of careers:<br>ANNIE CHOU, Chevron Information Technology Company<br>CHRISTINA LEVEQUE-BROOMES, Genentech<br>WANDA YU, Microsoft Corporation<br>ROSIE ALLEN, News Anchor, KGO Newstalk AM810 | <b>SELF ESTEEM: YOU CAN NEVER HAVE ENOUGH</b><br>*BERTICE BERRY, PH.D., Sociologist; Lecturer; Educator; Author, <i>When Love Calls, You Better Answer: A Novel</i>                                                                                                                                                                                              |

\*Nationally-recognized author

# REGISTRATION & EXHIBIT INFO

## SESSION III: 3:35PM – 4:50PM

### 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**, Senior Vice President, Hewlett-Packard (ret.)

### MANAGING A CROSS-CULTURAL OR VIRTUAL TEAM

★ **JANE HYUN**, Principal, Crossroads Associates, Inc.; Author, *Breaking the Bamboo Ceiling: Career Strategies for Asians*

**JACKIE MCNAB**, World Wide Factory Quality and Six Sigma Executive, Western Digital

### THE BEST MISTAKES WE'VE MADE: TURNING SETBACKS INTO OPPORTUNITIES FOR THE "SURVIVE AND THRIVE" LIFESTYLE

★ **MICHELENE 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*

### FAST FORWARD: CARING FOR YOURSELF & OTHERS

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

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

### 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*

### MEET THE BUYERS

Learn about the small business certification process and sign up for appointments to meet with public and private sector company representatives.

**BRENDA GAMBARDILLA**, Team Leader 8(a) Business Development, U.S. Small Business Administration

**AUDREY GOINS BRICHI**, Supplier Diversity/Small Business Programs, Chevron Corporation

### PERSONAL EMPOWERMENT

If you can visualize it, you can build it. Build your confidence so that you can be a success in business.

### ECONOMIC POWER: HOW TO GET IT AND KEEP IT

Financial literacy for young women

**FEES:** Full conference registration is \$180. 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 two weeks prior to the conference date. You must present this badge to gain entry to the conference. There will be a charge for on-site replacement of lost badges. For online registration, visit [www.pbwc.org](http://www.pbwc.org).

**CANCELLATIONS:** Registrations are non-refundable, but transferable.

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

**CHILDCARE:** On-site childcare will be provided subject to sufficient demand. For more information please contact: Corporate Kids Events, Inc. at (800) 838-2787 or [www.corporatekidsevents.com](http://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 10, 2006. Please mention that you are attending the Professional BusinessWomen of California conference.

**TRANSPORTATION:** For driving and parking information for Moscone Center; go to [www.moscone.com](http://www.moscone.com). For information on CalTrain call 1-800-660-4287 or go to [www.caltrain.com](http://www.caltrain.com), and for BART go to [www.bart.gov](http://www.bart.gov).

**EXHIBITS:** Booths are \$695 (in-line) and \$950 (corner). All booths are 10' x 10' and include one six-foot table and two chairs, ID sign, draped back and side walls, one complimentary full conference pass (\$180), 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 Exhibitor Guide. Booths for Non-Profit/Supporting Organizations are \$350 and do not include conference registration. Registrations are non-refundable, but transferable. Exhibit booth transfers must be approved by show management. Set up hours: Monday, May 1, 2006 from 1:00pm – 7:00pm. To register online, go to [www.pbwc.org](http://www.pbwc.org).

**SPONSORSHIP OPPORTUNITIES:** For information, please contact PBWC's Executive Director, Ruth Stergiou at [rstergiou@pdy.com](mailto:rstergiou@pdy.com).

Mirassou: Official PBWC wine sponsor

The PBWC Conference is produced by Planning Dynamics, Inc., an event production and association management company. [www.pdy.com](http://www.pdy.com).

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

# CONFERENCE REGISTRATION

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MOSCONE CONVENTION CENTER  
SAN FRANCISCO • MAY 2, 2006 • 7:00AM-6:30PM

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### ATTENDEE

- ☐ Attendee (before March 14, 2006) \$ 180  
☐ Attendee (after March 14, 2006) \$ 195  
☐ Table of ten (due March 24, 2006) \$ 1,900  
(Keynote Luncheon, 10 full conference passes)  
☐ Students (full-time students with student ID) \$ 100  
☐ Mentorship Program\* \$ 255

One adult and one young woman (14-20).  
(Under 18 must be accompanied by adult attendee.)

- ☐ Bring a Friend Package\* (two adults) \$ 290  
(For individuals and small business owners.)

Please indicate your seminar preferences below. This information is for planning purposes only and does not guarantee attendance. Attendance is 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 second person (young woman or entrepreneur) please print information.

NAME \_\_\_\_\_

COMPANY/SCHOOL \_\_\_\_\_

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### 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 (booth upgrade corner location) \$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 who have exhibit hall-only badges)

- ☐ Luncheon ticket – exhibitor staff \$60

Please list products/services

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- ☐ Check # \_\_\_\_\_ payable to PBWC, Inc.  
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### CANCELLATIONS

Registrations are non-refundable.  
PBWC is a not-for-profit corporation and is solely funded by corporate sponsorship and registration fees.  
California State ID # 1508-361 - Federal ID # 94-309-3360



**PO BRONSON** is a best-selling San Francisco-based author whose latest book, *Why Do I Love These People?* includes real stories from

ordinary people surviving the challenges of their family. His previous book, *What Should I Do With My Life?* was released in January 2003 and appeared on the New York Times Bestseller List for 22 weeks. Its stories represent the results of his research on the aspirations of his generation. He has also written novels, profiles, op-eds, humor pieces, performance monologues, book reviews, screenplays, and television scripts.



**JANE HYUN** is Principal of Crossroads Associates, Inc., where she serves as an author, executive coach and diversity

strategist to Fortune 500 companies, universities, and non-profit organizations. In addition to being a senior coach at the Five O'Clock Club, a national career coaching organization, she has been a consultant with LEAP (Leadership Education for Asian Pacifics). Previously, Ms. Hyun was a Vice President of Human Resources at JP Morgan and Director of Recruiting at Deloitte & Touche and Resources Connection. Her book *Breaking the Bamboo Ceiling: Career Strategies for Asians* was released in 2005.



**LONNAE O'NEAL PARKER** is a Pulitzer Prize-nominated reporter for *The Washington Post* and a contributing editor

to *Essence* magazine. She is the author of *I'm Every Woman: Remixed Stories of Marriage, Motherhood and Work*, published in November, 2005. She has written primarily about popular culture and race since joining the Style section of *The Washington Post* in 1997. In 2000, she was a winner of the Columbia University Graduate School of Journalism award for distinguished work in the coverage of race and ethnicity in America. She has lectured at the National Writers Workshop, the National Association of Black Journalists national convention, and various universities.



**RUTH SHABER, M.D.** is the Director of Women's Health for the Northern California division of Kaiser Permanente, a

position she has held since 2001. In 2004, Dr. Shaber was appointed clinical lead for the Kaiser Permanente Care Management Institute's Maternity and Newborn Care Initiative. She is also the Founder and Director of the Women's Health Research Institute in Northern California Kaiser Permanente. She completed her residency training in Obstetrics and Gynecology at the University of California in San Francisco.



**BARBARA STANNY** is an evangelist for women and men living up to their financial potential. A former journalist,

she is an accomplished public speaker, author and career consultant. Ms. Stanny's mission is to inspire women to become financially empowered. Her first two books are *Prince Charming Isn't Coming: How Women Get Smart About Money* and *Secrets of Six-Figure Women: Surprising Strategies to Up Your Earnings and Change Your Life*, and her newest book, *Overcoming Underearning: Overcome Your Money Fears and Earn What You Deserve* was published in January 2006.



**LISA STEVENS** is Community Banking Regional President with responsibilities for Wells Fargo's San Francisco Bay region. She

oversees 81 stores with nearly \$14 billion in deposits in Marin, San Francisco and San Mateo counties. Previously, she was Market President in San Francisco as well as Region Manager, Branch Manager and Sales Manager throughout the state of California. She serves on several boards including the Bay Area chapter of Junior Achievement and San Francisco Unified School District Business Advisory Council.

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