

PBWC

PROFESSIONAL
BUSINESSWOMEN
OF CALIFORNIA

THE SYNERGY OF SUCCESS

MAY 1, 2007

18TH ANNUAL CONFERENCE OF THE PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA
MOSCONE CENTER • SAN FRANCISCO, CALIFORNIA • 7:00AM - 5:30PM • WWW.PBWC.ORG



INVITATION TO ATTEND



KEYNOTE SPEAKERS



ARIANNA HUFFINGTON is the Co-Founder and Editor of the HuffingtonPost.com, a nationally syndicated columnist, and

author of ten books. She is also co-host of "Left, Right & Center," public radio's political roundtable program. Her weekly liberal commentary is syndicated in newspapers across the country. Her new book, *On Becoming Fearless...In Love, Work, and Life*, was published in September, 2006. Originally from Greece, she moved to England at 16 and at 21 became president of the famed debating society, the Cambridge Union.



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.



REN  SYLER has most recently been an anchor of CBS News' "The Early Show." During that

time she interviewed countless leaders and celebrities, including First Lady Laura Bush, Colin Powell, and Senator John McCain. A television reporter and anchor for over 20 years, Ms. Syler is an active member of the National Association of Black Journalists and is a recipient of the 2004 Gracie Allen Award for Individual Achievement in the National Best Anchor category for her breast cancer series. Her first book, *Good-Enough Mother: The Perfectly Imperfect Book of Parenting*, will be published in March, 2007.

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.



PROFESSIONAL
BUSINESSWOMEN
OF CALIFORNIA

WHY YOU SHOULD ATTEND

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
International Museum of Women
San Francisco State University College of Extended Learning
San Francisco State University School of Business
U.S. Small Business Administration
UC Davis Graduate School of Management
Wardrobe for Opportunity
Women Impacting Public Policy
Women in Sports and Events (WISE)
Women of Excellence
Women Seeing Beyond Today

CONFERENCE AGENDA

7:00am – 8:30am	REGISTRATION, CONTINENTAL BREAKFAST, EXHIBITS
8:45am – 9:45am	OPENING SESSION Cheryl Jennings , Anchor; ABC7 Bertice Berry, Ph.D. , Sociologist; Lecturer; Educator; Author; <i>When Love Calls, You Better Answer: A Novel</i>
9:45am – 10:15am	Arianna Huffington , Co-Founder and Editor; HuffingtonPost.com; Radio Co-Host, "Left, Right and Center;" Author; <i>On Becoming Fearless... In Love, Work, and Life</i> EXPO AREA OPEN
10:15am – 11:45am	SEMINAR SESSION I
11:45am – 12:15pm	EXPO AREA OPEN
12:15pm – 1:45pm	LUNCHEON SESSION Rosie Allen , News Anchor; KGO NewsTalk AM810 Former State Senator Jackie Speier Keynote panel of exceptional women including Leslie Blodgett , CEO, Bare Escentuals, Inc. discuss their paths to success hosted by René Syler , Former Anchor; CBS News' "The Early Show"; Author; <i>Good-Enough Mother</i>
1:45pm – 2:15pm	EXPO AREA OPEN
2:15pm – 3:45pm	SEMINAR SESSION II
4:00pm – 5:30pm	CLOSING SESSION, NETWORKING RECEPTION, EXHIBITS, DOOR PRIZES A special performance of Menopause The Musical®



"Over 19 years ago, I founded PBWC around a living room table with women who believed in creating something meaningful for professional and businesswomen to experience in growing and building their businesses and selves. I never dreamed that 70,000 women would become involved. I shouldn't have been surprised. Throughout history, women have gathered to exchange ideas and solve problems. As we have bonded together, we've created a more powerful outcome than any single one of us could ever have hoped to produce on her own. This tradition is what PBWC is built on and what this year's San Francisco conference

is meant to underscore as we come together to learn, network, share and inspire. As we hear from each other and from nationally known and respected women, we'll continue to foster a synergy that I trust and believe will contribute to your professional and personal success. Our keynote speakers are experts in their fields and are living proof that women are setting the pace for this nation as never before. I hope you'll enjoy them and that you and the thousands of women you spend the day with will experience the Synergy of Success!"

JACKIE SPEIER

PBWC Founder and Chair of the Board Emeritus
Former State Senator
Co-Author of *This Is Not the Life I Ordered*

SEMINAR SCHEDULE

	SESSION I: 10:15AM – 11:45AM	SESSION II: 2:15PM – 3:45PM
TRACK I CAREER ADVANCEMENT/ LEADERSHIP	THE COURAGE TO INNOVATE: THE ENTREPRENEURIAL IMPERATIVE *CINDY SOLOMON, President, Solomon & Associates, Inc.; Author, <i>Creating a Culture of Courage: The New Leadership Challenge</i>	THE ART OF WAR FOR WOMEN: STRATEGIES TO HELP YOU THRIVE IN YOUR CAREER *CHIN-NING CHU, President, Asian Marketing Consultants; Chairperson, Strategic Learning Institute; Author, <i>The Art of War for Women</i> TITINA OTT, Vice President, Global Business Operations, Oracle University, Oracle Corporation
TRACK II NEGOTIATE LIKE YOU MEAN IT	HOW TO ASK FOR MONEY, FULFILLMENT AND ADVANCEMENT *TORY JOHNSON, Founder & CEO, Women for Hire; Co-Author, <i>Take This Book to Work: How to Ask For (and Get) Money, Fulfillment, and Advancement</i> *ROBYN FREEDMAN SPIZMAN, Consumer Advocate; Media Personality; Co-Author, <i>Take This Book to Work: How to Ask For (and Get) Money, Fulfillment, and Advancement</i>	BREAKTHROUGH TO SUCCESSFUL NEGOTIATION *SARA LASCHEVER, Writer; Researcher; Co-Author, <i>Women Don't Ask: The High Cost of Avoiding Negotiation – and Positive Strategies for Change</i> *DANIEL SHAPIRO, Associate Director, Harvard Negotiation Project; Professor of Psychiatry, Harvard Medical School; Co-Author, <i>Beyond Reason: Using Emotions as You Negotiate</i>
TRACK III REACHING OUT, SPEAKING OUT, GETTING RESULTS	BUILDING AND MANAGING DIVERSE TEAMS: A BUSINESS IMPERATIVE *JOE WATSON, CEO, Results Without Excuses; Author, <i>Without Excuses: Unleash the Power of Diversity to Build Your Business</i>	GET NOTICED – GET RESULTS *SAM HORN, President, Action Seminars; Speaker; Consultant; Author, <i>POP! Stand Out in Any Crowd</i>
TRACK IV WORK/LIFE STRATEGIES	THIS IS NOT THE LIFE I ORDERED! *MICHEALENE CRISTINI RISLEY, Writer and Director; Co-Author, <i>This is Not the Life I Ordered</i> *DEBORAH COLLINS STEPHENS, Executive Director, Center for Innovative Leadership; Co-Author, <i>This is Not the Life I Ordered</i> *JACKIE SPEIER, Former California State Senator; Co-Author, <i>This is Not the Life I Ordered</i> *JAN YANEHIRO, Media Personality; Co-Author, <i>This is Not the Life I Ordered</i>	HOW WE CAN DO IT: CREATING A MORE USER FRIENDLY WORKPLACE SO WOMEN OPT IN AND STAY IN *LESLIE BENNETTS, Contributing Writer, <i>Vanity Fair</i> ; Author, <i>The Feminine Mistake: Are We Giving Up Too Much?</i>
TRACK V ALL ABOUT HEALTH	ARE YOU FIT TO LIVE? *PAMELA PEEKE, M.D., Chief Medical Correspondent for the Discovery Health Channel; Pew Foundation Scholar in Nutrition and Metabolism; Author, <i>Are You Fit to Live?</i> Moderator: JOANIE GREGGAINS, Health & Fitness Host, KGO NewsTalk AM810	GET SERIOUS ABOUT HEART HEALTH JADE HIRAMOTO, M.D., Assistant Professor in Residence, Department of Surgery, UCSF NERISSA KO, M.D., Assistant Clinical Professor, UCSF; Assistant Director; Neurovascular Service at UCSF Moffitt-Long Hospital
TRACK VI FINANCIAL ACUMEN	GET SMART ABOUT YOUR FINANCES NOW! *GLINDA BRIDGFORTH, President, Bridgforth Financial; Personal Finance Expert; Author, <i>Girl, Get Your Credit Straight!</i>	SECURING YOUR FINANCIAL FUTURE SUZANNE RAMOS, Senior Vice President, Wells Fargo Bank Moderator: LYNN JIMENEZ, Financial Reporter, KGO NewsTalk AM810
TRACK VII ENTREPRENEURIAL STRATEGIES FOR ALL	TURN YOUR PASSION INTO YOUR DREAM JOB *AUNDREA LACY, Founder & Owner, Luv's Brownies; Author, <i>Brownie Points</i> PATTY PURPUR-GASH, CEO, Timeout Services *CHIP CONLEY, CEO, Joie de Vivre Hospitality; Author, <i>Peak: How Great Companies Get Their "Mojo" from Maslow</i>	WHAT DOES IT TAKE TO RUN A SUCCESSFUL BUSINESS? *MARGARET HEFFERNAN, Columnist, <i>Fast Company</i> ; Author, <i>How She Does It: How Woman Entrepreneurs are Changing the Rules of Business Success</i>
TRACK VIII YOUNG WOMEN'S PROGRAM	CAREERS OF THE FUTURE: WHICH ONE IS RIGHT FOR YOU? DELALI ATTIOGBE, Genentech ELIZABETH HURLEY, Hewlett-Packard Kaiser ANELDY HWANG, Oracle State Farm CHARLOTTE NARVAEZ, Seagate Moderator: ROSIE ALLEN, Co-Author, <i>Afternoon News</i> , KGO NewsTalk AM810	SELF ESTEEM: YOU CAN NEVER HAVE ENOUGH *BERTICE BERRY, PH.D., Sociologist, Lecturer; Author, <i>When Love Calls, You Better Answer: A Novel</i> *YASMIN DAVIDDS, CEO and Founder, Empowering Latinas, Inc.; Author, <i>You Go, Girl!: Give Your Daughters the Tools to Be Powerful Women</i>

*Nationally-recognized author

CONFERENCE HIGHLIGHTS

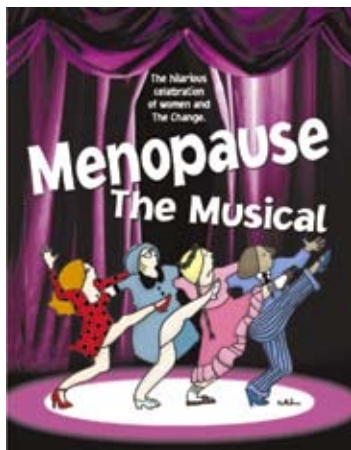
The PBWC conference is packed with informative seminars, dynamic keynote speakers, special interest tracks, and over 150 exhibitors.

YOU WILL HAVE THE OPPORTUNITY 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 BookShop West Portal, the on-site bookstore, that will host 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 Peninsula Vascular Research Foundation
- Bring your resume to Café Vitae, a career center offering complimentary 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



DON'T MISS THE PERFORMANCE!

Menopause The Musical® is about four women at a lingerie sale with nothing in common but a black-lace bra and memory loss, hot flashes, night sweats, and not enough sex, too much sex and more! This joyful musical parody set to classic baby-boomer songs from "Puff, My God I'm Draggin'" to the disco favorite "Stayin' Awake, Stayin Awake" will have you cheering and dancing in the

aisles. It's definitely not "The Silent Passage" anymore!

A SPECIAL GIFT FOR ALL ATTENDEES

All conference attendees will receive a complimentary copy of their heartwarming new book, *This Is Not the Life I Ordered* by Deborah Collins Stephens, Jackie Speier, Michealene Cristini Risley, and Jan Yanehiro brought to you by Kaiser Permanente and PBWC.



REGISTRATION & EXHIBIT INFO

FEES: Full conference registration is \$195. Discounted rates are available for mentors, small business owners and students. 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. Registrations are non-refundable, but transferable. For online registration, visit www.pbwc.org.

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. Contact Corporate Kids Events, Inc. at (800) 838-2787 or www.corporatekidsevents.com

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

ACCOMMODATIONS: **The San Francisco Marriott** at 55 Fourth Street 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 1, 2007. Please mention that you are attending the PBWC conference.

TRANSPORTATION: Check the Moscone Center website, www.moscone.com, for driving and parking information. For information on CalTrain call 1-800-660-4287 or go to www.caltrain.com. For BART information go to www.bart.gov. **American Airlines** is providing discounted fares to and from the conference. For reservations, contact the Meeting Services Desk at 1-800-433-1790 and refer to authorization #A7747BE.

EXHIBITS: Booths are \$650 for 10' x 10' and include one six-foot table and two chairs, ID sign, draped back and side walls, one complimentary full conference pass, and two exhibitor-only passes that do not include session or meal functions. Upgrade packages are available. Booths for Small Businesses are \$450 and Non-Profit/Supporting Organizations are \$300 and do not include conference registration. Tickets to the keynote luncheon may be purchased for exhibit hall-only staff for \$50. Exhibitors will be listed in the Exhibitor Guide. Registrations are non-refundable, but transferable. Exhibit booth transfers must be approved by show management. Set up hours: Monday, April 30, 2007 from 1:00 pm – 7:00 pm. To register online, go to 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

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MOSCONE CENTER • SAN FRANCISCO
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PLEASE PRINT CAREFULLY:

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For electronic newsletter distribution

Please indicate special needs

ATTENDEE

- ☐ Attendee* (Until April 13) \$ 195
☐ Table of ten (Until April 13) \$ 1,950
(Keynote Luncheon, 10 full conference passes)
☐ Attendee late registration (After April 13)* \$ 215
☐ Mentorship Program* \$ 265
One adult and one young woman age 14-20.
(Under 18 must be accompanied by adult attendee.)**
☐ Entrepreneur Package (two adults)* \$ 295
(For small business owners and employees.)
☐ Students* (Full-time student with ID) \$ 100
* Open seating tables reserved for individual attendees during Keynote Luncheon

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-11:45am	_____
Seminar Session II	2:15pm-3:45pm	_____

**Name and address of second person

NAME _____

COMPANY/SCHOOL _____

ADDRESS _____

CITY/STATE/ZIP _____

EXHIBITOR

Premier Booth (Includes 2 full conference registrations and 4 exhibit hall only passes.)

- ☐ 20' x 10' Double Booth Double Corners \$5,000

Includes one 15-minute stage presentation & upgrade package*

Standard Booth (Includes 1 full conference registration and 2 exhibit hall only passes.)

- ☐ 10' x 10' Booth \$650

*Small Business Booth (20 employees or less.)

- ☐ 10' x 10' Booth \$450

Non-Profit and Supporting Organizations (Includes 2 exhibit hall only passes. Does not include conference registration.)

- ☐ 10' x 10' Booth, non corner location \$300

Non-profit tax ID # _____
(Number must correspond with your company name)

- ☐ Exhibitor Upgrade Package \$400

*New for 2007! Showcase your business! Package includes prime booth assignment, one invitation to the VIP reception, company name in PBWC printed program, listing in Virtual Expo on PBWC website for 3 months following the conference, and company name listed in pre-conference advertising.

- ☐ Special Rate Exhibitor may upgrade one exhibit hall only pass to a full conference pass.

STAFF NAME _____ \$50

Exhibitor Setup is on April 30

Please Note: Moscone Center is a union facility..

PAYMENT

- ☐ Check # _____ payable to PBWC, Inc.

☐ American Express _____
Account Number _____

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Expiration Date _____

☐ MasterCard _____
Signature (must be cardholder) _____

Exhibitors: List products & services below:

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San Mateo, CA 94403
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Fax: (650) 745-3417
www.pbwc.org

Or register online at:

CANCELLATIONS

Registrations are non-refundable. Exhibit booth transfers must be approved by show management.
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



LESLIE BENNETTS has been a Contributing Writer at Vanity Fair since 1988 and is the author of *The Feminine Mistake: Are We Giving Up Too Much?* A former

columnist at *The New York Times*, she writes about women's issues, national politics, and cultural news, and was the first woman to cover a presidential campaign.



MARGARET HEFFERNAN is a columnist for *Fast Company* and the author of *The Naked Truth: A Working Women's Manifesto on Business and What*

Really Matters. A former film producer for the BBC and CEO of several start ups, she just released her latest book: *How She Does It: How Woman Entrepreneurs are Changing the Rules of Business Success*.



SARA LASCHEVER

is a writer with a longstanding interest in the life and career obstacles faced by women in the workplace. Her work

has been published in *The New York Review of Books*, *The Harvard Business Review*, and *The New York Times*, and she is co-author of *Women Don't Ask: The High Cost of Avoiding Negotiation – and Positive Strategies for Change*.



GLINDA BRIDGFORTH

is the owner of Bridgforth Financial, a money management firm, and a former executive at Wells Fargo. In 2006, she

was chosen by Oprah Winfrey to appear in a multi-part series called "America's Debt Diet." Her books include *Girl, Get Your Credit Straight!*, *Girl, Get Your Money Straight!* and *Girl, Make Your Money Grow!*



SAM HORN has been the President of Action Seminars for 25 years and the author of *Tongue Full, What's Holding You Back*, and her latest book, *POP! Stand Out*

in Any Crowd. Fourteen-time emcee of the Maui Writer's Conference, she is an accomplished speaker, author, consultant, media guest, and communication expert.



PAMELA PEEKE, M.D., is an internationally recognized physician, scientist and expert in the fields of nutrition, metabolism, stress, and fitness. A

medical commentator for NBC's "Today" show, she is a member of Oprah Winfrey's O Team of nationally-recognized experts in women's health. Her books include *Fight Fat After Forty*, *Body for Life for Women*, and most recently, *Fit to Live: The 5-Point Plan to be Lean, Strong, and Fearless for Life*.



CHIN-NING CHU

is a descendant of the pauper who became the first Emperor of the Ming Dynasty and the foremost speaker on the practical application of Sun Tzu's *Art of War*. The

President of Asian Marketing Consultants, she is the author of *The Art of War for Women* and *Thick Face, Black Heart*.



TORY JOHNSON

is the founder and CEO of Women For Hire, producer of career expos and recruitment services connecting leading employers

with professional women. The Workplace Contributor on ABC's "Good Morning America," she has written three books on career success including her latest: *Take This Book to Work: How to Ask For (and Get) Money, Fulfillment, and Advancement*.



DANIEL SHAPIRO

is a Lecturer on Law at Harvard Law School and on the faculty in the psychiatry department at Harvard Medical

School/McLean Hospital. The Associate Director of the Harvard Negotiation Project, he conducts conflict management training all over the world. He is the co-author of *Beyond Reason: Using Emotions as You Negotiate*.



YASMIN DAVIDTS, the CEO and Founder of Empowering Latinas, Inc., was recognized as one of the leading Latinas by *Hispanic* magazine. Her

most recent book, *Take Back Your Power: How to Reclaim It, Keep It and Use It to Get What You Deserve* was published last year; and *You Go, Girl!: Give Your Daughters the Tools to Be Powerful Women* will be released in October 2008.



AUNDREA LACY

is the Founder & Owner of Luv's Brownies, an online bakery producing specialty desserts. She launched her business in 1996

while working in the high tech sector. Her story and entrepreneurial advice is chronicled in two books: *Luv Story: From Homemade Brownies to My Own Internet Bakery and Brownie Points*.



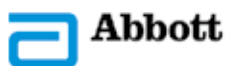
ROBYN FREEDMAN SPIZMAN

is a nationally-recognized television and radio personality, consumer advocate and author. Her suggestions on

gift giving, consumer topics, women's issues, promoting yourself, and book writing have been featured on NBC's "Today" show and numerous media outlets. She is co-author of *Take This Book to Work: How to Ask For (and Get) Money, Fulfillment, and Advancement*.

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please forward this brochure to a colleague