

# 2013 CONFERENCE PROGRAM



## THE NEXT GENERATION<sup>♀</sup>

UNLOCKING THE FULL POTENTIAL OF WOMEN IN THE WORKPLACE



THURSDAY,  
MAY 23, 2013

MOSCONE CENTER WEST  
- SAN FRANCISCO CA

*The Premier Conference for Women in Business.*

# » Welcome

Welcome to the 24th Annual Conference of the Professional BusinessWomen of California. Thank you for joining us for a day of networking, listening, engaging and learning.

This year's theme, The Next Generation, tackles the challenges and opportunities for women to achieve workplace equity. We will provide you with knowledge, practical solutions, motivation, and support to reach up and grasp hold of the next rung of the ladder.

We will hear from many extraordinary women today:

- Sheryl Sandberg, COO of Facebook, has just published *Lean In*, a book designed to re-ignite the women's movement and energize and inspire the next generation of women leaders.
- Jennifer Granholm led the great state of Michigan in America's industrial heartland through one of the most challenging economic cycles in our nation's history.
- Rita Moreno has a new book on the shelves, *Rita Moreno, A Memoir*, but her shelves hold far more than that. Rita Moreno is one of only eight performers who can claim entertainment's Grand Slam: an Oscar, an Emmy, a Grammy, and a Tony.
- Lareina Yee, Partner at McKinsey & Company, co-led McKinsey's research with the *Wall Street Journal* on "Women in the US Economy," publishing two groundbreaking articles about gender and business.

These speakers will share their personal and professional stories so that you all can take them in, relate them to your own aspirations and experiences, and move forward knowing that anything is possible at any stage of life when we join forces and take on the world as women working together.

No PBWC conference program would be complete without our founder, Congresswoman Jackie Speier. This organization and conference would not exist were it not for the vision and tenacity of the Congresswoman.

One of today's break-out options is a Lean In Circle, which is like a book club for your professional aspirations. Sheryl Sandberg has put her considerable muscle behind Lean In Circles as a means for providing us with the support and courage to break through to the next level of leadership.

We are doing something different with our Young Women's Summit. Instead of running it on the same day as this conference, all of our attention is focused on you today. We will host the Young Women's Summit on October 1st at the Juniper Networks Aspiration Dome in Sunnyvale, CA, and it is already shaping up to be bigger and better than ever.

We hope you'll continue your professional journey with us by becoming a PBWC member. With membership, you will benefit from our webinars and our Community Events. Our webinars reach thousands of men and women around the world. Community Events, which take place around the Bay Area and in Sacramento, feature compelling speakers and serve as wonderful opportunities to develop and enhance skills, connect with other professionals, expand your network, and find new sources of support for your professional journey.

To all of our generous sponsors who make our organization and this conference possible, we express our heartfelt thanks.

And to all of you conference attendees, have a wonderful thought-provoking and inspiring day!

**René Kim** President and Board Chair

**Nicole Soluri** Board Vice Chair

**Shirley Gordon** Secretary and Director-at-Large

**John Kunhart** Treasurer and Director-at-Large

**Cheryl Cornelius** Director-at-Large

**Deidra Lieberman** Director-at-Large

**Alexandra Roddy** Director-at-Large

**Wanda Smith** Director-at-Large

**Deepti Srivastava** Director-at-Large

**Kathryn Larson** Executive Director

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# » Keynote Speakers



**Sheryl Sandberg**  
Chief Operating Officer, Facebook

Sheryl Sandberg oversees Facebook's business operations including sales, marketing, business development, legal, human resources, public policy and communications. Prior to Facebook, Sandberg was vice president of Global Online Sales and Operations at Google, where she built and managed the online sales channels for advertising and publishing and operations for consumer products worldwide. She previously served as Chief of Staff for the United States Treasury Department under President Bill Clinton and began her career as an economist with the World Bank. She received B.A. and M.B.A. degrees from Harvard University.

Sandberg also serves on the boards of Facebook, The Walt Disney Company, Women for Women International, Center for Global Development, ONE and V-Day.

In response to Sheryl's 2010 TEDTalk on the ways women are held back—and the way we hold ourselves back—viewers around the world shared their own stories of struggle and success. This overwhelming response inspired Sheryl to write her best-selling book, *Lean In*, in which she shares her personal stories, uses research to shine a light on gender differences, and offers practical advice to help women achieve their goals. The book challenges us to change the conversation from what women can't do to what we can do, and serves as a rallying cry for us to work together to create a more equal world.



**Jennifer Granholm**  
Governor of Michigan (2003-2011)

Governor Jennifer Granholm has forged a trailblazing career in politics, in the board room, in the classroom, and on her progressive news show, "The War Room", by confronting the gravest challenges to our nation's economic future.

Granholm served as Michigan's first female Attorney General, before becoming the state's first female Governor in 2002. In 2006, she was re-elected with the largest number of votes ever cast for governor in Michigan. As Governor, Granholm led the state through a brutal economic downturn that resulted from a meltdown in the automotive and manufacturing sectors. She worked relentlessly to diversify the state's economy, strengthen its auto industry, and preserve the advanced manufacturing sector. She also championed new, emerging sectors, such as clean energy, to broaden Michigan's economic portfolio.

Granholm is a Distinguished Practitioner of Law and Public Policy at UC Berkeley's School of Law and Goldman School of Public Policy. She recently served as an advisor to Pew Charitable Trusts' Clean Energy Program where she led a national campaign for clean energy policies. After leaving office, Granholm hosted Current TV's political news analysis show "The War Room with Jennifer Granholm." She also co-authored *A Governor's Story: The Fight for Jobs and America's Economic Future*, which tells how Michigan pioneered ways out of an economic storm and offers proven advice for a nation desperate to create jobs.



**Rita Moreno**  
Acclaimed Singer, Dancer & Actress

Rita Moreno belongs to an elite group of only eight living performers who have won entertainment's grand slam of prestigious industry awards: The Oscar, The Emmy, The Tony, and The Grammy. At just 81 years young, Ms. Moreno remains one of the busiest stars in show business and has just penned her first book, *Rita Moreno: A Memoir*, released this March.

Born Rosa Dolores Alverio in Humacao, a small town near the Puerto Rican rain forest, Ms. Moreno moved with her mother to New York at the age of five. She built a thriving career for the better part of six decades, despite the institutional racism that has plagued the entertainment industry, and is the first hispanic woman to win an Academy Award.

Rita Moreno has served on The National Endowment for the Arts and as a Commissioner for The President's White House Fellowships. She has also served as a member of The President's Committee on the Arts and Humanities.

At a White House ceremony in June 2004, Ms. Moreno was awarded The Presidential Medal of Freedom by President George W. Bush. In 2007, Ms. Moreno was inducted into the California Hall of Fame by Governor Arnold Schwarzenegger. In 2010, she was awarded The National Medal of Arts by President Barack Obama as well as the Here I Stand Award for activism in the arts and the HOLA Lifetime Achievement Award.



**Congresswoman Jackie Speier**  
14th Congressional District

Congresswoman Speier has lived her entire life inside California's scenic 14th Congressional District, which she has represented in Congress since April 2008. She previously served the residents of the San Francisco Peninsula on the San Mateo County Board of Supervisors and in the California Assembly and Senate.

Congresswoman Speier was the first California legislator to give birth while in office and, during her time in Sacramento, authored more than 300 bills that were signed into law by both Republican and Democratic governors. These included the nation's strongest financial privacy law and measures that expanded women's access to reproductive health services, ended gender-based pricing at retail establishments and safeguarded children from hazardous products. Her law to improve collection of delinquent child support has resulted in tens of billions of dollars being recovered for single parents since enactment. She also led high-profile investigations of fraudulent and wasteful government spending which saved taxpayers many more millions of dollars.

The Congresswoman serves on the Committee on Oversight and Government Reform, and the Committee on Homeland Security, for which she is the Ranking Member on the Subcommittee on Counterterrorism and Intelligence. She is also a member of her party's leadership team as Senior Whip.



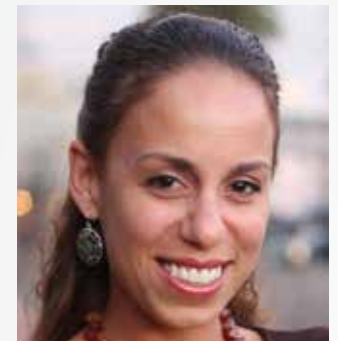
**Lareina Yee**  
Partner, McKinsey & Company

Lareina Yee is a Partner in McKinsey & Company's San Francisco Office. Over her 11 years with McKinsey she has been a part of the Greater China and West Coast Offices. She works with High Tech, Media and Healthcare companies to transform their growth equation through advising on strategy, sales and marketing.

For the last two years Lareina has co-lead McKinsey's research effort on *Women in the US Economy*. During this time she has published two articles: *Unlocking the Potential of Women in the Economy* and *Changing Companies' Mindsets about Women*. Lareina also leads a number of women's development initiatives within McKinsey. She graduated from the Columbia University.

She is on the San Francisco Ballet School Committee and has led a pro-bono effort with San Francisco Ballet looking at their marketing-based opportunities.

## Keynote Session Hosts



**Nikki Medoro**  
KGO Radio



**Carolyn Johnson**  
ABC7 News



**Cheryl Jennings**  
ABC7 News

## » Closing Keynote Session: Power Panel

### Moving to the Next Generation

Keynote Theatre, 4:30pm

- What does it take to lead a business as a female executive?
- Is great leadership truly gender-blind?
- How can we identify and overcome the barriers that society, corporate cultures, and men and women themselves -- often inadvertently -- put in the way of a more diverse, accepting, and inspiring leadership?

As Socrates importantly said, "The secret of change is to focus all of your energy, not on fighting the old, but on building the new." Top-level executives from some of the country's most successful and innovative companies will join forces to discuss strategies they have used to move themselves and their companies into a new reality - the Next Generation.



#### Claudia Fan Munce

**Vice President, Corporate Strategy, IBM**

Claudia Fan Munce has been the Managing Director of the IBM Venture Capital Group since 2004. In addition to this role, she is Vice President of Corporate Strategy. Ms. Munce joined IBM's Research Division in 1985 and held many technical and business leadership positions.



#### Kelly Kramer

**Senior Vice President, Corporate Finance, Cisco**

Kelly Kramer is Senior Vice President of Corporate Finance which includes Corporate Financial Planning and Analysis, Mergers and Acquisitions Finance, Portfolio Management, and Strategic pricing.



#### Cindy Reese

**Senior Vice President, Worldwide Operations, Oracle Corporation**

Cindy Reese joined Oracle in 2010, when the company acquired Sun. Before that, Ms. Reese was with Sun for more than 10 years, where she was Senior Vice President for Worldwide Operations, responsible for running Sun's supply chain, manufacturing, and logistics programs.



#### Kelly Thompson

**Senior Vice President, Merchandising, Walmart.com**

As Senior Vice President of Merchandising at Walmart.com, Kelly Thompson oversees merchandise strategies, merchandise planning, product development and Walmart Marketplace for the online business of the world's largest retailer. She was promoted to this position in early 2012.



#### S. Shariq Yosufzai

**Vice President, Chevron**

S. Shariq Yosufzai is Vice President, Global Offices of Diversity and Ombuds, Chevron Corporation. In his role he is responsible for Chevron's worldwide Diversity & Inclusion and Ombuds functions. He also provides oversight for Chevron's worldwide University Partnerships and Strategic relationships with Professional Societies and Institutes.



#### Janice Zdankus

**Vice President, Enterprise Group, Hewlett-Packard Company**

Janice Zdankus is vice president of Knowledge Management for Hewlett-Packard's Enterprise Group. In this role, Zdankus and her team define, create, and share information to ensure successful customer experiences with HP's products and support.

# Empowering the female leader, it matters.

At HP we believe that the development of female leadership not only ensures a just workplace, but a better bottom line. That's why HP is proud to sponsor the Professional Business Women of California Conference. We're honored to support this year's event and advocate for the empowerment and advancement of women everywhere. For more information, go to [hp.com/makeitmatter](http://hp.com/makeitmatter)

**Make it matter.**





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The Professional BusinessWomen of California  
and Juniper Networks present:

# YOUNG WOMEN'S SUMMIT

*Dare to be You*



**pbwc**  
Professional  
BusinessWomen  
of California

**TUESDAY, OCT 1<sup>ST</sup>**  
JUNIPER NETWORKS  
ASPIRATION DOME, SUNNYVALE, CA

## California's largest women's business organization is pleased to announce the 2013 PBWC Young Women's Summit, presented by Juniper Networks.

The event will offer unique programming to help high school juniors and seniors and college-aged women expand their horizons and pursue the careers they desire by connecting them with successful, professional women eager to share what they know with the next generation of women leaders.

### The 2013 Professional BusinessWomen of California Young Women's Summit includes:

- Two skill-building and inspirational keynote sessions
- A multi-generational panel of women at various stages of their careers sharing insights of what to expect and how to thrive at each phase
- Small-group mentoring sessions with businesswomen from multiple industries
- One-on-one opportunities to speak with corporate recruiters and universities to receive personal career and educational advice
- Dress for Success - tips for creating the proper professional image
- Fun ice-breaking exercises and networking opportunities with other like-minded young women eager to start planning their careers
- Lunch
- Gifts and prizes

### Cost: Free

Attendees must be high school juniors or seniors, or current college students between the ages of 17 and 23. Both individuals and groups are welcome. For school groups, if your school requires it, one designated chaperone will be allowed for every six participants.

Registration opens August 1st at [pbwc.org](http://pbwc.org).

**JUNIPER**  
NETWORKS

## Body Language Traps and Tips for Women Who Lead

Room 2008 : 10:55am-12:10pm

Is your body language helping -- or hurting -- your leadership success? The most effective leaders send two sets of nonverbal signals: warmth and authority. Women are the champions in the warmth and empathy arena, but often lose out with power and authority cues—mostly because they fall prey to ten common body language traps. Attend this lively and interactive session to get tips for projecting more confidence, competence, and charisma.

Moderated by John Kunhart, PBWC Board Treasurer



### Carol Kinsey Goman, Ph.D.

President, Kinsey Consulting Services

Carol Kinsey Goman, Ph.D., is an international keynote speaker, specializing in leadership and nonverbal communication. She coaches executives, female leaders, salespeople, and change-agents to become even more effective and successful. Carol is a leadership blogger for Forbes and the author of *The Silent Language of Leaders: How Body Language Can Help - or Hurt - How You Lead* and *The Truth About Lies in the Workplace: How to Spot Liars and What to Do About Them*.

## Making Work, Work: Time Management for Executive Women

Room 2020 : 10:55am-12:10pm / 3:00-4:15pm

Based on decades of consulting with executives worldwide, Julie presents her cutting edge approach to maximizing workplace performance and productivity. Identify hidden time wasters and get more out of each day, while maintaining a healthy work-life balance. Learn how small changes in behavior can achieve big results – in recouped energy and time to tackle work that requires high-level, careful focus, so you have time to lean in, and make your unique contribution.

Moderated by Wanda Smith and Alexandra Roddy, PBWC Directors-at-Large



### Julie Morgenstern

Organizing and Time Management Expert

Julie Morgenstern, dubbed "The Queen of Putting People's Lives in Order" by *USA Today* is a global leader on organization and productivity. A *New York Times* bestselling author of five books, Julie is a highly sought-after speaker and consultant to companies in every industry worldwide. Her practical and insightful approach is frequently quoted in the media, including multiple appearances on *Oprah*, the *Today* show, *Good Morning America*, NPR, *The New York Times* and *Huffington Post*.

## Mastering the Art of Global Leadership

Room 3016 : 10:55am-12:10pm / 3:00-4:15pm

Dr. Javidan will first explain the concept of Global Mindset and its importance to global leaders. He will then present the results of a study of several thousand women managers and executives in global roles and will show their profile of Global Mindset. He will show that women executives have unique strengths in key aspects of Global Mindset, which will help them succeed as global leaders.

Moderated by Judy Bloom, PBWC Emerita Board Member



### Dr. Mansour Javidan

Garvin Distinguished Professor and Founding Director of the Najafi Global Mindset Institute, Thunderbird University

Dr. Mansour Javidan is the Garvin Distinguished Professor and Founding Director of Najafi Global Mindset Institute at Thunderbird School of Global Management, the #1 ranked graduate school for international business in the world. He is designated an Expert Advisor by the World Bank and a Senior Research Fellow by the U.S. Army. He is the first inductee in the MBA Women International's Hall of Heroes. His latest book, *Developing Your Global Mindset: The Essential Handbook for Successful Global Leaders*, will be widely available in May 2013.

## PBWC Lean In Circles

Room 2016 : 10:55am-12:10pm

Join us for a preview of Lean In Circles, small peer groups that meet regularly to learn and share together. Studies show we often achieve more in groups than we do as individuals, and Circles put this idea into practice. Circle members learn new skills together and benefit from everyone's best thinking.

Today's session is designed to introduce you to Lean In Circles and give you the tools you need to start your own Circle. If you have any questions about getting started, just ask a Lean In Facilitator.

Moderated by Alexandra Roddy, PBWC Director-at-Large



### Gina Bianchini

CEO, Mightybell

Gina Bianchini is the CEO and founder of Mightybell ([www.mightybell.com](http://www.mightybell.com)), a new social platform seeking to revolutionize how online groups form, organize, and grow around interests, passions and goals. Gina has been named on *Fortune* magazine's "40 under 40," *The Huffington Post*'s 10 technology "Ultimate Game Changers," and *7x7* magazine's "Hot 20" list. She has been featured in *Fast Company*, *Wired*, the *New York Times*, *Fortune*, *Forbes*, and the *Wall Street Journal*.



### Sue Hesse

Global Forum Expert

Sue is a long-time, top requested trainer and retreat facilitator. Sue has moderated over 1,300 forums, leadership roundtables, retreats and moderator workshops throughout 15 different countries for YPO-WPO (Young Presidents' Organization), EO (Entrepreneurs' Organization, Gazelles, HEMP (Helzberg Entrepreneurial Mentoring Program), the Forum Resource Network and Chambers of Commerce, helping them to get the most out of their peer-to-peer learning experience. Additionally, Sue professionally facilitates management retreats, boards, advisory councils and conferences.

## Retirement: A Woman's Guide

Room 2007 : 10:55am-12:10pm

This session focuses on financial considerations specific to women today. This session walks through the step by step process of planning for retirement in an easy to understand format and empowers women to take control of their financial future.

Moderated by Shirley Gordon, PBWC Board Secretary



### Aubrey Holt

**Advisor, State Farm VP Management Corp.**

Aubrey has spent the last 17 years in the financial services industry working with banking, investment and insurance institutions. Every day Aubrey consults individuals, couples and businesses, making sure there is a plan in place for their financial future. Her determination and passion around helping women achieve their financial goals, and protecting them against the unexpected, stems from personal experience when her sister suffered from a traumatic brain injury at the age of 36.

## Get in the Game: Financial Planning

Room 2007 : 3:00pm-4:15pm

Women have gained financial independence to an unprecedented degree over the past two decades and the financial industry has started to take notice. In an industry that has been traditionally dominated by men talking to men, gender stereotypes are still pervasive. Getting off the sidelines and taking charge of your financial future is daunting. Learn about the unique challenges and opportunities that women face as investors and some real-life strategies for long-term investment planning.

Moderated by Wanda Smith, PBWC Director-at-Large



### Kathy A. Jones

**Vice President, Fixed Income Strategist, Schwab Center for Financial Research**

Kathy A. Jones is responsible for credit-market and interest-rate analysis, as well as fixed income education for investors at Schwab. Jones has studied global credit markets extensively throughout her career as a fixed income investment strategist, working with both institutional and retail clients.

Prior to joining Schwab in 2011, Jones was a fixed income strategist with Morgan Stanley Smith Barney, where she specialized in global-macro strategy covering domestic and international bonds, and foreign exchange. She has also been a consultant with the alternative investments firm Tazo Consulting, and was executive vice president of the debt capital markets division at Prudential Securities.

Jones received her undergraduate degree with honors in English literature from Northwestern University, and her MBA in finance from Northwestern University's Kellogg Graduate School of Management.

## Winning From Within: A Breakthrough Method for Leading, Living, and Lasting Change

Room 2002 : 10:55am-12:10pm / 3:00-4:15pm

An expert on managing yourself for high performance shares a new approach for getting more of what you want, improving your relationships, and enjoying life's deeper rewards. Winning From Within combines insights from Western psychology and Eastern philosophy with practical applications from real business situations, to help you find your way back to center. You'll leave this interactive session with food for thought, connection to yourself, and a renewed sense of possibility.

Moderated by Deidra Lieberman, PBWC Director-at-Large and John Kunhart, PBWC Treasurer



### Erica Ariel Fox, JD

**Lecturer on Law at Harvard Law School and President, Mobius Executive Leadership**

Erica Ariel Fox is the author of *Winning From Within*, forthcoming this fall from Harper Business. She's taught negotiation at Harvard Law School for nearly twenty years, and is co-founder of the global consulting firm Mobius Executive Leadership. A highly sought-after consultant to some of the world's most renowned companies, Erica travels the globe to help people in their leadership and in their lives. She resides part-time in Massachusetts and part-time in Amsterdam, the Netherlands.

## Getting to 50/50: Excel at Your Job, Be Home for Dinner

Room 2016 : 3:00-4:15pm

Simple steps you can take at work and at home to live a 50/50 life – we'll share tips to make your partner a true partner and help you thrive in your career. Embrace ambition at work, connect with your kids, share with your spouse – and feel good about it too!

Business executives Sharon Meers and Joanna Strober, are co-authors of the book, *Getting to 50/50*. Sharon is an executive at eBay and formerly an MD at Goldman Sachs. Joanna runs a private equity and venture capital fund of funds in Silicon Valley. Collectively, they have five children, two spouses and one dog.

Moderated by Cheryl Cornelius, PBWC Director-at-Large



### Sharon Meers

**Head of Sales & Business Development, X.commerce, a division of eBay**

Sharon Meers leads business development for X.commerce, the open commerce platform division of eBay, helping merchants grow with better technology. Prior to joining X.commerce, Sharon ran business operations for product marketing at HP-Palm.



### Joanna Strober

**Managing Director of Private Equity, Sterling Stamos**

Joanna Strober is the Managing Director of Private Equity of Sterling Stamos, a private investment management firm that invests globally using an endowment approach to asset allocation. Ms. Strober has spent more than 20 years making direct investments in private equity and venture capital.

## The Breakthrough Curve: Disruptive Innovation for a Better World

Room 3022 : 10:55am-12:10pm / 3:00-4:15pm

Explore how to create and sustain disruptive ideas by understanding the key stages of the Breakthrough Curve. Engage with the world at the edge of chaos and come back triumphant with big ideas that will shape the future for all.

Moderated by Cheryl Cornelius and Deidra Lieberman, PBWC Directors-at-Large



### Nick Jankel

Founder, WeCreate Worldwide

Nick Jankel runs a global innovation agency WECREATE WORLDWIDE, is a partner in the Global Leaders Academy, and has a triple First Class degree from Cambridge University.

## Entrepreneurship Panel: Super-Sizing Small Business

Room 2008 : 3:00-4:15pm

What does it take to turn an idea into a business bonanza? That's what journalist Hope Katz Gibbs, founder of Inkandescent PR and publisher of Be Inkandescent magazine, will help the audience discover when she interviews entrepreneurial phenoms Kristine Carlson, co-founder of the "Don't Sweat the Small Stuff" series, and Bonnie Harvey, co-founder of Barefoot Wine. The "Don't Sweat" series has sold millions of copies, and Barefoot sold to E. & J. Gallo for millions of dollars. How can you follow in their footsteps?



### Kristine Carlson

Co-founder, Don't Sweat the Small Stuff

Author Kristine Carlson is a nationally known spokesperson on women's issues, and the co-founder of the "Don't Sweat the Small Stuff" series with her late husband Richard Carlson. Her most recent books include *Don't Sweat the Small Stuff for Moms*, *Don't Sweat the Small Stuff for Women*, and *Heartbroken Open: A memoir through loss to self-discovery*.



### Bonnie Harvey

Co-founder, Barefoot Wine

Bonnie Harvey is the co-founder of Barefoot Wine. A serial entrepreneur, industry reformer, and brand builder, she and partner Michael Houlihan had no money and no knowledge of the wine industry when they founded the Barefoot Wine brand. Against the odds, they turned their idea into the most awarded wine for its quality and price, and in 2005 sold to E. & J. Gallo. Their new book, "The Barefoot Spirit," is a primer for all small business owners on how to master the art and science of entrepreneurship.



### Hope Katz Gibbs

Founder, Inkandescent PR

Panel moderator Hope Katz Gibbs is a journalist turned publicist, and publisher of Be Inkandescent: The magazine for entrepreneurs, by entrepreneurs. She is also producer of Inkandescent Radio Network: The Voice of Entrepreneurs. Her company helps entrepreneurs get more visibility using savvy, smarts, and a toolbox filled with tools that are easy to access and apply.

## Cut the Crap, Get Promoted

Expo Stage : 11:00-11:30am

Learn top secrets on how to get promoted from a veteran hiring manager and leader of big teams in Fortune 500s and start-ups. The "Crap" comes in two forms: excuses and mistakes we all make in aiming for a promotion. So let's avoid those while striving for our next move UP! Come with pen and paper to take away actionable things you can do the very next day.



### Dana Mancigli

Speaker, Consultant, Author, DM Consult, LLC

Dana Mancigli is a global career expert and 30+ year veteran Fortune 500 sales and marketing executive, recently retired after a decade's tenure at Microsoft. She is the author of *Cut the Crap, Get a Job! A New Job Search Process for a New Era*. A recognized career, networking and business thought leader, she is a sought-after speaker and a regular contributor to print and online publications. She was named among Seattle's Women of Influence, sits on the worldwide board of Junior Achievement and has her MBA from the Thunderbird School of Global Management.

## Stand Behind Your Value and Charge What You Know You Are Worth!

Expo Stage : 11:35am-12:05pm

- Learn exactly where you are stuck in relation to 4 Money Shadow Types, how this is holding you back from the success you want, the financial prosperity you crave, and what to do about it.
- Discover the exact breakthrough beliefs and behaviors that are key to transforming your relationship with money.
- Find out how your self worth is connected to your net worth.
- Find out why charging what you are worth empowers both you and others.



### Rita Hovakimian

Founder, Inspiring Success, LLC

Rita Hovakimian, founder of Inspiring Success, has been coaching, mentoring and providing programs for more than 20 years. She works with her clients to bring these high-performing women's unique brilliance into the world and to create financial prosperity, from a Spirit-driven place. Rita is also the creator of the Women, Power & Body Esteem Coaching Certification Program, which is for professionals committed to supporting women in transforming their relationship with their bodies and deeply accessing their self worth.

## The Art of Personal Branding

Expo Stage : 3:10-4:10pm

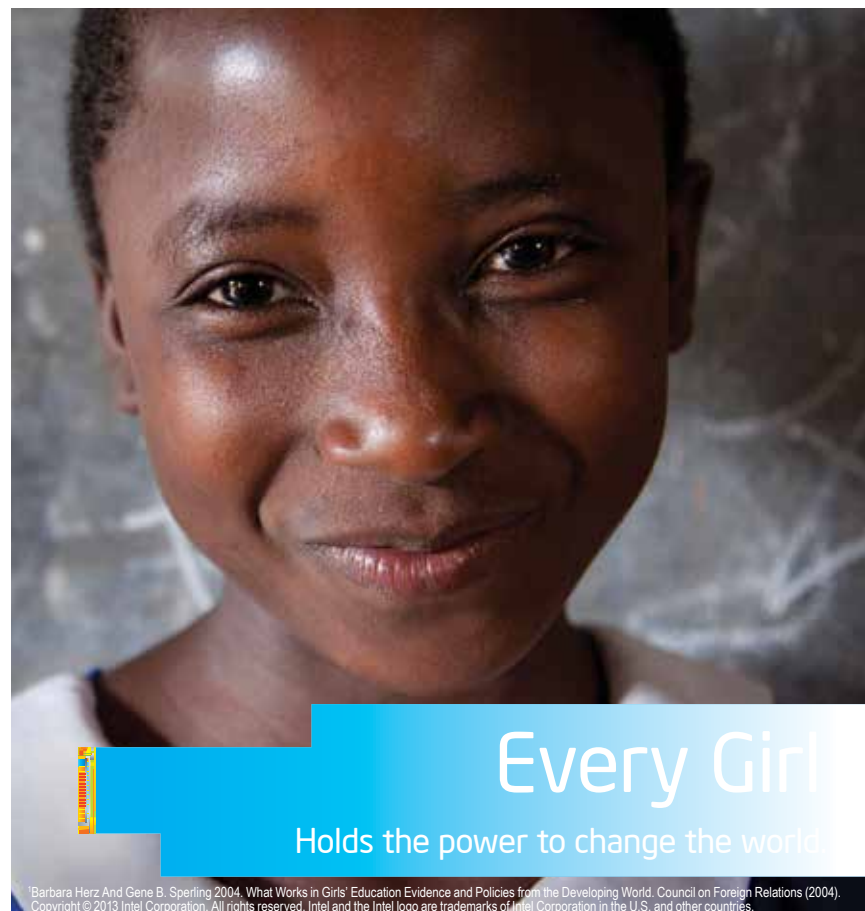
Enhance Your Visibility, Credibility & Influence! You already have a personal brand, whether you're managing it or not. BUT, are you being perceived as leader in your field; or is it time to take control of your personal brand and the perceptions of those you most want to influence? If you're great at what you do, but have difficulty tooting your own horn, you must attend Ellen's talk. You will leave with branding tips and much more confidence in yourself and in your unique contribution!



### Ellen Looyen

Founder and CEO, Ellen Looyen Communications

Ellen Looyen was one of the first women in Sales at IBM and later at Xerox, where she was a top producing sales rep, sales manager and sales trainer. Since 1988, Ellen has branded divisions of major corporations, launched countless startups and has helped all types of people advance their careers. Ellen is the creator of a unique e-learning program for building a personal brand and charismatic influence. She is a frequent Brand Commentator on KGO, San Francisco's #1 Radio Station; and she has sold out the prestigious SF Commonwealth Club, all four times she's spoken there. Some of Ellen's clients include: Goldman Sachs, Visa, Chevron, KPMG, Cisco and Kaiser Permanente.



Imagine a world  
of opportunity.

When girls and women have access to  
quality education, the world becomes  
a better place.

When 10% more girls go to  
school, a country's GDP increases  
on average by 3%.<sup>1</sup>

Each year of secondary  
schooling increases a girl's future  
wages by 10-20%.<sup>1</sup>

Intel is committed to promoting quality  
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personal growth for girls and women  
through technology and digital literacy.  
We have partnered with the 10x10  
social action campaign and its feature  
film, *Girl Rising*, to showcase the power  
education has to change the world.

Every Girl

Holds the power to change the world.

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<sup>1</sup>Barbara Herz And Gene B. Sperling 2004, What Works in Girls' Education Evidence and Policies from the Developing World, Council on Foreign Relations (2004).  
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Oracle is proud to partner  
with the PBWC, inspiring &  
developing women leaders  
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Together we are building the next generation Walmart. At Walmart eCommerce, our business and engineering teams collaborate to create billions of better customer experiences for the world's largest global retailer. Providing easy access to more than a million products, Walmart.com combines the best of two great worlds—technology and world-class retailing. Whether we're developing an award-winning mobile destination or pursuing the latest notions coming from our innovation engine, @WalmartLabs, we enjoy a culture of exploration at Walmart eCommerce.

We're passionate about technology, and we're committed to making lives better for people all around the world. Through our Global Women's Economic Empowerment initiative, we aim to increase sourcing from women-owned businesses around the world, empower nearly 1 million women through training, and promote opportunities for women and minorities within our merchandise and professional services suppliers.

Learn more about who we are and what motivates us—then join our team.

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# THE NEXT GENDERATION

UNLOCKING THE FULL POTENTIAL OF WOMEN IN THE WORKPLACE

THURSDAY,  
MAY 23, 2013

MOSCONE CENTER WEST  
- SAN FRANCISCO, CA

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|
| 9:00am                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <div>Opening Keynote Sessions</div> <div>Keynote Theater, Third Floor</div> <div><div>Congresswoman Jackie Speier</div><div>United States 14th District</div></div> <div><div>Lareina Yee</div><div>Partner, McKinsey &amp; Co.</div></div> <div><div>Sheryl Sandberg</div><div>Chief Operating Officer, Facebook</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |  |  |
| 10:55am-12:10pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <div>Seminar Sessions</div> <div>Second and Third Floors</div> <div><div>Winning From Within: A Breakthrough Method for Leading, Living, and Lasting Change</div><div>Erica Ariel Fox, JD</div><div>Room 2002</div></div> <div><div>Retirement: A Woman's Guide</div><div>Aubrey Holt</div><div>Room 2007</div></div> <div><div>Body Language Traps and Tips for Women Who Lead</div><div>Carol Kinsey Goman, Ph.D.</div><div>Room 2008</div></div> <div><div>PBWC Lean In Circles</div><div>Gina Bianchini and Sue Hesse</div><div>Room 2016</div></div> <div><div>Making Work, Work: Time Management for Executive Women</div><div>Julie Morgenstern</div><div>Room 2020</div></div> <div><div>Mastering the Art of Global Leadership</div><div>Dr. Mansour Javidan</div><div>Room 3016</div></div> <div><div>The Breakthrough Curve: Disruptive Innovation for a Better World</div><div>Nick Jankel</div><div>Room 3022</div></div>                                                        |  |  |  |  |  |  |
| 12:30pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <div>Networking Lunches and Table Topic Discussions</div> <div>First Floor Dining Room</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |  |  |  |  |  |
| 1:30pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <div>Afternoon Keynote Sessions</div> <div>Keynote Theater, Third Floor</div> <div><div>Rita Moreno</div><div>Acclaimed Singer, Dancer and Actress</div></div> <div><div>Jennifer Granholm</div><div>Governor of Michigan (2003-2011)</div></div> <div><div>The Next Generation</div><div>Inspiration from Our Amazing Leaders of Tomorrow<ul style="list-style-type: none"><li>PBWC Scholarship Awards</li><li>2013 Young Women's Summit Preview</li></ul></div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |  |  |  |  |
| 3:00-4:15pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <div>Seminar Sessions</div> <div>Second and Third Floors</div> <div><div>Winning From Within: A Breakthrough Method for Leading, Living, and Lasting Change</div><div>Erica Ariel Fox, JD</div><div>Room 2002</div></div> <div><div>Get in the Game: Financial Planning</div><div>Kathy A. Jones</div><div>Room 2007</div></div> <div><div>Super-Sizing Small Business</div><div>Kristine Carlson, Bonnie Harvey and Hope Katz Gibbs</div><div>Room 2008</div></div> <div><div>Getting to 50/50: Excel at Your Job, Be Home for Dinner</div><div>Sharon Meers and Joanna Strober</div><div>Room 2016</div></div> <div><div>Making Work, Work: Time Management for Executive Women</div><div>Julie Morgenstern</div><div>Room 2020</div></div> <div><div>Mastering the Art of Global Leadership</div><div>Dr. Mansour Javidan</div><div>Room 3016</div></div> <div><div>The Breakthrough Curve: Disruptive Innovation for a Better World</div><div>Nick Jankel</div><div>Room 3022</div></div> |  |  |  |  |  |  |
| 4:30pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <div>Power Panel: Moving to the Next Genderation</div> <div>Keynote Theater, Third Floor</div> <div><div>Kelly Kramer</div><div>Senior Vice President, Corporate Finance, Cisco</div></div> <div><div>Claudia Fan Munce</div><div>IBM Corporate Strategy, Vice President</div></div> <div><div>Cindy Reese</div><div>Senior Vice President, Worldwide Operations, Oracle Corporation</div></div> <div><div>Kelly Thompson</div><div>Senior Vice President, Merchandising, Walmart</div></div> <div><div>S. Shariq Yosufzai</div><div>Vice President, Global Diversity, Chevron Corporation</div></div> <div><div>Janice Zdankus</div><div>Vice President, Enterprise Group, Hewlett-Packard Company</div></div>                                                                                                                                                                                                                                                                               |  |  |  |  |  |  |
| <div>+ Micro-Seminars in Expo Marketplace, 2nd Floor:</div> <div><div>11:00-11:30am</div><div>Cut the Crap, Get Promoted</div><div>Dana Mancagli</div><div>Speaker and Author</div><div>DM Consult, LLC</div></div> <div><div>11:35am-12:05pm</div><div>Stand Behind Your Value and Charge What You Know You Are Worth!</div><div>Rita Hovakimian</div><div>Founder, Inspiring Success, LLC</div></div> <div><div>3:10-4:10pm</div><div>The Art of Personal Branding</div><div>Ellen Looyen</div><div>Founder and CEO, Ellen Looyen Comms.</div></div> <div><div>Savor... San Francisco, is the exclusive catering company at Moscone Center. Savor's food composting program captures all organic material from food service operations. Savor also donates unused or excess food, ranging from fresh produce to boxed lunches, to San Francisco food banks.</div></div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  |  |  |  |  |

**Savor... San Francisco**, is the exclusive catering company at Moscone Center. Savor's food composting program captures all organic material from food service operations. Savor also donates unused or excess food, ranging from fresh produce to boxed lunches, to San Francisco food banks.

# » EXPO Marketplace

The Expo Marketplace is the central gathering place where attendees connect, shop, meet their favorite speakers, gather resources and more. This year's activities also include an end of the day happy hour and exhibitor raffle. Drop your business cards off at participating booths and return at the end of the day to see whether you're a winner!

## Expo Offerings At-a-Glance

### 2ND FLOOR

- Breakfast Service
- Micro-Seminars (11:00am-12:05pm, 3:10-4:10pm)
- PBWC Member Lounge
- Executive Headshot Studio (Nikki Ritcher Photography)
- Book Store and Signings
- HP Cyber Café

### 3RD FLOOR

- Exhibitor Booths
- Kaiser Permanente Chill Lounge



## PBWC MEMBER LOUNGE

Take advantage of your PBWC Member benefits and relax in our exclusive Member Lounge. Connect with other PBWC members, use one of our HP laptops, and enjoy VIP seating for the stage demonstrations.

## HP CYBER CAFÉ

Have business that can't wait? Looking for a place to connect? Check out the HP laptops available at the Cyber Café.



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PERMANENTE®**

## CHILL LOUNGE

Come and Thrive in the Kaiser Permanente Chill Lounge. Relax in massage chairs and turn it up with Kaiser's music downloads!

Thank you to our  
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# PBWC Book Signing Schedule

Don't miss your opportunity to shop at the bookstore and have your book signed by your favorite authors!

## RITA MORENO

12:15-12:45pm, 2:45-3:15pm

## DR. MANSOUR JAVIDAN

12:15-1:00pm

## CAROL KINSEY GOMAN, Ph.D.

12:15-1:00pm

## DANA MANCIAGLI

12:15-1:00pm

## JULIE MORGENSTERN

12:15-1:00pm, 4:15-4:45pm

## CONGRESSWOMAN

## JACKIE SPEIER

2:45-3:15pm

## GOVERNOR

## JENNIFER GRANHOLM

2:45-3:15pm

## SHARON MEERS and

## JOANNA STROBER

4:15-4:45pm

## BONNIE HARVEY

4:15-4:45pm

## KRISTINE CARLSON

4:15-4:45pm

## The Professional BusinessWomen of California is pleased to announce the 2013 PBWC Industry Leader Awards.



### Karen A. Austin

SVP Information Technology and Chief Information Officer, Pacific Gas and Electric Company

Karen's area of focus is information technology, where she is leading the evaluation of every aspect of the group's business, including the support of current mission critical systems and developing the company's technology strategy, infrastructure and architecture.

Prior to this role, Karen held several executive-level positions at Kmart Corporation and Sears Holdings Corporation. While at both companies, she was responsible for systems governing store operations, merchandising, supply chain and finance. At Kmart, she served as Divisional Vice President, Supply Chain Applications, Vice President IT Applications, and Vice President for Applications Development, Chief Information Officer and Interim Chief Marketing Officer. At Sears, Karen served as Senior Vice President and Chief Information Officer and most recently as President of Consumer Electronics.

### Meg Bear

Vice President, Oracle Cloud Social Platform

Meg is a strong advocate of mentoring/leadership development for emerging women leaders within Oracle and her community. She participates in Oracle Women's Leadership keynotes and panels, actively supports mentorship opportunities, and builds entrepreneurial capacity for low-income women entrepreneurs as Board Member of the non-profit "Women's Initiative".

With nearly 20 years in Enterprise Applications, Meg has a proven track record of developing products that simplify IT and reduce business challenges. She is passionate about applying technology to solve business problems, building and growing teams to be their best, and defining products to invest in, that solve real customer needs.

### Lydia Beebe

Corporate Secretary and Chief Governance Officer, Chevron Corporation

Lydia was named Chevron's first female executive officer in 1995. Today she is one of three corporate officers who are women. She is a founding executive sponsor of the Chevron's Women's Network since 1999. Lydia's active role in numerous Chevron diversity and inclusion initiatives has helped break barriers and empower women in Chevron as well as every public and nonprofit organization she's ever been involved in. Lydia has been on the board of the Professional Business Women of California (PBWC) and remains on its advisory board. Chevron was one of the PBWC's early financial sponsors, and once Lydia got involved Chevron went from zero involvement to becoming very actively involved and has sent hundreds of people to the conference.

In 2003, President George W. Bush appointed her to the board of directors of the Presidio Trust where she served through 2008.

### Gwyneth Borden

Manager of Corporate Citizenship and Corporate Affairs, IBM

Gwyneth manages IBM's corporate citizenship and philanthropic activities in the Western United States, focusing on pre K-12 education, STEM, sustainability, workforce and business development. In addition to her role at IBM, Gwyneth is a Commissioner for the City and County of San Francisco's Planning Commission, a post she was originally appointed to by then San Francisco Mayor Gavin Newsom in 2008, and reappointed in 2010.

Gwyneth is involved in a number of civic and philanthropic organizations and has received numerous awards for her leadership, being honored by the San Francisco Board of Supervisors for her community leadership (2009) and being named a Forever Influential Woman in Bay Area Business by the San Francisco Business Times in 2010 after being recognized as one of the Most Influential Women in Bay Area Business in 2009 and 2008.

### Gizelle Covarrubias

Managing Director, Charles Schwab & Co.

Gizelle has worked for Charles Schwab for 15 years. She is a highly accomplished leader in Schwab Technology Services. Gizelle has laser focus on her employee's development and growth. She is a strong advocate for the women of Schwab.

Gizelle believes the best way to achieve gender workplace equality is to start with girls while they are still young. She is a board member of GirlVentures, dedicated to empowering adolescent girls. Gizelle supports 5 other non-profits focusing on development for young woman. At work she mentors many young women starting out in technology.

In accordance with this year's theme, The Next Generation, this honor is given to both emerging leaders and established senior executives who have demonstrated excellence connecting, mentoring and advancing women; who have led ground-breaking and industry-changing innovation; or who have provided unique and unparalleled inspiration to their companies or their community at large.

PBWC is pleased to announce this year's recipients:



### Kimberly Marcelis

Vice President, Strategic Planning, Cisco

As Vice President Strategic Planning at Cisco Systems, Kimberly is a key part of leading the transformation to enable the company's new businesses while increasing operational excellence. She is responsible for the corporate planning process, Quarterly Business Reviews, governance of the executive meetings, and overall support of the President & COO's transformation agenda. Working extensively with the business leaders, functional teams and cross-functional virtual teams, she drives the alignment of the company on the 3 year strategy and the annual plans. She is responsible for "closing the loop" by measuring accountability against performance targets on a quarterly basis.

Also at Cisco, Kimberly has been the executive sponsor of the Cisco Asian Affinity Network since 2009 where she has created an innovative talent development program.

### Patricia Murray

Senior Vice President and Director, Leadership Strategy, Intel Corporation

Patricia founded iNEW, Intel's Network of Executive Women, which helps foster women in leadership positions at Intel, and Extend Our Reach, a sponsorship program for up and coming female leaders. During her tenure as HR Director, her organization launched a number of industry-leading initiatives to make Intel a great place for women. Intel was just named as the "Top Company for Technical Women" by the Anita Borg Institute, with results largely driven by Patricia's work and sponsorship.

Patricia is the Director, Leadership Strategy at Intel. She is responsible for working with the CEO to design and execute strategies to develop and grow Intel's senior leadership team in order to advance Intel's business strategy. Previously, Patricia spent 16 years as the director of Human Resources at Intel.

### Kelly Thompson

Senior Vice President, Merchandising, Walmart.com

Kelly oversees merchandise strategies, merchandise planning, product development and Walmart Marketplace for the online business of the world's largest retailer. She was promoted to this position in early 2012.

Kelly joined Walmart.com in 2007 as vice president of home and family merchandising. She was promoted to vice president in 2008 and assumed additional responsibility for trend direction, product and pricing strategy, merchandise planning and merchandising investments. She manages a team of more than 150 and oversees all merchandise departments, including electronics, toys, sports, movies, books, video games, home furnishings, apparel, jewelry, outdoor living, appliances, baby and gift items, consumables, and health and wellness.

### Luanne Tierney

VP, Worldwide Partner Marketing, Juniper Networks

Luanne works tirelessly on behalf of women in the workplace. She is committed to enabling them to grow in their careers and engage in the networking and leadership activities that can impact them both professionally and personally.

Luanne is the founder of NEW Directions Leadership Forum (NEW = Networking Empowers Women). This forum brings together women in our partner community as well as colleagues from Juniper several times a year to be inspired by speakers who provide tangible strategies for success in the workplace.

Luanne is also on the board of Students Rising Above and has a hands-on leadership role with this group which is committed to helping underprivileged students prepare for and go to college.

### Janice Zdankus

VP Solutions Enablement & Quality, Enterprise Group, Hewlett-Packard Company

Janice is Vice President of Knowledge Management for Hewlett-Packard's Enterprise Group. In this role, Janice and her team define, create, and share information to ensure successful customer experiences with HP's products and support.

Representative of her commitment to increasing the interest and representation of youth and minorities in the science, technology, engineering and math (STEM) fields, Janice serves as the HP liaison to the board of directors of the National Action Council for Minorities in Engineering (NACME).

Janice is active in sponsoring other diversity and inclusion projects in the industry and community, and is often requested to speak at women's leadership events.

## Community Events

### HOW WOMEN LEAD: Tuning in to our leadership style and potential

Hosted by Charles Schwab *charles* SCHWAB

- How do women leaders differ from male leaders?
- Why is it important to achieve 50/50 representation at the executive level?
- What does it take for men to support a woman's growth into a leader?

**June 20, 2013**  
San Francisco  
Sign-up at [pbwc.org](http://pbwc.org)

More Community Events in 2013:

**September 17, 2013**  
Hosted by Hewlett Packard



**Late 2013**  
Hosted by Oracle

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## eLearning Programs

Build your personal brand & boost your career with Ellen Looyen's popular 8-week e-learning and live coaching program.

Starting June 11, 2013. Learn more at:  
<http://www.ellen4branding.com/pbwc>

Additional eLearning programs will be made available.  
Visit [pbwc.org](http://pbwc.org) for more information.

Boost your career, refine your skills, and accelerate your achievements with the PBWC Webinar Series. All webinars are at 10am Pacific Time. Sign-up today at [pbwc.org](http://pbwc.org).



**JUNE 11**

### Leading Through Conflict: How Successful Leaders Transform Differences into Opportunities

**Mark Gerzon**

Conflict – make it work for you. Learn how you can transform differences into opportunities using the eight vital skills of the Mediator. Mark is the author of *Leading Through Conflict* (Harvard Business School Press) who works as a mediator at the highest level of government around the world.



**JULY 9**

### Thriving and Being Authentic Through Change

**Kellie Tomney**

Are you experiencing change in your life where your identity is being challenged and your old coping strategies are not working? Learn new strategies to reconnect with your core identity and to achieve your STAND OUT goals. Kellie is a personal branding coach and thought leader who helps clients to achieve their STAND OUT career and life goals.



**AUGUST 13**

### From Smart to Wise: Acting and Leading with Wisdom

**Prasad Kaipa**

Are you smart? Are you wise? Find out how to be a wise leader. Prasad is a CEO advisor and he has taught at executive education programs including the Indian school of Business, INSEAD, LSB and Tuck.



**SEPTEMBER 10**

### Winning From Within: A Guide to Leading, Living and Lasting Change

**Erica Ariel Fox**

All of us negotiate every day. From the moment we wake up until we close our eyes at night, we interact with other people to get things done. The most important negotiations, and the ones that determine the quality of our leadership and our lives, are those we have with ourselves. Yet few of us are masters of our inner landscape. Erica teaches negotiation at Harvard Law School, consults to business leaders, and is the Author of *Winning From Within*, forthcoming in fall of 2013 from Harper Business, an imprint of Harper Collins.



**OCTOBER 8**

### How Centered Leaders Achieve Extraordinary Results

**Lareina Yee**

This webinar examines the tools that support executives to thrive at work and in life by adopting a leadership model that revolves around their strengths, sources of energy and connecting with others. Lareina Yee is a partner at McKinsey & Co. and leads the Firm's research on *Women in the Economy*.



**NOVEMBER 12**

### The Practice of Presence

**Diana Theodores**

Communication that influences and inspires is achieved through a powerful instrument of authentic voice and presence. As all high performers know - from actors to CEOs - it needs to be tuned up and fit for purpose. Learn some authentic voice and presence tools from the world theatre. Diana is an international performance coach and Director of BoardWalk (UK) working with high potential women.



**DECEMBER 10**

### The Essential Attributes of Global Leadership

**Mansour Javidan**

This webinar will describe essential global leadership attributes, called Global Mindset, that are based on an extensive research project including data from over 15,000 managers from companies around the world. Dr. Javidan is the Garvin Distinguished Professor and Founding Director of the Najafi Global Mindset Institute at Thunderbird School of Global Management, ranked #1 in the world for international business.



**René L. Kim**  
PBWC President & Board Chair  
Senior Vice President,  
Charles Schwab

René Kim is senior vice president at Charles Schwab and is responsible for Bank and Cash Strategy, cash and margin product management and is the Charles Schwab & Co liaison to Schwab Charitable donor advised fund. René began her tenure at Schwab in April 1999 and has 25 years' experience in the financial services industry. René joined the Professional BusinessWomen of California board in 2008. She currently serves as the Board Chair and in this role, she develops programming and helps to set the future direction of the organization. René lives in Lafayette with her husband and two sons.



**Nicole Soluri**  
PBWC Board Vice Chair  
Chief Counsel,  
California State Lottery

Nicole serves as Chief Counsel to the California State Lottery. Prior to that, she was an attorney with Downey Brand LLP, where she focused on

corporate and securities matters. Before joining Downey Brand, Nicole was with the firm Wilson Sonsini Goodrich & Rosati, PC in Palo Alto. In addition to her work with PBWC, Nicole is also on the board of the Sacramento Children's Home. She received a B.A. from Santa Clara University and a J.D. from the UC Davis School of Law. Nicole lives in Sacramento with her husband Patrick, 15 month old son Connor, and rescue dogs Cody and Duncan.



**Shirley Gordon**  
PBWC Board Secretary  
Vice President - Operations,  
State Farm Insurance Companies

Shirley has held numerous operations leadership positions at State Farm Insurance for more than 38 years. She is responsible for State Farm California's Auto and Fire Operations servicing more than 5 million policies. She also leads the Computing, Processing and Solutions Department. Shirley serves on the board of the United Way of Kern County and is an Executive Advisory Council Member of Leadership California. She is a past chair of the United Way of the Wine Country, trustee of Santa Rosa Memorial Hospital, and chair of the American Heart Association Go Red for Women Executive Committee Sonoma County.



**John Kunhart**  
PBWC Board Treasurer  
Managing Director,  
American River Ventures

A serial entrepreneur, John is a co-founder and managing director of American River Ventures, an SRI venture capital fund located in Sacramento. John has served on the board of many venture financed companies. Prior to founding American River Ventures, John held senior technical and marketing positions with IBM, Tandem, and Boeing Computer Services. He is a graduate of Seattle Pacific University.



**Jackie Speier**  
PBWC Emerita Board Member  
and Founder  
U.S. Congresswoman

Representing the 14th District of California, Jackie Speier formerly served as a California State Senator, where she authored groundbreaking legislation in health care, privacy, consumer protection, child welfare, education, and prison reform; and served as Assistant Pro Tem of the State Senate, Chair of the Senate Finance, Banking and Insurance Committee, Chair of the California Legislative Women's Caucus, and others.



**Judy Bloom**  
PBWC Emerita Board Member  
and Founding President  
Floral Design and Organizational  
Development Consultant

Judy has served as the District Director for then-Assemblywoman Jackie Speier, Executive Director of Resourceful Women, Director of Employer Services at Jewish Vocational Service, and Development Officer/Director of Imprint Giving at the Jewish Community Endowment Fund. Judy retired from full-time employment at the end of 2010 and now enjoys studying Hebrew, traveling, volunteering on community boards, working with flowers, and spending time with her family.



**Cheryl A. Cornelius**  
PBWC Director-At-Large  
Client Executive,  
IBM Financial Services

Cheryl has over 20 years of experience in the Financial Services Industry, working with banks, brokerages, asset management and leasing firms. Currently, Cheryl is responsible for

helping clients develop business solutions that leverage IBM; leads IBM's Western Region Women's Council; and mentors several IBM employees. Cheryl is a wife and mother of two children. She is active in their school's Mothers' Club, sports programs, and Girl Scouts of America.



**Deidra Lieberman**  
PBWC Director-At-Large  
Vice President Sales,  
Cumulus Media

Deidra oversees the company's sales operations for KGO/KSFO/KNBR/KFOG and KSAN Radio. Deidra received a BA in Broadcast Communication Arts from San Francisco State University. She served on the Board of Directors for the Society of Television and Radio, participated in the Women Inspiring Women in Radio Mildred Carter Mentoring program and is currently on the Executive Committee for the Northern California Broadcasters Association. Deidra was recognized as one of the most influential Women in Bay Area Business by the San Francisco Business Times in 2011 and one of the Most Influential Women in Radio by Radio Ink Magazine in 2012.



**Alexandra Roddy**  
PBWC Director-At-Large  
SVP Strategy and Delivery,  
Bank of the West

Alexandra, a 15 year veteran of the financial services industry, is a creative, analytical, results-oriented executive who doesn't need to think out of the box because she doesn't recognize the box to begin with. As SVP at Bank of the West, Alexandra leads a team of 45 with responsibility for products, technology and project management. Alexandra holds a BA from Yale University and an MBA from Harvard Business School. She is a single parent, skier, equestrian and artist.



**Wanda Smith**  
PBWC Director-At-Large  
Senior Administrative Assistant,  
Abbott Vascular

For the past 14 years, Wanda has been an Executive Assistant with Guidant Corporation and Abbott Vascular (both of these organizations, respectively, were and are leaders in the field in treatment of cardiovascular disease). In 2004, Wanda was the recipient of the PBWC Working Woman Scholarship.

(cont.)

With the impetus of this scholarship and her diligence, Wanda graduated, in 2011, with a Baccalaureate of Arts in Communications Studies (Cum Laude) with a minor in Business from San Jose State University.



**Deepti Srivastava**  
PBWC Director-at-Large  
Technical Program Manager,  
Google

Deepti is a Technical Program Manager in the Storage Infrastructure group at Google. Her team provides the data store for many of Google's products such as Google+ and Google Maps. Prior to that, she was at Oracle Corporation in the RAC Database development team, creating scalable, on-demand cloud computing technologies. While at Oracle, Deepti was also an enthusiastic member of Oracle Women's Leadership. Deepti received her M.S. in Computer Engineering from Carnegie Mellon and her B.Sc. in Computer Science from Victoria University of Manchester in England. Deepti enjoys dancing, snowboarding, scuba-diving and all things fashion.



**Kathryn Larson**  
PBWC Executive Director

Kathryn brings more than 25 years of executive experience to PBWC specializing in Strategy, Marketing and Business Development. She joined PBWC in October of 2012. Prior to joining PBWC, Kathryn served as Senior Vice President, Bank of America, where she led the Western Region Global Wealth Management Insurance Division. Kathryn has held various leadership roles at Wells Fargo, Prudential, and Pacific Life. Kathryn serves on the Board of Marin YMCA and on the Board and Executive Committee of North Bay Children's Center.

## Advisory Board

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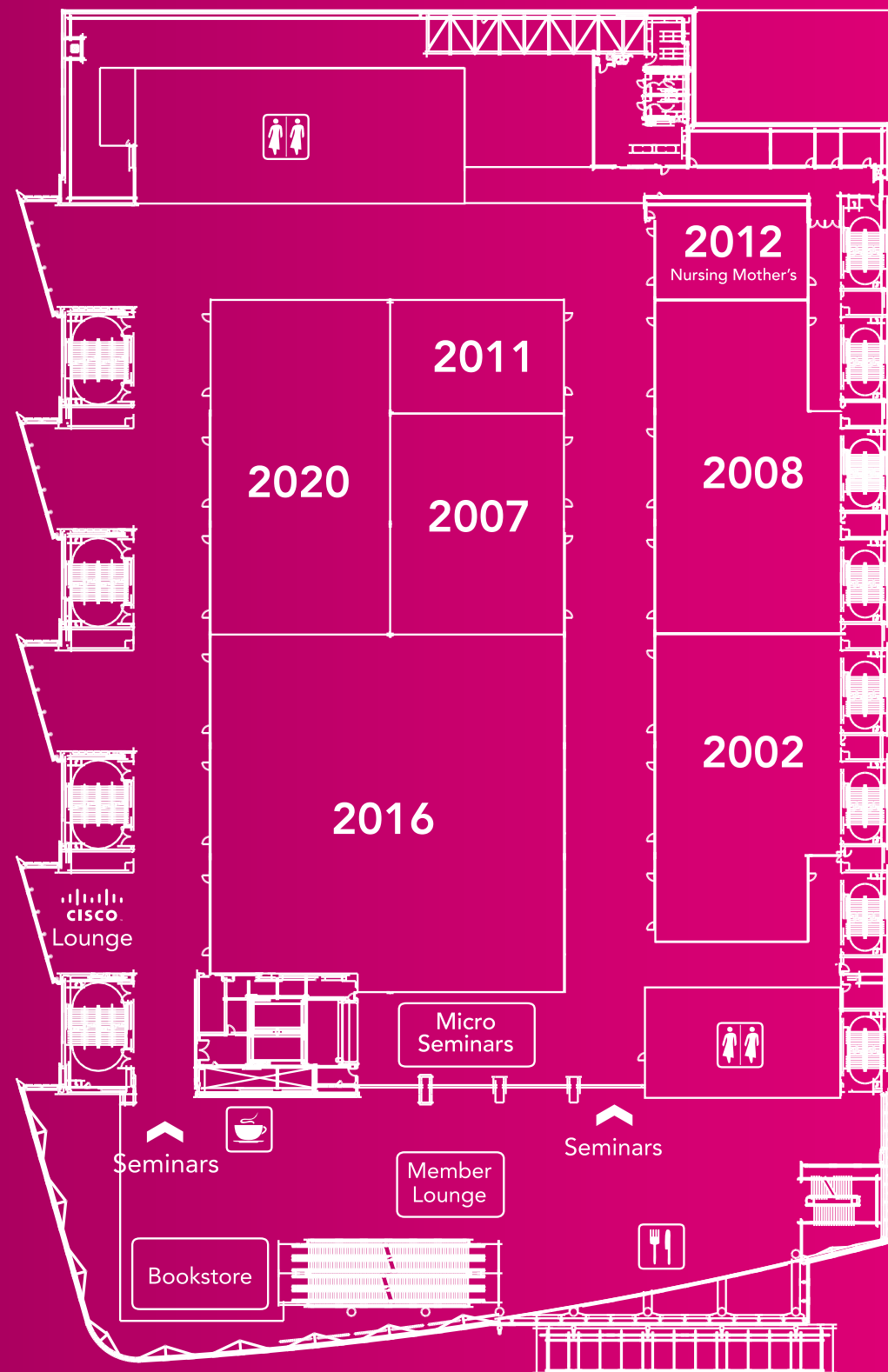
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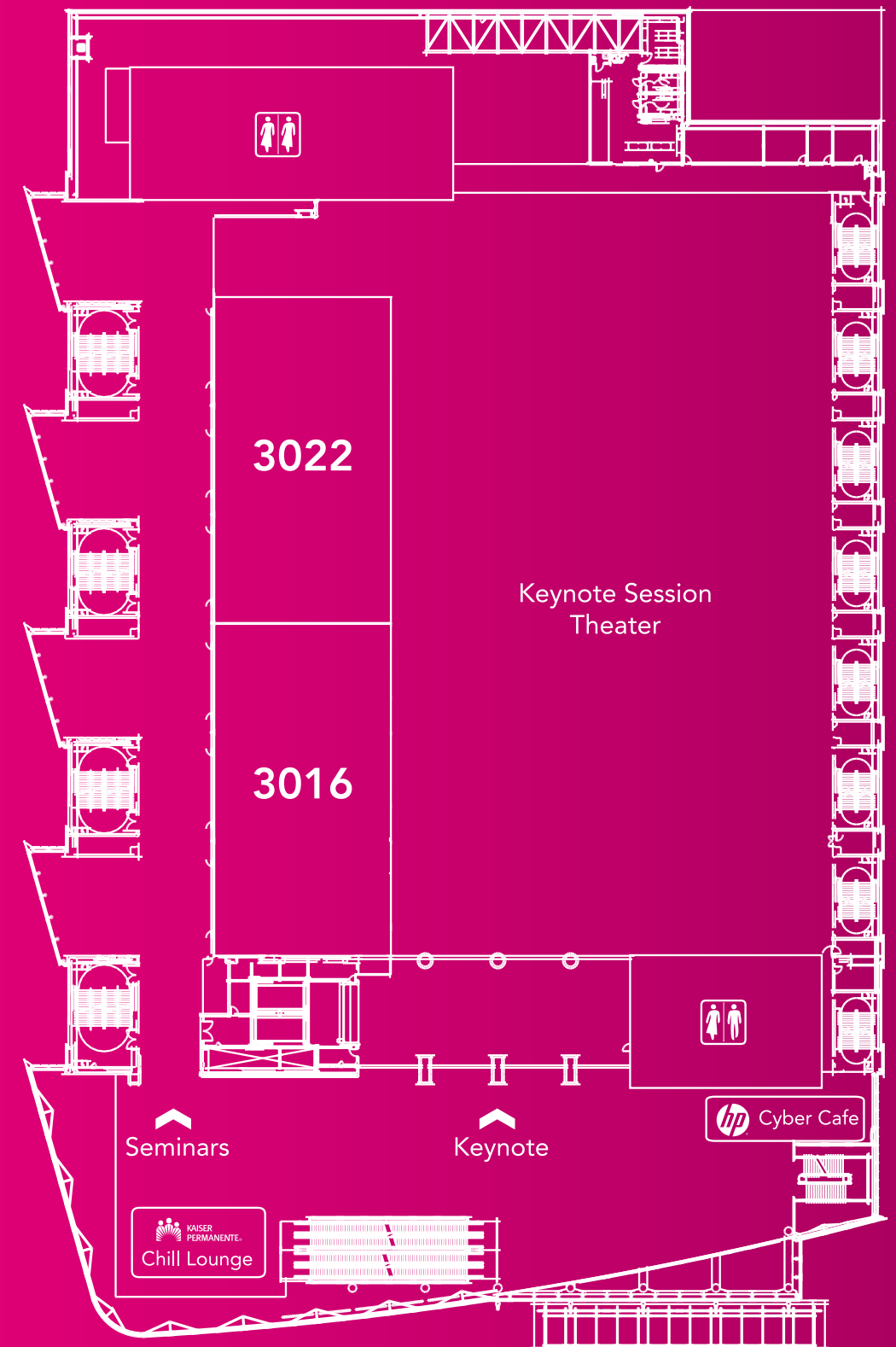
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