



# WEST HOLLYWOOD WOMEN'S LEADERSHIP CONFERENCE APRIL 8-9, 2011

## 5<sup>TH</sup> ANNUAL WEST HOLLYWOOD WOMEN'S LEADERSHIP CONFERENCE *Unlimited Opportunities: Knowledge. Power. Community.*

### Conference Schedule: Saturday, April 9, 2011

- 8:30 am**                      **Check-In**  
*Location: Fiesta Hall*
- 9:00 am - 10:00 am**        **Continental Breakfast & Morning Activity**  
Sit down with us for breakfast and an activity to energize and introduce you to your fellow conference goers!
- Facilitator: Robyn Ritter Simon  
Board of Directors, National Women's Political Caucus, LA-Westside
- Location: Fiesta Hall*
- 10:00 am – 11:00 am**        **Opening Plenary Session**  
Welcome from the West Hollywood Women's Leadership Conference. West Hollywood City Council and Special Guest Speakers.
- Location: Fiesta Hall*
- 11:00 am - 12:30 pm**        **Session One: Workshops & Panel**  
*Location: Comprehensive Services Center*
- A. Leadership Workshop**  
**FROM THE GROUND UP!**  
**BE AN EFFECTIVE ADVOCATE IN YOUR OWN TOWN.**
- Learn effective advocacy and grassroots organizing skills for the local advocate. Explore the basics of taking on the issues in your home town or county from identifying and researching the issues, to meeting with local leaders and organizations, to organizing others to help speak out.
- Facilitator: Laura Deeb  
Account Director, Fenton Communication & Founder of The Delta Project

B. Leadership Workshop  
**AT THE HEART OF IT: STRATEGIES FOR PLANNING FOR THE FUTURE & MAKING DECISIONS**

In work and at home, in business and in politics, effective planning will help you to make the best possible decisions. This workshop covers a strategy toolkit which will help clarify and prioritize issues and goals, create a timeframe for action, apply decision making and problem management skills—that can be useful in multiple situations.

Facilitator: Ruth Simeon  
City Commissioner, Los Angeles Workforce Investment Board & President, California Diversity Council

C. Leadership Workshop  
**KNOW BEFORE YOU GO!  
FREELANCING SUCCESSFULLY IN THE NEW DECADE**

More women than ever are becoming freelancers! It's an exciting field, but when you're your own boss, it's a whole different game. In this workshop, you'll learn about setting up a successful freelance practice: important resources every freelancer needs at her disposal, negotiation, how to blow your own horn, attracting the kind of clients and customers you WANT and much more!

Facilitators:  
Lizzy Shaw,  
Founder, Lizzy Shaw Public Relations  
Alaia Williams  
Founder, The Entrepreneur Connection and One Organized Business

D. Leadership Workshop  
**PR & MARKETING BOOTCAMP  
FOR ADVOCATES & ENTREPRENEURS ALIKE!**

An understanding of basic PR and Marketing skills is something everyone must have. This workshop is a boot camp covering basic marketing and community outreach concepts and strategy, press releases, social media and the internet, and tips for great materials, web sites and strategy.

Facilitator: Yvette Herrera  
Founder, HT Group & former Marketing Director, PricewaterhouseCoopers

E. Panel Discussion  
**BREAKING THE GLASS CEILING  
WHAT TO DO WHEN CONFRONTED WITH A “BOY’S CLUB”**

Have you pushed up against a glass ceiling or found yourself facing a boys club you didn't know even know existed in your workplace? Many women are making it to management and leadership positions, but reaching the next level—top management—is a challenge. This panel will cover the issues and skills for making it to the next level, be it within a corporate environment or specific industry.

Moderator:

Lindsey Horvath, Entertainment Advertising Executive, Cold Open and Former West Hollywood City Councilmember

Panelists:

Kate Bartolo, Kate Bartolo & Associates and President, Board of Directors, Historic Downtown Business Improvement District (HDBID)

Jenny Yerrick Martin, VP Administration, New Regency Productions & Founder, YourIndustryInsider.com and MoveYouForward.com

Jessica Sanders, Director

Virginia Tanzmann, Architect

**12:30 pm – 2:00 pm**

### **Keynote Leadership Luncheon**

The Leap Years- What Caused the Leap and How I Made It.

A discussion featuring a diverse panel of women in recognized leadership positions who have an inspirational story to tell about having the courage to take a leap that changed their lives.

Moderated by Councilmember Abbe Land

Panelists:

Bonnie Abaunza, Manager of Philanthropic Giving, Hans Zimmer & Human Rights Activist

Christine Essel, CEO, The Community Redevelopment Agency of the City of Los Angeles

Abby J. Leibman, President/CEO, MANZON: A Jewish Response to Hunger

Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce

**2:00 pm – 4:00 pm**

### **Special Leadership Intensive Session**

*Location: Comprehensive Services Center*

#### **BECOMING AN ELECTED OR APPOINTED OFFICIAL**

A special training session with California Women Lead and the National Women's Political Caucus Los Angeles. California Women Lead is a non-profit, non-partisan association of elected and appointed women, formerly elected and appointed women, and women who aspire to become elected or appointed.

The National Women's Political Caucus is a multipartisan, multicultural, grassroots organization dedicated to increasing women's participation in politics and creating a power base designed to achieve equality for all women.

Training Facilitators:

Rachel Michelin, CEO/Executive Director, California Women Lead

Betsy Johnson, Co-President, National Women's Political Caucus, LA-Westside

Lindsay Bubar, Co-President, National Women's Political Caucus, LA-Westside

**2:15 pm – 3:45 pm**

### **Session Two: Workshops & Panel**

*Location: Comprehensive Services Center*

#### **A. Leadership Workshop**

##### **NOW YOU'RE THE LEADER**

##### **BUILD & MANAGE YOUR OWN TEAM OR COMMITTEE**

You've heard about being a great team member, but what do you do when it's YOUR PROJECT? This workshop will cover the leadership skills you need to put together the right team or committee for your project and effectively manage them.

Facilitator: Nicki Carlsen  
Partner, Alston & Bird LLP and co-leader of the Environmental and Land Development practice group for the firm nationally.

**B. Leadership Workshop**  
**IMPROVE WITH IMPROV: COMMUNICATE WITH STYLE**

This dynamic workshop won't just teach you to communicate well, it'll get you out of your chair and on the "stage"! Learn both communication and public speaking skills with an improv master!

Facilitator: Sahar Andrade  
Founder, Sahar Consulting, LLC  
Diversity and Culture Competence Consultant/ Trainer, International Marketing expert, and Certified Social Media Strategist.

**C. Leadership Workshop**  
**BRAVE NEW WORLD: CHANGE CAREERS NOW—AND DO IT RIGHT!**

Taking the leap into a new career can be challenging and intimidating. But once you do it, it can be one of the most rewarding, fulfilling and exhilarating things you'll ever do. This workshop will cover how to take the right steps as you set your sights on a new career, and how to identify and overcome the challenges in making a career change.

Facilitator: Robin McCarthy  
Executive Director, Women At Work

**D. Panel Discussion**  
**GET YOUR PASSION OFF THE GROUND! CREATING YOUR OWN COMMUNITY EVENT, PROJECT OR CAMPAIGN**

Ever had a great idea for your community, but didn't know where to start? Learn what it takes to make it happen from a group of women who each had a great idea and made it a reality! Whether you want to organize a community event, a project to benefit your community, start an organization or a special campaign, this panel will share pointers, stories, inspiration and even ways to turn your passion into an opportunity for yourself--equally important for the concerned citizen and the social entrepreneur.

Moderator:  
Chenese Lewis, Chief Creative Officer, Chenese Lewis Productions, LLC & President, Hollywood Chapter of the National Organization for Women

Panelists:

Tatum De Roek, Founder, Hiking Hunnies  
Donna Feinstein, Founder, West Hollywood Saturdays in the Park  
Megan Hobza, Founder, Whittier Time Bank  
Ashley Roberts & Anne Sutkowi, Founders, Strides Program

**4:00 pm - 4:30pm**

**Closing Program: "The Exchange"**

Wrap-up the day with refreshments and conversation—a hosted opportunity to network and explore your next steps.

*Location: Leadership Lounge & Patio*

## Participating Partners:

West Hollywood Chamber of Commerce  
Sunset Strip Business Association  
National Women's Political Caucus, LA/Westside  
National Council of Jewish Women/LA  
Women At Work  
Hollywood NOW  
League of Women Voters of Los Angeles  
West Hollywood Women's Advisory Board  
West Hollywood Lesbian Visibility Committee  
West Hollywood Lesbian and Gay Advisory Board

## Conference Sponsors:



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