

The National Diversity Council presents

LOS ANGELES

Women in Leadership Symposium



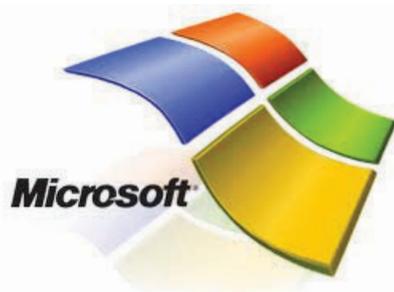
Tuesday, May 15, 2012

9:00 a.m. - 12:00 p.m.

Microsoft Corporation

333 S. Grand Ave., 33rd Floor

Los Angeles, CA 90071



Save The Date



2012 California Diversity Council Agenda

Event	San Diego	Los Angeles	Silicon Valley	San Francisco/Ba Area	Sacramento
Women in Leadership Symposium					Sept. 21
Diversity Best Practice Meeting	Sept. 7 th	Sept. 6 th			
Multicultural Roundtables			Oct. 11 th	Oct. 9 th	
Young Women's Symposium	Oct. 13 th	Nov. 10 th			
Healthcare Diversity Summit (HCDS)	Nov. 6 th	Nov. 8 th			

Find more information, go to
www.californiadiversitycouncil.org
 or contact Jazmin Potucek at Jazmin.Potucek@nationaldiversitycouncil.org

Welcome



Dennis Kennedy
 Founder & CEO, National Diversity Council

Dear Participant,

Welcome to the Inaugural Women in Leadership Symposium hosted by the California Diversity Council. This great event offers an opportunity for you to observe, learn, network and hear different perspectives from a diverse mix of executives who have made the climb up the “corporate ladder”.

At this event, you will gather a wealth of knowledge, experience, and expertise from some of the best and most prominent female leaders today. These women will speak about the personal and professional challenges they faced while successfully rising to the top in their respective organizations. These topics are issues and success that we can all relate to, and that are pertinent to current and future female leaders.

I encourage you to take the initiative to meet new colleagues, talk openly about today’s topics and exchange ideas. It is my hope that your experience today is rewarding and fulfilling, and that it allows you to gain some insight and reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the California Diversity Council. I would like to thank our sponsors, planning committee, program participants, and volunteers for your support and participation. Without each of you, this event would not be a success.

Sincerely,

Dennis Kennedy
 Founder & CEO
 National Diversity Council

Panelists



Monica Bouldin

Executive Vice President, Consumer and Multicultural Marketing, Edelman

A 20+ year public relations and marketing veteran, Monica and her teams utilize traditional, non-traditional, word-of-mouth and digital influence programs to deliver successful client programs with strong ROI. Her broad range of “hands on” experience includes work in the home, shelter, health & beauty, consumer technology, entertainment, food & beverage, interactive entertainment, retail, luxury products and travel.

Prior to joining Edelman, Monica served as Group Director for Ogilvy Public Relations’ West Coast Consumer Marketing practice and oversaw the Los Angeles office operations. Under her leadership, the West Coast housed the strongest Consumer practice working on strategic branding, publicity and social media programs for Virgin America, Intel, The Patina Group, LG Electronics, Naked Juice, Nestle, Rolls-Royce Motor Cars of North America, Square Enix and Eidos.

Monica previously worked Ruder Finn where she launched successful branding campaigns and public relations initiatives for a variety of entertainment, technology and lifestyle brands. Her clients included The Patina Group, Citysearch.com, Sony Consumer Electronics, Square Enix (formerly Squaresoft) and the Los Angeles Philharmonic for the opening galas of the Walt Disney Concert Hall.

From 1991-2000, Monica held a number of public relations positions at Warner Bros. Consumer Products where she was instrumental in positioning the division as a leader in the licensing and entertainment industry. She spearheaded public relations programs for the division’s Worldwide Publishing, Licensing, Studio Stores, Interactive Entertainment, WB Toys, Worldwide Publishing, Kids’ WB! Music and WB Sports operating units.

Monica began her career at Fox Broadcasting Company as part of the publicity team responsible for the launch of the “fourth network,” targeting teens and female viewers. She handled both the print and broadcast publicity for such series as “21 Jump Street,” “Booker,” “The Tracey Ullman Show,” “The Simpsons,” “COPS,” “America’s Most Wanted” and “In Living Color.”

Monica holds a bachelor's degree in communications from the University of California, Fullerton. Monica is also actively involved in independent films and supports both Film Independent and the American Film Institute.

Panelists



Areva Martin

Founding and Managing Partner, Martin & Martin, LLP

Known to audiences across the country from her regular appearances on The Dr. Phil Show, as well as CBS The Early Show, The Doctors, and various Fox News programs, Areva is an accomplished and multi-award winning attorney, syndicated columnist, author and public speaker who has also been featured on the pages of publications ranging from the New York Times to Ebony Magazine to Redbook and the LA Times.

Areva is the founding and Managing Partner of Martin & Martin, LLP, one of the largest African American-owned law practices in Southern California. The firm serves a diverse range of clients including Fortune 500 companies, governmental entities and individuals in high-stakes and high-profile cases. Known as the “lawyers’ lawyer” for her representation of judges, general counsel, elected officials and other high-profile clients, Areva’s individual practice includes labor and employment, special education, and general civil matters. Most recently, she won a multi-million dollar jury verdict in the Compton Superior Court in a complex fraud case. Areva’s firm has won numerous awards including the California Minority Counsel Client Service Award and in 2008 and 2011, she was selected as one of Los Angeles’ Top Attorneys by LA Focus.

In addition to being a sought after attorney and legal expert, Areva is a nationally recognized autism advocate and spokesperson. She is the co-founder and President of Special Needs Network, Inc., a non-profit organization created specifically to help minorities and low-income families advocate for children and individuals with autism and other developmental disabilities. Areva has raised millions of dollars for autism related causes and under her leadership, SNN has provided services to over 15,000 families in communities across California.

Areva shares her story as a mother of an autistic child and legal expertise in her second book, *The Everyday Advocate: Standing Up for Your Child with Autism and Other Special Needs*. (Penguin 2010). What critics are calling the most comprehensive and compelling book to date addressing the issues of the special needs community and the importance of advocacy in this country, *The Everyday Advocate* soared to the top of Amazon’s best seller list upon its release.

She served as the only African-American woman and attorney on the California Legislative Blue Ribbon Commission on Autism and is the Chair of several organizations, including: Chair of the South Los Angeles Autism Regional Task Force for the California Senate Select Committee on Autism; and Founding member and Chair of the Ebell of Los Angeles’ Women in Leadership Department.

Areva’s notable awards and achievements include: 2007 Woman of the Year Award from Los Angeles County; 2008 Smart Cookie Award from Cookie Magazine; 2008 Leadership Award from CLBC Foundation, Inc.; 2009 Power PAC Award from Los Angeles African Women Political Action Committee; 2010 KCET Local Hero Award, 2011 New Frontier Democratic Club Trailblazer Award, and most recently, along with Gov. Jerry Brown, the 2011 California Legislative Black Caucus Civil Rights Leadership Award.

An honors graduate from both the University of Chicago and Harvard Law School, Areva resides in Los Angeles with her family.

Panelists



Abby Areinoff
Senior Vice President, Human Resources, Anna's Linens

Abby Areinoff joined Anna's Linens in November 2011 to re-engineer the company's Human Resources function for this successful discount home furnishings retail chain. Ms. Areinoff has 35 years of experience in Human Resources, primarily in the entertainment, financial services and retail industries. Prior to Anna's Linens, Ms. Areinoff held the positions of Chief Human Resources Officer for AECOM, SVP of Human Resources for Sony Pictures, VP of Human Resources for Pacific Sunwear and VP of Human Resources for The Disney Stores Worldwide. She has also held various senior HR positions for such companies as Fox Inc. and Fox Broadcasting Company, Shearson/American Express, Warner Bros., Continental Can Company and WR Grace & Co.

Ms. Areinoff holds a BS in Economics degree from the Wharton School, University of Pennsylvania and a JD degree from Loyola Law School. She is an active member of the California Bar Association, the Los Angeles County Bar Association/Employment Law Section and is a former member of the National Retail Federation Committee on Employment Law. She was a 2004 Honoree from the National Human Resources Association, Orange County Chapter, for Outstanding Strategic Leadership. She is also a volunteer member for the San Dimas Sheriff's Department Mounted Posse Unit.



Maria Wald
Senior Director, West Region Sales|Communication Sector, Microsoft Corporation

Maria Wald joined Microsoft in 2000 as an account manager on the U.S. Air Force Account Team. She spent 8 ½ years in Department of Defense sales. During this time, Maria initiated, led and closed five sales over \$20 M each. In 2004, Maria initiated, developed and engaged the virtual team to close the Air Force Enterprise-wide Microsoft Licensing Agreement across 525,403 desktops for \$520 M. This 6 year licensing agreement became the framework for the Microsoft/Air Force Partnership -- offering increased security, standardized desktop and server configurations, and centralized purchasing of all Microsoft software for the Air Force. This agreement's value has been repeatedly acknowledged by the customer with elements of it being replicated across the Federal Government.

In 2005 Maria was promoted to Director of Microsoft's U.S. Air Force Team to drive \$150 M+ quota. She recruited and hired an entirely new team who drove many noteworthy wins and enterprise wide wins. Maria and her team worked with Microsoft's CEO Steve Ballmer as the account executive sponsor for numerous customer executive visits. The team executed an annual 250+ attendee Air Force Microsoft Symposium to help customers leverage their investments and demonstrate the business value of Microsoft solutions.

In October 2008 and after 8 ½ years in Public Sector, Maria moved to a Microsoft headquarters role to diversify her background and learn more about corporate operations. For 1 1/2 years, she was the US Subsidiary Director for Customer/Partner Advocacy Lead working for the President of North America Sales. She engaged virtual teams across 16 sectors to help drive customer satisfaction and loyalty programs. During her tenure the US Subsidiary results hit a record high for FY10.

In July 2010 Maria was promoted to Senior Director for West Region Communication Sector sales team managing 17 accounts in media, entertainment, telecomm, cable and gaming. Her team is responsible for the 360 degree relationship which entails sell to/through/with for these complex accounts with \$100 M direct revenue responsibility.

Prior to moving to Seattle in 1995, Maria lived in Colorado working for an insurance company managing a territory of independent insurance agents. She also lived in Virginia working as a financial analyst for IBM's Federal Systems, and in Salt Lake City she was an Account Representative with IBM's Academic Sales. She graduated with a B.A. from the University of Utah, School of Business in 1991. She manages life's demands by being an avid runner, yoga and tennis enthusiast and enjoys international travel.

Panelists



Denita Willoughby
Chief Executive Officer at The Wiki Group, Inc.

Denita Willoughby was named CEO of The Wiki Group in March, 2012. She is responsible for overseeing world-wide operations and the long-term financial viability of the corporation. Previously, Willoughby was with AT&T for over 15 years. She was Vice President of External Affairs in the Greater Los Angeles Area, AT&T's largest market. She was responsible for working with key stakeholders to upgrade AT&T's Uverse and wireless networks. Her previous role was VP of Programming for AT&T's Uverse Video Content team. Willoughby acquired content and negotiated cable network contracts. Willoughby is an experienced executive with strong P&L, sales and leadership experience, with past roles at SBC, Morgan Stanley and IBM. Named by the California Diversity Magazine as one of the Most Powerful and Influential Women in California, Willoughby has an engineering degree from the University of Wisconsin-Madison and a MBA from Harvard Business School. She is a member of the board for California Institute of the Arts,



Patty Covarrubias
Vice President and Regional Business Development Manager, Hispanic Initiative at Bank of the West

Ms. Covarrubias is the Vice President and Regional Business Development Manager for Bank of the West's new Hispanic Initiative. Based in Los Angeles, she is responsible for developing, implementing and overseeing marketing, consumer and business development, and brand building programs for Bank of the West in the Hispanic market. She manages several relationships with key centers of influence throughout Central and Southern California, and Albuquerque, NM in order to create mutually beneficial business development and other opportunities within the Hispanic segment.

Ms. Covarrubias first joined Bank of the West in 2007, where she was responsible for creating and implementing a strategic community presence to meet the Bank's requirements under the Community Reinvestment Act (CRA). She also worked with other units of the Bank to encourage active community involvement and identify potential philanthropic opportunities for division executives and managers.

Prior to her tenure with Bank of the West, Ms. Covarrubias served in several management positions with Citibank and Washington Mutual, where she was involved in the strategic planning and management of the corporate philanthropic programs for both financial institutions.

Covarrubias received a B.S. in Public Policy and Management and an M.A. in Communication Management from the University of Southern California. She resides in Los Angeles.

Schedule of Events

8:30 a.m. -9:00 a.m.	REGISTRATION & BREAKFAST
9:00 a.m. - 9:10 a.m.	WELCOME Alma Robles Apodaca, SPHR Diversity & Inclusion Department, Southern California Edison Board Member, California Diversity Council Dennis Kennedy CEO/Founder, National Diversity Council
9:10a.m. -9:20 a.m.	INTRODUCTION OF PANELISTS AND TOPICS Dennis Kennedy, Moderator
9:20 a.m. -9:30 a.m.	TOPIC #1: HOW DIVERSITY FOSTERS CREATIVITY IN THE WORKPLACE Monica Bouldin Executive Vice President, Consumer and Multicultural Marketing at Edelman Description: Ever wondered why diversity is playing a leading role in the process of recruiting? Ever asked why companies should prioritize a diverse workforce? This topic will discuss the importance of why and how a diverse audience base allows companies to be more creative and grow their business. <i>Discussion Questions:</i> <ul style="list-style-type: none">• Why is creativity dependent on diversity?• How has the face of diversity changed the face of marketing?
9:350 a.m. -9:35 a.m.	TOPIC #1: PANEL RESPONSES
9:35 a.m. -9:45 a.m.	TOPIC #2: BECOMING A PERSON OF INFLUENCE Areva Martin, Esq. Managing Partner at Martin & Martin, LLP Description: Women who break through into senior-level leadership roles get there by delivering results. In John Maxwell's book, "Becoming a Person of Influence: How to Positively Impact the Lives of Others" he lists a number of traits a person of influence should possess such as integrity, faith, skills in nurturing, listening, understanding, empowering and connecting. This topic will discuss the real traits of an individual who has become a true person of influence. <i>Discussion Questions:</i> <ul style="list-style-type: none">• Which traits are most important to become a person of influence?• What is the most challenging part of becoming a person of influence?
9:45 a.m. -9:50 a.m.	TOPIC #2: PANEL RESPONSES

Schedule of Events

9:50 a.m. -10:00 a.m.	TOPIC #3: UNDERSTANDING THE ENVIRONMENT WE LEAD IN Abby S. Areinoff Senior Vice President of Human Resources at Anna's Linens Description: According to the Leading Today Organization, leadership is the ability to articulate a vision, to embrace the value of that vision, and to nurture an environment where everyone can achieve both the organization's goals and their own personal needs. Employees can productively amaze and astound you with what they can accomplish, but this doesn't happen in an environment where leaders discourage innovation and where they distrust their employees. Employees can take a company anywhere the leaders choose to go, but only if leaders encourage them to push the limits, promote initiatives, and create an environment of trust. <i>Discussion Questions:</i> <ul style="list-style-type: none">• What skills are needed to ensure trust and encourage innovation in the workplace environment?• What steps are needed to transition an ineffective environment into an efficient and reliable work environment?• What tips do you have to keeping an environment effective?
10:00 a.m. -10:05 a.m.	TOPIC #3: PANEL RESPONSES
10:05 a.m. -10:20 a.m.	QUESTIONS & ANSWERS SESSION
10:20 a.m. -10:40 a.m.	BREAK
10:40 a.m. -10:50 a.m.	TOPIC #4: WINNING AT THE GAME OF OFFICE POLITICS Maria Wald Senior Director for West Region Communication Sector at Microsoft Corporation Description: The words "Office Politics" conjure up negative connotations. However, from our first job, office politics has played a role for us to be successful or showed us career limiting opportunities. In her book, "Secrets to Winning at Office Politics," Dr. Marie McIntyre enlightens readers about the five "Organizational Facts of Life." <ol style="list-style-type: none">1. Organizations are not democracies.2. Some people have more power than others.3. Virtually all decisions are subjective.4. Your boss has control over much of your life.5. Fairness is an impossible goal. <i>Discussion Questions:</i> <ul style="list-style-type: none">• Is this truth or fiction?• What are the unwritten "rules of the game"?
10:50 a.m. - 10:55 a.m.	TOPIC #4: PANEL RESPONSES



Schedule of Events

10:55 a.m. - 11:05 a.m. **TOPIC #5: BALANCING AN EXECUTIVE CAREER & FAMILY LIFE**

Denita Willoughby
Chief Executive Officer at The Wiki Group, Inc.

Description:

As women, and mothers, many times we ask ourselves “How can I advance my career and still be a great mom? How can I balance the demands of work and family? Can I really have it all?” These questions will be answered from the life of a real working mother, who has and continues to find her balance. Today you will walk away with real tips on how to best manage the daily pressures of juggling a career and family.

Discussion Questions:

- When is the best time to have children if you want to be a high-level executive?
- What are some tips for working moms?
- Do men and women manage differently?
- What are characteristics/traits of companies that support advancing women in the workplace?

11:05 a.m. - 11:10 a.m. **TOPIC #5: PANEL RESPONSES**

11:10 a.m. - 11:20 a.m. **TOPIC #6: DEALING WITH PRECEPTION VS. REALITY: CAN WOMEN BE LEADERS?**

Patty Covarrubias
Vice President and Regional Business Development Manager, Hispanic Initiative at Bank of the West

Description:

The increasing demand for diverse leaders at all levels of an organization has given a new focus to the question, “Can women lead effectively?” The myths of the past regarding women’s effectiveness as leaders have been discarded; as evidence shows that today more than ever women are succeeding. Although there are still many challenges and much territory to gain, women have “opened the door” for leading in traditionally male dominated fields.

Discussion Questions:

- Why is there still the perception in the workplace that women can’t lead? Can women lead as well as men?
- How can women work as themselves without changing their individual work ethic in a predominantly male work environment?
- What are the particular leadership skills that women may bring, that dismiss the can or can’t lead question?

11:20 a.m. - 11:25 a.m. **TOPIC #6: PANEL RESPONSES**

11:25 a.m. - 11:45 a.m. **QUESTIONS & ANSWERS SESSION**

11:45 a.m. - 11:50a.m. **SPONSOR RECOGNITION**
Dennis Kennedy, Moderator
CEO/Founder, National Diversity Council



Schedule of Events

11:50a.m. - 12:00 p.m. **CLOSING REMARKS**
Alma Robles Apodaca, SPHR
Diversity & Inclusion Department, Southern California Edison
Board Member, California Diversity Council

12:00 p.m. **ADJOURN**



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National Women's Council

www.nationalwomenscouncil.org

Join the California Diversity Council today



We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness, and are secure in their knowledge that their efforts make a difference.



Please contact
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