



The National Diversity Council presents

The San Francisco



• S Y M P O S I U M •

Women Leaders as Architects of Change

THURSDAY, MARCH 14, 2013

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California Diversity & Leadership Conference

Theme: From Awareness to Action

April 18 - 19, 2013

Hilton Concord

1970 Diamond Blvd Concord, CA 94520

Keynote Speakers



Soledad O'Brien

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George Wright

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- *Multicultural Leadership Award Luncheon*
- *Concurrent Sessions*
- *Networking*

Register at www.cadiversityconference.com

For more information, please contact at Kera.mcmiller@nationaldiversitycouncil.org



Welcome



Dennis Kennedy
CEO & Founder, National Diversity Council

Dear Participant,

Welcome to the San Francisco 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



CADC Insight

Organized in 2009 the California Diversity Council (CADC) is committed to fostering a learning environment for organizations to grow and leverage their knowledge of diversity. It is currently comprised of 5 advisory boards: San Diego, Los Angeles, San Francisco/Bay Area, Silicon Valley, Orange County. The CADC is a great opportunity for professionals, students and organizations to learn diversity best practices from the top corporate leaders.

Our Vision

We are committed to transforming our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.

Our Mission

Enhance appreciation for and understanding of the value of diversity and inclusion.
We will achieve success through the efforts and activities which:

- Advance corporate leadership education/awareness of the varied dimensions of diversity
- Commit leaders to discuss issues and challenge attitudes, and promote organizational changes that support diversity
- Promote outreach efforts to our youth that inspire mutual respect and understanding

Our Goals

- Promote diversity and inclusion in the workplace and community
- Develop leaders who are educated and aware of all aspects of diversity and inclusion
- Develop programs that support diversity education and awareness

Our Programs

- Networking and mentoring opportunities with corporate leaders and peers
- Community outreach for local high school teens and college students
- Educational and development programs sharing best practices in diversity for businesses and professionals
- Awards and recognition programs to promote diversity initiatives



Moderator



Monica Pool Knox

Board of Directors, California Diversity Council

Monica Pool Knox is known for conceiving, launching and leading innovative initiatives which inspire productivity, reignite the culture, empower employees and improve individual and organizational performance.

Monica has served in HR executive roles for Verizon, PepsiCo, the Walt Disney Company and Sony, with her most recent role as Director of Talent and Transformation for Sony Electronics. Having served the majority of her career in senior business partner and talent management positions, Monica's expertise includes Talent Acquisition, Leadership Development, Performance Management, Employer Branding, Employee Engagement, Employee Communications, Diversity and Inclusion Leadership and International HR.

On the international side, Ms. Knox has lived both in Germany and Puerto Rico and through her non-profit endeavors has worked in Ghana, Zimbabwe, Brazil, Mexico, Costa Rica, Nicaragua and Israel. Monica is bilingual in Spanish.

In 2012, Monica was recognized by Sony Electronics with their highest honor, the President and COO Award for leading Communications and Change Management efforts for an HRIS transformation initiative. Additionally, Sony Corporate in Tokyo recognized Ms. Knox with a Global HR Award for developing and leading impactful cultural transformation initiatives in the Electronics division. Lastly, Ms. Knox holds the distinction as The top 100 Executives under 50 as named by Diversity MBA Magazine and in September 2012 was named as one of the top 100 Executives in America by Uptown Professional Magazine.

She writes frequently for 2 national business publications and was contributing author of the popular business book, *Minority Rules: How to Turn Your Ethnicity into an Competitive Edge*, Harper Collins.

Monica serves on the board of Spendsmart, a non-profit organization that increases financial literacy in low and moderate income communities. She also serves as the Chair of the National Diversity Council's State Board of California, a 501c3 organization..

Ms. Knox has an MBA from the University of Texas at Austin in Marketing and an undergraduate degree from the University of California, Santa Barbara in Communications. Although originally from the San Francisco Bay Area, Monica lives with her family in Carlsbad, California.



Panelists



Kathleen Roberts, Ph.D., J.D.

Dr. Kathleen Roberts has been involved in social and organizational change for the past 25 years. Currently, she is the Chief Diversity Officer at Samuel Merritt University, a health sciences university, where she strives to cultivate a diverse, equitable, and inclusive organizational culture. She has served in a similar role at Idaho State University and at the University of S. Maine. Prior to her work as Chief Diversity Officer, Dr. Roberts served as the Deputy Chief of the Civil Rights Unit for the State of Maine's Attorney General Office where she concentrated on the prosecution of white collar crime, hate crimes, and the development of civil rights training for middle school, high school, and university students and faculty.

Dr. Roberts trained with Bob Kegan, Lisa Lahey, Bill Torbert and Otto Scharmer on how to facilitate change on the personal, community, and organizational level, and believes passionately in the power of critical dialogue to create inner and outer change. As a dance therapist, she worked in mental health settings and as a mediator facilitated reconciliation conversations with Israeli, Arab, and Palestinian educators.

Dr. Roberts obtained her Ph.D. in Leadership & Change from Antioch University and her J.D. from the University of Maine School of Law.

Laura H. Maechtlens

Laura J. Maechtlens is a partner in the San Francisco office of Seyfarth Shaw LLP and serves as a Co-Chair of the Firm's Diversity Action Team Executive Committee. Ms. Maechtlens' practice is focused on employment litigation and includes the defense of class, collective and multi-plaintiff actions arising out of alleged violations of Title VII, California LaboCode, the Fair Labor Standards Act and state statutes prohibiting discrimination and harassment in employment. Ms. Maechtlens also has experience litigating against the Equal Employment Opportunity Commission (EEOC), both at the early charge stage and in large-scale EEOC pattern-and-practice litigation. In addition, Ms. Maechtlens focuses on litigation of discrimination and harassment cases brought as single plaintiff claims under federal and state statutory laws.



Ms. Maechtlens has California state court trial experience. She has been a member of multiple trial teams that have secured defense verdicts in the California Superior Courts in the counties of San Francisco, Alameda and Santa Clara. She also routinely handles arbitrations, often securing favorable rulings from arbitrators.

In addition to her litigation practice, Ms. Maechtlens also provides day-to-day counseling and advice to clients about the various laws affecting the employment relationship, including the California Fair Employment and Housing Act, Title VII, the Americans with Disabilities Act, California Labor Code and other state and federal statutes. Ms. Maechtlens also routinely counsels employers regarding workplace issues including employee complaints, workplace investigations, leaves of absence and the interactive process. She also regularly reviews employer policies for compliance under state and federal law.

Ms. Maechtlens is a member of Seyfarth Shaw's Retail and Hospitality Industry Practice Groups. She also handles litigation for, and provides counseling to clients, in a variety of industries, including logistics and transportation, airline transportation, construction, financial and professional services, restaurant, temporary staffing and technology.

Ms. Maechtlens speaks and publishes regularly on a variety of employment law and litigation topics, and issues regarding diversity and inclusion in the legal profession, and has been quoted on those topics by the San Francisco Chronicle, Reuters, CIO.com, Recorder, Daily Journal and the Insurance Journal. She has also served as a contributing editor to multiple editions of The Fair Labor Standards Act (ABA) and The Developing Labor Law (BNA).

Ms. Maechtlens also has an extensive pro bono practice and in 2010 was named Seyfarth Shaw's Pro Bono Partner of the Year. She was honored in 2011 as a "Rising Star" by Super Lawyers Magazine in Employment Litigation, and as one of the country's "Best LGBT Lawyers Under 40" by the National LGBT Bar Association.



Panelists



Joan M. Haratani

Joan M. Haratani is a partner in Morgan Lewis's Litigation Practice and is the co-chair of the firm's Retail Practice Group. Ms. Haratani has an extensive trial and pretrial practice, with an emphasis on complex commercial and product liability disputes. She has expertise in complex licensing agreements and trade secret indemnity issues and has served as co-lead counsel on some of the largest mass tort litigations in the nation, as well as the largest pending class actions of which she obtained a dismissal at the federal court level (affirmed by the ninth circuit). Her recent cases involve contract and preemption analysis and in-depth knowledge of the popular Alien Tort Statute, one of the oldest statutes in the nation.

Ms. Haratani has developed a subpractice in law concerning medicines and devices, and for more than two decades, has represented either pharmaceutical or medical device companies. She represented a major pharmaceutical company in litigation that concerned an artificial hormone given to pregnant women and served as a first chair trial lawyer. Ms. Haratani was one of the lead national counsels in litigations involving the possible contamination of a blood product with Hepatitis C, severe allergic reactions to natural rubber latex, and variety of issues concerning medical devices (ranging from surgical equipment to implantable intraocular lenses).

Recently, Ms. Haratani successfully resolved a complex commercial insurance recovery matter and a complex trade secrets dispute on behalf of a medical device company, and was one of the lead lawyers in a high-exposure products liability case (\$50M in compensatory damages alone) involving a food product. She has served as a member of a national litigation strategy team for a Fortune 100 company and has obtained a complete defense verdict after a lengthy trial for a medical device manufacturer.

Ms. Haratani is recognized as one of the "Top 100 Lawyers in California" and as a "Top 75 Women Litigator" by the Daily Journal. In its ranking of the firm's Products Liability Practice, the 2007 edition of Chambers USA: America's Leading Lawyers for Business described the group as being "[f]ull of intelligent attorneys who really deliver" and noted that Ms. Haratani "draws praise from clients for her tenacity and ability to look at a case from a business perspective." She is a Northern California Super Lawyer (2004-2011) and was selected by the corporate members of the Minority Corporate Counsel Association as a "Female Litigator on the Rise" in Diversity and the Bar.

Cheryl Porro

Cheryl Porro is Vice President of Agility, Innovation, and Culture for the salesforce.com Technology organization. She specializes in driving organizational change and leading people and product-related initiatives to encourage innovation, promote agile development best practices, and inspire technical employee engagement.

Prior to this role, she led a highly technical and talented team of 80+ quality engineers that focused on delivering salesforce.com's enterprise platform as a service. She has also held numerous engineering and management roles at cloud-based companies such as amazon.com, Alexa Internet and DigitalThink.

Cheryl holds a B.S. in Chemical Engineering from Rensselaer Polytechnic Institute.





Panelists



Kristi Cappelletti-Matthews

Kristi has over 22 years of Human Resources (HR) experience, spanning multiple industries including Healthcare and Technology. She has worked with all levels of an organization from line staff, upper management, and executives.

Kristi has spent nearly 18 years of her career specializing in domestic, sales, executive and international compensation, incentive design, variable pay programs, salary and stock surveys, and focal review processes. In addition, Kristi has extensive experience providing professional coaching to managers on compensation management, organization and policy issues.

In addition to compensation expertise, Kristi is highly skilled in benefit program design and analysis, HR Information System implementations (SAP/HCM), and HR policy development and implementation.

Kristi has a Masters Degree from San Jose State University in Sociology. She has held high-level positions for the Sacramento Compensation and Benefit Association including President and Officer on the Board of Directors. She is also a member of the Sacramento High Tech Employers Association (SAHTEA), Society of Human Resource Management (SHRM) and the Total Rewards Association - WorldatWork.

Kristi also believes that fitness, exercise and overall wellness are crucial to maintaining a healthy quality of life. In her spare time, Kristi maintains her Personal Training Certification through the National Academy of Sports Medicine (NASM).

Tammi D. Jackson, JD, Ed.D

Tammi D. Jackson accepted the position of vice president for finance and administration and began in that role on October 1, 2012.

Formerly, the associate dean of finance and administration at North Carolina Central University School of Law, Tammi was a campus leader and key member of the Dean's Administrative Cabinet, overseeing budget and finance, human resources and technology. She has held various administrative positions at the Valparaiso University School of Law, including executive director of financial planning and human resources and director of financial planning.

Additionally, she has worked as the director of administrative services at the University of Maryland, College Park.

Tammi has an EdD from the University of Pennsylvania, with a concentration in higher education management, in addition to a JD from the University of Maryland and an MBA from Sacred Heart University.





Panelists



Amy Bunszel

As Vice President of the AutoCAD Product Line Group, Amy Bunszel leads the product team responsible for producing a wide variety of AutoCAD products running on desktop, web and mobile platforms. Most recently, Amy has been driving a transformation of the AutoCAD product line – modernizing the 30 year old desktop product and introducing new cloud, social, mobile experiences to the over 10 million AutoCAD users worldwide. Amy's roots are in Software Applications Engineering and Product Management and she enjoys spending time with customers and driving a customer centered decision making culture on the AutoCAD team.

In 2003, Amy joined Autodesk through the acquisition of Linius Technologies, a Massachusetts's based CAD software startup she co-founded. Two years ago, after an 8 year stint in Oregon, Amy and her family (husband Chris and children Renee and Nolan) relocated to the Bay Area.

Amy holds a B.S. in Electrical Engineering from Cornell University and an M.S. in Electrical Engineering from the University of Massachusetts Amherst.

Notes



Schedule of Events

- 8:30 a.m.- 9:00 a.m. **REGISTRATION, BREAKFAST, AND NETWORKING**
- 9:00 a.m.- 9:05 a.m. **WELCOME**
Monica Pool Knox
*Board of Directors, California Diversity Council
Women in Leadership Symposium Moderator*
- 9:05 a.m.- 9:10 a.m. **HOST REMARKS**
Salesforce
- 9:10 a.m.- 9:15 a.m. **INTRODUCTION OF PANELISTS AND TOPICS**
Monica Pool Knox
*Board of Directors, California Diversity Council
Women in Leadership Symposium Moderator*
- 9:15 a.m.- 9:35 a.m. **BECOMING A PERSON OF INFLUENCE**
Kathleen Roberts, Ph.D., J.D. - *Chief Diversity Officer/E.D. of Diversity, Samuel Merritt University*

Introduction:
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, nurturing, faith, listener, understanding, empowering and connecting.
- 9:35 a.m.- 9:55 a.m. **PERSONAL BRANDING: ACCESSORIZING YOUR ASSETS**
Laura H. Maechtlen - *Partner, Seyfarth Shaw LLP*

Introduction:
Personal branding has been defined as the process by which we market ourselves to others. The importance and value of branding cannot be overstated and it is most important in leadership development and success. Many female leaders have noted that continued success involves personal branding, and re-branding as career choices sometimes change....accessorizing your assets.
- 9:55 a.m.- 10:15 a.m. **THE "M" FACTOR IN MENTORING FOR LEADERSHIP AND SUCCESS**
Joan M. Haratani - *Partner, Morgan Lewis & Bockius LLP*

Introduction:
The "M" Factor is often defined as the "Male" Factor in mentoring for leadership and success. It has been noted by many female executives that some of their most influential and effective mentors currently are or have been males. They are or have been senior managers, business peers, industry colleagues, family and/or friends.
- 10:15 a.m.- 10:35 a.m. **I'M A WOMAN. I'M INVINCIBLE...AND I'M EXHAUSTED! (WORK-LIFE BALANCE)**
Cheryl Porro - *Vice President of Agility, Innovation, and Culture, Salesforce*

Introduction:
We continue to hear, read and see that as women leaders, we have to be able to "do it all" and do it all at the same time...be an effective career professional, wife, mother, sister, friend and the list goes on. Recent studies and surveys have reported that as women, we do not and should not feel guilty about not having to accomplish everything at the same time.



Schedule of Events

10:35 a.m.- 10:55 a.m. **QUESTION & ANSWER SESSION**

10:55 a.m.- 11:05 a.m. **BREAK**

11:05 a.m.- 11:25 a.m. **ESTABLISHING CREDIBILITY IN THE WORKPLACE**

Kristi Cappelletti-Matthews - Vice President, Global Compensation & Benefits, HRIS & HR Operations, VSP Global

Introduction:

Establishing credibility the first few seconds in a job, project, or telephone conversation sets the tone for any future productive, working relationship.

11:25 a.m.- 11:45 a.m. **OWN YOUR FINANCES, OWN YOUR LIFE**

Tammi D. Jackson, JD, Ed.D - Vice President for Finance and Administration / Treasurer, Mills College

Introduction:

Financial responsibility and sound financial decisions are crucial in all aspects of our lives. As we begin new careers and continue to succeed in our careers, understanding how to protect our financial assets becomes especially challenging for some of us. Hear how our panelist has mastered the ability to own her finances and own her life.

11:45 a.m.- 12:05 p.m. **HOW WOMEN CAN LEVERAGE POWER IN THE WORKPLACE**

Amy Bunszel - Vice President, Autocad Product Line Group, Autodesk

Introduction:

Women need to learn precisely how they can leverage power in the workplace and what works for them, as opposed to what works for men. During this session, we will discuss the idea of sponsorship, self-promotion, and asking for what you want.

12:05 p.m.- 12:25 p.m. **QUESTION & ANSWER SESSION**

12:25 p.m. **CLOSING REMARKS AND ADJOURNMENT**

Monica Pool Knox

Board of Directors, California Diversity Council
Women in Leadership Symposium Moderator



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