

The National Diversity Council presents

SAN FRANCISCO

Women in Leadership Symposium



Thursday, May 17, 2012

8:30 a.m. - 11:30 a.m.

One Market St., Spear Tower, Suite 375

San Francisco, CA 94105

LATHAM & WATKINS LLP



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

Moderator



Margaret Tough

Partner, San Francisco office of Latham & Watkins LLP

Margaret Tough is a partner in the San Francisco office of Latham & Watkins LLP, a global law firm. She practices in the firm's White Collar Defense and Investigations Practice, representing both individuals and companies in litigation matters. She has tried important cases, including second-chairing three well-publicized trials in the last five years:

- United States v. Stein (criminal tax shelter case)
- Securities Exchange Commission v. Jasper (stock options backdating)
- Jasmine Networks v. Marvell Semiconductor (the "Silicon Valley Voicemail" case)

Margaret earned her JD from the University of Washington School of Law in 2001, and her BA from McGill University in 1995. In 2012, she was named to the list of the "Top 100 Women Lawyers" in California, recognizing those who exhibit excellent lawyering and leadership skills among women attorneys, by the Daily Journal.

Panelists



Gail Evans

Vice President & General Manager at Hewlett-Packard Company

Gail Evans leads the HP.com team and the most ambitious website redesign and technology transformation project in the history of HP. She and her team are introducing a new design, a new technology stack and a new operating model to build a world class HP.com site.

Prior to joining HP, Gail was the Global Consumer and Small Business Banking eCommerce Application Development executive at Bank of America. Gail began her career at Eastman Kodak Company where she was actively involved with Eastman Kodak Company's digital transformation and web first strategies. Gail held several senior management positions including General Manager, EasyShare Software, CIO Consumer Digital, Director WW eBusiness and CTO Kodak.com.

Gail earned a bachelor's degree in Computer Science from Nazareth College, and a MBA from the Simon Business School at the University of Rochester.

Of her professional achievements, Gail is most proud of her involvement with NPower providing IT solutions for non-profit organizations in the Charlotte, NC. She has received the 2007 Jane Lanphear award for her commitment to the community and women growth as well as the 2011 Egretta Hamilton award for having demonstrated the success and dedication to which African American women around the world aspire. She is also a member of HP's Global Diversity Board of Directors.



Marie Tahir

Vice President of Design at eBay

Marie Tahir has devoted her career to improving customer experience. Marie comes to eBay from Intuit, where she held a variety of leadership roles, including creating a re-imagined vision for customer-care experience for small businesses.

Prior to that, she led the development and design for Intuit's consumer group, including TurboTax, as well as Technology Innovation and a corporate central design and customer-research group. Marie was a founding member of Intuit's Executive Diversity Council. Marie has been in the high-tech industry since 1989. Her prior affiliations include Nielsen Norman Group, Lotus Development, Dun & Bradstreet Software and University of California at Berkeley.

She is co-author of the best-selling 2002 book *Homepage Usability: 50 Websites Deconstructed* and has spoken and taught around the world on customer-research methodologies and design, including a course on Field Research. Marie is especially passionate about the importance of learning from customers in their own environment. She has written about the importance of doing site research in *PC Magazine*, *Internet World*, and other leading magazines.

Panelists



Kate Renwick-Espinosa
Chief Marketing Officer at VSP Global

As chief marketing officer and senior vice president of VSP GlobalSM, Kate Renwick-Espinosa is responsible for driving integrated marketing strategies and programs for VSP Global.

She oversees enterprise-wide marketing functions, including integrated marketing, corporate communications, global charity and community outreach, design, advertising, insights and strategy. She is also responsible for business-to-business marketing and business-to-consumer marketing.

At VSP for 20 years, Kate has been instrumental in expanding the role of marketing within the company, including rebranding multiple lines of business, developing new brands, launching new products, entering the online marketplace, and leveraging digital technology.

Kate's vision for VSP Global marketing is to understand market forces and industry trends better than the competition, and use that knowledge to develop services, programs and, products that increase value to clients and members, and support independent optometry.

A 2005 recipient of the "20 Most Influential Women in Optical" award, Kate has been a featured speaker and has published articles on reaching customers through marketing technology and social media.

Kate is a member of the Sierra Forever Families board of directors. She is a current member of the Dean's Advisory Panel at the University of California, Davis, where she earned a bachelor's degree in economics. She earned her master's degree in marketing at California State University, Sacramento.



Mary Walter
Senior Vice President at Ross Stores

Mary Walter is the Senior Vice President for the stores organization at Ross Stores, Inc. She is responsible for strategy and execution across 1,000 stores nationally with annual sales of \$8 Billion, providing service to more than 200 million customers. Mary serves a diverse team of 45,000+ associates and store leaders, and has created a sense of pride and employee engagement within the stores organization. Today Ross stores are delivering record results, including a significant improvement in customer service and employee retention.

Prior to her tenure at Ross, Mary held the position of Vice President of Store Operations at Old Navy. Mary spent 11 years at Target Corporation, beginning her career as an Assistant Store Manager and eventually serving as the Vice President of Store Support.

Mary serves on the Board of Directors of the American Heart Association, Western States Affiliate. In the first two months of 2010, Ross stores raised over \$2.7 million to support the AHA's mission of research and education.

Mary holds a B.A. in Political Science from Humboldt State University. She lives in the Bay Area and loves spending time with her husband and young son.

Panelists



Rajani Ramanathan
Senior Vice President at Salesforce.com

Rajani has a broad charter at salesforce.com and leads the world class User Experience, Quality Engineering, Performance Engineering, User Assistance and Documentation teams for all their core product and business lines including chatter, platform, application and core. As a member of the salesforce.com team for the past twelve years she was part of the core team that helped deliver the bleeding edge technology that is behind their pioneer SAAS and PAAS stacks.

Rajani started off her career in sales and marketing and went off to found companies that specialized in conducting marketing feasibility studies and corporate space planning and interior design. After relocating to the United States she moved on to a career in technology. As one of the technology leaders at Salesforce.com Rajani has also been instrumental in building some of the most innovative and efficient software development methodology using agile and scrum principles which in turn leads to providing a total quality customer experience.



Julianna Hynes, PhD
Leadership Development Strategist and Educator at Julianna Hynes & Associates

Dr. Julianna Hynes is a gifted leadership development consultant, coach and facilitator. With over ten years of experience, she honed those talents to become the Founder and CEO of Julianna Hynes & Associates (JHA)—a leadership development firm specializing in helping emerging leaders identify, bridge and achieve organizational and career goals.

Dr. Hynes' vast knowledge-base covers such topics as management training and development, career development and transition, strategic innovation, coaching and performance management. She has assisted in consulting to Fortune 500 Clients on their strategic planning initiatives as well as supported career development and transition projects to a number of organizations as an associate of Lee Hecht Harrison. Dr. Hynes has also been successful in facilitating management development courses as well as consulting and coaching managers on individual and organizational performance issues.

Dr. Hynes' most recent engagements have included facilitating strategic planning retreats for the San Francisco Commission on the Status of Women, overseeing strategic planning and leadership development as a consultant for Grace Bible Fellowship, a mid-sized, faith-based non-profit organization and being a guest speaker at Chevron's Administrative Professionals Day.

In addition to her entrepreneurial activities, Dr. Hynes serves as an online and on ground Faculty Member for the University of Phoenix teaching various topics in Psychology, is a Commissioner for the Contra Costa Commission on the Status of Women and is the author of, *Living on Purpose! Keys to Discovering Your God Given Destiny*.

Dr. Hynes holds a Bachelor's degree in Psychology, a Master's degree in Organizational Consulting and a Ph.D. in Organizational Psychology in which she studied the career development and success strategies of professional, high-status African American women.

Schedule of Events

8:00 a.m. - 8:30 a.m.	REGISTRATION & BREAKFAST
8:30 a.m. - 8:40a.m.	WELCOME Dennis Kennedy CEO/Founder, National Diversity Council
8:40 a.m. - 8:55 a.m.	INTRODUCTION OF PANELISTS AND TOPICS Margaret Tough, Moderator Partner, LATHAM & WATKINS LLP
8:55 a.m. - 9:05 a.m.	TOPIC #1: PURSUING LEADERSHIP EXCELLENCE Gail Evans Vice President & General Manager at Hewlett-Packard Company Description: What makes a good leader in today's environment? Leaders in today's corporate setting need to have certain emotional and intellectual qualities in order to engage their supporters and achieve extraordinary results. As women strive to achieve leadership excellence, there are still barriers that limit them from reaching their full potential. This topic will discuss the strategies, qualities, and skills needed to pursue and achieve leadership excellence. <i>Discussion Questions:</i> <ul style="list-style-type: none"> • What are the qualities and skills a positive leader must have to rally support of his or her fellow employees and achieve extraordinary results? • What are the aspects of women's leadership style that can benefit an organization?
9:05 a.m. - 9:10 a.m.	TOPIC #1: PANEL RESPONSES
9:10 a.m. - 9:20 a.m.	TOPIC #2: UNDERSTANDING THE ENVIRONMENT WE LEAD IN Marie Tahir Vice President of Design at eBay 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?
9:20 a.m. - 9:25 a.m.	TOPIC #2: PANEL RESPONSES

Schedule of Events

9:25 a.m. - 9:35 a.m.	TOPIC #3: ESTABLISHING CREDIBILITY IN THE WORKPLACE Kate Renwick-Espinosa Chief Marketing Officer at VSP Global Description: Establishing credibility in the workplace can mean the difference between success and failure at a job. What actions does one need to take to create and establish proper credibility? Find a sponsor. Never assume. Seek to understand. Engage in debate. Know your stuff. Deliver results. Lastly, always remember that trust and credibility do not come with the job or your title. <i>Discussion Questions:</i> <ul style="list-style-type: none"> • As an emerging leader, how can I get a seat at the table? • How do I know my ideas are innovative or on the right track? • How can I raise my trust barometer?
9:35 a.m. - 9:40 a.m.	TOPIC #3: PANEL RESPONSES
9:40 a.m. - 9:55 a.m.	QUESTIONS & ANSWERS SESSION
9:55 a.m. - 10:15 a.m.	BREAK
10:15 a.m. 10:25 a.m.	TOPIC #4: BECOMING A PERSON OF INFLUENCE Mary Walter Senior Vice President at Ross Stores 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?
10:25 a.m. - 10:30 a.m.	TOPIC #4: PANEL RESPONSES

Schedule of Events

10:30 a.m. -10:40 a.m. **TOPIC #5: DEALING WITH PERCEPTION VS. REALITY: CAN WOMEN BE LEADERS?**

Rajani Ramanathan

Senior Vice President at Salesforce.com

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?

10:40 a.m. -10:45 a.m. **TOPIC #5: PANEL RESPONSES**

10:45 a.m. -10:55 a.m. **TOPIC #6: OVERCOMING WORKFORCE**

Julianna Hynes, PhD

Leadership Development Strategist and Educator at Julianna Hynes & Associates

Description:

A 2004 study by Catalyst showed that women identified the following as the top five corporate barriers limiting career advancement: 1- There is a lack of significant general management or line experience available to women. 2- Women continue to be excluded from formal networks. 3- Stereotyping and preconceptions of women's roles and abilities are still barriers. 4- Senior leadership still is not willing to assume accountability for women's advancement. 5 - There are no real commitments to personal and family responsibilities.

Discussion Questions:

- What barriers have you had to overcome during your career? What strategies did you employ to overcome these barriers? Please give a personal example.
- What are some of the lessons learned from your work experience that you could share with women in the audience today who are looking to advance their careers?

10:55 a.m. -11:00 a.m. **TOPIC #6: PANEL RESPONSES**

11:00 a.m. - 11:15 a.m. **QUESTIONS & ANSWERS SESSION**

11:15 a.m. -11:30 a.m. **SPONSOR RECOGNITION & CLOSING REMARKS**

Dennis Kennedy

CEO/Founder, National Diversity Council

11:30 a.m. **ADJOURN**



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For more information, please contact

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