

The National Diversity Council presents

SAN DIEGO

Women in Leadership Symposium

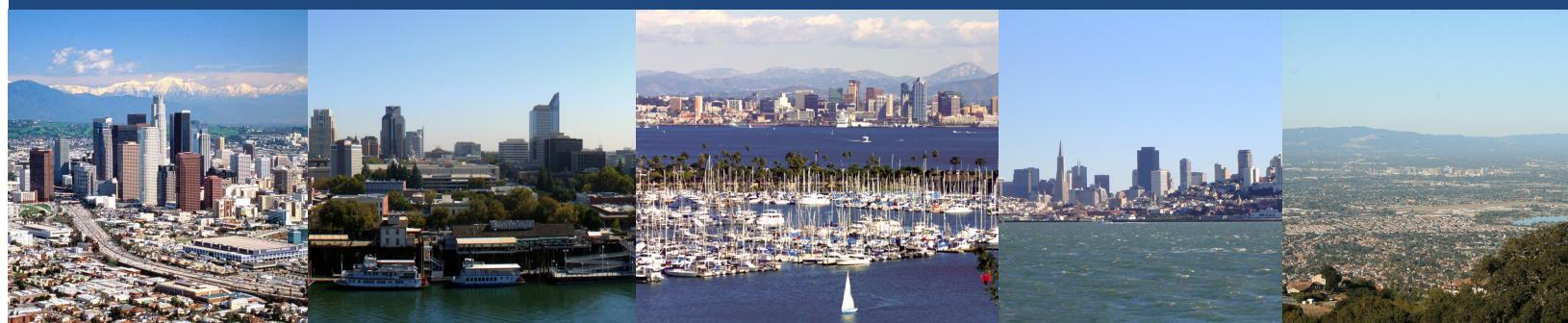


Tuesday, March 13, 2012
8:30 a.m. - 11:30 a.m.

Mintz Levin
3580 Carmel Mountain Road, Suite 300
San Diego, CA 92130

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Save The Date



2012 California Diversity Council Agenda

Event	San Diego	Los Angeles	Silicon Valley	San Francisco/ Bay Area	Sacramento
Talent Summit	April 13 th	April 12 th			
Young Women's Symposium	April 14 th	Sept. 15 th	Oct. 13 th	May 19 th	Nov. 10 th
Multicultural Roundtables			May 16 th	May 15 th	May 14 th
Diversity Best Practice Meeting	Sept. 13 th	Sept. 14 th			
GLBT Summit			Oct. 13 th	Oct. 12 th	
Healthcare Diversity Summit (HCDS)	Nov. 5 th	Nov. 6 th			



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

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

Panelists



Rebecca Risty
Head of Marketing, Sandel Avionics

Reb Risty is an expert in corporate brand management and online marketing with a focus in SEO, inbound marketing and lead generation.

She has been called on multiple times in her career to work with growing companies and serve as the driving strategic and operational force behind the marketing and communications department to support the company's growth objectives, while creating and enhancing brand awareness and equity. In her last position, she established an inbound marketing and lead generation program, which quadrupled online sales leads. The company saw online traffic increase by 200% in less than 6 months and was recognized in San Diego Business Journal's Fastest-Growing Privately Held Companies list.

Risty is an entrepreneur at heart and has started two successful small businesses, one of which she still acts as an advising partner. Her entertainment business became profitable in less than a year and was recognized by San Diego Magazine's Best of List.

In addition to her professional commitments, she strongly believes in supporting and participating in her community. Her current active commitments include: Asian Business Association of San Diego Board Member, Asian Business Association Lunar New Year Celebration Chair, TechAmerica Marketing and Sales Roundtable Co-Chair, American Marketing Association Past President, World Trade Center Member, PRSA member, and PEO member.

She holds a MBA in Marketing Management from San Diego State University and a BA in Communications and Public Relations from Virginia Polytechnic Institute and State University.



Wendy Urushima-Conn
President & CEO, Asian Business Association

Wendy Urushima-Conn has more than twenty years of experience in community outreach, marketing and public relations and is the President and CEO of the Asian Business Association, San Diego. Formerly the Associate Executive Director of Development for Center for Community Solutions, Wendy was the chief fundraising and marketing officer for the non-profit agency which focused on sexual assault and domestic violence prevention and intervention. Prior to joining CCS, Wendy worked for more than a decade as the Community and Media Marketing Manager at KGTV/10News, the ABC affiliate television station in San Diego. Wendy was responsible for the station's community affairs programs, non-traditional revenue generation and all press and promotions. She has also co-founded a media coaching and training company, helping Fortune 500 executives, politicians and community leaders improve their on-air and presentation skills. She has also worked as a weather and traffic reporter for Airwatch Traffic, and as an account executive in the advertising and publishing field.

Wendy's core belief however is to improve our community, and has served on numerous boards for local non-profits since moving to San Diego in 1986. She has been a respite care provider for foster youth, and has been honored with numerous awards including: Volunteer of the Year, North County Philanthropy Council, the MVP Award/McGraw-Hill Companies, Member of the Year, Asian Business Association, Eleven Extraordinary Women Award, National Women's Political Caucus, Forty under 40 Award, San Diego Metropolitan Magazine. Currently she serves as a board member and volunteer for numerous San Diego agencies including board member, Asian Business Association Foundation, Past President of the Asian Business Association Board of Trustees, board member, Asian Business Association Advisory Board, Past President of Girls Incorporated of San Diego, Scholarship Committee, The San Diego Foundation, Graduate, LEAD San Diego, Volunteer and Mentor, The Jenna Druck Foundation and marketing committee for The San Diego Public Library Foundation. A graduate of UC San Diego, Wendy has also worked as a consultant for non-profit boards through Trustee Leadership Development.



Lisa Matta
Vice President and Business Marketing Manager, Citibank

Lisa manages a sales team of business bankers in Southern California and Nevada. She has been in banking for 18 years, most of which have been in commercial and business banking. She specializes in understanding the small business model and offering solutions for them. Lisa shares her expertise with several community groups, including NAWBO®, California Disabled Veterans, LBA, SBDC and many more. Lisa and her husband reside in South Corona and have a set of twins.

Panelists



Aurelia Flores
Senior Counsel, Legal Department, Science Applications International Corporation (SAIC)

Aurelia Flores is Senior Counsel for SAIC and founder of PowerfulLatinas.com, a company that "Supports, Values, Honors, and CELEBRATES Latina Women!" Aurelia, former teenage single mother and domestic violence survivor, went to Stanford Law School and had a Fulbright Fellowship in Mexico City before moving to San Diego to work in international business law at a local law firm. Aurelia has now been with SAIC over 10 years and specializes in intellectual property law. She is an alum of the National Hispana Leadership Institute's Executive Leadership Program, and was awarded the Athena Pinnacle Award in 2011 for an Individual in Technology, in particular for utilizing the tools of the internet to provide visions of Latina role models and create community online through her website. Aurelia sits on the Board of Directors of the San Diego Museum of Art, as well as on the Board of Women of Color in Law, and is a member of La Raza Lawyers, MANA de San Diego and the National Latina Business Women's Association – San Diego chapter. She also participates in competitive ballroom dancing. Aurelia's son graduated from Georgetown University in May 2010.



Monica Ross Pool
Diversity & Inclusion Officer, Sony Electronics

Monica Pool Ross currently serves as the Diversity & Inclusion Officer for Sony Electronics. She has corporate wide responsibilities for Inclusion, University Relations, HR Communications and Green Initiatives. Sony Corporation, with global headquarters in Tokyo, is a full service entertainment company with electronics, pictures, music, retail, mobile phones and gaming products.

In her current role, Ms. Ross manages initiatives to drive innovation, talent identification and development, internal and external branding across HR, Community Affairs, Marketing and Sales functions. She also identifies collaboration opportunities across Sony businesses including Sony Music, Sony Pictures Entertainment, Sony Computer Entertainment and Sony Corporation of America. Additionally, she works with the Tokyo Corporate Diversity team in support of Sony's global diversity initiatives.

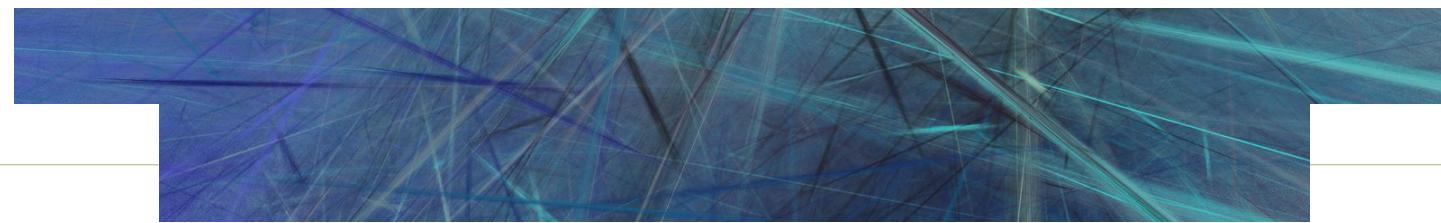
In her previous roles with Sony, Monica was the Director of Human Resources for Corporate Marketing, Product Marketing, Corporate Communications and Operations, driving business performance through initiatives in talent development, performance management, and talent acquisition. She is credited with influencing change broadly across the organization in the areas of Performance Management and cultural transformation, winning an award for Human Resources Excellence in 2006 before being promoted to her current role.

Prior to Sony, Ms. Ross honed her business acumen over a 16 year career at Fortune 50 companies including GTE, Verizon, the Walt Disney Company and PepsiCo, serving in various leadership roles. On the international side, Ms. Ross has lived both in Germany and Puerto Rico. Through her non-profit endeavors, Monica has worked in Ghana, Zimbabwe, Brazil, Mexico, Costa Rica, Nicaragua and Israel. She is also fluent in Spanish.

Ms. Ross was recently honored with a Sony Global HR Award for her introduction and leadership of Employee Resource Groups and a San Diego Athena Corporation of the Year Award for her leadership of initiatives to support the hiring, development and advancement of women. She has also been honored by the San Diego Urban League with a President's Diversity Award and the Diversity MBA's Top 100 under 50 distinction.

Monica has been a featured presenter at national events such as the Diversity MBA Leadership Conference, the NYU MBA Global Diversity Forum, the Black Enterprise Women of Power Summit, the Multicultural Forum, the PIHRA Diversity and Leadership Summit (Professionals in Human Resources Association), the Urban League Diversity Summit, and the Odyssey Executive Women's Conference. Lastly, Ms. Ross is a contributing author of the popular business book released in August 2006, Minority Rules: Turn Your Ethnicity Into a Competitive Edge and authors a careers advice column for Diversity MBA Magazine.

Ms. Ross has a BA from the University of California, Santa Barbara and an MBA from the University of Texas at Austin.



Schedule of Events

7:30 a.m. - 8:30 a.m. **REGISTRATION, BREAKFAST, AND NETWORKING**

8:30 a.m. - 8:40 a.m. **MINTZ LEVIN REMARKS**

Dawn Saunders
Of Counsel, Mintz Levin

8:40 a.m. - 9:05 a.m. **WELCOME**

INTRODUCTION OF PANELISTS AND TOPICS

Adriana Cabre
Board Member, California Diversity Council
Senior Director Human Resources, Amilym Pharmaceuticals

Dennis Kennedy
CEO/Founder, National Diversity Council

9:05 a.m. - 9:20a.m. **TOPIC #1: HINTS TO MAINTAIN YOUR VALUE DURING SHAKY ECONOMIC TIMES**

Rebecca Risty
Head of Marketing at Sandel Avionics

Introduction:

It has been said that we are in recession when your neighbor loses his job and depression when you lose your job. The economic instability doesn't leave us with a lot of confidence that our jobs are secure for the future.

Discussion Questions:

1. What can a person do to demonstrate value during this soft economy?
2. Can someone be indispensable?
3. What preventative measures should be considered before the pink slip is delivered?

9:20 a.m. - 9:35 a.m. **TOPIC #2: OVERCOMING WORKFORCE BARRIERS**

Monica Pool Ross
Human Resources Executive and Diversity Officer at Sony Corporation

Introduction:

A 2004 study by Catalyst showed that women identified the following as the top five corporate barriers limiting career advancement. 1- There is 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:

1. What barriers have you had to overcome during your career? What strategies did you employ to overcome these barriers? Please give a personal example.
2. 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?

9:35 a.m. - 9:50 a.m. **TOPIC #3: HOW WOMEN CAN LEVERAGE POWER IN THE WORKPLACE**

Aurelia E. Flores Roch
Senior Counsel, Legal Department at Science Applications International Corporation (SAIC)

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.

Discussion Questions:

1. Why do you think we've seen a proliferation of mentoring programs? How have they helped? How have they failed?
2. How can work together to effectively ask for (and get) what we want? Where does this start, and how can we address it? How is this characterization putting the onus back on women?

QUESTIONS AND ANSWERS SESSION

BREAK

TOPIC #4: DEALING WITH PERCEPTION VS REALITY: CAN WOMEN BE LEADERS?

Wendy Urushima-Conn
President & CEO, Asian Business Association

Introduction:

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:

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

TOPIC #5: THE IMPORTANCE OF BUILDING PERSONAL AND BUSINESS CREDIT

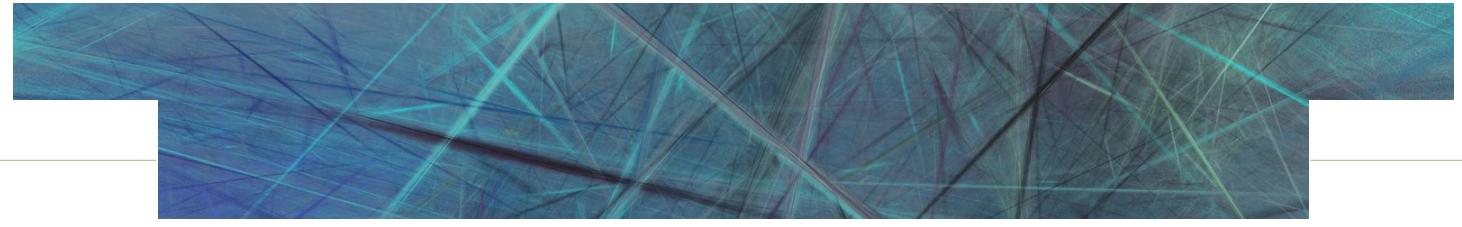
Lisa Matta
VP, Business Market Manager at CitiBank

Introduction:

What is "Business Credit" and why is it important? Regardless of whether you're part of a large or small business, all businesses alike need credit, but how do go about establishing and building Business Credit history? What are banks looking for in an applicant and what types of loans are available to small business owners? These questions will be answered in today's discussion.

Discussion Questions:

1. What is the importance of Business Credit?
2. Why is it important that you must have Business and Personal Credit independent of each other?
3. If my business signs for a loan, does the business owner still have to sign a personal guarantee?



Schedule of Events

11:00 a.m. - 11:20 a.m.	QUESTIONS AND ANSWERS SESSION
11:20 a.m. - 11:25 a.m.	SPONSOR RECOGNITION Dennis Kennedy CEO/Founder, National Diversity Council
11:25 a.m. - 11:30 a.m.	CLOSING REMARKS Adriana Cabre Board Member, California Diversity Council Senior Director Human Resources, Amilyn Pharmaceuticals
11:30a.m.	ADJOURN



SAN DIEGO **YOUNG WOMEN'S LEADERSHIP SYMPOSIUM**

Presented by the California Diversity Council

Thursday, April 14, 2012
8:00 a.m. - 12:00 p.m.

Volunteers/ Mentors & Sponsors Needed

High School Girls Can Register for Free

To register, contact Jazmin Potucek at
jazmin.potucek@nationaldiversitycouncil.org

Planning Committee Members & Volunteers:

David Salisbury- Mintz Levin
Maudie Segobia-Bautista- Mintz Levin
Bhashini Weerasinghe- San Diego Volunteer Lawyer Program
Lena Lee- Asian Business Association
Carla Solomon-University of California, San Diego
Bradley Horton- National Diversity Council
Jazmin Potucek- California Diversity Council

WHO SHOULD ATTEND

Female high school students from the San Diego area. Each young woman will interact, in a small group setting, with at least one mentor who is a female executive within her organization.

MISSION

Promote the development of our future women leaders by giving them access to influential business women in their local communities. The Symposium will focus on leadership, personal brand management and career/college planning.

For more information, please contact
Jazmin Potucek at jazmin.potucek@nationaldiversitycouncil.org





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For more information, please contact

DR. SHANTA PROCTOR | SHANTA.PROCTOR@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.



CALIFORNIA *diversity* COUNCIL

Member of the National Diversity Council

Please contact
JAZMIN POTUCEK
for Corporate Membership
jazmin.potucek@nationaldiversitycouncil.org