

The National Diversity Council presents

SILICON VALLEY
Women in Leadership Symposium



Thursday, March 15, 2012

1:30 p.m. - 5:30 p.m.

EMC Corporation

2421 Mission College Boulevard

Santa Clara, CA 95054

All Stars Conference Room



EMC²

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			

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



Christine Comaford
Business Accelerator

Bill Gates calls her “super high bandwidth.”

Bill Clinton has thanked her for “fostering American entrepreneurship.”

New York Times bestselling author Christine Comaford is a Business Acceleration Expert. She is well known for helping her clients create predictable revenue, passionate teams, and profitable growth. Her coaching, consulting and strategies have created hundreds of millions of dollars in new revenue and value for her clients.

CEOs, Boards and Investors count on Christine to help them:

- Increase accountability, communication, execution among team members resulting in profound revenue, profit, market position growth.
- Navigate rapid growth where internal priorities are frequently shifting and the team is challenged to quickly adapt and stretch.
- Resolve conflict or improve alignment of business partners, teams, board members.
- Improve the leadership and communication skills of C- and VP-level executives by helping them overcome their blind spots and challenging behaviors, and expand their vision.

Christine’s clients grow their businesses at surprising speeds and greatly outperform their competitors due to her expertise of 30+ years building and growing businesses and 35+ years in human behavior optimization.

As an Entrepreneur, Christine has built and sold 5 of her own businesses with an average 700% return on investment, served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups (including Google) as a venture capitalist or angel investor. Christine has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small businesses.

Christine is a leadership columnist for www.Forbes.com.

Planning Committee Members & Volunteers:

Sheryl Chamberlain- EMC Solutions Group
Keren Pavese- EMC Solutions Group
Ruby Yip- EMC Solutions Group
Andrea Reyna- Freelance Marketing and Event Coordinator
Tanya Falleiro- Ms. JD
Bradley Horton- National Diversity Council
Jazmin Potucek- California Diversity Council

Panelists



Sheryl Chamberlain
Senior Director, EMC Corporation

Sheryl has over 15 years of experience in technology firms covering a wide variety of roles including sales, application software implementation and training, business development, technology consulting, software support, channel development, marketing, engineering roadmap alignment and technology alliances. Currently Sheryl is responsible for managing EMC Corporation’s alliance with VCE Company (Joint Venture Parents: EMC, Cisco, VMware). In addition to her assigned responsibilities at EMC, Sheryl was the Founding President of EMC’s West Coast Women’s Leadership Forum and Founding Director of EMC’s Grass Roots Leadership and Innovation Speaker Series. Before EMC Sheryl was the CEO of a consultancy practice and held key sales, marketing and financial positions for Fortune 500 companies including IBM, PepsiCo and Deloitte. Sheryl also worked in the construction industry as the Controller/CFO at two general contractors Sheryl co-founded the Construction Financial Management Association and is a past president of the organization. Sheryl is a board member at the Association for Corporate Growth Silicon Valley and Advisory Board Member at Watermark, Representing EMC, she has become a pivotal member of the women’s leadership community in the greater Bay Area. Her contributions have been recognized by her winning the YWCA Tribute to Women (Twin) Award and, more recently, being named as one of the Top Ten Women in Enterprise 2.0. Sheryl graduated from Hunter College, New York, NY with a BS in Accounting.

Elñora Tena Webb, PhD
President, Laney College



Elñora Tena Webb became the President of Laney College, the flagship of the Peralta Community College District, beginning July 2010. Located on the shores of Lake Merritt in downtown Oakland, Laney is home to more than 14,000 students and 500 professionals–faculty, classified staff and administrators.

The college offers a wide-range of transfer programs to four-year universities, career & technical education, foundation skills courses, training opportunities, and numerous enrichment and general education programs for both new and continuing students.

Prior to her appointment as President, Dr. Webb served as the Acting President of Laney between January and July 2010. Before that, she served as the Vice President of Instruction from 2005 – 2009, and before that, Dean of Humanities, Language Arts & Social Sciences from 2002 – 2005.

Through-out her 30+ year career as an educator, Dr. Webb has served in a range of instructional, student services, research, and administrative roles within all systems of higher education in California. Those institutions included the Peralta Community College District, University of California at Berkeley and at Riverside, California State University at Sonoma, Stanford University, and Contra Costa Community College District.

Dr. Webb was a member of the Community College Leadership program at U.C. Berkeley and completed her Ph.D. in Education with emphasis in Higher Education Administration/Policy. She also completed all coursework in the Organizational Behavior and Industrial Relations Ph.D. program of the Haas School of Business. She received a Master degree in Educational Administration from the San Francisco State University and a Bachelor of Arts degree in Liberal Studies with emphasis in Psychology & Education from U.C. Riverside.

In addition to her duties as a College President of one of the largest Community Colleges in the nation, Dr. Webb serves in several other leadership capacities through-out the state. Those roles include serving as a member of the American Association of Community Colleges’ (AACC) Commission on Global Education and also the Community College League of California’s Advisory Committee on Legislation; and as a member of the Board of Directors for the Oakland Metropolitan Chamber of Commerce, the National Council on Black American Affairs and the American Indian Child Resource Center.

According to Dr. Webb, high quality education is the most efficient means to assure transformation of lives, families, communities, and the society in sustainable and healthy ways. She maintains the highest priority for equity in accessing academic excellence, especially for persons who have historically been locked out of sound educational resources.

Panelists



Monica Ross Pool

Diversity & Inclusion Officer, Sony Electronics

Monica 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.

Dr. Sharla M. Walker, PhD
Dean of Academic Affairs, ITT Tech



Dr. Sharla M. Walker has over 35+ year's leadership, management and non-management experience in the areas of higher education, telecommunication, employee relations, human resources, training and development, employee development, change management, organizational behavior, call center management, customer service, operations, marketing, project management, business communication, and higher education.

Dr. Walker has held a number of high level leadership positions in Healthcare, Higher Education, Telecommunication, Dot.com and Non-profit. She is the Dean of Academic Affairs for ITT Technical Institute located in Oakland, CA, and is currently an Adjunct Faculty member for University of Phoenix, Western International University, University of the Rockies, and Everest College Online

She received her B.S. in Organizational Behavior from University of San Francisco, and my MAOM in Organizational Management from University of Phoenix. I have a Doctorate degree in Organizational Leadership from University of Phoenix.

Panelists



Deborah Cantu

Consultant, Brandstream Partners

As Vice President of Brand Marketing and Advertising for Kaiser Permanente from 2000 -- 2011, Deborah Cantu led and directed the organization's brand management and positioning, marketing and advertising efforts, including KP's highly successful "thrive" campaign, which launched in 2004. As the key leader at Kaiser Permanente for the brand, she initiated and led market insights work that created the brand vision and led to a new brand position; became the internal evangelist for the brand insights; selected and managed the advertising agency(s) responsible for the execution of the positioning; and continued to lead the brand and advertising strategy throughout her tenure.

Her leadership of Kaiser Permanente's "thrive" campaign is industry-leading and has resulted in several award recognitions for outstanding advertising including the Clio, Mobius and Addy Awards, as well as speaking engagements around the country at conferences and leading educational institutions. Most importantly, under her leadership, the Kaiser Permanente brand perception moved consistently and significantly in a positive direction on every attribute and metric measured.

Extending the impact and power of a consistent, compelling and aspirational consumer-facing brand message, Deborah also established and led the internal brand strategy group which was responsible for a wide range of projects from developing brand messaging for care delivery and community benefit, to re-branding some 1000+ pharmacy OTC products (sku's), to the Total Health Environment, a project that has successfully extended KP's brand and its attributes into Kaiser Permanente's significant built environment. She served as KP's internal creative lead, managing the 75+ person creative team that is responsible for marketing communications design and copy, for some 5000 annual projects.

Deborah managed a team at KP of 125 strategists, advertising leaders, digital marketing experts, designers, writers and production staff as well as annual budgets in excess of \$15M and oversaw media spends in excess of \$60M annually.

Prior to joining Kaiser Permanente, Deborah was Sr. Vice President at Solem & Associates, a public relations firm in San Francisco, with clients in the digital as well as healthcare categories. Prior to that, she was Director of Communications for Catholic Healthcare West in San Francisco for 10 years. She is a graduate of the University of California at Berkeley.

Michelle Finneran Denedy
Vice President & Chief Privacy Officer, McAfee



Michelle currently serves as McAfee's Chief Privacy Officer where she is responsible for the development and implementation of McAfee's data privacy policies and practices, working across business groups to drive data privacy excellence across the security continuum.

Before coming to McAfee, Michelle founded The iDenedy Project, a public service organization to address privacy needs in sensitive populations, such as children and the elderly, and emerging technology paradigms. Michelle is also a founder and editor in chief of a new media site—TheIdentityProject.com—that was started as an advocacy and education site, currently focused on the growing crime of Child ID theft.

Michelle was the Vice President for Security & Privacy Solutions for the Oracle Corporation. This team worked closely with customers to enable them to proceed with the confidence that information is protected and accelerated as an asset.

Before the Oracle acquisition of Sun, Michelle was Chief Data Governance Officer within the Cloud Computing division at Sun Microsystems, Inc. Michelle worked closely with Sun's business, technical and legal teams to create to the best data governance policies and processes possible for cloud computing to build trust for cloud environments through vendor transparency. Michelle also served as Sun's Chief Privacy Officer. Michelle is a sought-after and provocative public speaker, evangelizing new approaches and business justifications for soundly-defined, transparent security and privacy policies and systems that protect healthy, safe global businesses.

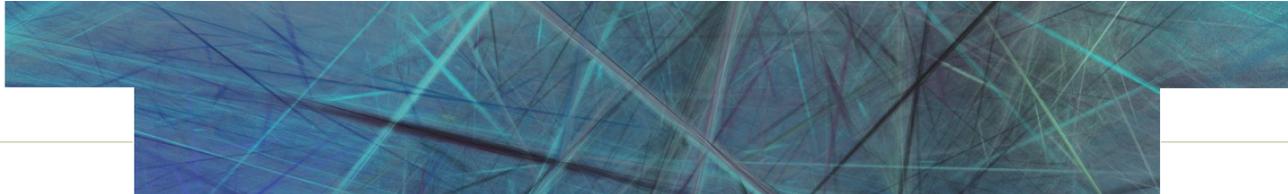
Michelle has a JD from Fordham University School of Law and a BS degree with university honors from The Ohio State University. In 2009, she was awarded the Goodwin Procter-IAPP Vanguard award for lifetime achievement and the EWF - CSO Magazine Woman of Influence award for work in the privacy and security fields.

Schedule of Events

12:30 p.m. -1:30 P.m.	REGISTRATION
1:30 p.m. -1:40 p.m.	WELCOME Gustavo De La Torre Board Member, California Diversity Council Director, Global Diversity and Inclusion, Applied Materials
1:40 p.m. -1:45 p.m.	EMC CORPORATION REMARKS BJ Jenkins President of EMC's Backup Recover Systems Division
1:45 p.m. -1:55 p.m.	INTRODUCTION OF PANELISTS AND TOPICS Christine Comaford Moderator Business Accelerator
1:55 p.m. -2:10 p.m.	TOPIC #1: BECOMING A PERSON OF INFLUENCE Dr. Sharla M. Walker Dean of Academic Affairs at ITT Tech <i>Introduction:</i> 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. Discussion Questions: 1. Which traits are most important to influence and to becoming a person of influence?
2:10 p.m. -2:25 p.m.	TOPIC #2: OVERCOMING WORKFORCE BARRIERS Monica Pool Ross Human Resources Executive and Diversity Officer Sony Corporation <i>Introduction:</i> 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?

Schedule of Events

2:25 p.m. -2:40 p.m.	TOPIC #3: PERCEPTIONS OF ASSERTIVE WOMEN Dr. Elnora Webb President at Laney College <i>Introduction:</i> A woman's ability to interact confidently and assertively with people up and down the organization is critical for her success. Women who communicate effectively go farther faster in their careers than those who do not. Discussion Questions: 2. How can a person demonstrate assertiveness in various workplace situations without coming across as pushy, overbearing, or aggressive? 3. Are there any special hints women can use to say "no" without feeling guilty? 4. What practices have worked for getting your points across in meetings, particularly in a male dominated room?
2:40 p.m. - 2:55 p.m.	QUESTIONS AND ANSWERS SESSION
2:55 p.m. - 3:15 p.m.	BREAK
3:15 p.m. - 3:30 p.m.	TOPIC #4: HINTS TO MAINTAIN YOUR "VALUE" DURING SHAKY ECONOMIC TIMES Michelle Finneran Dennedy Vice President & Chief Privacy Officer at McAfee <i>Introduction:</i> It has been said that we are in a recession when your neighbor loses his job and a 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 preventive measures should be considered before the pink slip is delivered?
3:30 p.m. - 3:45 p.m.	TOPIC #5: SUCCESSFUL LEADERSHIP TRANSITIONS FOR WOMEN Debbie Cantu Consultant at Brandstream Partners <i>Introduction:</i> 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

3:45 p.m. - 4:00 p.m.

TOPIC #6: PURSUING LEADERSHIP EXCELLENCE
Sheryl Chamberlain
Senior Director at EMC Solutions Group

Introduction:

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 women to reach their full capacity.

Discussion Questions:

1. What makes a good leader in today's environment?
2. What are the qualities and skills a positive leader must have to rally support of his or her fellow employees and achieve extraordinary results?
3. What are the aspects of women's leadership style that can benefit an organization?

4:00 p.m. - 4:15 p.m.

QUESTIONS AND ANSWERS SESSION

4:15 p.m. - 4:20 p.m.

CLOSING REMARKS

4:30 p.m. - 5:30p.m.

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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