

# WEST HOLLYWOOD WOMEN'S LEADERSHIP CONFERENCE

## 4<sup>TH</sup> ANNUAL WEST HOLLYWOOD WOMEN'S LEADERSHIP CONFERENCE: *Unlimited Opportunities, Fierce & Fabulous!*

### Conference Schedule: Saturday, April 10, 2010

- 9:00 am - 9:30 am**      **Check-In**  
*Location: Fiesta Hall*
- 9:30 am - 10:00 am**      **Continental Breakfast & Morning Program**  
Sit down with us for breakfast and an activity to energize and introduce you to your fellow conference goers!  
*Location: Fiesta Hall*
- 10:00 am – 10:45 am**      **Opening Plenary Session**  
Welcome from the West Hollywood Women's Leadership Conference.  
West Hollywood City Council and Special Guest Speaker: Jess Weiner, Founder, The Actionist Network, Author and Global Ambassador for the Dove Self-Esteem Fund  
*Location: Fiesta Hall*
- 11:00 am - 12:15 pm**      **Session One:                      Workshops & Panel—Register for One**  
*Location: Comprehensive Services Center*
- A.      Leadership Workshop  
**NAVIGATE THE PERILS OF PROFESSIONAL WRITING**  
These days it's harder than ever to know what to write, when to write it, and how to write it to present yourself in the best possible light! But, writing skills are key to getting ahead. This workshop will cover everything from the professional letter, to e-mail communication etiquette, to the new challenges presented by online social networking.  
  
Facilitator: Dr Laura Wilhelm, LauraWil Intercultural
- B.      Leadership Workshop  
**NEGOTIATE THIS! BE A POWER PLAYER IN WORK & LIFE**  
Your ability to negotiate with confidence and skill can make all the difference in your career. Learn the skills for negotiating pay, contracts, new jobs, and more.  
  
Facilitator: Monica Lond-Le Blanc, Career Counselor, Jewish Vocational Services

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- C. Leadership Workshop  
**WHAT'S YOUR PLAN? SET YOUR GOALS & MAP YOUR FUTURE!**  
What do you want to achieve? Map out your short and long term goals, set your objectives, and create a working plan to achieve your dreams. This workshop will train you to set realistic, achievable goals for everyday life and career pursuits, as well as the loftiest ideas.

Facilitator: Helene Wilbourne, Career Consultant for The Entrepreneur's Source

- D. Panel Discussion  
**DIY—YOUR BUSINESS. YOUR SUCCESS.**  
Interested in starting your own business? Looking for funding? Curious about how other women “did it?” This panel discussion with successful women entrepreneurs, followed by a Q & A, will inform, inspire, and help you to get started on the right track!  
Vee Cristobal, Co-Founder & Executive VP, Healthy Bean;  
Misti Cooper, Co-Owner, Yogurt Stop; Pam Marcello, Owner, On Course Productions and Heather Mlodinow, Founder, Frextr.

Moderator: Joan Henehan, Chair, West Hollywood Chamber of Commerce

12:30 pm – 2:00 pm

#### **Keynote Leadership Luncheon**

**WOMEN LEADING HEALTHCARE REFORM:  
MEET THE ADVOCATES, POLICY MAKERS & HEALTH EXPERTS  
WORKING TO ENSURE THE BEST CARE FOR WOMEN**

Panelists:

Sue Dunlap, Vice President of External Affairs, Planned Parenthood  
Ellen Eidem, MS, Director of LA Co Health Dept of Public Health, Office of Women's Health

Dr. Marki Knox, OB-GYN, LA Gay and Lesbian Center Board of Directors  
Sheila James Kuehl, former California State Senator  
Jacqueline Sun, National Campus Organizer, Feminist Majority Foundation

Moderated by: Mayor Abbe Land, City of West Hollywood & Co-CEO, Saban Free Clinic

*Location: Fiesta Hall*

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2:00 pm – 2:30 pm

**Break**

**Optional Focus Discussion: (1:45 pm – 2:25 pm)**

***BECOMING AN APPOINTED OR ELECTED OFFICIAL*** Hosted by the  
*National Women's Political Caucus, LA Westside*

Special Guests: *Lisa Pinto, Office of U.S. Representative Henry Waxman and  
Nancy Greenstein, Santa Monica College Board*

2:30 pm – 3:45 pm

**Session Two: Workshops & Panel—Register for One**

*Location: Comprehensive Services Center*

**A. Leadership Workshop**

***TAKE IT TO THE TOP: ADVOCATE, LEAD, CHANGE THE WORLD!***

It happens all the time. You read about an issue and you want to do something to change it. But where do you start? Who do you talk to? Being an effective advocate can seem daunting, but with the right toolbox, you can change the world. In this workshop, you'll learn the key steps from identifying an issue you care about to effecting change. Learn key skills such as communicating with legislators and their staff, advocating in your community, and lobbying.

Facilitator: Helyne Meshar, Helyne Meshar & Associates

**B. Leadership Workshop**

***TRICKY BUSINESS: COMMUNICATE WITH CONFIDENCE—  
AND BE HEARD!***

Communicate with confidence and the world's your oyster. Learn to connect with anyone by becoming aware of your communication style and analyzing others' styles. This workshop will help increase your ability to speak with confidence, be assertive, speak in public, and to disagree diplomatically!

Facilitator: Katherine C. FitzSimons, adjunct instructor, University of Southern California's Language Academy

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#### C. Leadership Workshop

##### ***THE INDEPENDENT LEADER & THE "TEAM PLAYER"—HOW TO BE BOTH WITH GRACE & STYLE***

As a motivated woman you have your own ideas and you want to shine, but in today's world we're always under pressure to work with the team! In this workshop, we'll cover the skills you need to do both and come out smelling like a rose!

**Facilitator: Sahar Andrade, Sahar Consulting**

#### D. Panel Discussion

##### ***RISING STARS: HOW WOMEN ARE BLAZING TRAILS IN "THE INDUSTRY"***

The entertainment industry is no longer just a "man's world." Women are increasingly working their way into the top echelons of "the industry."

This expert panel will give you the chance to hear from fabulous, motivated women who have made it in Hollywood, and get great tips for success!

Panelists:

Maxine Lapiduss, Producer & Sitcom Writer

Terri Melkonian, Vice President, Sunset Gower Studios

Julie Pilat Music Director, Clearchannel

Moderated by: Karmen Beck, Managing Director, Sunset Strip Music Festival

**4:00 pm - 4:30pm**

#### **Closing Program: "The Exchange"**

Wrap-up the day with refreshments and conversation—a hosted opportunity to network and explore your next steps.

*Location: Leadership Lounge & Patio*

The logo features the text 'WEST HOLLYWOOD' in a small, white, sans-serif font above the word 'WOMEN'S' in a large, white, serif font. To the right of 'WOMEN'S' is the word 'LEADERSHIP' in a large, white, serif font. Below 'LEADERSHIP' is the word 'CONFERENCE' in a smaller, white, sans-serif font. The entire logo is set against a solid black rectangular background.

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**WOMEN'S LEADERSHIP**  
CONFERENCE

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**Sponsors:**

The City of West Hollywood  
National Women's Political Caucus, LA-Westside  
LA Weekly  
Sunset Strip Business Association  
West Hollywood Chamber of Commerce  
West Hollywood Marketing and Visitors Bureau  
National Council of Jewish Women/ Los Angeles  
Los Angeles Gay and Lesbian Center  
West Hollywood Women's Advisory Board  
West Hollywood Lesbian Visibility Committee  
West Hollywood Lesbian & Gay Advisory Board

To Register, please Visit:  
<http://www.weho.org/WLC>