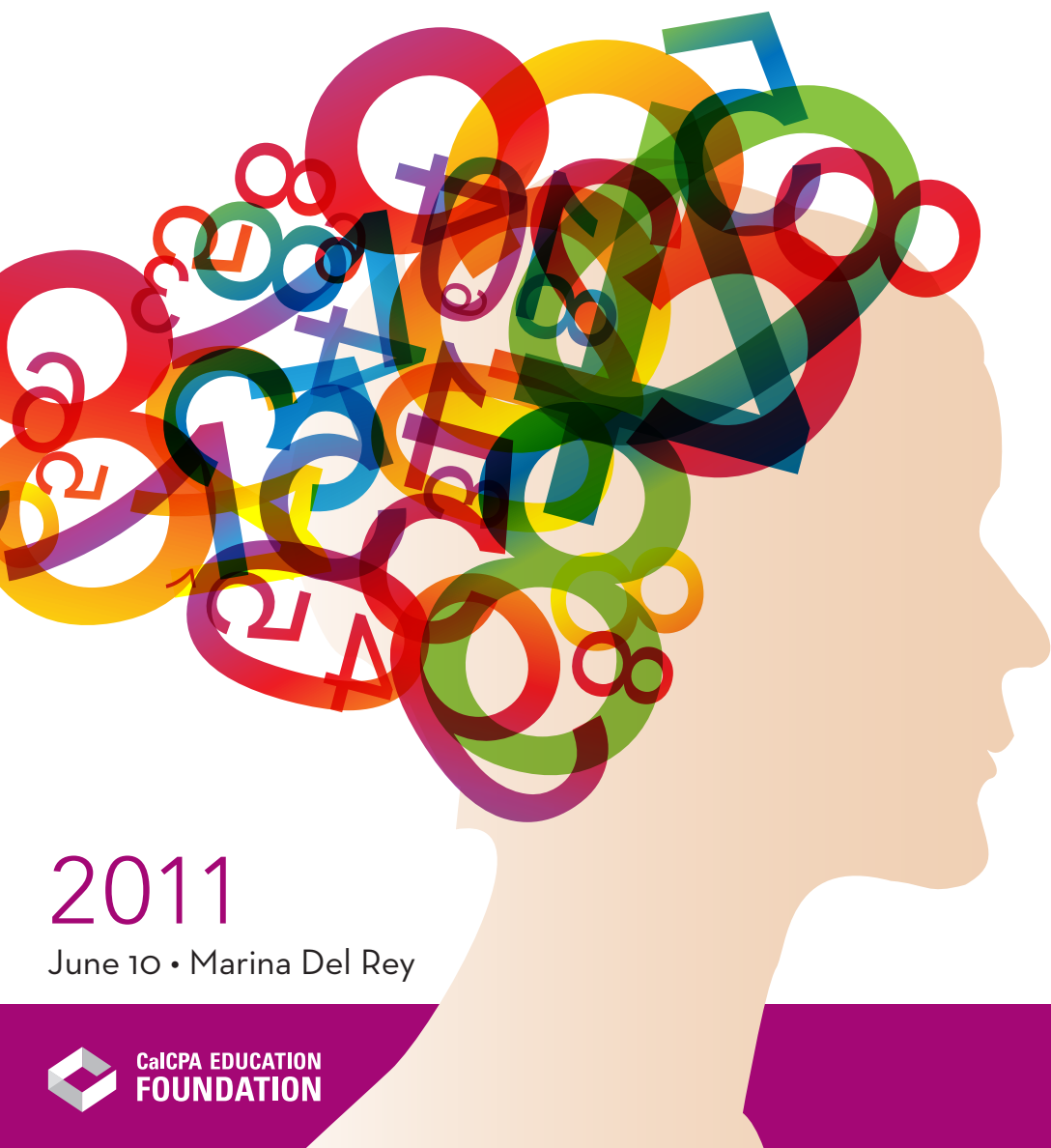




# ➤ Women's Leadership Forum



2011

June 10 • Marina Del Rey



CalCPA EDUCATION  
FOUNDATION

# Women's Leadership Forum

**JUNE 10 • MARINA DEL REY**

Join us for a day of leadership development and professional growth at the fourth annual Women's Leadership Forum. From leadership in an era of economic uncertainty to strategic thinking, you'll delve into key areas that differentiate you as a leader. Invest in your future, build your skills and ensure your long-term success—register today.

Plus, the day will include a special lunchtime celebration recognizing California's top women CPAs and their tremendous contributions to the profession.

**Lunch is provided for all attendees.**

## HIGHLIGHTS

- Women: The growth economy
- Professional presence: How does your personal brand impact your success?
- Strategies for recruiting, retaining and developing women leaders
- Rising as a leader in your organization
- The motivation equation: Four steps to inspire great results
- Eight trends shaping the future: Opportunities and threats for women leaders
- Dressing from the inside out
- Bringing it all together: A success story

## DESIGNED FOR

CPAs and financial professionals interested in enhancing their leadership and communication skills.

### CO-HOST



### PLATINUM SPONSORS



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# ➔ Women's Leadership Forum



## CREDIT INFORMATION

All CPE for this program is non-technical.

**General Session**  
CPE: 3 Hours

## Concurrent Sessions:

Strategies for Recruiting,  
Retaining and Developing  
Women Leaders  
CPE: 1 hour

Rising as a Leader  
in Your Organization  
CPE: 1.5 hours

**Level: Update**  
**Prerequisites: None**

**8:30 AM**

## WELCOME AND INTRODUCTIONS

**Barbara A. Rosenbaum, CPA, CVA**  
*Forum Co-Chair*  
Gumbiner Savett Inc. CPAs & Business  
Advisors  
Santa Monica

**Sindhu Rajesh, CPA, CFE**

*Forum Co-Chair*  
Rothstein Kass  
Beverly Hills

**8:40 AM**

## WOMEN: THE GROWTH ECONOMY

- Status of women and their influence on economy
- Women in C Suite and on boards in the state of California  
—*Results of UC Davis census of women leaders*
- Power of connecting—an action plan for influence

**Wendy Beecham**

*Managing Director, Executive Education*  
U.C. Davis Graduate School of Management  
Davis

**9:30 AM—Break**

**9:45 AM—Concurrent Sessions**

## PROFESSIONAL IMAGE: HOW DOES YOUR PERSONAL BRAND IMPACT YOUR SUCCESS?

- How your personal brand impacts your success personally and professionally
- How clothing and accessories impact how you are perceived
- What your body language is really communicating
- The physical and psychological impact of color

- Takeaways:  
—*Personal brand self-assessment*  
—*Tricks and tips to create your intended brand*  
—*Color chart*

**Kay Hunter**

*Image & Etiquette Coach*  
IMAGINE...The Possibilities  
Tustin

**—OR—**

## STRATEGIES FOR RECRUITING, RETAINING AND DEVELOPING WOMEN LEADERS

- Key components of a successful women's initiative
- Understanding the business case for gender diversity
- How to engage men in your women's initiative
- Best practices and resources for getting started

**Jacqueline F. Akerblom, CPA**

*National Managing Partner*  
Women's Initiatives and Programs  
Grant Thornton LLP  
San Jose

**10:45 AM—Break**

**10:50 AM—Concurrent Sessions**

## RIISING AS A LEADER IN YOUR ORGANIZATION

- Effective leadership skills
- Keys to successful communication
- Finding an advocate/mentor in your organization
- Finding your passion

**Donna J. Miles**

*Associate Professor of Clinical Management Communication*  
Marshall School of Business  
University of Southern California  
Los Angeles



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–OR–

## THE MOTIVATION EQUATION: FOUR STEPS TO INSPIRE GREAT RESULTS

- Why attempts to motivate ourselves and others usually fail
- Identifying the crucial motivational factors needed for successful goal-setting strategies
- Determining the conditions under which people will respond most effectively
- Four steps you can take anytime, anywhere to inspire yourself and others
- Creating a sustainable motivation strategy for yourself and others

**John Ullmen, Ph.D.**

*Managing Director, MotivationRules.com  
Lecturer, Anderson School of Management  
University of California at Los Angeles  
Los Angeles*

**12:10 PM—Lunch (provided)**

## WOMEN TO WATCH AWARDS PRESENTATION

**1:35 PM**

## EIGHT TRENDS SHAPING THE FUTURE: OPPORTUNITIES AND THREATS FOR WOMEN LEADERS

- The future won't resemble the past
- The change in women's identities and roles is a global phenomenon
- How can women hone their leadership skills to win in this ever-morphing global economy?
- How will these trends shape the future of accounting?

**Mary O'Hara-Devereaux, Ph.D.**

*President  
Global Foresight  
San Francisco*

**2:35 PM—Break**

**2:50 PM**

## DRESSING FROM THE INSIDE OUT

- Dress for Success® vision, mission, philosophy
- Global impact of Dress for Success®
- Resources and tools to help women succeed in the marketplace
- Giving back to your community: How to get started

**Joi S. Gordon, Esq.**

*CEO  
Dress For Success Worldwide  
New York City, NY*

**3:40 PM**

## BRINGING IT ALL TOGETHER: A SUCCESS STORY

- Lessons learned
- Achieving results while managing stress, career and family demands

**Pam Krueger**

*Executive Producer, MoneyTrack  
Network Television Productions  
Tiburon*

**4:30 PM—Closing Remarks**

**Barbara A. Rosenbaum, CPA, CVA**

**Sindhu Rajesh, CPA, CFE**

**4:40 PM—Adjourn**

## DRESS FOR SUCCESS DONATION

Attendees are invited to donate new or "nearly new" women's professional attire (suit, shoes, purses) to be collected at the event, to help disadvantaged women reenter the workforce and achieve economic independence.

# Register

## MAIL

(Please allow time for processing.)  
California CPA Education Foundation  
P.O. Box 45066  
San Francisco, CA 94145-0066

PHONE (800) 922-5272

FAX (888) 868-8558

WEB [www.educationfoundation.org](http://www.educationfoundation.org)

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Member \$250  Nonmember \$310  VP \$0  Coupon \$0

Concurrent Sessions Choose one of each set  Professional Image —OR—  Recruiting, Retaining and Developing Women Leaders  
 Rising as a Leader —OR—  The Motivation Equation

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We're going green! Materials for this conference will be offered in PDF format only. You will receive an email which contains a link for accessing the materials at least 3 days before the conference.

All registrations are taken on a first-come, first-served basis. The California CPA Education Foundation reserves the right to refuse admission to any individual whose behavior it deems inappropriate.

### Cancellation Policy

If you need to cancel your registration, you must cancel three business days prior to the event to receive a full refund. After that time a refund will be given less a \$125 cancellation fee. No refunds will be given for no-shows.

For VP members and coupon users, a \$125 cancellation fee will be charged for all cancellations made less than three business days prior to the event. All VP no-shows will have 8 hours of VP credit deducted for each day of instruction missed. Coupon no-shows must surrender the coupon used to register. For registration policies, please go to [www.educationfoundation.org/policies](http://www.educationfoundation.org/policies)

Note: Topics and speakers are subject to change. For up-to-date information, please go to [www.educationfoundation.org](http://www.educationfoundation.org)



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