



JEROME E. HORTON

Chair, California State Board of Equalization

CALIFORNIA EDUCATIONAL SOLUTIONS

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS—LOS ANGELES



Connecting Women to Power

Men Are Welcome

BUSINESS CONFERENCE

Friday, June 20, 2014

8:30 A.M. TO 5:30 P.M. (check in 7:30 a.m.)



Hyepin Im

President and CEO
Korean Churches for
Community Development
Featured Speaker



Rhonda Britten

Author of *Fearless Living
and Change Your Life in
30 Days*
Keynote Speaker



Fawn Weaver

Author of *Happy Wives Club: One
Woman's Worldwide Search for the
Secrets of a Great Marriage*
Featured Speaker



Judy Carter

Author of *The Message of You:
Turn Your Life Story into a
Money-Making Speaking Career*
Keynote Speaker



Yvonne Horton

City Clerk of Inglewood
Work-Life Balance
Featured Speaker/Moderator

**REGISTRATION
REQUIRED!**



No Cost to Attend (Space is Limited)

Online: www.boe.ca.gov/ConnectingWomenToPower

By phone: 1-888-847-9652

California State University, Dominguez Hills—Loker Auditorium

1000 E. Victoria Street, Carson, CA 90747 | Parking is Free in Lot 6

(Please enter campus from Tamcliff Avenue off of Victoria Street to access Parking Lot 6)



The location is accessible to people with disabilities.

If you require special assistance, please call 1-888-847-9652.

This conference is open to the public and being conducted pursuant to Government Code section 11122.5 (c)(2) of the Bagley-Keene Open Meeting Act.

CONNECTING WOMEN TO POWER BUSINESS CONFERENCE HIGHLIGHTS

Expert Led Panels

Winning Contracts on a Budget

Exhibitors Offering Free Business Assistance Services

The Secrets of Great Relationships

Motivational Keynote and Guest Speakers

Tips for Power Thinking

The Basics of Building Wealth

Strategies on Clearly Shaping Your Vision

CONNECTING WOMEN TO POWER BREAK OUT SESSIONS

1. Successful Leadership and Management Skills

This panel will explore successful management techniques and how to maximize your proficiency as a leader.

2. Winning the Contract: Secret to Government Contracting with Small Business

Learn the basics of obtaining government and private contracts and how to identify valuable incentives and resources.

3. Building a Business on a Shoestring Budget

Learn how to construct a business leveraging the resources of others.

4. Refresh and Restart

Learn how to condition your mind and body to respond to your goals and objectives.

5. Estate Planning & Wealth Management—Protecting Your Investments

Learn about active, passive, and portfolio income as well as how to invest for a maximum return, protect profit from taxes, and establish an Estate Plan.

6. Business Plan Development & Legal Issues for Small Business

Learn how to create a critically important business plan and the legal issues that new business owners experience.

7. Capitalizing on Tax Credits

State and federal agencies will share information about tax credits and free government services available to businesses, as well as tax pitfalls that cause many businesses to pay unnecessary fines and fees.

8. The Adventures of Venture Capital, Joint Ventures, and Collaborations

Learn how to recruit and win investors for your business.

9. The Hidden Powers of a Woman

This transformative session provides you with a daily guide to enhance your thoughts, words, and actions, with Peggy Freeman, author of *10 Tips for Power Thinking*.

10. Preparing Your Business with the Message of You

Get excited, involved, and encouraged during this motivational session on understanding "The Message of You," presented by Judy Carter, author of *"The Message of You"* and *"The Comedy Bible."*

11. International Business, Expanding Your Business Overseas

This session will allow entrepreneurs to connect with foreign governments and international decision makers to learn the ins and outs of doing business internationally.



Rashma Agarwal
Canadian Consulate
General



Ricardo Villarreal
ProMexico Trade
& Investment



David Siegel
Consulate General
of Israel



Consul Dr. Bernd Fischer
German Consulate
General



Derek Waleko
Korea Trade-Investment
Promotion Agency

12. Real Talk, Real Issues, Real People, Right Now!

Learn strategies and techniques that will empower you to succeed professionally and personally in a global economy. Join a dynamic group of experts who will expand your mental and physical capacity to find solutions and methods to effectively process problems. In a group setting, this session features a broad cross-section of successful women who will help you balance the rigorous demands of work, home, career, finance, and your future.

13. Funding for Small Business: Private Contracting and Bank Financing

Hear from representatives from financial institutions and private corporations who offer funding opportunities specifically designed for small businesses.

14. Utilizing Social Media: 2014 Marketing Trends and Strategies

Learn to strategically use social media for goals such as branding identity, website design, and targeted outreach.

KEYNOTE AND FEATURED SPEAKERS



Fiona Ma*
Speaker Pro Tempore
California State Assembly (RET.)
Guest Speaker



Donovan Green
Director
External Affairs, AT&T
Featured Speaker



Dr. Juanita Watts
Regional Coordinator
Women's Health,
Kaiser Permanente
Featured Speaker



**Katherine
Perez-Estolano**
Board of Directors,
California High Speed
Rail Authority
Featured Speaker



Emily Shanklin
Director of Marketing
SpaceX
Featured Speaker



Cynthia Bridges
Executive Director
California State Board
of Equalization
Featured Speaker



Dr. Agnes Chen
Physician in Charge
Kaiser Permanente
South Bay-Gardena
Medical Office
Featured Speaker



Deane Leavenworth
Vice President
Time Warner Cable
Featured Speaker



Dr. Kaye Bragg
Acting Assistant Vice
President
Faculty Development and
Academic Programs,
CSUDH
Featured Speaker



Bree Nguyen
Lead, Strategic Partnership
Development & Community
Engagement, Facebook
Featured Speaker



Corissa St. Laurent
Director of Regional
Development, Constant
Contact
Featured Speaker



Selvi Stanislaus
Executive Officer
Franchise Tax Board
Featured Speaker



Richard Downer
First Vice President
Wealth Advisor
Morgan Stanley Wealth
Management
Featured Speaker



Gael Pullen
Founder
Sylvia Global Media
Network
Luncheon Keynote
Speaker



Susan Bowerman
MS, RD, CSSD, FAND
Registered Dietitian-
Certified Specialist in
Sports Dietetics
Herbalife
Featured Speaker



Diane Hibbard
Director of Skin Care
Burke Williams Spa
Featured Speaker



Angela Reddock
Founding and
Managing Partner,
Reddock Law Group
Featured Speaker

HONORED GUESTS*

Betty T. Yee
Board Member, California State
Board of Equalization

Michelle Steel
Vice Chair, California State
Board of Equalization

Senator George Runner (RET.)
Board Member, California State
Board of Equalization

Karen Bass, U.S. Congresswoman

Janice Hahn, U.S. Congresswoman

Gloria Negrete-McLeod, U.S. Congresswoman

Jim Beall, State Senator

Kevin de León, State Senator

Carol Liu, State Senator

Holly Mitchell, State Senator

Norma Torres, State Senator

Toni G. Atkins, Speaker of the Assembly

Rob Bonta, Assemblymember

Cheryl R. Brown, Assemblymember

Tom Daly, Assemblymember

Cristina Garcia, Assemblymember

Adam Gray, Assemblymember

Isadore Hall, III, Assemblymember

Chris Holden, Assemblymember

Reginald Jones-Sawyer, Assemblymember

Bonnie Lowenthal, Assemblymember

Jose Medina, Assemblymember

Anthony Rendon, Assemblymember

Rudy Salas, Assemblymember

Mark Stone, Assemblymember

Scott Wilk, Assemblymember

Jim Dear, Mayor City of Carson

Lula Davis-Holmes, Carson City Council Member

Mike A. Gipson, Carson City Council Member

Elito M. Santarina, Carson City Mayor Pro Tempore

* Participating in this event as invited guests.

Connecting Women to Power

BUSINESS CONFERENCE

Experience the Power of Positive Women Positioning for Success

Partner Organizations

- Asian Business Association
- Armenian American Chamber of Commerce
- Black Business Association of Los Angeles
- Beta Phi Sigma Sorority
- California Black Chambers of Commerce
- California Hispanic Chamber of Commerce
- California Small Business Administration
- California Commission on the Status of Women
- Chinese Chamber of Commerce
- California Department of General Services
- California Legislative Women's Caucus
- California Women 4 Women
- City of Carson
- Global Federation of Chinese Business Women Southern California Chapter
- Governor's Office of Business Economic Development
- Greater Los Angeles African American Chamber of Commerce
- Hawthorne Chamber of Commerce
- Jewish Labor Committee
- Korean Churches for Community Development
- Los Angeles African American Women's Public Policy Institute
- Long Beach Area Chamber of Commerce
- Los Angeles Area Chamber of Commerce
- Metropolitan Water District of Southern California
- National Association for the Advancement of Colored People—Long Beach
- National Latina Business Women Association—Los Angeles
- South Bay Workforce Investment Board
- Southern California Minority Business Development Council
- Women's Business Enterprise Council West
- Women's Economic Ventures
- U.S. Department of Labor—Office of Federal Contract Compliance Programs
- United Job Creation Council



EVENT CO-SPONSORS

- AT&T
- Intuit Financial Freedom Foundation
- Amazon
- Time Warner Cable
- Farmers Insurance
- SpaceX
- Burke Williams Spa
- Enterprise Rent-A-Car
- DreamWorks
- Haas Automation Inc
- Kaiser Permanente
- Ralphs
- Herbalife
- UPS



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