

21st annual  
ywca tucson

# women's leadership conference



Friday  
September 25, 2009  
The Westin La Paloma  
Tucson, Arizona

Conference Sponsors:



eliminating racism  
empowering women  
**ywca**

# conference agenda

Friday, September 25, 2009  
The Westin La Paloma  
3800 East Sunrise Drive

- **7:30 - 8:30 a.m.**  
Registration and  
Continental Breakfast
- **8:30 - 8:45 a.m.**  
Welcome and Opening Remarks
- **8:45 - 9:30 a.m.**  
Morning Keynote Speaker:  
Sara Laschever  
*Women and the Power of Negotiation:  
Learning to Ask*
- **9:45 - 10:45 a.m.**  
Workshop Session One  
(Workshops A through F)
- **10:45 - 11:15 a.m.**  
Break and Book Signing
- **11:15 a.m. - 12:15 p.m.**  
Workshop Session Two  
(Workshops G through L)
- **12:30 - 2:00 p.m.**  
Luncheon  
Award Presentation and Remarks  
by Honored Guest, Lilly Ledbetter  
Luncheon Keynote Speaker:  
Ann Tardy  
*LifeMoxie! Ambition on a Mission—  
9 Strategies to Take Life by the Horns*
- **2:00 p.m.**  
Closing and Book Signing



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# who should attend?

## Women who want to:

- **broaden their leadership skills;**
- **network** with corporate and  
community leaders;
- **enhance their performance**  
in their careers and personal lives;
- **refocus, reenergize and rejuvenate**  
will benefit from attending the YWCA  
Women's Leadership Conference. ■

## benefits

### Conference Participants will...

- **learn** leadership techniques  
that work;
- **enhance** knowledge, skills and  
abilities for your future success;
- **become** a stronger leader by  
becoming a more effective leader;
- **recognize** and welcome the  
opportunities that change brings;
- **build** confidence in your ability to  
negotiate for what's important to you;
- **project** confidence, strength  
and power;
- **understand** how financial  
expenditures reflect personal values  
or the values of organizations;
- **realize** the power of social  
networking;
- **have** a positive impact on your  
team that increases its effectiveness  
and success. ■

**Conference participants**  
will earn a Certificate of Partici-  
pation for 6 hours of Specialized  
Leadership Education. ■

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[www.ywcatucson.org](http://www.ywcatucson.org)

## conference sponsors

**IBM** values the wealth of perspectives a diverse culture brings to the workforce and applauds the ongoing, outstanding accomplishments of women. No matter her chosen field of study or career path, all professional women help mold the success of our society. To demonstrate our belief in, and support of women, we are proud to sponsor the 2009 YWCA Women's Leadership Conference. This valuable conference will encourage women to achieve, learn, and grow. ■



**Tucson Medical Center** celebrates the women of our community through our *Spirit of Women* program. We believe that good health is not about denying yourself but about treating yourself to great experiences. We know that women honor health and wellness through the mind, body and spirit. In further support of women, TMC is a proud sponsor of the 2009 YWCA Women's Leadership Conference. Together, TMC and the YWCA will continue to improve the health and well-being of women in Southern Arizona. ■



**The University of Phoenix Southern Arizona Campus** is proud of its long-standing relationship with the YWCA's Women's Leadership Conference. The University is committed to women's leadership and growth. With convenient class locations as well as online learning, the University of Phoenix has helped thousands of students achieve the higher education they need to achieve higher success. ■



## partnering organization



## media partners

Arizona Daily Star

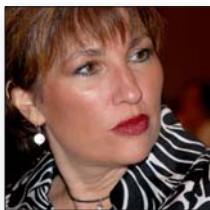


## workshop sponsors

- Carondelet Health Network
- Fennemore Craig, P.C.
- YWCA Tucson, Board of Directors

## yw leaders

- Long Realty Company
- Kathryn Reed
- Southern Arizona Mental Health Corp. (SAMHC)
- Salon de Nouveau
- Ivy Schwartz and Kathy Altman
- The Partnership for Women and Girls



## keynote speakers

Morning Address: **Sara Laschever**  
*Women and the Power of Negotiation:  
Learning to Ask*

**S**ara Laschever, author, editor and cultural critic, will explain why it's essential to ask—men do it all the time—and will provide tips on how to ask effectively. Even women who negotiate brilliantly on behalf of others often falter when it comes to asking for themselves.

You'll learn how to develop an action plan that will enable you to recognize how much more you deserve—whether it's a salary increase, overdue promotion, an exciting new assignment, or even things to make your personal life better. ■



Sara Laschever

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Luncheon Speaker: **Lilly Ledbetter**

**A**fter almost 20 years as a supervisor with a manufacturing firm, as she was about to retire, **Lilly Ledbetter** learned that she had been paid significantly less than her male colleagues. Lower courts found in favor of Ms. Ledbetter's discrimination claim but the US Supreme Court ruled in favor of the defending company due to the 180 day statute of limitations in discrimination suits. Although she ultimately lost in the courts, Ms. Ledbetter was a successful advocate for equity in the workplace and the first bill signed into law by President Obama, the *Lilly Ledbetter Fair Pay Act*, makes it easier to ensure justice for those who have been paid less based on gender, race, ethnicity, religion, disability or age. ■



Lilly Ledbetter

Afternoon Address: **Ann Tardy**  
*LifeMoxie! Ambition on a Mission —  
9 Strategies to Take Life by the Horns*

**A**nn Tardy, attorney, entrepreneur and nationally recognized speaker and trainer, will take you on a journey to create a soul-fulfilling life. Learn how to set goals that will get you out of bed each morning, how to operate with a strength of purpose and master the art of living. Ann is the founder of LifeMoxie! Enterprises. ■



Ann Tardy

# workshop session one

## A. Your Personal Brand: Creating a Powerful Impression

Presenter: Janet Elsea, Ph.D., *Founder & President, Communications Skills* —

In this fast-paced workshop, you will learn how impressions are formed, how quickly they are formed and why they are lasting. You will ask and answer three key questions about yourself as a communicator: What Do I LOOK like? What do I SOUND like? What do I SAY? ■

## B. What You Need to Know About Social Networking

Presenter: Cristie Street, *Managing Partner, Nextrio, LLC*—Every day, new social networking technologies bring people closer together. Businesses, individuals and non-profit organizations can advance their goals by building communities of employees, colleagues, customers, partners, clients, and donors using this Internet phenomenon. Explore the value of social networking, learn how to reach new audiences, create new feedback channels, and take the art of referral business to new levels. Learn which applications are best for your purpose, as well as the potential downsides. ■

## C. Rethinking Power and Politics in the Workplace

Presenter: Elizabeth Celania-Fagen, *CEO, Superintendent, Tucson Unified School District One*—Politics in the workplace are a fact of life. Learn to understand the role politics play in leadership and some techniques you'll need to maneuver through the political landscape without compromising your integrity. ■

## D. Leadership, Money & Me

Presenter: Tiana Ronstadt, *Financial Advisor, Power Women Investing, LLC*—Do budget considerations in your organization leave you mystified? What can we learn about the effectiveness and core values of an organization by “following the money?” This workshop takes the guess work out of the numbers, provides an understanding of key financial metrics and what the numbers tell you—and helps you understand why knowing about the money is essential to effective leadership. ■

## E. The Strong and Powerful Team

Presenter: Lydia Kennedy, *Human Resource Manager, Granite Construction Company*—With organizational streamlining and “doing more with less,” it's even more important to build high-performing and powerfully effective teams. As a team member, leader or manager you need to know how to ensure that all team members share the vision and are committed to the success of the mission. In this workshop you'll learn how to ask questions for clarification without appearing negative and how to have a positive impact on each team member and the success of the team. ■

## F. The Rewards and Challenges of Leadership

Panel: Elizabeth Gonzalez-Gann, *Founder and CEO of JanCo Janitorial*; Cheryl Horvath, *Division Chief, Northwest Fire District*; Peggy Hutchison, *Executive Director, Primavera Foundation*—Panelists will discuss their practices, challenges, and individual approaches to leadership. These outstanding leaders will explore how they handled the obstacles encountered in their careers, how they have maintained balance in their professional and personal lives, what they would have done differently knowing what they know now, what makes it all worthwhile—and much more. ■

# workshop session two

## **G. You Cannot NOT Communicate: Strategies to Communicate with Nearly Anyone!**

Presenter: Janet Elsea, Ph.D., *Founder & President of Communications Skills* — Update your communications skills, including listening. Assess your own communication style and how it's reflected in your body language, voice cues and choice of words. Learn how to adjust your style when dealing with communication styles that differ from yours. ■

## **H. Age Is More Than A Number: Surviving Collisions in the Multi-generational Workforce**

Presenter: Cheryl Bakari, *Owner, The Center for Innovative Training*—For the first time ever, we have 5 generations working simultaneously in the workplace. 20-somethings working with 60-somethings! Texting and Twitter lifestyle are working side by side with Baby Boomers and those who lived through the depression. Explore how the multigenerational workforce impacts you and learn practical strategies that can help you navigate these exciting times in the American workplace. ■

## **I. Leadership, Networking and Giving Back**

Presenter: Pamela Doherty, *CEO, Carondelet Foundation*—Giving back to the community is an expectation and responsibility for outstanding leaders. Your community involvement reflects who you are, your values, and your commitment to something bigger than yourself. This session is about giving back, getting noticed and leading by example. ■

## **J. Unprecedented Changes...Unprecedented Opportunities**

Presenter: Leslie Porter, *Director of Recruitment and Employee & Career Advising, University of Arizona*—Career changes are becoming increasingly common due to the uncertainties of the economic environment, technological changes, and new attitudes toward work. Women generally experience cyclical periods of career instability and transition throughout their professional lives. Successful working women understand that unprecedented changes can also offer unprecedented opportunities. ■

## **K. Getting What You Want through Negotiation**

Presenter: Diane Katz, *Owner of The Working Circle Teambuilding, Inc.*—What do you want to negotiate for yourself? How can you develop a negotiation strategy? What power do you bring to a negotiation? Learn “The Working Circle,” a process that will help you negotiate and get what you need in this interactive, practical, and entertaining workshop. ■

## **L. The Image of Great Leaders**

Presenter: Amanda Goodson, D.Min., *Senior Executive, Raytheon*—What is your image in the workplace? Do you project a brand of confidence and credibility? Are you called to be a great leader and equip others to move into continual action? If so, this workshop is for you. Learn how to be a great leader and project yourself in a way that others need and notice your contributions. Develop skills to project the image and attitude of a dynamic leader of influence at work, home and in the community. ■



**yes!** I will attend the

**21st annual  
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**Friday, September 25, 2009**, at The Westin La Paloma.

Register Early · Enrollment is Limited · Register by Mail or On Line: [www.ywcatucson.org](http://www.ywcatucson.org)

NAME

ADDRESS

CITY

STATE

ZIP CODE

WORK PHONE

HOME PHONE

FAX

EMPLOYER

TITLE

E-MAIL ADDRESS

- Conference Fee is \$135 per attendee, and includes:
  - Continental Breakfast
  - Two Workshops
  - Two Keynote Addresses
  - Luncheon
  - Remarks by Honored Guest
  - I would like a vegetarian lunch.

■ Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ \* reservation(s).

\*If making multiple registrations, please photocopy this form and complete contact information, meal preferences and workshop preferences for each person.

■ Please charge to my  Visa  Master Card  American Express:

ACCOUNT NUMBER

EXPIRATION DATE

NAME ON CREDIT CARD

SIGNATURE

BILLING ADDRESS

CITY

STATE

ZIP CODE

■ My workshop preferences, in this order, are: (Please use workshop code letters.)

Workshop Session One: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Workshop Session Two: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

■ Please return (or fax) your completed registration form with fees or billing information by **Friday, September 18, 2009** to:

YWCA Tucson · 525 North Bonita Avenue · Tucson, Arizona 85745  
Ph: (520) 884-7810 · Fax: (520) 884-5205 · Web: [www.ywcatucson.org](http://www.ywcatucson.org)

When you register for a YWCA program, you will be placed on our mailing list and will receive information about upcoming programs and activities. You may request to be removed from our mailing list at any time. Please let us know if you prefer that we not include your name on our mailing list. Thank you.

**you will receive confirmation of your registration by email or fax**