



IMPACT COUNCIL
Presents
WOMEN ON THE GO
CONFERENCE
"STEPPING TO SUCCESS"
Saturday, March 6, 2010

KEYNOTE SPEAKER

Sandra Hutchens

*Sheriff - Coroner
Orange County
Sheriff's Department*

Registration: 8:30 AM
Conference: 9 AM - 5 PM
Registration: \$90

Anaheim Park Hotel
222 W. Houston Ave.
Fullerton, CA 92832
(Harbor Blvd. & 91 Frwy)

JOIN US!

*Become an Architect of
Change - In your life
and the lives of others!*

Breakfast ✦ Educational and Motivating Speakers ✦ Fun ✦ Networking ✦ Lunch

The mission of the American Business Women's Association is to bring together Businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

KEYNOTE PRESENTATION

“COMMANDING CHANGE”

SANDRA HUTCHENS ORANGE COUNTY SHERIFF-CORONER

Sandra Hutchens is the 12th Orange County Sheriff and the first to be selected by the Board of Supervisors to serve out the term of a sheriff who resigned. Selected from a field of 48 candidates after a nationwide search, her current term will continue until January 2011.

Sheriff Hutchens was born in Monterey Park and raised in Long Beach, where she graduated from Woodrow Wilson High. Shortly after graduating high school she was hired as a secretary for the Los Angeles Sheriff's Department where she met Deputies who convinced her to apply for a Deputy position. She graduated from the Academy in 1978.

Her career at LASD spanned thirty years, giving her experience in nearly every facet of law enforcement. Among her many roles, she served as a Deputy in the Sybil Brand Institute, a women's jail; patrol Deputy at the Lynwood Station, Detective with the Metropolitan Bureau; patrol Sergeant at Temple Station; Lieutenant at Sybil Brand; Captain at the Norwalk Station, Field Commander overseeing several patrol stations; Executive Aide to Sheriff Baca and, finally she served as Chief of the Office of Homeland Security for four years. She also served as a Legislative Liaison in Sacramento and Washington, D.C.

Sheriff Hutchens has a reputation as a tough street cop and a proficient manager who shapes massive law enforcement resources to address the challenges of public safety. Her counter-terrorism training in Israel, travels to Pakistan and Russia, and leadership training both at the FBI Academy and Harvard University has enhanced her ability to build cross-cultural partnerships and foster solid community relations for the Sheriff's Department. Her education, professional training and experience give her the background necessary to oversee the operations of the Orange County Sheriff's Department, whether it is a threat to national security, effectively and efficiently addressing crime, or problem solving on neighborhood issues.

Sheriff Hutchens, along with her husband Larry, a retired Assistant Police Chief with the Los Angeles Unified School District, has been a longtime resident of Orange County. In her spare time, Sheriff Hutchens enjoys traveling, cooking, reading, writing and walking their dog, Tucker.

PROGRAM DESCRIPTIONS AND SPEAKER BIOGRAPHIES

“Marketing & Promotion for your Business”

Emily Yost has worked in marketing and sales for over a decade helping entertainment professionals and corporations build strong successful brands. She began her career in Los Angeles working for MTV in the casting department. Yost then spent 8 ½ years at AIA Actor’s Studio where she built the business and promoted the Studio worldwide. Emily was responsible for bringing known celebrities to the Studio to educate her students. Some of those industry professionals include: Kevin Costner, Jason Alexander, Billy Bob Thornton, Michael Bay, Henry Winkler, Lou Diamond Phillips, Wes Craven and so many others.

In 2007, Emily opened her own marketing and consulting firm, "Emily Yost Consulting," working primarily with consumer product lines. Yost’s focus is empowering businesses with strategies and the tools necessary to reach their revenue goals through public relations, marketing and promotions. Her clients have appeared on HGTV, the DIY Network, the Fine Living Network, CBS2 in Los Angeles and Fox. Two lines she represents were part of the 2007 GBK Golden Globe™ Awards Gift Suite and the 2008 Oscars® Gift Suite where the product was gifted to film and television celebrities.

Currently, Yost is working with one of her clients on creating a strong and successful relationship with the Food Network. Emily is the past President of the Woman’s Club of Fullerton and is a member of the Placentia Stars Chapter of ABWA.

HOW Using the Power of the Brain properly will enhance your career and personal life”

June Davidson is a total visionary, Entrepreneur and loves to share her knowledge with others. She teaches in the Masters program at the University of Bucharest as an adjunct professor several times a year and is on the Board of Regents of the National Heritage Foundation in Washington, DC. She is a member of many organizations including NAFE. June has been a platform speaker at major corporations across the US and has won numerous awards, including the Presidents Call To Service Award.

In between doing all this, she is CEO/President of American Seminar Leaders in Pasadena, CA; CEO/President of Coaching Firm International, author and soon to be host of her own radio show. She also founded and funded “The Possibility People” for those who are disabled and will share knowledge with other possibility people on their own radio show.

HOW Using the Power of the Brain properly will enhance your career and personal life.

In this presentation June will show you; *How does one do this? The number one thing is to keep the brain healthy. How to access your intuitive abilities and trust your intake. Why it is important to watch body language and listen to the tone of the voice.*

Why working in your talent keeps the brain happy and the body refueled! She will also show you how to find what your talent is and so much more...learning to take care of number 1.

PROGRAM DESCRIPTIONS AND SPEAKER BIOGRAPHIES

“Empowering & Enriching Women’s Lives”

Within the past two years **Sandy Smith, Pat Longwell and Rosalyn Daily** have partnered to deliver presentations on developing that “**Unforgettable Image**”. Their goal is to help people of all ages make a lasting impression as they develop in their business career or as they walk the path of their everyday lives. Their goal is to assist in understanding the difference between “**Casual Fridays**”, “**Business Attire**” and “**Evening Wear**”.

In these challenging times of our economy, there are many applicants for minimal career opportunities so it is crucial that you develop your “package”. Your level of professionalism, your attire, and of course knowing your business etiquette is what is going to make you stand out from others. Make your impression as soon as you enter the door and maintain it throughout your career is vital.

Sandy Smith has spent many years active with Buena Park’s Chamber of Commerce as a volunteer, Administrative Assistant, Director of Member Services and Interim CEO. She left to pursue her dream of owning her own Marketing & Consulting business – SLS Creative Business Solutions. She assisted many businesses develop to the next level of success.

In addition to being a consultant for Cookie Lee Jewelry, she is a Unit Leader for Avon products. Sandy soared quickly to leadership and attributes this to her experience in the business industry. She strives to empower women to be all that they choose to be within their lives. Through education, guidance and support she believes anything is possible!

Sandy is involved with many clubs and organizations and dedicated numerous hours to her community. In 2001, the Buena Park Chapter of the American Business Women’s Association recognized Sandy as their “Woman of the Year”.

Pat Longwell is the owner of Simply Scarves, an internet based business, specializing in scarves, shawls and women’s fashion accessories. She frequently is a featured speaker for women’s professional and civic groups at conventions, luncheons, meetings and participates in numerous boutiques and fundraising events where she demonstrates the Art of Tying & Wearing Scarves and Shawls.

Prior to starting her own business, Pat was a purchasing professional for a local California amusement park. Deciding on a career change that would allow her more flexibility for her family, Pat entered the fashion business in 2003. She not only found the flexibility she desired, but also a passion for helping women creatively accessorize and plan their wardrobe to maximize their fashion dollar.

Living in California most of her life, Pat received her Associates degree from Fullerton College and her Bachelors degree from CA State University Long Beach. She resides in Orange, California with her husband and teenage son.

Rosalyn M. Daily is a Sales Director with Mary Kay Cosmetics. Rosalyn has been working her Mary Kay business for over 8 years and has been a Sales Director for over 3 years.

Her passion for this business has grown so much and her dedication has earned her 2 free Mary Kay cars!. She enjoys working with women to help them catch their own vision, and help them sustain it. Rosalyn says her business is built on faith, family and career, in that order.

Rosalyn resides in Norwalk, has been married 38 years and has three grown sons.

PROGRAM DESCRIPTIONS AND SPEAKER BIOGRAPHIES

“Be Decadent – Designing the Life You Want to Live”

Presented by Nicole Matthews & Ann marie Houghtailing

Every day you wake up you make a choice. You can either live your life or let your life live you. Why would you choose anything less than being decadent? Regardless if you are just graduating from college, transitioning into a new job opportunity or retiring from a lifetime of work, it is never too late to start designing the life you want to live.

“Be Decadent – Designing the Life You Want to Live” is a lively presentation, which concentrates on helping attendees to become the architects of their own lives by raising their standards, defining their decadent dream, and celebrating the importance of female friendships.

Presenters Nicole Matthews and Ann marie Houghtailing entertain audiences with their own personal stories and the journey of their friendship, which includes the development of several projects including CADY, a social community to educate, advance and celebrate women and Project: If Only, a grassroots movement to connect average Americans through personal story telling.

Nicole R. Matthews, CSEP, is Principal and Founder of The Henley Company, LLC. With over twelve years of direct event management and marketing experience, she has produced a long list of distinguished events for notable organizations both domestically and internationally.

In 2007, Nicole earned the CSEP designation (Certified Special Events Professional), the hallmark of professional achievement in the special events industry. With this accomplishment, Nicole is one of only 250 CSEP's worldwide. She is a 2007 ISES Esprit Award Nominee, an award granted to the best and brightest in the special events industry.

She is President for the International Special Events Society (ISES) San Diego Chapter (2008-2010) and a Member of the International Concierge and Errand Association (ICEA). Nicole is an Associate Faculty Member in the Hospitality & Tourism Program at Mira Costa College and Mesa College.

In 2009, Nicole co-founded CADY, a social community to advance, educate and celebrate women. A CADY woman is the most interesting woman in the room. In September 2009, Nicole received the “40 Under 40” Award from San Diego Metropolitan Magazine.

Ann marie Houghtailing is a Sales Trainer, Motivational Speaker, and Entrepreneur who has trained sales people all around the country in a variety of industries. Known for her high energy, humor and no nonsense style, Ann marie has developed sales systems and built sales teams to generate revenue in every climate. She has trained people to sell everything from real estate and financial products to dry wall and event services. “Selling is not a talent, it is a measurable, teachable skill; and with creative, clear strategies everyone can learn to sell. Nearly every business and every job in this country is dependent upon sales.”

Ann marie Houghtailing is Principal of The Houghtailing Group, which examines individual businesses to identify and remove obstacles in order to create opportunities. Whether you are a financial planner, a baker or an Internet based business, you must sell your product or service in order to execute your vision and remain viable in the marketplace.

Ann marie is also co-founder of CADY in San Diego, California, a unique social network for women dedicated to creating a forum for dynamic discussion. This year CADY is launching the “IF only...” project - creating big change in people's lives through small acts of kindness with the support of corporate and community support.

PROGRAM DESCRIPTIONS AND SPEAKER BIOGRAPHIES

Robbie Motter spent numerous years in Corporate America in top positions in New York, Washington DC, Houston, Texas and Hawaii before opening her own Marketing/PR Consulting business. She is a marketing PR Consultant, Author, Certified National Speaker and Coach, Senior VP and Partner for American Seminar Leaders Speakers Bureau. She recently took on the Interim Executive Director for the Movement Therapy Foundation as a 501 (c) 3 nonprofit organization.

Her articles have appeared in numerous women's magazines across the country, she's written 3 E books and is working on co-authoring a book with June Davidson, ASLA President on "The Millionaire Blueprint for Women." She will soon be starting a monthly radio show on the Diva Toolbox called Monthly Diva Tips from the Queen Diva to soar you to greater success.

For over ten years, Robbie has served as the NAFE Western & Mid Atlantic Regional Coordinator, and is currently the Director of the Murrieta For You and South Orange County For You Networks. For You are also NAFE affiliate networks. She also serves on 59 other social networks, loves to share tips and inspire individuals on the importance of being on social networking today, and tips on how to best make it work for YOU as well. Robbie has been awarded many awards for her work and was recently nominated as America's Most Influential Business Connector by the US Small Business Conference to be held in Kansas City, MO.

The one she is most proud of is the "Call to Service Award " she was presented for her over 4,000 hours of volunteer work in a lifetime award, presented by the President of The US Volunteer commission.

Recruiting New Members is the Key TO Success For Your Organization

Are you aware that new members bring ideas and enthusiasm to an organization? It will also motivate your current members. Some of the points she will share with you are How to Develop Your Clubs Recruitment Strategy; How to Use the Power of the Press; How the posting of your meetings on Free on-line calendars will help you build new members **and so much more...**

These strategies that she us sharing have been used by other ABWA Networks across the country successfully with the result of many new members. Come prepared to take **ACTION...**

It's All About SHOWING UP and the POWER is in the ASKING

What is power networking? Motter's definition: "A way of reaching out to the universe to get whatever it is you are looking for in business and/or your personal life or organization. This will also enable you to build some of the greatest business and personal relationships, turning more contacts into CASH". She will share twelve benefits of Showing Up and so much more!

Robbie is known as the Connector or Power Networker because she is constantly SHOWING UP everywhere in person and on line and has learned so many great strategies that she will share with you: When you are planning to SHOW UP somewhere you need a road map that tells you;

1. Where you are going.
2. What is the meeting or event about.
3. Who will be there, and do these attendees help you to move your organization, business or you personally forward?.
4. What is it you do so that you can totally convey that to everyone that you meet.
5. What is it that you want or need.
6. Who would you like to meet and why.
7. What can you do for others, as its not only about US.



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ANAHEIM PARK HOTEL
 222 West Houston Avenue, Fullerton, CA 92832
 (Harbor Blvd. & 91 Frwy)

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- **Please make check(s) payable to: ABWA - IMPACT COUNCIL**
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Thank You for Supporting our Thirteenth Annual “WOMAN on the GO”

ABWA Mission Statement

To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.