



LOS ANGELES COUNTY

Women's Leadership Conference

AWAKEN 

2017

# 2017 LA County Women's Leadership Conference Cover Artist

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**Lu Lu**

## *LA County Program Cover Art Contest*

Lu Lu is an award-winning graphic designer from the LA County Registrar-Recorder/County Clerk Department. She received a BA in Visual Arts from Brigham Young University-Provo, Utah with a focus in graphic design. She specializes in branding, publication, UX/UI, web design, illustration as well as animation. In 2015, she was the recipient of the prestigious design award from the American Society of Business Publication Editors for outstanding work in magazines and digital media. As a designer, Lu Lu likes to focus on creating things that are pretty and meaningful. In her spare time, she enjoys hiking with her dog as well as trying new fitness classes, new foods, and traveling around the world. Her inspiration for the cover comes from nature and her imagination. This year's theme is "Awaken Anew", from this she wanted to create something that shows "change", "awake", and "rebirth". The water lilies and butterflies are symbolic of rebirth and beauty and the half-shadowed face is representative of waking up to a brighter future.

## Social Media

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There are a lot of ways to participate throughout today's conference using social media. Play along and you will automatically be entered to win amazing prizes, including: an Urban Decay Basket, a Wundabar Gift Certificate, L'Occitane Products, Gift Cards & more!



Follow us on Twitter [@PWWomensLegacy](https://twitter.com/PWWomensLegacy)

Use the hashtag [#awakenANEW](https://twitter.com/hashtag/awakenANEW)

**Winners will be selected via Twitter for the following:**

- Best quotes, best pictures, most inspirational and funniest tweets
- Best advice, guidance, or epiphany you had during the conference
- Finding hidden prizes during the 'Hide and Tweet' scavenger hunt

We will be tagging the winners on Twitter, so please check your feed throughout the day. Prizes can be picked up at the Twitter Table in the back of the Ballroom. Ask any ambassador (with the green lanyards) where to find us!

**Need help creating a Twitter account?**

Visit our social media experts at the Twitter Table between sessions. Good luck!

## Prize Sponsors

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4imprint	L'Occitane	SEIU Local 721 Women's Caucus
B-Man's Teriyaki & Burgers	Luggage Room Pizzeria	Sulwashoo
Blaze Pizza	Milk Jar Cookies	Sunday Riley
Calico Juno Designs	Nothing Bundt Cakes	That's It
Credit Union of Southern California	Pacifica	The G Crew
Diamond Veneer Jewelry Concept	Paint and Sip Studio LA	Urban Decay
Epicuran	Queen Helene	Van Leeuwen Ice Cream
Hip Shake Fitness	Santa Anita Park	Wundabar
iHeartMedia	Shine Organics	Yard House

Los Angeles County  
proudly presents the

**2017 Women's Leadership Conference**

AWAKEN 

Thursday, November 2, 2017  
Pasadena Convention Center



LOS ANGELES COUNTY

## Welcome to the 2017 Women’s Leadership Conference!

Welcome to the 8th Annual Women’s Leadership Conference!

Get ready for an exciting day filled with amazing speakers, valuable networking and reflection.

This year’s theme is *Awaken Anew*.

It is meant to challenge you to act toward creating transformative social change through your personal contributions to the world. Our hope is that you walk away feeling empowered by the inspirational stories of those that have done exactly that and have changed the world in their own way.

Yes, we hope to awaken in you a reflection on your life’s purpose and assess whether it’s time to reinvent your professional and personal goals.

Ask yourself: Am I living true to myself? Am I achieving the goals that I’ve set out for myself? Am I employing a healthy perspective? For when the affirmative is true, anything is possible.

The mission of the Women’s Leadership Conference is to inspire you to go out into the world and achieve your goals. We all have an important role in making this world a better place – it starts with you! It’s time to dream bigger and make the changes necessary to achieve your life’s purpose.

A heartfelt thank you to our incredible speakers, generous sponsors, and hardworking committee members and conference ambassadors for their commitment to our vision.

Thank you for spending the day with us. We hope you are inspired to awaken anew and continue to share that with those around you once this conference is over.

To new awakenings!

*Los Angeles County Women’s Leadership Conference Committee*





# Conference Committee

Los Angeles County gratefully acknowledges the dedication and hard work of the members of its 2017 Los Angeles County Women's Leadership Conference Committee.



**Rossana D'Antonio**  
**2017 Executive Sponsor**

**Tera Haramoto, Mercedes Passanisi, and Christine Wartman**  
**2017 Co-Chairs**

Ann Aguilar  
Mayen Alcantara  
Joseph Alford  
Carmen Aviles  
Marian Bellard  
Michael Blackwood  
Kimberly Briggs  
Kiara Brown  
Shirley Cheng  
Tam Dao  
Joel Diaz  
Valencia Dunston  
Brenda Duran  
Alejandro Gonzalez  
Lorraine Gonzalez  
Naomi Guzman  
Kaitlin Hannon  
Lula Hill

Susan Linschoten  
Lorena Lucero  
Debbie Martin  
Erika Mesa  
Stacy Mungo  
Javaneh Noorparvar  
Vanessa Olivas  
Rohmi Reid  
Maria Rivellini  
Angelina Romero  
Tatiana Rosas  
Andrew Ross  
Carolyn Scott  
Kathy Salama  
Jackie Solomon  
Jessie Towers  
Yanira Yeh

# Program Timeline

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<b>7:30 a.m.</b>	<b>Registration and Continental Breakfast</b>	<b>Ballroom Foyer</b>
<b>8:20 a.m.</b>	<b>Video: 2017 Women’s Leadership Conference Introduction</b>	<b>Ballroom</b>
	<b>Welcome</b> Mark Pestrella, Director of Public Works, County of Los Angeles	
	<b>Los Angeles County Welcome</b> Sachi Hamai, Chief Executive Officer, County of Los Angeles	
	<b>Becoming a Catalyst for Change</b> Erin Gruwell, Founder and Executive Director, Freedom Writers Foundation	
	<b>Men, Women, Sex and Violence</b> Jackson Katz, Founder/President, MVP Strategies	
	<b>Video: Firsts: The Motivations by TIME</b>	
<b>10:40 a.m.</b>	<b>Networking and Headshots</b>	<b>Ballroom Foyer</b>
<b>11:00 a.m.</b>	<b>Morning Breakout Sessions (Concurrent Sessions)</b>	<b>Conference Center</b>
	<b>Wealth Transformation—Building Wealth from the Inside Out</b> Louis Barajas, Financial Expert and Author, Wealth & Business Management Lab	<b>RM 102</b>
	<b>Making a Difference in Students’ Lives</b> Debra Duardo, Superintendent of Schools, Los Angeles County Office of Education	<b>RM 104</b>
	<b>Get Picked: Using Public Speaking to Raise Your Profile, Grow Your Career, Your Message</b> Aurora Gregory, Business Marketing Educator & Coach, Aurora Gregory Consulting	<b>RM 106</b>
	<b>BOOM—I GOT THIS!</b> Brandon Maslan, Executive Coach and Corporate Facilitator, Advancing Women Executives	<b>RM 107</b>
<b>12:00 p.m.</b>	<b>Networking and Headshots</b>	<b>Ballroom Foyer</b>
<b>12:20 p.m.</b>	<b>Lunch</b>	<b>Ballroom</b>
<b>1:30 p.m.</b>	<b>Afternoon Breakout Sessions (Concurrent Sessions)</b>	<b>Conference Center</b>
	<b>Turning the Table—Redefining Life Goals to Find a Fulfilling Focus</b> Sam Polk, Co-Founder and CEO, Everytable	<b>RM 102</b>
	<b>Own It: Public Advocacy Through Personal Storytelling</b> Alejandra Campoverdi, Commissioner, First 5 California	<b>RM 104</b>
	<b>Public Service &amp; Technology</b> Erie Meyer, Senior Director of the National Network, Code for America	<b>RM 106</b>
	<b>BOOM—I GOT THIS!</b> Brandon Maslan, Executive Coach and Corporate Facilitator, Advancing Women Executives	<b>RM 107</b>

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**2:30 p.m. Networking and Refreshments** **Ballroom Foyer**

**2:55 p.m. Video: *My Choice* by Deepika Padukone** **Ballroom**

**Los Angeles County Women and Girls Initiative Panel**

**Moderator:** Regina Waugh, Executive Director, Los Angeles County Women and Girls Initiative

Araceli Campos, Chair, Los Angeles County Women and Girls Initiative

Carmen Estrada-Schaye, Commissioner, Los Angeles County Women and Girls Initiative

Sharon Shelton, Vice President, Empowerment Services, YWCA Greater Los Angeles

**Expectation Hangovers: Leveraging Change and Mastering Resilience**

Christine Hassler, Best-Selling Author, Keynote Speaker, Master Coach, Podcast and TV Host, Christine Hassler Inc.

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**4:35 p.m. Closing Remarks**

## Speaker Social Media Accounts

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**Speaker**

**Twitter**

**Facebook**

Sachi Hamai

@LACountyCEO

Erin Gruwell

@freedomwriters

Jackson Katz

@jacksonkatz

Louis Barajas

@louisbarajas

@louisbarajas

Debra Duardo

@lacoefinfo

Aurora Gregory

@auroragregory

@AuroraGregoryBiz

Brandon Maslan

@brandonmaslan

@Advancing Women Executives

Sam Polk

@SamPolk

Erie Meyer

@Erie

Alejandra Campoverdi

@ACampoverdi

@alejandra.campoverdi

Women and Girls Initiative Panel

@CountyofLA

Christine Hassler

@ChristinHassler

@christinehasslerpage



## **Sachi Hamai**

*Chief Executive Officer*

*County of Los Angeles*

On October 13, 2015, the Los Angeles County Board of Supervisors unanimously selected Sachi A. Hamai as the County's Chief Executive Officer. She is responsible for managing the day-to-day operations of the nation's largest municipal government, including oversight of the County's \$30 billion budget. As CEO, she also supports the Board's policy and programmatic leadership on numerous health, social services, criminal justice and quality of life programs and services.

Before her selection as Chief Executive Officer, Sachi served 10 months as the Interim CEO, selected by the Board of Supervisors in December 2014. Previously, Sachi was the Executive Officer for the Board of Supervisors from April 2006 to December 2014, supporting the accounting, procurement, personnel, payroll, technology, facility management and other administrative services of the Board.

Sachi was raised in Denver with her sisters Judy and Tami, and parents Thomas and Barbara Hamai. She attended Colorado State University and graduated in May 1988 with a Bachelor of Science in Business Administration, with a concentration in accounting. Soon after graduation, Sachi was recruited to join the Los Angeles County Auditor-Controller's department as an accountant-auditor in August 1988.

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## **Mark Pestrella**

*Director of Public Works*

*County of Los Angeles*

Mark Pestrella is the Director of the County of Los Angeles Department of Public Works. In this capacity he also serves as the County Engineer, the County Road Commissioner, and the Chief Engineer of the Los Angeles County Flood Control District. With an annual budget of more than \$2.5 billion and a workforce of 4,000 employees, the County of Los Angeles Department of Public Works is the largest municipal public works agency in the United States, providing vital public infrastructure and civic services to more than 10 million people across a 4,000 square mile service area.

A native of Southern California, Mr. Pestrella attended California Polytechnic State University, San Luis Obispo, where he received a Bachelor of Science Degree in Civil Engineering with concentrations in structural engineering and water resource management. He is a licensed civil engineer in the State of California and has taught post-graduate classes in Civil Engineering and Land Development Entitlement at the University of California, Los Angeles.





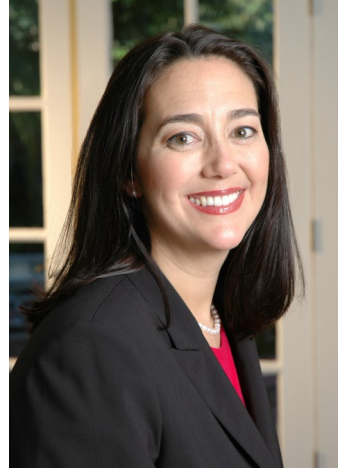
# Morning Program

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## Erin Gruwell

*Founder and Executive Director*

*Freedom Writers Foundation*



Erin Gruwell is a teacher, an author, and the founder of the Freedom Writers Foundation.

By fostering an educational philosophy that values and promotes diversity, Erin transformed her students' lives. She encouraged them to re-think rigid beliefs about themselves and others, reconsider daily decisions, and ultimately re-chart their futures. Erin and her students captured their collective journey in *The Freedom Writers Diary*.

Erin founded the Freedom Writers Foundation where she currently teaches educators around the world how to implement her innovative lesson plans into their own classrooms. She created the Freedom Writers Methodology, a progressive teaching philosophy and curricula designed to achieve excellence from all students.

Erin is a graduate of the University of California Irvine, where she received the Lauds and Laurels Distinguished Alumni Award. She earned her Master's Degree and teaching credentials from California State University Long Beach, where she was honored as Distinguished Alumna by the School of Education.

For information on how to support the Freedom Writers Foundation, please visit [www.freedomwritersfoundation.org](http://www.freedomwritersfoundation.org).

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## Jackson Katz

*Founder/President*

*MVP Strategies*



Jackson Katz, Ph.D., is an educator, author, filmmaker and cultural theorist who is internationally renowned for his pioneering scholarship and activism on issues of gender, race and violence. He is co-founder of the multiracial, mixed-gender Mentors in Violence Prevention (MVP) program, which in 1993 introduced the “bystander” approach to the gender violence prevention field. MVP is one of the longest-running and most widely influential gender violence prevention programs in North America and beyond, and is the first large-scale program of its kind in the sports culture and the military. He is the author of *The Macho Paradox: Why Some Men Hurt Women and How All Men Can Help* and *Man Enough? Donald Trump, Hillary Clinton and the Politics of Presidential Masculinity*. He is the creator of the award-winning educational documentaries *Tough Guise* and *Tough Guise 2*, and he is featured in the films *Miss Representation* and *The Mask You Live In*. His TED talk, “Violence against Women is a Men’s Issue,” has been viewed more than 3.5 million times. He lectures widely in the U.S. and around the world on the role of men in the promotion of gender equality and the prevention of men’s violence against women.

## Breakout Speakers

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### **Louis Barajas**

*Financial Expert and Author*

*Wealth & Business Management Lab*

Born in East Los Angeles, Louis is a living example of the American Dream - hard work, a successful business, and a rich family life. After some personal life changing events and years of experience at major financial planning, accounting, and consulting firms in Southern California, Louis formed his own wealth and business management firm in 1991 to help hard working men and women, who because of a lack of information or understanding, often made bad choices. Since then he has created a special financial framework to help people who are inspired to create wealth and use their money to live a better life. Other people he helps are those who have more desire than money, but are committed to create wealth to reach their full potential. His business management firm is the only Latino owned firm that manages the businesses and finances of some of the most iconic internationally recognized Latin celebrities.

Louis is the author of 5 books, *My Street Money—A Street View of Managing Your Money From the Heart to the Bank*; *Small Business Big Life for Women—7 Secrets for Designing A Business to Help You Live Your Best Life*; *The Latino Journey to Financial Greatness—10 Steps to Creating Wealth and Happiness for You and Your Family*; *Small Business—Big Life*; and *Overworked Overwhelmed and Underpaid*.

Louis graduated from UCLA with a Bachelor's Degree in Sociology in 1984, received his MBA from Claremont Graduate University 1987, and is one of the first Latinos (if not the first Latino) in the country to receive the Certified Financial Planner Designation from the Denver College of Financial Planning in 1990. He is also a Registered Investment Advisor and enrolled to represent clients before the Internal Revenue Service.

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### **Debra Duardo**

*Superintendent of Schools*

*Los Angeles County Office of Education*

Debra Duardo was appointed Los Angeles County Superintendent of Schools by the Los Angeles County Board of Supervisors effective May 15, 2016, designating her as the top education leader of the nation's most populous and diverse county. In this post, Dr. Duardo provides leadership and support to the superintendents and other top administrators of the county's 80 K-12 school districts.

She has more than 20 years of professional experience working with at-risk students and their families. Her unique life experience as a high school dropout who was able to overcome obstacles and rise to the position of County Superintendent drives her passion to ensure that all students receive an education in a safe, caring environment and that every student is college-prepared and career ready.

She holds a master's degree in Social Work from the University of California, Los Angeles (UCLA) and a doctorate from UCLA's Graduate School of Education and Information Studies.

She is currently the Chair of the National Dropout Prevention Network Board of Directors which she has served on since 2006.



## Breakout Speakers

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### Aurora Gregory

*Business Marketing Educator & Coach*

*Aurora Gregory Consulting*

As an eighth grader, Aurora was a finalist in a speech contest. She didn't win, but that just might have been the start of her career as a communicator. Some of the biggest brands in business have worked with her to get their message right, create communications programs that connect with target audiences, and set marketing strategies. Aurora has received high marks as a communications trainer, helping people develop skills to deliver their most important messages to customers, media, and presentation audiences. She has years of experience in leading speaker's bureau programs that have placed hundreds of speakers at local, national, and international conferences. Aurora is the co-author of the Amazon Bestseller *Get Picked: Tips, Tricks and Tools for Creating an Irresistible Speaker Proposal* and a business marketing educator and coach for entrepreneurs and small businesses. When she's not talking, you'll likely find her hiking the foothills in her hometown or on the sofa watching classic movies.



### Brandon Maslan

*Executive Coach and Corporate Facilitator*

*Advancing Women Executives*

Brandon Maslan is an executive coach, paid speaker and corporate trainer. He has worked with hundreds of top executives in the advancement of their careers, getting on to Boards and overall expansion of their professional brands. His primary focus is on developing leaders to be their most powerful selves and establishing their executive presence to effectuate positive change. He has done trainings across the United States and for global audiences on a variety of topics including Professional Branding, Honing Your Elevator Pitch, Building Professional Connections and Mentorship and Sponsorship.

For the past 3 years he has worked as a Member Advisor at Advancing Women Executives (AWE - [www.inAWE.com](http://www.inAWE.com)) and is a major supporter of the advancement of women in business. AWE is the fastest growing business service for VP-level and above corporate executive women and men with the mission to increase the number of women in senior management and on boards to improve the overall global economy.

Brandon earned his Law Degree from University of Maryland School of Law and was a trial attorney for many years prior to moving to Los Angeles where he became a legal and corporate recruiter. Realizing that his true passions lay in allowing others to fulfill their visions, goals and dreams, he graduated from the Co-active Training Institute and began a career as an Executive Coach.

Brandon lives with his wife in beautiful Oakland, California and they just welcomed their first child into this world in February. Which he is excited to announce is a daughter. Yet another reason he is a proud Member of the world's smallest fraternity, Male Feminists.



### **Araceli Campos**

*Chair*

*Los Angeles County Women and Girls Initiative*

Araceli is Chair of the new Los Angeles County Women & Girls Initiative. For almost 10 years, Araceli served as the youngest President in the history of the Commission on the Status of Women (CSW). In her professional career, she is the Executive Director of the Miguel Contreras Foundation (MCF), a non-profit organization. Araceli also served as the National Corporate Counsel for the Mexican American Legal Defense and Educational Fund (MALDEF). She is the proud product of Los Angeles public schools, and also a Yale University and Stanford Law School Alumni.

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### **Dr. Carmen Estrada-Schaye**

*Commissioner*

*Los Angeles County Women and Girls Initiative*

Dr. Carmen Estrada-Schaye's life-long involvement is in community development. Dr. Estrada-Schaye works with women, creating model programs for women in education and community development. Her rich biography in Who's Who in Women in America includes a career in academia as a former College Dean and University Professor, a California State Senate Woman of Distinction, 25th Senate District and the National Vice President of Diversity of the National Women's Political Caucus (NWPC). As President of NWPC South Bay, Dr. Estrada-Schaye has helped many South Bay women get elected to political office. Dr. Estrada-Schaye is also a member of the South Bay Rolling Hills Women's Club a member of the Los Angeles 5 Rotary where she has served on the Board of Directors.

A graduate of Pepperdine University with a doctorate in Institutional Management, Carmen is a former Professor at California State University (34 years), where she has taught California History and The American Experience. She is an entrepreneur and President of Historic Homes Restoration, an organization dedicated to the preservation and restoration of historic homes and buildings throughout the United States.





### **Sharon Shelton, M.A.**

*Vice President, Empowerment Services*

*YWCA Greater Los Angeles*

Sharon Shelton is the Vice President of Empowerment Services for the YWCA Greater Los Angeles. Under her direction, the YWCA GLA now operates the largest Sexual Assault Crisis Services Program in Los Angeles County, managing three rape crisis centers and two university gender violence programs. Sharon also serves as Principal of the Digital Learning Academy. In addition, Commissioner Shelton serves on the Alcohol and Other Drug Commission and she is the Chair of the Los Angeles Community Action Board. In March 2017, she was appointed by the Los Angeles County Board of Supervisors to the Women and Girls Initiative to address the disproportionate disadvantages faced.



### **Regina Waugh**

*Executive Director*

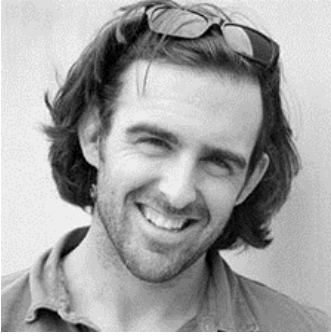
*Los Angeles County Women and Girls Initiative*

Regina Waugh is the Executive Director of the Los Angeles County Women and Girls Initiative. Regina comes to L.A. County from the federal government. She joined the U.S. Department of State as a Presidential Management Fellow in 2010. She worked for several years as a Foreign Affairs Officer in the Bureau of Democracy, Human Rights, and Labor, focusing on strategic planning, external affairs, and on advancing the human rights of women and LGBT people around the world. In 2014, she served a one-year detail on the White House National Security Council as the Director for Human Rights and Gender, where she led efforts to integrate gender issues into foreign policy and the work of the national security agencies. Most recently, Regina was the Chief of Staff in the Secretary's Office of Global Women's Issues at the U.S. Department of State. In that capacity she worked with colleagues across the Department to empower women and girls around the world. She has also served at the Department of Justice, Department of Defense, and the Office of Management and Budget. Regina grew up in Irvine, California. She holds a Bachelor of Arts degree in History and Psychology, a Master's Degree in Public Policy, and a Juris Doctorate, all from the University of California at Berkeley.



## Breakout Speakers

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### **Sam Polk**

*Co-Founder and CEO  
Everytable*

Sam Polk is the co-founder and CEO of Everytable, a social enterprise making healthy food affordable for all, and founder of Groceryships, a Los Angeles non-profit that advances wellness in underserved communities through the power of healthy food and human connection. In a prior life, Sam was a senior trader at one of the largest hedge funds in the world. He is the author of the memoir *For The Love of Money* (Scribner, 2016) and the viral front-page New York Times OpEd of the same title. His writing has been published in *The Los Angeles Times*, *The Orange County Register*, *The Huffington Post* and *CNBC.com*. He is a graduate of Columbia University and holds the Chartered Financial Analyst (CFA) designation.

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### **Alejandra Campoverdi**

*Commissioner  
First 5 California*

Alejandra Campoverdi is an advocate for women's health and empowerment, a First 5 California State Commissioner, a former White House aide to President Obama, and a media executive. Prior to running for U.S. Congress in California in early 2017, Alejandra was founding Managing Editor of #EmergingUS at the Los Angeles Times, a digital platform founded by Jose Antonio Vargas that explored the emerging American identity. Alejandra previously served as Senior Advisor for Innovation and Communications Strategy for Univision Network News and was a part of the team that launched Fusion.

From 2009-2012, Alejandra worked in The White House, initially as Special Assistant to the Deputy Chief of Staff for Policy, and later as the first White House Deputy Director of Hispanic Media. In this role, she developed and implemented the White House's

multimedia communications strategy in relation to the U.S. Hispanic community and briefed President Obama in preparation for interviews with Hispanic media. Previously, Alejandra worked on The California Endowment's Agricultural Worker Health Initiative, which focused on improving the health and living conditions of California's agricultural workers.

Alejandra holds a Master of Public Policy from Harvard University's Kennedy School of Government and graduated cum laude from the Annenberg School for Communication & Journalism at the University of Southern California. Alejandra has been appointed to the California Children and Families Commission, also known as "First 5 California", which convenes, partners in, supports and helps lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children prenatal through age 5 and their families. She currently sits on the Advisory Board of Harvard's Shorenstein Center on Media, Politics and Public Policy, the Executive Advisory Board of the Harvard Journal of Hispanic Policy, and the Board of Advisors for UCLA's Center for Diverse Leadership in Science, and is a member of the Pacific Council on International Policy. Alejandra is a volunteer teacher for Inside Out Writers, through which she teaches a weekly creative writing class to incarcerated young women in Los Angeles' Central Juvenile Hall.



## Breakout Speakers

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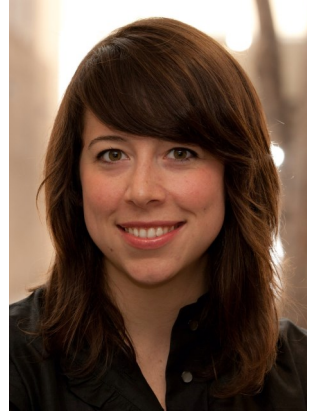
### Erie Meyer

*Senior Director of the National Network*

*Code for America*

Erie Meyer is on the Code for America leadership team as Senior Director of the National Network, working to strengthen a volunteer network of Brigades, governments, and tech leaders making government work for the people and by the people in the 21st century.

Meyer was a founding member of the United States Digital Service (USDS), a team working to transform how the federal government works for the American people. She was on the White House team, and was the Senior Advisor for the USDS teams at the U.S. Department of Education and the Department of Veterans Affairs.



Before joining the United States Digital Service, she was Senior Advisor to the U.S. CTO at the White House Office of Science and Technology Policy, where she worked on the President's Open Data Initiatives, and standing up USDS. Erie previously helped stand up the Consumer Financial Protection Bureau with now-Senator Elizabeth Warren, where she was a member of the founding Tech + Innovation Team. She worked to create a system to collect consumer complaints about financial products and services, such as student loans and credit reporting, and then to publish the complaint data.

She also launched one of the first known open source websites in government, for the Ohio Attorney General. She has also been part of the strategy team at Blue State Digital, working on student loan issues for Senator Ted Kennedy and campaigns like She Should Run, a nonpartisan effort to get more women in elected office.

Erie is a co-founder of Tech Ladymafia, a group of women living everywhere from San Francisco to Shenzhen, China, working on anything from DIY circuit boards to theoretical physics. She was named one of Forbes' "30 under 30" for technology, and her work has been featured in the New York Times, The Washington Post, The National Journal, Wired magazine, and more. She has guest lectured at Harvard University and American University on open data and the future of government.

## Afternoon Program

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### Christine Hassler

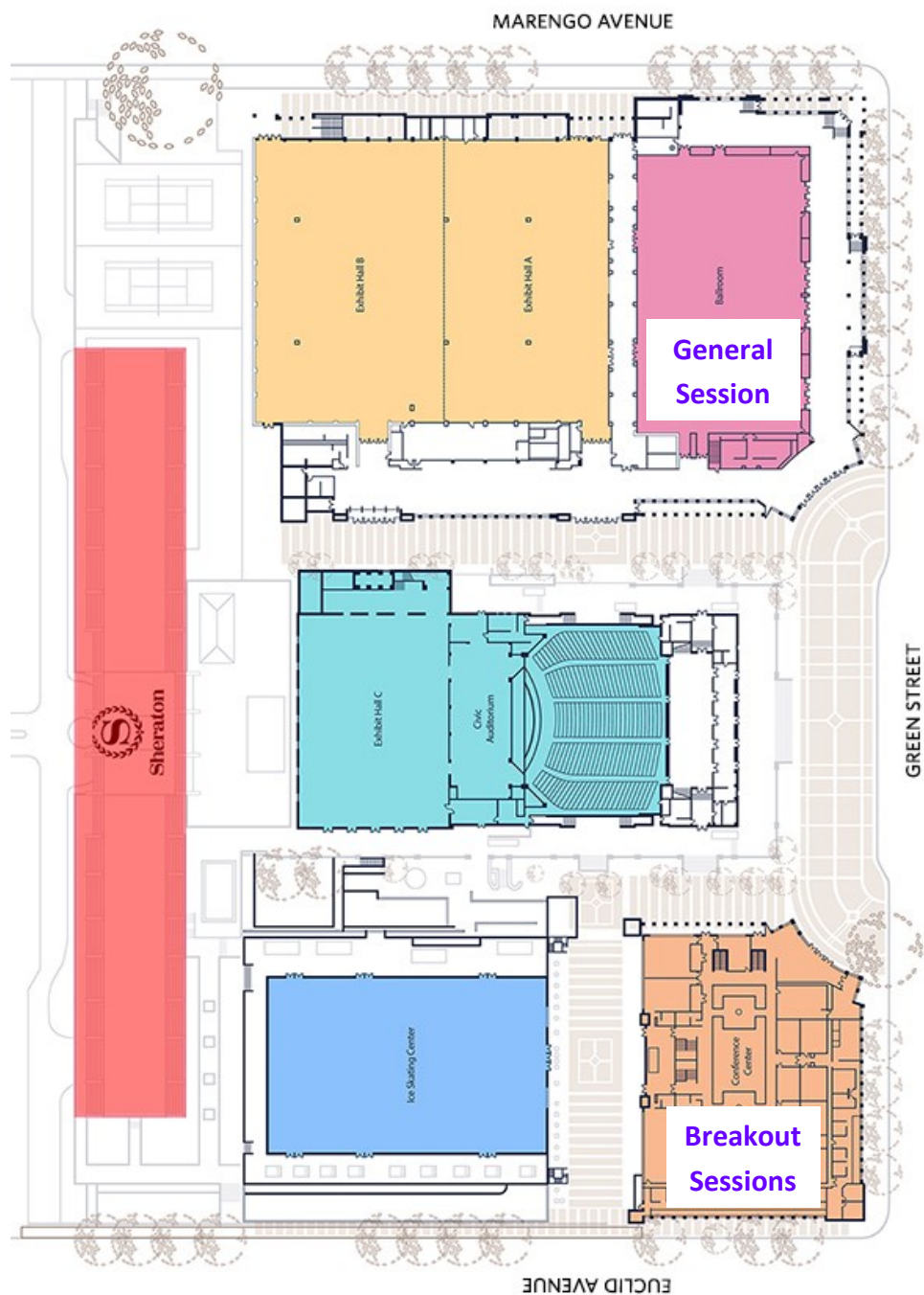
*Best-Selling Author, Keynote Speaker, Master Coach,  
Podcast and TV Host*

*Christine Hassler Inc.*

Christine Hassler is the best-selling author of three books, most recently *Expectation Hangover: Free Yourself From Your Past, Change your Present and Get What you Really Want*. She left her successful job as a Hollywood agent to pursue a life she could be passionate about. For over a decade, as a keynote speaker, retreat facilitator, spiritual psychologist and life coach, and host of the top-rated podcast "Over it and On With It", she has been teaching and inspiring people around the world. She's appeared on: The Today Show, CNN, ABC, CBS, FOX, E!, Style, and The New York Times. Christine believes once we get out of our own way, we can show up to make the meaningful impact we are here to make. Visit her online at

[www.christinehassler.com](http://www.christinehassler.com).

# Pasadena Convention Center Map



# Food Donation

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## Feed the Need

Did you know that:

- 1 in 8 people struggle with hunger in Los Angeles County<sup>1</sup>
- There are 55,000 homeless people in Los Angeles County<sup>2</sup>
- California disposes 5.6 million tons of food waste each year<sup>3</sup>

To help combat hunger in Los Angeles County and encourage sustainable practices, the LA County Women's Leadership Conference Committee and the Pasadena Convention Center will partner with the Union Station and Ronald McDonald House Charities to recover any surplus food from this year's Conference to help those who need food the most.

## About our Partners



### Ronald McDonald House Charities

The Ronald McDonald House Charities' work has been making children happier and healthier by keeping families close – giving them a place to rest and refresh. A place that feels like home. These programs, tailored to meet the urgent needs of each community, can now be found in more than 64 countries and regions across the globe. RMHC has helped lessen the burden for more than 5.5 million families in 2016. For more information visit <https://www.rmhc.org/>

### Union Station Homeless Services

The Union Station Homeless Services is part of a premier group of human services agencies in Los Angeles County that are leading the way to ending homelessness in our community. Since 1973, Union Station has helped rebuild the lives of thousands of people who were once homeless and without hope and follows its vision – **every person deserves a life of dignity and a safe place to call home**. For more information visit <http://unionstationhs.org/>



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<sup>1</sup> Feeding America. <http://www.feedingamerica.org/>. 2017.

<sup>2</sup> 2017 Greater Los Angeles Homeless Count. <https://www.lahsa.org/dashboards?id=9-2017-greater-los-angeles-homeless-count-by-service-planning-area-spa>. 2017.

<sup>3</sup> CalRecycle. 2014 Disposal-Facility-Based Characterization of Solid Waste in California. (6). <http://www.calrecycle.ca.gov/Publications/Documents/1546/20151546.pdf>.

# Social Enterprise and Local Business Support

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Thank you to the social enterprises and local female-owned business who provided the products that comprised the speaker gifts.

## **THE GIVING KEYS | [thegivingkeys.com](http://thegivingkeys.com)**

The Giving Keys supports job creation for people transitioning out of homelessness.



## **THE GIVING KEYS**

A PAY IT FORWARD COMPANY



## **MADE BY DWC | [madebydwc.org](http://madebydwc.org)**

MADE by DWC is a social enterprise created by the Downtown Women's Center (DWC) to break the cycles of chronic homelessness and unemployment.

## **HOMEBOY INDUSTRIES | [homeboyindustries.org](http://homeboyindustries.org)**

Homeboy Industries provides hope, training, and support to formerly gang-involved and previously incarcerated men and women allowing them to redirect their lives and become contributing members of our community.



## **RENAISSANCE COFFEE**

Renaissance Coffee is locally owned and operated, and was co-founded by female roasters, Laura Parada and Codie Barry.



# Special Thanks

## Website

Mooler Ang

Shirley Cheng

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Thomas Nguyen

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## Conference Ambassadors

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In her commitment to educate and inspire, Master Life Coach Christine Hassler is honored to join the Los Angeles County Women's Leadership Conference as this year's keynote speaker.



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# 10 THINGS MEN CAN DO TO PREVENT GENDER VIOLENCE

**1** Approach gender violence as a MEN'S issue involving men of all ages and socioeconomic, racial and ethnic backgrounds. View men not only as perpetrators or possible offenders, but as empowered bystanders who can confront abusive peers.

**2** If a brother, friend, classmate, or teammate is abusing his female partner -- or is disrespectful or abusive to girls and women in general -- don't look the other way. If you feel comfortable doing so, try to talk to him about it. Urge him to seek help. Or if you don't know what to do, consult a friend, a parent, a professor, or a counselor. **DON'T REMAIN SILENT.**

**3** Have the courage to look inward. Question your own attitudes. Don't be defensive when something you do or say ends up hurting someone else. Try hard to understand how your own attitudes and actions might inadvertently perpetuate sexism and violence, and work toward changing them.

**4** If you suspect that a woman close to you is being abused or has been sexually assaulted, gently ask if you can help.

**5** If you are emotionally, psychologically, physically, or sexually abusive to women, or have been in the past, seek professional help **NOW**.

**6** Be an ally to women who are working to end all forms of gender violence. Support the work of campus-

based women's centers. Attend "Take Back the Night" rallies and other public events. Raise money for community-based rape crisis centers and battered women's shelters. If you belong to a team or fraternity, or another student group, organize a fundraiser.

**7** Recognize and speak out against homophobia and gay-bashing. Discrimination and violence against LGBTQ people are wrong in and of themselves. This abuse also has direct links to sexism (e.g. the sexual orientation of men who speak out against sexism is often questioned, a conscious or unconscious strategy intended to silence them. This is a key reason few men do so).

**8** Attend programs, take courses, watch films, and read articles and books about multicultural masculinities, gender inequality, and the root causes of gender violence. Educate yourself and others about how larger social forces affect the conflicts between individual men and women.

**9** Don't fund sexism. Refuse to purchase any magazine, rent any video, subscribe to any Web site, or buy any music that portrays girls or women in a sexually degrading or abusive manner. Speak out about cyber-sexism and misogynist attacks against women on social media sites such as Facebook, Twitter and Tumblr. Protest sexism in new and old media.

**10** Mentor and teach young boys about how to be men in ways that don't involve degrading or abusing girls and women (or men). Volunteer to work with gender violence prevention programs, including anti-sexist men's programs. Lead by example.

This poster was produced by MVP Strategies, a gender violence prevention education and training organization.  
[www.mvpstrategies.net](http://www.mvpstrategies.net)







# Notes

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