

# Breakout Sessions

## Session One 11:15 a.m. – 12:15 p.m.

### ***“What Now? Your Finances after the Meltdown”*** *Lynn Jimenez, Business Reporter, KGO Radio 810*

We’re on the other side of the meltdown, but what now? Where were we then? Where are we now? And how do you manage your finances in the current economic environment? Did you see it coming – were you prepared? That’s the thing about change: many of us don’t see change coming, but survive by being prepared and by knowing how to navigate the change. Now is the time to get your financial house in order and plan for a brighter future. Lynn Jimenez offers help to reestablish financial security and regain much needed levels of comfort.

### ***“Keys to Success – Lessons Learned Along the Corporate Ladder”***

*Christine Tsingos, Vice President and CFO,  
Bio-Rad Laboratories, Inc.*

Christine Tsingos draws on more than twenty years of progressing up the corporate ladder to a senior executive position with a large public company, and the professional and personal preparations and changes required for success. At the beginning of your career, it’s about *what you know*; but long term success is about *who you are* and successfully navigating the change to become a leader. Learn keys to honing your leadership, relationship building and management skills, balancing your professional and personal lives, and being confident about both.

### ***“2010 Is the Time to Be Visible , Be Credible and Be Profitable”***

*Dawn Lyons, Referral Institute Partner,  
Business Networking International*

Becoming visible, credible, and profitable is the VCP Process, and successfully navigating relationships in 2010 will be easier and more rewarding when you understand the process. Gaining visibility is simple; however, creating credibility and profitability is where you transform your relationships into profits. Ms. Lyons shares specific strategies to help you move from visibility to credibility, all the way to profitability. If you’re an expert in your field and enjoy relationships with colleagues, clients, vendors, and others, you can strengthen and expand those relationships into productive referrals and increased revenue.



## Session Two 2:45 p.m. – 3:45 p.m.

### ***“North, South and Around the Globe: Mapping Out Women’s Health”***

*Panel Presentation*

*Moderator: Christy Kaplan, John Muir Health*

*Panelists:*

*Sondra Altman, MD, John Muir Center for Women’s Continence & Pelvic Health  
Jeanne Leventhal Alexander, MD,  
Women’s Psychiatric Health Specialist  
Len Saputo, MD, Medical Director,  
Health Medicine Center*

Every day, through media, friends, and grapevine, we’re inundated with “late breaking” health information and contradictory data. Should I get a yearly mammogram, or not? And the PAP smear: beginning at what age and how often? What are they saying now about the HPV vaccine? How much does diet really affect my heart health, and how much is hereditary? Does too much handwashing encourage new strains of bacteria? I don’t drink, so what replaces the heart-healthy once daily glass of red wine? If your brain, breast, bottom, and belly health are important to you, this is the panel for you. Three medical experts share health news and updates, and answer questions regarding women’s north, south, and around the globe health in a lively panel discussion that promises to provoke thought and action.

Sondra Altman, OBGYN, discusses current information regarding women’s sexual health; Jeanne Leventhal Alexander, MD, will address women’s sexual psyche, and Len Saputo offers alternative perspectives and approaches to everyday women’s health.

### ***“A U.S. Senator, a Soprano and an MBA Walk into a Bar: Reinventing Ourselves is the Best Punch Line of All”***

*Linda Peterson, Founding Partner,  
Peterson Skolnick & Dodge*

Demographers estimate that most of us will have at least five separate careers during our working life. Where are you in that process? And what happens when intervening events – life changes, the economy, evolving passions – suggest it may be time for metamorphosis yet again? Linda Peterson uses wit, movie clips, and creativity to look at the art and science of reinventing ourselves.

### ***“Social Networking and New Media: Do It Now, Do It Well to Thrive!”***

*Edith Yeung, Executive Producer BizTechDay &  
CEO, iConnect Lab, Inc.*

Facebook and LinkedIn have emerged as effective marketing technologies of savvy professionals who use these tools to get and keep their messages in front of clients and prospects. You may be signed up on one or both. But are you maximizing the remarkable potential of social networking to expand your network, spread your messages, and grow your business? Signing up is behind you; the explosive potential of social networking is in front of you. Edith Yeung offers strategies for tapping the power of social networking in order to widen your contacts, build your brand, and market your messages to professional and personal communities.