

**BROADS CIRCLE**  
DRIVING REVENUE AND GROWING CAPITAL FOR WOMEN

DARYA ALLEN-ATTAR, BROADS CIRCLE FOUNDER  
PRESENTS



*PANELISTS:*

**ALI BROWN**

Founder & CEO  
Ali International LLC

**MERRI JILL FINSTROM**

Chief Creative Officer, HUTdogs

**TRACY WILLIAMS**

President & CEO  
Olmstead Williams Communications, Inc.

*MODERATOR AND EVENT PRODUCER:*

**JOY CHUDACOFF**

Founder, Smart Women Smart Solutions  
Broads Circle Advisory Board Member

## Agenda

12:00-12:30pm	Power Networking
12:30-1:15pm	Panel Discussion
1:15-1:30pm	Q&A and Closing Comments

---

## Panelists



### **ALI BROWN** Founder & CEO, Ali International LLC

Ali Brown has fast become regarded as the voice for women's entrepreneurial success. After launching her first business from her tiny NYC studio apartment in 1999, she has grown it into what is today an enterprise that ranked in 2009's Inc. 500 list of fastest growing private companies in the nation. Ali was named one of 2010's Enterprising Women of the Year and was named one of Forbes' Women to Watch. She was also named one of Ernst & Young's Winning Women for 2010 and a winner of the StepUp Women's Network's Commitment to Philanthropy award.

Ali has been featured as an expert in the *New York Post*, *Investor's Business Daily*, and on TV including CNN Headline News, Fox Business Network, and ABC News Now. Ali was featured in the season finale of ABC's *Secret Millionaire*. Her company, Ali International, provides business and success advice and resources to nearly 50,000 members around the world via [www.AliBrown.com](http://www.AliBrown.com).



### **MERRI JILL FINSTROM** Chief Creative Officer, HUTdogs

Gabrielle Merri Jill (MJ) Finstrom has over 23 years of experience in creative services and marketing. She is a seasoned, award winning graphic designer and art director who has worked with a variety of clients from health care providers, non-profits, small business owners to NFL football players. She specializes in helping businesses build systems on-line using Facebook, e-mail marketing, web sites, YouTube and other cool tools.

MJ has taught and conducted workshops throughout Southern California (and world-wide via the web). She is certified in the Constant Contact's Expert Program for both the "Power of Email Marketing" and "Social Media Made Simple". Her presentation style focuses on both the strategy and the "how to" of using today's marketing tools. Teaching entrepreneurs, business people, non-profits and individuals how to use and leverage Facebook for Business has become a signature workshop.

Together with her brother and business partner, David, they own HUTdogs, a graphic and web design business providing on-line and off-line marketing solutions. HUTdogs is known for its signature BYOL (Bring your own laptop) workshops. They teach Facebook for business classes, Constant Contact email marketing workshops and put together learning opportunities/seminars for entrepreneurs to discuss today's marketing tools and strategies.

To learn more about HUTdogs visit [www.hutdogs.com](http://www.hutdogs.com) or [www.facebook.com/hutdogs](http://www.facebook.com/hutdogs).

## Panelists (continued)



### **TRACY WILLIAMS**

**President & CEO, Olmstead Williams Communications, Inc.**

Tracy is a leading expert in business-to-business communication with 25 years of public relations and crisis communications experience. She works with national and international print, broadcast and Internet media to secure top-tier placements that help clients meet their business objectives. Her firm is integrally involved in expanding clients' business development networks through speaking engagements, marketing communications support and other tailored strategies. The firm focuses on technology and life science industries and the financial and professional service firms which support them. Clients include Ernst & Young, FlexEnergy, Whittier Trust Company, The Alfred E. Mann Foundation, Language Line Services and a number of national law firms.

Tracy currently serves on the boards of Town Hall Los Angeles, the Los Angeles Economic Development Corporation, The California Counsel on Economic Education and Broads Circle. She resides in Pacific Palisades with her husband, writer Christian Williams, and their two children Drake and Christian.

To learn more, visit [www.olmsteadwilliams.com](http://www.olmsteadwilliams.com).

## Moderator and Event Producer



### **JOY CHUDACOFF**

**Founder, Smart Women Smart Solutions  
Broads Circle Advisory Board Member**

Heralded as “The Coach for Women” in the millennium, Joy Chudacoff has x-ray vision when it comes to helping women discover their Big Ideas, Dreams and Goals. Joy draws on both her personal life and entrepreneurial experiences to support women in achieving better ways of living. It's her passion, her purpose and her business. She is a Professional Certified Coach, highly skilled group leader, motivational speaker and a gifted communicator.

An entrepreneur for over 2 decades, Joy knows what it's like to be a woman who integrates family and passionate work together. As a wife and mother of two, Joy understands the importance of self-care, family and reaching her entrepreneurial dreams of supporting women. Joy is on the Advisory Board for Women for Hire as well as a founding Board Member for Broads Circle. She is the Business and Life Coach for the National Association of Entrepreneur Moms and was awarded the 2009 Ali Brown Millionaire Protégé Club Platinum Excellence Award for having the most successful business programs that achieved growth in terms of clients and income. Joy is also a Platinum Mastermind Leader for Ali Brown of Ali International, LLC.

Whether you're looking at what's next in your life, are a new business owner or have been in business for a few years, Joy has easy, proven and simple programs that you can take advantage of to get everything in life that you want and deserve. Visit Joy's website ([www.smartwomensolutions.com](http://www.smartwomensolutions.com)) where you'll find articles by Joy plus information about her Women's Success Circles, Smart Women Smart Solutions Coach Certification Programs, Speaking engagements, teleclasses and upcoming events for women who are ready to live their Big Ideas, Dreams and Goals.

## Your Host



### **DARYA ALLEN-ATTAR**

**Founder, Broads Circle  
Financial Advisor**

Darya founded Broads Circle in 2008 with the goal of creating an exclusive network of senior businesswomen in the Los Angeles area. Broads Circle focuses on MONEY and POWER for women. A "Broad" in our circle is a dynamic, smart, successful woman responsible for driving revenue and growing capital. Our events provide a venue for making high quality revenue connections and are focused on taking women to the next and highest level in business to assume leadership positions. We draw from a wide range of industries, and in fact make a point of holding events which highlight women who lead in all the industries that are well represented in Los Angeles.

With 22 years of experience in financial services, Darya's forte is strategic wealth management for families and foundations. She is a CPA and Personal Financial Specialist (PFS), and obtained her MBA from Fordham University. Darya has taught as an adjunct professor of Finance at New York University and has authored many financial planning articles. Darya is married with three children, lives in Pacific Palisades, CA, and currently serves on the Board of the Westside YMCA.

Broads Circle is seeking corporate sponsors for its programming, focused on money and power issues for women (driving revenue and growing capital). As an organization dedicated to fostering leadership and high achievement for women in business, we seek to partner with corporations which value leadership diversity and are committed to providing opportunities for women leaders. If you are interested in annual corporate sponsorship of Broads Circle, please contact [kim@broads circle.com](mailto:kim@broads circle.com).

#### Annual Corporate Sponsors:



Mayer  
Hoffman  
McCann P.C.  
An Independent CPA Firm



#### Broads Circle Partners:



## Upcoming Events

### Sept 15, 2011 – 2<sup>nd</sup> Annual Makeover Event: Your Looks Can Make You a Million

5:30-7:30pm at Luxe Hotel on Sunset Blvd, Los Angeles – Co-ed Cocktail Event *(Followed by Private Premium Members Dinner)*

Join us for a fun and fabulous evening! Learn how to look your best and project an image of confidence and success. See our lovely ladies after their head-to-toe makeovers and find out about the newest innovations in skin care, hair design, makeup & fashion! Details forthcoming.

### Sept 27, 2011 – Marketing Your Growth Company: CMO Lunch Event

12:00-1:30pm at Luxe Hotel on Sunset Blvd, Los Angeles, CA – Co-ed Lunch Event

Panelists:

**Linda LoRe**, President, Frederick's of Hollywood

**Sandy Barger**, CMO, Everloop

*Additional panelist TBD*

*Event Producer and Moderator:*

**Tracy Willaims**, President & CEO, Olmstead Williams Communications

Co-sponsored by:



### Oct 11, 2011 – Women of the Fortune 250

12:00-1:30pm Co-ed Lunch Event – Downtown LA venue TBD

*Moderator:* **MARY ANN CLOYD**, Global and U.S. Board of Partners, PricewaterhouseCoopers

*Panelists TBD*

### Oct 18, 2011 – Negotiating Women: Savvy & Successful Deal Making

5:30-7:30pm at Luxe Hotel on Sunset Blvd, Los Angeles, CA – Co-ed Cocktail Event

*(Followed by Private Premium Members Dinner)*

Panelists:

**Shelley Ilene Smith**, President and General Counsel, GrayShell Consulting

**Carla Christofferson**, Managing Partner, O'Melveny & Myers

*Additional panelist TBD*

*Moderator:* **Lisa Greer Quateman**, Managing Partner, Polsinelli Shughart

Co-sponsored by:



HOULIHAN LOKEY

### Nov TBD, 2011 – Women Job Creators

5:30-7:30 pm Co-ed Cocktail Event, Location TBD *(Followed by Private Premium Members Dinner)*

Panelist: **Peggy Jones**, President & CEO, Jones & Jones Management Group, Inc.

*Additional panelists TBD*

*Moderator:* **Marcia Hobbs**, Associate Publisher/Editor, Beverly Hills Courier

### Dec 1, 2011 - 3<sup>rd</sup> Annual Women in Philanthropy Forum

5:30-7:30 pm Co-ed Cocktail Event, Skirball Cultural Center *(Followed by Private Premium Members Dinner)*

*Moderator:* **Tara Roth McConaghy**, Executive Director, Goldhirsh Foundation; *Panelists TBD*

### Dec 15, 2011 - Local Philanthropy: Women Transforming LA

12:00-1:30 pm at UCLA Faculty Center (tentative), Co-ed Lunch Event

Panelists:

**Elise Buik**, President & CEO, United Way of Greater Los Angeles

**Jane Pisano**, President & Director, Natural History Museum of Los Angeles County

**Ann M. Samson**, Executive Director, Westside Family YMCA

*Moderator:* Regina Birdsell, President & CEO, Southern California Center for Nonprofit Management

Visit our web site at [www.BroadsCircle.com](http://www.BroadsCircle.com) to view details and register for upcoming events.



**BROADS CIRCLE**  
DRIVING REVENUE AND GROWING CAPITAL FOR WOMEN

Broads Circle is a Los Angeles-based executive level women's networking group with a focus on MONEY and POWER for women. We organize events that provide a venue for established, successful women to make high quality revenue connections. A "Broad" in our circle is a dynamic, smart, successful woman responsible for driving revenue and growing capital. We are focused on taking women to the next and highest level in business by bringing together women who share the same career and personal drivers to generate revenue and assume leadership positions. We make a point of holding events which highlight women who lead in all the industries that are well represented in Los Angeles. To our delight, connections made at Broads Circle events have resulted in significant business for our members.

**We are accepting applications for Premium Membership to Broads Circle.** The criteria for membership approval are based on professional achievements and the ability and willingness to help drive revenue and grow capital for other members. We are looking for women who have shown leadership in middle-market or larger companies.

Please visit us online to learn more about membership.

Questions? Contact [kim@broads circle.com](mailto:kim@broads circle.com) for assistance.



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



**Join our mailing list!**

**Stay informed of upcoming events, news and special offers.**

New subscribers: sign up at our web site to enter our weekly free event ticket raffle.

You may unsubscribe or update your information at any time.

**Sign up at [www.BroadsCircle.com](http://www.BroadsCircle.com)**