



DARYA ALLEN-ATTAR & BROADS CIRCLE PRESENTS



**Break Through:  
Paving the Path  
to Defeat  
Cancer**

**March 16, 2011  
12:00-1:30 pm  
Luncheon Event**

**California NanoSystems  
Institute (CNSI) at UCLA**

*Featured Speaker:*

**CARLA MANN WOODS**

Vice President

Strategic Planning & Program Development

Alfred E. Mann Foundation for Biomedical Engineering

March 16, 2011

California NanoSystems Institute (CNSI) at UCLA

Los Angeles, CA

## *Featured Speaker:*



### **CARLA MANN WOODS**

**Vice President, Strategic Planning & Program Development  
Alfred E. Mann Foundation for Biomedical Engineering**

A USC graduate in Business Administration and Entrepreneurship, Carla began her career at Pacesetter Systems in Business Development and Marketing to research and plan new technology applications and product needs for pacemakers. Later, she joined Advanced Bionics, a cochlear implant company acquired by Boston Scientific. During her tenure at Advanced Bionics/Boston Scientific, she was involved in the business development, product development, and marketing for the BION® microstimulator and the Precision Spinal Cord Stimulator and was the Vice President of Marketing for the Auditory Division.

For these products she holds over 40 U.S. patents.

In 2007, she became the Vice President of Program Development and Strategic Planning for the Alfred Mann Foundation for Biomedical Engineering to establish the model for creating and operating Alfred Mann Institutes (AMI) at universities.

Carla Mann Woods, Vice President of Strategic Planning and Program Development, is a member of the AMI-USC and the AMI-Purdue Board of Directors and has been appointed to the Advisory Board of the Center for Global Innovation at the USC Marshall School of Business. She is also a member of the Board of Governors for The Fulfillment Fund, and formerly on the Board of the National Pain Foundation.

## *Host:*



### **DARYA ALLEN-ATTAR**

**Founder, Broads Circle;  
Financial Advisor, Morgan Stanley Smith Barney**

Darya focuses on Strategic Wealth Management for high net worth families, nonprofits, foundations and endowments. Her investment process draws upon her knowledge of asset allocation, investment management, and income and estate tax issues and structures. Darya brings a wealth of knowledge of the investment markets and 22 years of experience in financial services. Her services include consulting to nonprofits, services tailored to high net worth families (including solutions focused on concentrated wealth and restricted stock) and

legacy planning. In working with nonprofits, foundations and endowments, Darya works with the MSSB consulting group and fiduciary asset management, which provides consulting to more than \$419.2 billion in client assets in advisory programs.

After earning her CPA at KPMG Peat Marwick - Nonprofit practice group, she joined Morgan Stanley in New York, now Morgan Stanley Smith Barney, and later worked for MSSB in Chicago and Los Angeles. Darya earned her BA from Kalamazoo College, Certificate in Accounting from Northwestern University, and her MBA in Finance from Fordham University. Darya has remained involved with CPA professional organizations, and also has taught as an adjunct professor at New York University. She regularly speaks at local client events and seminars.

Darya is married with three children, lives in Pacific Palisades, CA, and currently serves on the Board of the Westside YMCA, in addition to her position as Broads Circle Founder and Chairwoman.

## Today's Agenda

- 12:00-12:30 pm Power Networking  
12:30 - 1:15 pm Introduction & Opening Remarks: Darya Allen-Attar  
Featured Speaker Presentation: Carla Mann Woods  
1:15 - 1:30 pm Q&A and Closing Comments
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## Upcoming Events

### Mar 24, 2011 – Women on Corporate Boards

5:30 PM - 7:30 PM at Luxe Hotel on Sunset Blvd, Los Angeles, CA (Private Premium Members Dinner to follow)

- Margaret Dano  
*Superior Industries*: Lead Director, Chair of the Governance and Nominating Committee and Audit Committee member;  
*Anthony International*: Lead Director and Chairman of the Compensation Committee
- Linda M. Griego  
*Griego Enterprises, Inc.*: President and Chief Executive Officer; *CBS Corporation*: Director;  
*AECOM Technology Corporation*: Director
- Eileen Kamerick  
*Houlihan Lokey*: Managing Director and Chief Financial Officer; *Westell Technologies*: Director and Chair of the Audit Committee; *Associated Bancorp*: Director and Vice Chairman of the Nominating and Governance Committee and Member, Audit Committee
- Linda Fayne Levinson  
*NCR Corporation*: Lead Independent Director and Chair, Compensation Committee and Member, Governance Committee; *Jacobs Engineering Group*: Director and Chair, Nominating and Governance Committee; *DemandTec, Inc.*: Director and Chair, Compensation Committee; *Ingram Micro, Inc.*: Director and Chair, Compensation Committee and Member, Governance Committee; *The Western Union Company*: Director and Chair, Compensation Committee and Member, Audit Committee
- Devra Shapiro  
*IPC The Hospitalist Company, Inc.*: Chief Financial Officer; *LTC Properties, Inc.*: Director

Moderator: Robbin L. Itkin, Esq., Partner, Steptoe & Johnson LLP

Event Producer: Angie Wilson, Partner, Ernst & Young LLP

Event Co-producers: Fay Feeney, CEO, Risk for Good;  
Amanda Massucci, Partner, Ernst & Young LLP;  
Hermineh Pakhanians, Partner, Ernst & Young LLP

Many thanks to Ernst & Young,  
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### Mar 30, 2011 – Broads on Boards, Spring Quarter Lunch Event

Luxe Hotel on Sunset Blvd, Los Angeles, CA (Private Premium Members Lunch to follow)

11:00-12:15 PM – Panel discussion and Q&A

12:30-1:30 PM – Private Premium Members Lunch with the Panelists

- James A. Collins, Chairman Emeritus, Sizzler International, Inc.
- Edward B. Merino, CEO and Founder, Office of the Chairman
- James R. Parks, Shareholder, Mayer Hoffman McCann P.C.

Moderator: Shelley Ilene Smith, President and General Counsel, GrayShell Consulting

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### Apr 19, 2011 - Health Care Convergence<sup>3</sup>: The Business of Research, Product & Delivery

5:30-7:30 pm at California NanoSystems Institute at UCLA, Los Angeles, CA (Private Premium Members Dinner to follow)

- Kathleen Hurtado, Chief Executive Officer, Health Research Association of USC
- Mona Patel, Vice President, Neuromodulation Marketing, Boston Scientific Corporation
- Lannie Tonnu, Senior Vice President, Finance and Chief Financial Officer, Children's Hospital Los Angeles
- Anna Wu, Professor, Department of Molecular and Medical Pharmacology, UCLA

Moderator: Angie Wilson, Partner, Assurance & Advisory Business Services, Health Sciences, Ernst & Young LLP

Event Producers: Tracy Olmstead Williams, President & CEO, Olmstead Williams Communications and Jennifer Marcus, Director of Marketing and Communications, California NanoSystems Institute

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

Broads Circle is seeking annual 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 high achievement for women. If you are interested in annual corporate sponsorship of Broads Circle, please contact [kim@broads circle.com](mailto:kim@broads circle.com).

Special thanks to Broads Circle annual corporate sponsors for supporting women's initiatives. Their generous contributions help make our events possible:



## About Broads Circle

Founded in 2008 by Darya Allen-Attar, 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 in a variety of industries who share the same career and personal drivers to generate revenue and 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. To our delight, over the last two years 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.

Please visit us online at [www.BroadsCircle.com](http://www.BroadsCircle.com) 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)