



DARYA ALLEN-ATTAR, BROADS CIRCLE FOUNDER  
PRESENTS



*PANELISTS:*

**BETSY BERKHEMER-CREDAIRE**

President, Berkheimer Clayton, Inc.

**STEPHANIE DAVIS**

Partner, Spencer Stuart

**STEPHANIE MICA GOLDSMITH**

Partner, Heidrick & Struggles

**PERI Z. HANSEN**

Senior Client Partner, Korn/Ferry International

*MODERATOR:*

Cathy Griffin, Founder, Griffin Network

*EVENT PRODUCER:*

Linda A. Newmark, Executive Vice President,  
Universal Music Publishing Group

## Agenda

5:30-6:30 pm	Cocktails & Networking
6:30-7:30 pm	Panel Discussion
7:30-7:45 pm	Q&A and Closing Comments
8:00-9:30 pm	Premium Members Private Dinner (by invitation only)

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## Panelists



### **BETSY BERKHEMER-CREDAIRE**

President, Berkhemer Clayton Inc.

A business owner for three decades, Betsy is President of Berkhemer Clayton Inc., retained executive search firm headquartered in downtown Los Angeles, specializing in senior level executive searches in corporate communications, marketing and finance. University clients include USC, UCLA, UC Irvine, Caltech and University of Michigan. Corporate clients include GAP, KIA Motors, Ingram Micro, DirecTV, Disney, Toyota, Edison, SoCal Gas Company. Non-profit clients include American Lung Association of California, Kaiser Permanente, L.A. CARE and Girl Scouts of

Greater Los Angeles.

Immediate past statewide California president of the National Association of Women Business Owners (NAWBO-CA), Betsy co-hosts a business radio show with Renee Fraser every Sunday on KFWB Newstalk Radio 980-AM, also online at [www.cbsradio.com](http://www.cbsradio.com), [www.kfwb.com](http://www.kfwb.com) and at [www.2minuteswith.com](http://www.2minuteswith.com).

Betsy is Southern California chair of Women Corporate Directors, a membership group of women who currently serve on Fortune 1000 boards of directors. She also serves on the boards of NAWBO-California; Los Angeles Chamber of Commerce and Southern California Leadership Network (SCLN).

Before establishing Berkhemer Clayton, Betsy built and sold one of the largest public relations agencies in Los Angeles. A graduate of UCLA, Betsy began her career as a journalist and spent her early career with Disney Studios and NBC.



### **STEPHANIE DAVIS**

Partner, Spencer Stuart

Stephanie Davis has over 13 years of executive search experience and is a core member of the firm's CEO/Board, Private Equity, Professional Services and TCM (Technology, Communications, and Media) practices. She has successfully completed CEO, Board, CFO, and other senior executive searches for Fortune 500 and mid-sized companies as well as for the portfolio companies of private equity firms. Stephanie has been quoted on human capital issues in *Forbes*, *NY Times* and the *LA Business Journal* and has been twice awarded the firm's Lou Rieger Quality Award for her

quality search work.

Prior to executive search, Stephanie was the vice president of international operations at Jostens Learning Corporation, an educational software company where she was responsible for the development and growth of the company's international business. Previously, Stephanie was a consultant with McKinsey & Company, where she served technology, financial services and healthcare clients. Prior to joining McKinsey, Stephanie was an investment manager at Prudential Investment Corporation, where she held several financial roles in the area of corporate finance, capital markets and buy-side equity management. Early in her career, Stephanie developed manufacturing experience while working as an engineer at General Motors Corporation.

Stephanie is a National Trustee for the Boys & Girls Clubs of America-Pacific, a board member of Los Angeles Team Mentoring and a member of the Women's Leadership Council, Association for Corporate Growth, McKinsey Alumni Advisory Committee, and Princeton Alumni Schools Committee.

Stephanie earned her M.B.A. from Harvard Business School and graduated from Princeton University, cum laude, with a B.S.E. degree in operations research and industrial engineering.

## Panelists (continued)



### **STEPHANIE GOLDSMITH**

Partner, Heidrick & Struggles

Stephanie Goldsmith is a partner in the Los Angeles office of Heidrick & Struggles, and a member of the firm's global Private Equity, Financial Officers and Consumer practices.

Stephanie focuses on chief executive, chief financial and chief marketing officer searches for private equity-backed companies, predominantly in the middle and lower-middle markets.

In addition, Stephanie executes partner and principal/VP-level searches for the private equity funds themselves.

Although based on the West Coast, Stephanie's portfolio company work spans the country. Her industry experience covers consumer, multi-site retail, manufacturing, industrial, and transportation and logistics.

Prior to her career in executive search, Stephanie was a management consultant with Deloitte & Touche in both their San Francisco and Philadelphia offices. She worked in the health care practice on both BPR and strategy assignments.

Stephanie graduated magna cum laude from the University of California at Berkeley with a bachelor's degree in economics and received her MBA from the Anderson School at UCLA.



### **PERI Z. HANSEN**

Senior Client Partner, Korn/Ferry International

Peri Z. Hansen is a Senior Client Partner in the Los Angeles headquarters office of Korn/Ferry International and is a member of the Firm's Global Consumer Markets.

Since joining Korn/Ferry in 1998, Ms. Hansen has successfully recruited senior-level executives across a variety of top management positions, including Chief Executive Officer, Chief Financial Officer, Chief Marketing Officer, Chief Operating Officer and Chief Human Resource Officer.

She has worked with Fortune 500 and Global 1000 corporations, as well as private equity firms and their portfolio companies in sectors including consumer packaged goods, consumer services, restaurants and hospitality, wine and spirits, luxury and sporting goods, for-profit education, e-commerce, and consumer technology.

Additionally, Ms. Hansen is a member of the firm's Chief Marketing Officer Center of Expertise and the Financial Officers Practice.

Ms. Hansen previously worked for a national legal search firm, and she is an attorney, having practiced law with a West Coast-based law firm.

Ms. Hansen earned her bachelor's in English with honors from Stanford University. As an undergraduate, she also attended Oxford University's Magdalen College. She received her J.D. from Pepperdine University where she was an Editor of the Law Review.

Ms. Hansen is active in the Stanford Alumni Association and in recognition of her service to Stanford University, she was recently elected to the Stanford Associates. In 2009, Ms. Hansen was appointed to a five-year term on Stanford University's Alumni Committee on Trustee Nominations. Also, she is a member of the Stanford Professional Women of Los Angeles, and supports the Los Angeles Chapter of Teach for America.

## Moderator



### **CATHY GRIFFIN**

Founder, Griffin Network

Cathy Griffin leads her company, the Griffin Network, an executive coach, business development, executive recruiting, marketing, and project management consulting firm leveraging Griffin's experience and contacts in entertainment, not-for-profit, sports, hospitality, consumer products, media, new media, communications, executive search and career management. A familiar speaker and panelist, Griffin worked as a guest reporter for local television and hosted her own radio show in New York City.

Griffin previously worked as a leading executive recruiter heading up the Sports Entertainment and Sports Consumer Products Practice for Korn/Ferry International and AT Kearney. Prior to entering the executive search field, Griffin spent 20 years in the business of sports, television, new media, publishing, consumer products, apparel/footwear, and entertainment industries. Griffin helped Pepsi-Cola Company build the largest grass roots sports program for adults in the United States in the 1980's. She worked on the Olympics for Sports Illustrated in Los Angeles, Sarajevo, Seoul, and Calgary. Her corporate life encompasses strategic marketing, sponsorship, promotion, and event management experience at Pepsi-Cola Company, Time Warner, World Cup '94 and consulting for NIKE.

A Board Member/Treasurer of the International Wildlife Conservation Society, Griffin volunteered for the organization's Water for Wildlife Project in the jungles of Nepal. She has served on the Board of Upward Bound House helping homeless families with children transition into permanent housing. She has been named one of the top 25 female sports executives in Street & Smith's Sports Business Journal and one of the top women in sports by Sport Business International. Griffin is a founding Board Member of World Team Sports, a seven-year veteran Trustee of the Women's Sports Foundation. Her personal accomplishments include climbing Africa's Mt. Kilimanjaro with mentally handicapped adults, which aired on CBS and won an Emmy Award. Her most recent work includes helping create endowments at the University of Oregon, Upward Bound House and the Women's Sports Foundation.

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## Event Producer



### **LINDA A. NEWMARK**

Executive Vice President, Head of Acquisitions and Strategic Projects  
Universal Music Publishing Group

Linda A. Newmark is Executive Vice President – Head of Acquisitions and Strategic Projects for Universal Music Publishing Group. Linda obtains opportunities for Universal Music Publishing Group to acquire rights to musical compositions and music publishing catalogues, evaluates and negotiates acquisition, administration and subpublishing agreements, and promotes the general business development of the company.

At Universal, Linda has been involved in the acquisition of numerous music publishing catalogues. Furthermore, she has played a key role in structuring numerous key agreements for Universal, including those for the administration of various significant film and television music publishing catalogues, as well as subpublishing and administration agreements relating to the Jimi Hendrix and Miles Davis catalogues. She also contributes to the strategy for Universal's classical music publishing business (based in Europe) and aspects of Universal's production music library and Christian music publishing businesses.

Linda serves on the Music and Entertainment Industry Executive Committee for the City of Hope Medical Center, and is a member of the Board of Directors of the Association of Independent Music Publishers (AIMP). She is also a member of the Board of Managers of Associated Production Music LLC (APM) and the Board of Managers of The Leonard Bernstein Music Publishing Company, LLC. She also served on the Board of Visitors of Stanford Law School. Linda was recognized in Billboard's Women in Music 2009 and 2010 features as one of the top 20 female executives in the music industry. Linda is based in Universal Music Publishing Group's Santa Monica, California offices.

## Your Host



### **DARYA ALLEN-ATTAR**

Founder, Broads Circle  
Financial Advisor, Morgan Stanley Smith Barney

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.

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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 women leaders. 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:



## Upcoming Events

### May 26, 2011 – Buy the CEO Spot

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

- **Renée LaBran**  
Partner, Rustic Canyon / Fontis Partners, LP
- **Gabrielle E. Greene**  
Partner, Rustic Canyon / Fontis Partners, LP
- **Renée Cottrell-Brown**  
Executive Vice President, Johnson Products Co.

*Moderator:* **Darya Allen-Attar**, Founder, Broads Circle / Financial Advisor

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### June 1, 2011 – Broads on Boards, 2nd 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

- **Ronald W. Buckley**, Senior Vice President of Corporate Affairs, General Counsel and Corporate Secretary, Ixia
- **Dick Poladian**, Shareholder, Executive Vice President and Chief Operating Officer for Lowe Enterprises, Inc.

*Moderator:* **Mark T. Hiraide**, Partner, Petillon Hiraide & Loomis LLP

*Event Producer:* Fay Feeney, CEO, Risk for Good / Broads Circle Advisory Board Member

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### July 13, 2011 – Marketing Me

12:00-1:30 pm at UCLA Faculty Center, Los Angeles, CA – Lunch Event

- **Ali Brown**, Founder and CEO of Ali International LLC
- **Merri Jill Finstrom**, Chief Creative Officer, HUTdogs
- **Tracy Williams**, President and CEO, Olmstead Williams Communications, Inc.

*Moderator and Event Producer:* **Joy Chudacoff**, Founder, Smart Women Smart Solutions

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### September 15, 2011 – 2<sup>nd</sup> Annual Million Dollar Makeover

#### Best of Broads 2011 Awards

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

(Immediately 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.

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



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 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)

