

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

DARYA ALLEN-ATTAR, BROADS CIRCLE FOUNDER  
PRESENTS



*PANELISTS:*

**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.

*HOST:*

**Darya Allen-Attar**

Founder, Broads Circle

Financial Advisor, Morgan Stanley Smith Barney

## Agenda

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

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## Panelists



**Renée LaBran**  
**Partner, Rustic Canyon / Fontis Partners, LP**

Renee LaBran brings 25 years of operating, strategic, and financial experience to Rustic Canyon / Fontis Partners, LP, where she is a Partner, focusing on expansion capital and small buyouts. Ms. LaBran is also a Senior Advisor to Rustic Canyon Partners, an early stage venture capital firm she helped to form in 1999. Prior to Rustic Canyon, Ms. LaBran held a variety of executive positions with the Los Angeles Times / Times Mirror in the areas of digital media, ad sales, investments, and strategic planning. She was also a co-founder and served as Chief Executive Officer of CareerPath.com (now CareerBuilder), and a co-founder and board member of Classified Ventures. Prior to Times Mirror, Ms. LaBran was a management consultant with Monitor Company in the United States and Europe and managed its Los Angeles office.

Ms. LaBran currently serves on the boards of Cabrera Capital Markets, Preferred Brands, and Sambazon, Inc. on behalf of RCF.

Ms. LaBran graduated Phi Beta Kappa with a bachelor's degree in economics from the University of California at Berkeley, and earned an M.B.A. with honors from the Harvard Business School. Her non-profit activities include the La Canada Flintridge Educational Foundation, where she is former President and current Endowment Trustee, and Vice-Chair of Hathaway-Sycamores, a child and family services agency. She is also a member of the Women's Leadership Board at Harvard University's Kennedy School of Government, and an advisor to the Women's Student Association at Harvard Business School.



**Gabrielle E. Greene**  
**Partner, Rustic Canyon / Fontis Partners, LP**

Gabrielle Greene has been a professional in the financial services industry for over 20 years. Ms. Greene is a Partner of Rustic Canyon/Fontis Partners, LP. Prior to joining RC/Fontis, she was Chief Financial Officer of Gluecode Software, a venture-backed open source software company, which was sold to IBM in May 2005. Previously she was CFO of Crown Services, a California based consolidation of commercial contractors.

Prior to this CFO experience, Ms. Greene was a principal with several private equity funds investing in diverse industries, including Citigroup sponsored BE/Greenwich Street Equity Fund, HPB Associates, a New York based hedge fund, the Commonwealth Enterprise Fund and UNC Partners in Boston. Prior to completing her graduate school education, Ms. Greene was an associate consultant at Bain & Company, a strategic management & consulting firm based in Boston.

Ms. Greene currently serves or participates on the boards of Johnson Products, SAFE Securities, Zoria Farms, and Preferred Brands on behalf of RCF.

Ms. Greene received her B.A. from Princeton University in 1981, where she graduated from the Urban Studies program at the Woodrow Wilson School. In 1987, she received her M.B.A. from Harvard Business School and J.D. from Harvard Law School. Ms. Greene serves on the board of Whole Foods (NASDAQ: WFMI), where she is chairman of the audit committee and serves on the compensation committee. Previously she has served on the board of Bright Horizons (NASDAQ: BFAM) and Indymac Bank (NYSE: IMB). She has served on several non-profit boards, including the Boston Children's Museum, and the Boston Partnership, where she chaired the audit committee. She has also served on numerous private company boards. Ms. Greene is a member of the Massachusetts State Bar, and is a Henry Crown Fellow of the Aspen Institute.

## Panelists (continued)



### **Renée Cottrell-Brown** **Executive Vice President, Johnson Products Co.**

In March 2009, RC/Fontis became the financial sponsor for Renée Cottrell-Brown and Eric Brown in their efforts to acquire Johnson Products from Procter and Gamble. Although Johnson owned the iconic Ultra Sheen brand, the company and its brands had become neglected over the course of several acquisitions. Renée and Eric had a vision to reinvigorate Johnson's brands. With the acquisition, Ms. Cottrell-Brown became Executive Vice President, leading all sales and marketing initiatives for the global company, while her husband, Eric Brown, focuses on the other aspects of the business as CEO.

Since the acquisition, Ms. Brown and her team have introduced 29 new products and line extensions under the Ultra Sheen® brand, and she has reinvented the Gentle Treatment® brand by creating the Gentle Treatment® "No Excuse! Stop the Abuse!" cause marketing program dedicated to stopping domestic violence against women of color.

Prior to Ms. Cottrell-Brown joining the Johnson Products team, the majority of Ms. Cottrell-Brown's professional career was spent at Pro-Line International, one of the early and leading ethnic hair care companies. Ms. Cottrell-Brown held senior executive marketing positions for Pro-Line International, and was Global Vice President of Retail Marketing when the company was acquired by Alberto Culver. During her twenty-five year career with Pro-Line International, she won many industry awards for her innovation and stellar performance in marketing. She is a cum laude graduate of the University of Southern California (USC) in Los Angeles, California.

## 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 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).

Annual corporate sponsors:



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An Independent CPA Firm



## Upcoming Events

### **June 1, 2011 – Broads on Boards, 2<sup>nd</sup> Quarter Lunch Event (Tickets on sale now)**

Luxe Hotel on Sunset Blvd, Los Angeles, CA

11:00 am - 11:30 am Power Networking

11:30 am - 12:30 pm Panel Presentation - Lunch will be served

12:30 pm - 1:00 pm Q&A and Closing Comments

- **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 (Tickets on sale now)**

12:00-1:30 pm at UCLA Faculty Center, Los Angeles, CA – Co-ed 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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### **Sept 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 – Co-ed 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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### **Sept 21, 2011 (tentative date) – Broads on Boards, 3<sup>rd</sup> Quarter Lunch Event**

Luxe Hotel on Sunset Blvd, Los Angeles, CA, 11:00 am – 1:00 pm

*Panelists:* Les Biller, Co-founder, Sheri and Les Biller Foundation; former COO of Wells Fargo Bank; Chairman, Sterling Financial Corp.; Independent Director of Ecolab Inc.; Advisory Director, PG&E Corporation; *Additional panelists TBD*

*Moderator:* Pamela S. Palmer, Partner, Latham & Watkins LLP

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

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

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### **Nov TBD, 2011 - Women Job Creators**

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

*Moderator:* Marcia Hobbs, Owner, Beverly Hills Courier; *Panelists TBD*

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### **Dec 1, 2011 - 3rd Annual Women in Philanthropy Forum**

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

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

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

12:00-1:30 pm Location TBD, Co-ed Lunch Event

*Panelist:* Ann M. Samson, Executive Director, Westside Family YMCA; *Additional panelists TBD*

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



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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 large 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)



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