

Women in the C-Suite: Banking on Women



Panelists:

JULIA GOUW

President and Chief Operating Officer, East West Bancorp, Inc.

MARIA CONTRERAS-SWEET

Founder/Chairwoman of the Board, Promerica Bank

JAN R. CLOYDE

President, Grandpoint Bank (proposed)

Moderator: CAROL J. GEFFNER, PhD, CEO, Arpeggio LLC

Broads Circle Cocktail Event

May 5, 2010

Luxe Summit Hotel

Los Angeles, CA

Panelists



JULIA GOUW, President and Chief Operating Officer, East West Bancorp, Inc.

Julia S. Gouw is President and Chief Operating Officer of East West Bancorp, Inc. and East West Bank – the third largest independent commercial bank based in California. Gouw oversees the Bank's administrative operations including finance, treasury, investor relations, enterprise risk management, credit administration, deposit and loan operations, technology and human resources. She is also overseeing the integration of the banking operations of United Commercial Bank, acquired by East West in November 2009.

Gouw, most recently Vice Chairman of East West, came out of retirement to assist the bank in its acquisition of United Commercial Bank. She originally joined the Bank from KPMG LLP in 1989 as Controller and quickly rose through the ranks to Executive Vice President and Chief

Financial Officer, the position she held from 1994 to 2008. Under Gouw's leadership, East West achieved 11 consecutive years of record earnings – a stellar track record widely recognized throughout the banking and investment communities. U.S. Banker magazine four times ranked Gouw among the "25 Most Powerful Women in Banking" and Institutional Investor magazine twice named her among the "Best CFO's in America."

Gouw serves on the Board of Visitors of the David Geffen School of Medicine at UCLA, where she established an Endowed Chair for Mood Disorders Research. She is the founding Chair of the Executive Women's Advisory Board for the Iris Cantor-UCLA Women's Health Center and serves on the Board of Directors of The UCLA Foundation.

Born and raised in Indonesia, Gouw came to the United States in 1978 where she earned her B.S. degree in accounting from the University of Illinois at Urbana-Champaign. She then became a Certified Public Accountant and worked for the international accounting firm of KPMG Peat Marwick, LLP as a Senior Audit Manager until joining East West in 1989.



MARIA CONTRERAS-SWEET, Founder, Chairwoman of the Board Promerica Bank

Ms. Contreras-Sweet is the founding chairwoman of PROMÉRICA BANK, the first Latino-owned business bank in California in over 35 years which serves small to mid-sized businesses with a focus on the Latino business community. Contreras-Sweet becomes one of the first Latinas in the country to found a publicly-traded company. She presently serves on the Los Angeles Mayor's Trade Advisory Council.

Prior to founding PROMÉRICA BANK, Maria served for five years (longest ever) as the Secretary of Business, Transportation and Housing Agency for the State of California, where she managed a \$14 billion budget and a workforce of over 42,000. As the first Latina Cabinet

Secretary, she oversaw the regulation of fourteen departments, including the Departments of Financial Institutions, Corporations, Real Estate, Transportation (Caltrans), Motor Vehicles (DMV), and the California Highway Patrol. During her tenure she created the Department of Managed Health Care and led the implementation of Proposition 46, a \$2.1 billion housing fund, stimulating the state's economy. She chaired The Infrastructure Commission which published "Invest for California: Strategic Planning for California's Future Prosperity and Quality of Life."

She served as the Chair of the Census 2000 Decennial State Campaign. During California's energy crisis, the governor appointed Maria to the restructured Independent System Operator board of directors. She chaired the Finance Committee of the state's electrical power grid, helping to stabilize a highly volatile energy market.

Prior to her state cabinet post, Maria served on the Board of Blue Cross of California, as vice president and equity partner of the 7UP/RC Bottling Company. She is the Founding President of Hispanas Organized for Political Equality (HOPE); a Founding Director of The California Endowment; a U.S. Senate appointee to the Federal Glass Ceiling Commission; a member of the Women's Leadership Board at Harvard University, the International Women's Forum, the Children's Hospital board, the Hispanic Advisory Board for PepsiCo and Frito-Lay Company and on the Executive Committee of the Los Angeles Chamber of Commerce and their PAC.

Maria is the recipient of numerous awards, including The Spirit of California from the California State Legislature, Entrepreneur of the Year from the U.S. Hispanic Congressional Caucus. She has been featured on the covers of Latina Style, PODER and other magazines. She is a highly sought-after speaker in the areas of infrastructure investment, finance, and the Latino market and has led international delegations to Europe and Latin America to address infrastructure issues. She is married to Ray Sweet and they have three children, Rafael, Francesca and Antonio.



JAN R. CLOYDE, President, Grandpoint Bank (proposed)

Jan R. Cloyde is President of Grandpoint Bank (proposed). Prior to joining Grandpoint, Cloyde was Executive Vice President of Banking Services at City National Bank from 1998 to 2007. She served on the Bank's five-person Strategy and Planning Committee, as well as Executive, Asset and Liability, and Senior Risk committees.

Previously, Cloyde was Executive Vice President of Banking Services and Mortgage Operations for Home Savings of America from 1996 until 1998, where she was also a member of the Management Committee and the Asset and Liability Committee. From 1984 to 1996, she held increasingly responsible positions at First Interstate Bank, ultimately serving as Executive Vice President of Cash Management and a member of the Management Committee for the

company's California bank.

Prior to joining First Interstate, Cloyde worked at Crocker Bank. She began her financial services career with Republic National Bank in 1974.

Cloyde is a Founding Member and immediate past Chair of the Executive Advisory Board to the Iris Cantor-UCLA Women's Health Center. She is a former member of the board of directors of the United Way of Greater Los Angeles, where she currently serves on the Steering Committee of United Way Women Leaders. Cloyde is also a member of the joint United Way and L.A. Area Chamber of Commerce Business Leaders Taskforce on Homelessness. She was past President & Chair, and emeritus board member of Big Brothers/Big Sisters of Greater Los Angeles, and founding board member of the L.A. Chapter of the Susan G. Komen Breast Cancer Foundation. She has been honored by the Los Angeles Downtown Women's Center and named the 2007 MOSTE (Mentoring Our Students Through Experience) Inspirational Woman.

Cloyde is a graduate of Oklahoma State University, where she earned her master's and bachelor's degrees.



CAROL J. GEFFNER, PhD, CEO, Arpeggio LLC

Carol J. Geffner, Chief Executive Officer of Arpeggio LLC, brings over 20 years of executive and consulting expertise to the leadership of this national management consulting firm. Arpeggio works with CEO's and senior executives in optimizing business performance by working one:one and with leadership teams on developing, upgrading and revising strategy and execution plans that have a direct impact on the bottom line. Carol brings a practical perspective to her clients given her extensive experience as an operating executive of several companies in media, health care, and professional services. She has also led large-scale implementation projects such as mergers and acquisitions, major technology initiatives, business process improvement and electronic health record implementations.

Dr. Geffner has served on the faculty of Chapman University and The Peter Drucker Graduate School of Management at Claremont Graduate University. She received her Master's of Public Administration from University of Southern California and PhD from Claremont Graduate University.

A partial list of Dr. Geffner's clients include:

- ABC Entertainment
- Balboa Insurance
- California Family Health Council
- Children's Hospital of Orange County
- Con-Agra
- Countrywide Financial
- Frederick's of Hollywood
- Freedom Communications
- Hoag Hospital
- Lindora
- Kaiser
- Prescription Solutions (United Health Care)
- THINK Together
- Medical Management Resources

Agenda

5:30-6:30 pm	Networking and cocktails
6:30-6:45 pm	Introductions and Lessons from the Field: Darya Allen-Attar, Founder & Chairwoman, Broads Circle
6:45-7:30 pm	Panel presentations
7:30-7:45 pm	Q&A and Closing Comments
7:45-9:30 pm	Private Premium Members' Dinner to follow cocktail event (invitation only)

Upcoming Events

- **June 3** – Women in Cleantech: Creating Environmental Impact Through Investment, Enterprise Growth, Regulation and Legislation - Cocktail Event at the Hyatt Regency Century Plaza
SENATOR FRAN PAVLEY, 23rd State Senate District, CA
CINDY ARONBERG, Deputy State Controller for the Environment and Housing, CA
DIANA SCHULZ, Chief Executive Officer, Cyber-Rain
JAIME NACK, President, Three Squares Inc.

- **June 10** – Women in Health Care: Luncheon at the Luxe Hotel at noon
Driving Revenue and Growing Capital, while building a world Class Health Center
Lou Lazatin, President and CEO, St. John's Health Center

- **July 22** – When Your Looks Can Make You A Million: Summer Soirée Cocktail Event

Mark your calendar and plan on joining us for this fabulous summer evening co-ed cocktail event. Our panel will include women who have received "million dollar" makeovers prior to the event. They will share their experiences about how their new image impacted their business. The professionals responsible for the makeovers include image consultants and skin/hair/makeup artists. They will join the panelists to explain what was involved in each makeover and share valuable tips - don't miss out!

Visit our web site at www.BroadsCircle.com to view details and register for upcoming events.

About Broads Circle

Broads Circle is all about MONEY and POWER for Women. Our mission is to connect senior level business women (C-level executives, partners, business owners and industry leaders) in a meaningful way. We believe that successful, impactful, powerful people have strong networks. They draw on these networks in driving revenue and growing capital for themselves and their organizations. Our events provide opportunities for exceptional women in Los Angeles to meet and create high quality money and power connections.

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 to learn more about membership.