



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

*Women Hold Up  
Half the Sky*  
4:00-5:00 PM

PRESENTS

**3rd Annual Philanthropy Forum:  
The Legacy of  
Self-Made Women**



November 29, 2011  
5:00 - 7:30 PM  
Skirball Cultural Center  
Los Angeles

## Agenda

4:00pm-5:00pm	Women Hold Up Half the Sky exhibition self-guided tour
5:00pm-6:00pm	Cocktail Reception – Ruby Gallery
6:00pm-7:30pm	Welcoming Comments; Panel Discussion – Magnin Auditorium
7:30pm-7:45pm	Q&A and Closing Comments
7:45pm-9:00pm	Private Dinner with the Panel – by invitation only

## 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.

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 currently serves on the Board of the Westside YMCA and the Board of Mann Healthcare Partners. She recently accepted an appointment as president of the Los Angeles Philanthropic Advisors Network (LA-PAN) for 2012. Darya is married with three children and lives in Pacific Palisades, CA.

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 corporate sponsorship of Broads Circle, please contact [kim@broads circle.com](mailto:kim@broads circle.com).

### **Annual Corporate Sponsors:**



### **Broads Circle Partners:**



## Panelists



### JANE D. WURWAND

#### Founder and Owner of Dermalogica and The International Dermal Institute

As the Founder and Owner of **Dermalogica** and **The International Dermal Institute** post graduate training centers, Jane Wurwand is recognized worldwide as a key innovator who not only developed the industry's number one professional brand, but who has changed the nature of the skin care profession itself through her example and leadership. Today, Dermalogica has grown to become the leading professional skin care brand, used by more than 100,000 skin therapists in over 80 countries around the world.

Two core concepts guide the growth of the brand, as embodied by Jane herself: the transcendent power of human touch, and the far-reaching effects of education. These dual qualities have not only shaped the success of Dermalogica, but also provided a social blueprint for women's financial success in every country and economy.

As a passionate advocate for mentoring and entrepreneurship, Jane writes and speaks frequently about the specific financial needs of women, especially in the developing world. Within the context of the skin care profession itself, comparatively modest licensing requirements and initial capital investments costs offer many women unusual access to financial independence. This experience is further enriched, socially, culturally and politically, by the fact that 98% of all professional skin therapists are women, and that these professionals attract a clientele which is 92% female—literally creating more woman entrepreneurs than any other industry in the world.

Through her work in many areas of philanthropy, education and women's business development, Jane now champions her brand, via The Dermalogica Foundation, to create and support similar opportunities for women in other professions through a hand up, not a hand out. Jane shares the view that the future for world-economy depends upon the ability for women, especially marginalized women, to financially support themselves and their children. In January 2011, through her foundation and in partnership with **Kiva.org**, Jane launched a global initiative to empower women worldwide called **joinFITE** – Financial Independence Through Entrepreneurship. The first microlending Web site that solely focuses on women entrepreneurs, joinFITE will help a minimum of 25,000 women to start or grow a business in over 57 countries around the world.

Jane actively participates in several organizations which serve to empower women and girls. Among these is the national non-profit 501.C.3, **Step Up Women's Network**, a coalition of businesswomen dedicated to mentoring young women into self-determinism and professional success. The **National Association of Women Business Owners**, Los Angeles chapter, named Jane "Business Woman of the Year" in 2009, and in June, 2010, Jane participated in a Keynote Panel for the group's annual Women's Business Conference in Washington, D.C.

Jane gave the Keynote Address for the **Network for Teaching Entrepreneurship** 2010 Regional Youth Business Plan Competition, hosted by the University of Southern California (USC). She is a member of the Board of the Price Center for Entrepreneurial Studies at **University of California, Los Angeles (UCLA) Anderson School of Business Management**, and is a member of the **Clinton Global Initiative**.

Other honors include her recognition by **American Spa** magazine as 'The Most Influential Industry Leader' as well as named Beauty Industry West 'Entrepreneur of the Year' in 2010. Jane's leadership was documented in the company's profile in the **Harvard Business Review** and was invited to become a member of the **C200** [Committee of 200], a nonprofit organization comprised of the world's most influential female entrepreneurs and leaders dedicated to the advancement of women in business. Also in 2010, Jane participated in an exclusive roundtable discussion marking the 50th anniversary of the Pill, hosted by Step Up Women's Network and Bayer HealthCare, with notable panelists including Gloria Steinem and Hilary Swank. The historic event was photographed by Annie Leibovitz for an online book called "Fifty Years of Empowerment".

[www.dermalogica.com](http://www.dermalogica.com) - [www.dermalinstitute.com](http://www.dermalinstitute.com) - [www.joinFITE.org](http://www.joinFITE.org)

## Panelists (continued)



**BETH SHAW**  
**President and Founder, YogaFit®**

Beth Shaw, E-RYT, BS, CMT, is the President and founder of YogaFit® the leader in Mind Body Fitness education. Beth Shaw is an internationally known yoga expert and the author of ***Beth Shaw's YogaFit (Human Kinetics 2009)***. Ms. Shaw is the innovative educator, entrepreneur, and visionary not only responsible for YogaFit® but also YogaButt, YogaStrength, YogaCore, YogaLean, and countless other yoga fitness combinations. She has more than 30 DVDs and CDs on the market and is widely recognized as the premier yoga fitness trainer in the industry. Ms. Shaw has been showcased in various print and Television programs such as CNBC, CNN, NBC, CBS, E' Style Channel, Oprah's **O** magazine, **Time**, **More**, **Entrepreneur** and **Yoga Journal**.

A lifelong student of fitness, psychology, philosophy, spirituality and health, Beth is committed to helping people find their own perfect health – physically and mentally. An EYRT, she has spent time in India and Asia studying yoga, she holds numerous certificates in fitness disciplines, as well as a bachelor's degree in Business Administration & Nutrition.

YogaFit® is the leader in Mind Body Fitness education and is the largest yoga teacher training school in the world. YogaFit® is designed to improve the health, performance, and mental acuity of athletes or individuals interested in improving their level of fitness. Based on the ancient fitness science of hatha yoga, it blends balance, strength, flexibility and power in a fitness format. YogaFit® has trained over 200,000 fitness professionals and instructors worldwide.

Beth Shaw is also known for her community service initiatives. As an animal rights activist, she serves on the **National Council for the Humane Society** and is involved in **Animal Alliance**, **Downtown Dog Rescue** and **Social Compassion and Legislature**.

Beth plays an integral role in saving many animals' lives through her dedication and commitment to animal welfare. In addition from YogaFit® being a top sponsor to numerous causes and events, Shaw also works hands-on with animal welfare initiatives. Some of her recent accomplishments include:

- Helping Los Angeles pass a mandatory spay and neuter ordinance that set an example for the entire nation
- Spearheading a spay/neuter ad hoc group within the City of Los Angeles
- Providing PR support for LA Animal Services
- Participating in statewide puppy mill legislation efforts and getting pet stores to change their model and adopt out animals
- Raising awareness for the importance of animal adoption

Her nonprofit organization, **Visionary Women in Fitness**, awards scholarships and grants to women in need. She is responsible for over one million hours of Community Service given by over 100,000 Instructors worldwide. Ms. Shaw currently resides in Beverly Hills, California.

Please visit [www.Yogafit.com](http://www.Yogafit.com) for additional information.

Learn more about Beth Shaw at [www.yogafit.com/bethshaw.shtml](http://www.yogafit.com/bethshaw.shtml).

## Panelists (continued)



### **LIZANNE FALSETTO**

#### **Founder, President and Chief Executive Officer of thinkproducts**

Few young women are offered the choice between a career in basketball or fashion. Lizanne chose fashion and embarked on a successful business chapter that took her to live and work in Japan, Paris, Milan, New York, Australia and Madrid. From both sports and fashion, she gained a deep knowledge and understanding of nutrition and its role in health. From her Italian grandparents, however, she developed a great respect and love for real food – freshly picked from the garden and brought to the table for nourishing conversation and warm family laughter.

Balancing a career and motherhood lead to the thinkThin formula that drives development: simple, portable nutritious and delicious food that is high in protein with no sugar and gluten free ingredients that support an active lifestyle.

thinkproducts was established in 1999. Its mission is to make a substantial difference to the endemic destruction caused by weight or poor nutrition related diseases and positively impact the lives of those who come in contact with the brand. The company is dedicated to weight wellness, which is the physical and emotional outcome of an active life lived well supported by good nutrition. thinkproducts' flagship protein bar is the No. 1 ranked natural weight management bar in America (SPINScan research).

Besides being a businesswoman and mother of two, Lizanne is a passionate philanthropist dedicated to fighting and creating awareness for diseases like obesity and diabetes. She has also raised considerable funds for research and education related to cancer and other epidemics. In 2010, Lizanne was awarded the prestigious Leadership Award from the **National Association of Women Business Owners (NAWBO-LA)** for outstanding leadership in 2009. She is also a member of the **Young Presidents' Organization (YPO)** and a board member of the **Arizona Cancer Center**.

thinkThin® is a proud sponsor of the **Dream Foundation** whose mission is to enhance the quality of life for individuals and their families who are battling terminal illness. The Dream Foundation has earned recognition and a 4-star rate by Charity Navigator and a Seal of Excellence from Independent Charities of America. For thinkThin®, the missions align so well, the intention is to be an ingredient of a day lived well. Learn more about thinkThin at <http://www.thinkproducts.com/2011/>.

---

## Event Producer



### **JOCELYN TETEL**

#### **Vice President, Advancement, Skirball Cultural Center Advisory Board Member, Broads Circle**

Jocelyn Tetel is Vice President of Advancement at the Skirball Cultural Center. Upon arriving at the Skirball in 1997, Tetel established the Advancement Department and became a member of the executive management team. Today, she works closely with the Skirball's Founding President and CEO to advance the organization's mission through fundraising, strategic planning, government relations, and public affairs. She is responsible for managing the

Advancement Department, overseeing fundraising activity that supports the Skirball's general operations, temporary museum exhibitions, and capital campaigns. Her focus is on initiating and nurturing relationships with philanthropists, foundations, corporate donors, and government entities.

She serves as Director on the following Boards: Exceptional Children's Foundation, Southern California Foster Family and Adoption Agency, and Mayme Clayton Library & Museum. Tetel is committed to help ensure the fiscal stability of these nonprofit organizations.

## Moderator



**TARA ROTH McCONAGHY**  
**Executive Director of the Goldhirsh Foundation**

Tara Roth McConaghy is the executive director of the Goldhirsh Foundation. The Foundation supports brain cancer research and social and educational programs that reflect the commitments of the Goldhirsh family, including ventures in education, media, and the environment.

Prior to this role, Tara worked as a consultant bridging the worlds of marketing, media, and philanthropy. As a senior advisor to GOOD, Tara helped launch the Pepsi Refresh Project, a multi-million dollar grants and marketing campaign. She has collaborated with organizations such as MTV, DonorsChoose.org, Kiva, Mobilize.org, as well as the Bill and Melinda Gates and Case foundations to launch pro-social platforms for youth activism and democratic philanthropy. Tara has offered her strategic partnership expertise to organizations such as: Participant Media, Jamie Oliver's Fifteen Foundation, the White House Office of National Drug Control Policy, the Coro Foundation, and First Five California.

Tara served as the founding chief operating officer for GOOD Magazine. In this capacity, she established partnerships for Choose GOOD, an innovative marketing campaign designed to raise \$1 million for 12 nonprofit partners. Tara has also held positions in financial development and marketing for the California Charter Schools Association, New Schools Venture Fund, NBC Internet, and Infoseek.

Involved in education and civic affairs, she is the founder of L.A. Edpreneurs, which convenes a community of more than 400 professionals in business, education, government, policy, and non-profit fields interested in exploring innovative approaches to improving education.

Tara received a bachelor's degree in English with a minor in business at Cornell University. She completed her MBA at Oxford University where she was awarded a Skoll scholarship for her contributions to the field of social entrepreneurship. Tara serves as an advisory board member to MTV's Public Affairs division, 826 LA, Peer Health Exchange, and GOOD LA.



**JANE PAK**  
**Chief Executive Officer, NAWBO-LA**

Jane Pak joined of the National Association of Women Business Owners, Los Angeles Chapter (NAWBO-LA) as the Chief Executive Officer in January 2009. Ms Pak is responsible for the development, oversight, implementation, communication and evaluation of all strategies and activities related to the day-to-day administration of the organization. NAWBO-LA is one of the largest and most dynamic of the 83 nationwide chapters of the National Association of Women Business Owners, NAWBO-LA represents the interests of an estimated 543,000-plus privately held, 50% or more women-owned firms in the greater Los Angeles region, employing over 692,000 people and generating nearly \$125 billion in sales.

Ms. Pak was the youngest and first woman and Asian-American to serve as Chapter Chair of SCORE-LA, the largest volunteer base business counseling organization in the country. She is a Board Member for the Los Angeles Area Chamber of Commerce, the YWCA of Greater Los Angeles, the Fox Entertainment Group Community Advisory Board and the LA Economic Development Corporation Board of Governors. She is an ardent personal supporter of philanthropic causes including the YWCA-Greater Los Angeles, Network for Teaching Entrepreneurship and Step Up Women's Network. Jane is a contributive writer for the Huffington Post and is a frequent guest speaker/panelist for various institutions, media outlets and corporate women's and youth leadership forums including Bloomberg, Bank of America, Ernst & Young, Pratt Whitney Rocketdyne, the International Dermal Institute, the Academy for Business Leadership, City of Los Angeles, the YWCA-GLA and the University of Southern California, Marshall School of Business: where she is currently an Executive MBA Candidate with expected graduation in 2012. Jane is a resident of the City of Los Angeles and enjoys travel, skiing, fly fishing, cooking, painting, SCUBA and playing golf.

## Upcoming Events

### Dec 15, 2011 - Transforming Los Angeles: Key Women Leaders in the LA Community

12:00-2:00 pm at The Colburn School, Los Angeles, Co-ed Lunch Event

Panelists:

**JANE PISANO, Ph.D.**, President & Director, Natural History Museum of Los Angeles County

**ANN M. SAMSON**, Executive Director, Westside Family YMCA

**REGINA BIRDELL**, President & CEO, Southern California Center for Nonprofit Management

**CAROLINE W. NAHAS**, Office Managing Director, Southern California, Board & CEO Services, Korn/Ferry International

Moderator: **WENDY GAREN**, President, The Ralph M. Parsons Foundation

Event Producer: **ALLISON SAMPSON**, SVP, Advancement & External Affairs, The Colburn School

### Feb 2, 2012 – Women Leaders at Fast Growth Companies

5:00-7:30 pm Co-ed Cocktail Event (Followed by Private Premium Members Dinner); Venue TBD

Panelists:

**DEBORAH BENTON**, Chief Operating Officer, ShoeDazzle

**BERENICE OFFICER**, Chief Financial Officer, DOGSWELL®

**JULIE SCHOENFELD**, Chief Executive Officer of Perfect Market, Inc.

Additional panelist TBD

Moderator: **ANGIE WILSON**, Partner, Ernst & Young LLP

Event Producer: **KATHERINE J. BLAIR**, Partner, K&L Gates LLP

Sponsored by:

  
**ERNST & YOUNG**  
Quality In Everything We Do

### March 20, 2012 – Women on Corporate Boards

5:00-7:30 pm Co-ed Cocktail Event (Followed by Private Premium Members Dinner), Venue TBD

Panelists:

**GABRIELLE GREENE**, General Partner, Rustic Canyon/Fontis Partners

Director, Whole Foods; Chairman, Audit Committee; Member, Compensation Committee

Director, Stage Stores; Member, Audit Committee / Chairman of the Board, Johnson Products

**WENDY WEBB**, Managing Director, Tennenbaum Capital Partners, LLC

Director, Jack in the Box, Inc.; Chairman, Nominating & Governance Committee; Member, Finance Committee

Additional panelists TBD; Moderator: TBD

Event Producer: **FAY FEENEY**, CEO, Risk for Good; Broads Circle Advisory Board Member

Sponsored by  
**Levine Leichtman Capital Partners**



### April 26, 2012 – Women CEOs of LA's Hottest Emerging Companies

5:00-7:30 pm Co-ed Cocktail Event (Followed by Private Premium Members Dinner), Venue TBD

Panelists:

**DONNA GATES**, Founder, Body Ecology; Author of *The Baby Boomer Diet: Body Ecology's Guide To Growing Younger*

**CLAUDIA HOLLINGSWORTH**, Chief Executive Officer, i2CEO

**JENNIFER SARGENT**, CEO and Co-Founder, HitFix

**ALLI WEBB**, Co-Founder and President, Drybar

Event Producers: **ANNE PLECHNER** - EVP, Craig Murray Productions and **KIM CONGDON** - Regional VP of HR, Time Warner Cable West

  
DRIVING REVENUE AND GROWING CAPITAL FOR WOMEN

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



Join our mailing list! Stay informed of upcoming events, news and special offers. Sign up at [www.BroadsCircle.com](http://www.BroadsCircle.com).



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 talk exclusively about issues related to Money and Power for women. We bring accomplished, successful women to our audience for discussion of topics that can enhance a woman's capital position and ability to increase revenue in her business. We stay away from issues of life balance and the traditional working woman topics that are much discussed in other venues. We like to have hard-hitting, frank and direct dialogue at our events and tell it to women like it is.

**We are accepting applications for Premium Membership to Broads Circle – join our circle of Bottom Line Broads.** 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.



**Mayer  
Hoffman  
McCann P.C.**  
An Independent CPA Firm

Many thanks to our exclusive event sponsor, CBIZ MHM LLC, Los Angeles. Cheryl Calhoun, Managing Director of Tax and Business Management, is a Broads Circle Advisory Board member and long-time supporter of our group and women's initiatives.



**CHERYL CALHOUN**  
**Managing Director, Tax & Business Management**

Cheryl specializes in business management, business consulting, tax, and financial planning for small and medium-sized businesses and high income and/or net worth individuals. Cheryl has practiced for over 25 years and her expertise includes all facets of the entertainment industry, with a particular emphasis in film and television. She represents talent, production companies, entertainment service companies, media service companies, publishing companies and executives in varied tax and business matters.

In addition to her private company practice, Cheryl also specializes in assisting Not-for-Profit Organizations including Private Foundations and Public Charities, combining her talents for business and tax issues with her desire to contribute and support causes in the community. Cheryl provides these organizations with services such as strategic planning, planning for and preparation of tax and regulatory filings and disclosures, and management consulting services required to maintain tax-exempt status, avoid the imposition of excise taxes, and assist the organizations to run efficiently and effectively. CBIZ enables you to dedicate your time to critical business matters by providing custom solutions that help you manage your finances, employees, and technology systems. We offer clients exceptional quality and diverse capabilities with the personal attention your business needs and deserves, all with a single focus: your success.

Email: [ccalhoun@cbiz.com](mailto:ccalhoun@cbiz.com) - (310) 268-2011 - [www.CBIZ.com](http://www.CBIZ.com)