

BROADS CIRCLE
DRIVING REVENUE AND GROWING CAPITAL FOR WOMEN

DARYA ALLEN-ATTAR, BROADS CIRCLE FOUNDER
PRESENTS



MAKEOVER SPONSORS:

Studio DNA Salon
Santa Monica and Hollywood, CA
Dr. Cynthia Boxrud, MD, FACS
Santa Monica, CA
Weathervane for Women
Santa Monica, CA

EMCEES:

Dana Hollinger, JD Principal, The Dana Hollinger Group Broads Circle Advisory Board Member	Tracey MacDonald Director of West Coast Operations Dress for Success Worldwide – West
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EVENT PRODUCER:

Tracy Williams
President & CEO, Olmstead Williams Communications, Inc.
Broads Circle Advisory Board Member

Agenda

5:30-6:00pm	Networking & Cocktails
6:00-6:15pm	Opening Remarks & Introductions
6:15-7:30pm	Makeover Presentations & Live Makeup Demonstration
7:30-7:40pm	Raffle Drawings
7:45-9:00pm	Private Premium Members Dinner (by invitation only)

Expert Makeover Panel



Cynthia Boxrud, MD, FACS **Santa Monica, CA**

Cynthia Boxrud, MD, FACS is a highly qualified surgeon, who has been practicing medicine for over 20 years. She is one of 4% of female surgeons in the United States that holds not one, but two “fellowships”, medicine’s most advanced formal training. Her successful practice has grown throughout the years thanks to the referrals of satisfied patients and her return clients. Once you visit the office and meet the doctor and her staff, you will understand why Dr. Boxrud continues to be one of the most sought after surgeons in Los Angeles. She approaches surgery with an aesthetic philosophy that “less is truly more” and “patient safety comes first.” Performing conservative, natural-looking procedures with less down time and risk is her signature. Dr. Boxrud will evaluate your face at your first meeting and even encourages you to bring childhood photographs to your first consultation. Together you and she will decide which areas will benefit you most from her expertise.

Dr. Boxrud received her undergraduate degree from the Manhattan School of Music in New York City and spent several years as a professional conducting. She is an accomplished pianist and has written a number of compositions. She completed pre-medical school at Columbia University, medical school at Case Western Reserve University and did her residency in Ophthalmology at New York University. She finished two fellowships, one in orbital surgery and Ophthalmic Oncology at New York Hospital/Cornell in New York and the second in Orbital Facial Plastic and Reconstructive Surgery at the Jules Stein Eye Institute, UCLA in Los Angeles.

Dr. Boxrud has been elected by her peers into America’s Top Doctors, America’s Top Ophthalmologists and America’s Top Cosmetic Surgeons from 2001 until present, and America’s Top Doctor’s for Cancer in 2005. This physician-led research shows that she has been identified as the very best in these specialties.

Contact Dr. Boxrud

2021 Santa Monica Blvd, Suite 700E
Santa Monica, CA 90404
310-829-9060
Website: www.drboxrud.com

Raffle Item

\$200 Gift Certificate for any product or service

Panelists (continued)



Barbara Wilk
Manager, Weathervane for Women - Santa Monica, CA

Established in 1973, Weathervane for Women has been in business for over 30 years in Santa Monica. Catering to exclusive clientele and carrying amazing designers like Yohji Yamamoto Y's, Ann Demeulemeester, Rick Owens Dark Shadow, CDG/CDG and more.

Barbara Wilk has had a long and varied career in the fashion business.

After leaving The School of Visual Arts in NYC, she began designing sportswear on 7th Avenue and later moved to Los Angeles where she segued into merchandising for some of the city's largest companies.

After her son was born in the early 90's, she left the corporate world to open her own children's wear company. Her first clients were Bloomingdales and Fred Segal, followed by kids specialty stores in the US, Canada, Mexico and Japan. For almost 20 years, she expanded her product line to include clothing and accessories.

When her son left for college she decided to move into retail - one of the few areas of the business she had never experienced. In 2009, Wilk traded on her 20 years of sales experience and began selling women's designer clothing at Weathervane. The following year she was promoted to Store Manager by owner, Julien Heart.

Her client roster has been built on individual relationships with her customers, not only suggesting styles that will flatter them, but suggesting pieces and accessories they might not try on their own.

Contact Barbara Wilk

1209 Montana Ave
Santa Monica, CA 90403
(310) 393-5344

Raffle Item

\$350 Cashmere Scarf

weathervane
for women

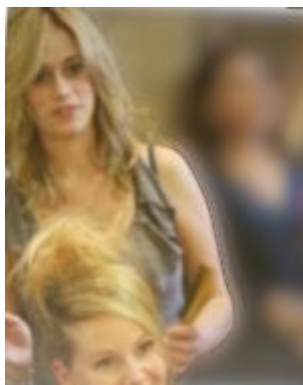


Dane Tuttle
Manager and Senior Makeup Artist
Studio DNA, Santa Monica, CA

Since being at Studio DNA, Dane has taken on many responsibilities including educator, member of the creative team and manager of the Santa Monica location. He has also had the opportunity to work on several occasions with Emmy award winning makeup artist Melanie Mills, one of which was a photo shoot with Erin Andrews from ESPN and DWTS.

Dane has worked in NY and LA for fashion week and appeared on television show including "Diet Tribe," "Clean House," and "Hell's Kitchen." He has also worked with Jerrell Scott, Kortu Momolu and Mila Hermanovski, all from "Project Runway" and Jessica Serfaty from "America's Next Top Model." Dane loves all aspects of hairdressing but his passion lies with precision cutting, highlighting, updos and makeup.

Panelists (continued)



Amy Panero
Manager and Senior Color Educator
Studio DNA, Hollywood, CA

Amy graduated from UCLA with a degree in International Development Studies and worked in advertising for a year and a half before discovering her passion for hair. She then quit her job, enrolled at Vidal Sassoon and let her journey begin. This journey has included working on fashion shows (such as: CA Market Center productions, Jerrel Scott, and several Concept LA fashion weeks), television sets (such as: Diet Tribe), award shows (Emmy's, Grammy's and Oscars) and having celebrities in her chair; but what she takes the most pleasure in is working with her clients and teaching at Studio DNA. Her clients having a great experience and renewed self-confidence is what inspires her and Amy is fortunate to work at Studio DNA where that environment is fostered and encouraged.

Contact Dane Tuttle

902 Broadway
Santa Monica, CA 90401
(Between 9th and 10th)
310-451-3200
studiodnasalon@aol.com

Contact Amy Panero

7218 Beverly Blvd
Los Angeles, CA 90036
(Between Alta Vista and Formosa)
323-930-0700
studiodnabeverly@aol.com

Raffle Item

\$200 Product & Gift Package



www.studiodnasalon.com

Emcee



Tracey MacDonald
Director of West Coast Operations
Dress for Success Worldwide - West

Tracey MacDonald joined Worldwide as the director of West Coast operations in June 2010. Tracey comes to us with 25 years of corporate and not for profit experience in finance, marketing and development. She served as national director of community development for Autism Speaks and launched the Walk Now program.

In her role as director of West Coast operations, she is initially responsible for continuing the launch efforts of the regional office in Los Angeles. Tracey is focused on growing our partner agencies, recruiting a strong volunteer base, implementing strong, best practice based programs, and identifying sustainable funding streams to ensure financial stability. Starting in 2011 the Los Angeles office will serve as a Center of Excellence and resource for affiliates in the Western region.

Tracey graduated from the University of Texas at Austin with a degree in finance and earned her Masters degree from St. Mary's College.

Emcee



Dana Hollinger

**Principal, The Dana Hollinger Group
Advisory Board Member, Broads Circle**

Dana Hollinger focuses primarily on advanced wealth and business succession planning. A former attorney with more than 20 years experience in real estate and finance, Dana specializes in designing life insurance policies and capital transfer strategies that protect and maximize the assets of successful entrepreneurs and other high net worth individuals.

In 1984, Dana earned her JD at Southwestern University School of Law and was admitted to Practice Law in the State of California. She earned a BA in 1980 from American University, Washington D.C., Deans List; California Real Estate Broker Licensed, 1988; and was admitted to Practice Law in Federal Court, 1994.

Event Producer



Tracy Williams

**President & CEO, Olmstead Williams Communications, Inc.
Advisory Board Member, Broads Circle**

Tracy is a leading expert in business-to-business communication with 25 years of public relations and crisis communications experience. She works with national and international print, broadcast and Internet media to secure top-tier placements that help clients meet their business objectives. Her firm is integrally involved in expanding clients' business development networks through speaking engagements, marketing communications support and other tailored strategies. The firm focuses on technology and life science industries and the financial and professional service firms which support them. Clients include Ernst & Young, FlexEnergy, Whittier Trust Company, The Alfred E. Mann Foundation, Language Line Services and a number of national law firms.

Tracy currently serves on the boards of Town Hall Los Angeles, the Los Angeles Economic Development Corporation, The California Counsel on Economic Education and Broads Circle. She resides in Pacific Palisades with her husband, writer Christian Williams, and their two children Drake and Christian.

Event Photographer



Pina di Cola

Pina di Cola is an internationally recognized photojournalist with more than 30 years of experience photographing celebrities around the world. Her work has been published in magazines such as *Paris Match*, *Hello*, *Hola*, *People*, *Gente*, and *Diva*, and includes more than 200 cover shoots.

Born in Italy, Pina studied journalism and received a degree in Photographic Studies from the Istituto d'Arte and the Academia of Belle Arti in Rome. She has spent the last 20 years exploring the depth and mystery of the human psyche and its emotions. She is a master in Neuro Linguistic Programming (NLP), licensed in Clinical Hypnotherapy (CHT) as well as in Hemispheric Integration Therapy (HIT).

Pina has combined her experience in photography and mental health studies to become a unique image consultant. Her passion is to bring awareness of unique beauty and essence to each client.

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 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 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.

Annual Corporate Sponsors:



Broads Circle Partners:



Upcoming Events

Oct 4, 2011 – Marketing Your Growth Company: CMO Lunch Event

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

Panelists:

Linda LoRe, President, Frederick's of Hollywood

Sandy Barger, CMO, Everloop

Additional panelist TBD

Event Producer and Moderator:

Tracy Willaims, President & CEO, Olmstead Williams Communications

Co-sponsored by:



Oct 7, 2011 – Premium Members Only: Monthly Huddle

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

Invitations will be sent to Premium Members; limited to the first 8 women who register

Oct 18, 2011 – Negotiating Women: Savvy & Successful Deal Making

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

(Followed by Private Premium Members Dinner)

Panelists:

Shelley Ilene Smith, President and General Counsel, GrayShell Consulting

Carla Christofferson, Managing Partner, O'Melveny & Myers

Lauren Leichtman, CEO and Founding Principal, Levine Leichtman Capital Partners

Moderator: **Lisa Greer Quateman**, Managing Partner, Polsinelli Shughart

Co-sponsored by:



HOULIHAN LOKEY

Nov 8, 2011 – Premium Members Only: Monthly Huddle

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

Invitations will be sent to Premium Members; limited to the first 8 women who register

Nov 29, 2011 - 3rd Annual Legacy of Women Philanthropy Forum: Self-made Women

5:30-7:30 pm Co-ed Cocktail Event, Skirball Cultural Center (Followed by Private Premium Members Dinner)

Panelists:

Jane Wurwand, Founder, Dermalogica and The International Dermal Institution

Additional Panelists TBD

Moderator: **Tara Roth McConaghy**, Executive Director, Goldhirsh Foundation

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

12:00-1:30 pm at The Colburn School, Los Angeles, Co-ed Lunch Event

Panelists:

Elise Buik, President & CEO, United Way of Greater Los Angeles

Jane Pisano, President & Director, Natural History Museum of Los Angeles County

Ann M. Samson, Executive Director, Westside Family YMCA

Regina Birdsell, President & CEO, Southern California Center for Nonprofit Management

Moderator: Wendy Garen, President, The Ralph M. Parsons Foundation

Visit our web site at 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 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 larger companies.

Please visit us online to learn more about membership.

Questions? Contact kim@broads circle.com for assistance.



www.broadscircle.com



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