

CANISIUS COLLEGE

# Women's Leadership Conference

## A REALITY CHECK ON MULTI-TASKING:

*Top women leaders share their experiences*

### PANELISTS



BARBARA WALTER

#### BARBARA WALTER

- Senior Vice President and Manager, Buffalo Branch of the Federal Reserve Bank of New York
- Vice Chairman of the board of directors, United Way of Buffalo and Erie County
- Canisius College Business Advisory Council



YVONNE EVANS

#### YVONNE EVANS

- Supervisory Management/Program Analyst, Internal Revenue Service
- Immediate Past President, Alpha Kappa Alpha Sorority
- Federal Woman of the Year Award



COLLEEN DIPIRRO

#### COLLEEN DIPIRRO

- President and CEO, Amherst Chamber of Commerce
- First woman honored as the Executive of the Year by the Buffalo Sales and Marketing Executives
- New York State Commission on Judicial Conduct



DONNA FERNANDES, PhD

#### DONNA FERNANDES, PhD

- President and CEO, Buffalo Zoological Society
- First woman president in the zoo's 126 year history
- Successfully raised more than \$24 million in new funding



KATHLEEN BALUS

#### KATHLEEN BALUS

- President, Pioneer Credit Recovery Inc.
- U.S. SBA's 2000 Small Business Person of the Year for NYS
- 2003 Athena Award



SENATOR MARY LOU RATH

#### SENATOR MARY LOU RATH

- 61st Senate District of New York State
- Buffalo-Niagara Partnership President's Award
- Western New York Women's Hall of Fame

### MODERATOR



VICTORIA HONG

#### VICTORIA HONG

Hong originally joined the WIVB-TV, NEWS 4 team in 1993. After working in Philadelphia 1994 - 1996, she returned to Buffalo and currently anchors Wake Up and Noon newscasts. Hong has received both an Emmy Award and an AP Honorable Mention Award for her work in journalism. She has also been honored with the Governor's Award for Communication and named to *Business First's* "40 under 40" list.

Canisius COLLEGE  
Center for Professional Development  
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**CANISIUS COLLEGE CENTER FOR PROFESSIONAL DEVELOPMENT** provides managers the critical skills necessary to effectively lead their organizations by offering personalized, proven, professional training and consulting. [www.canisius.edu/cpd](http://www.canisius.edu/cpd)

**CANISIUS COLLEGE WOMEN'S BUSINESS CENTER** provides entrepreneurs and small business owners the critical skills necessary to grow and sustain their businesses by providing personalized training, counseling, and coaching. [www.canisius.edu/wbc](http://www.canisius.edu/wbc)

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# Women's Leadership Conference

## KEYNOTE SPEAKER

### ANNE SUTHERLAND FUCHS

## WHO'S GOT THE POWER?

### NEGOTIATING TOOLS THAT YOU CAN USE TODAY

## TAKING CONTROL OF YOUR FINANCIAL PLAN

## A REALITY CHECK ON MULTI-TASKING: TOP WOMEN LEADERS SHARE THEIR EXPERIENCES

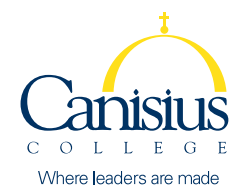
## DO'S & DON'TS FOR MULTICULTURAL MARKETING

## BUILDING YOUR OWN PERSONAL BRAND

SEPTEMBER 15, 2004

BUFFALO CONVENTION CENTER

8:00 a.m. - 2:00 p.m.



\$59/\$75 after August 30, 2004

www.canisius.edu

# Women's Leadership Conference

WEDNESDAY, SEPTEMBER 15, 2004

Buffalo Convention Center | 8:00 a.m. - 2:00 p.m.

For more information, please call 716-862-4600.

## TRAINING SESSIONS

**Who's Got the Power? Negotiating Tools You Can Use Today (WORKSHOP A)**  
Whether you realize it or not, you negotiate every day of your life. Isn't this a skill you need to master? Learn how to analyze each situation and take action that will benefit you and your company.

**Health-Mind, Body, Spirit: Live Longer. Think Smarter (WORKSHOP B)**  
Impact the way you feel about yourself through exercise for your body and your mind. Take our health assessment to learn how to think smarter and live longer, then use our daily plan to lift your spirit.

**Taking Control of Your Financial Plan (WORKSHOP C)**  
A man is not a "financial plan," and your children are not "social security." Learn the critical factors you must consider when planning for college, children, a house and retirement. You'll receive a template to personalize your plan toward financial security.

**Do's and Don't's for Multicultural Marketing (WORKSHOP D)**  
The multicultural market is huge and growing. Are you capitalizing on the opportunities to market to the melting pot? Real life examples will illustrate how to attract, retain and grow your business with ethnically diverse populations.

**Building Your Own Personal Brand (WORKSHOP E)**  
Think fast—Describe yourself if you were a car. Would your customers and friends describe you the same way? Learn how to identify and position your unique talents to brand yourself and positively promote your organization.

**How to Make Your Life and Work Matter (WORKSHOP F)**  
Have a greater impact on what matters most at work and in your life. Learn to think strategically by reflecting on who you are, your assets and the action you will take to be the best you can be.

## SCHEDULE

8:00 - 8:30 a.m.	Registration/Continental Breakfast/ exhibits and networking
8:30 - 9:00 a.m.	Opening Speaker — Nadja Piatka <i>Dream Bold</i>
9:05 - 9:55 a.m.	Training Sessions (Select one)
9:55 - 10:10 a.m.	Break, The Women's Market
10:10 - 11:00 a.m.	Training Sessions (Select one)
11:10 a.m. - 12:20 p.m.	Panel Discussion: A Reality Check on Multi-Tasking
12:20 - 12:40 p.m.	The Women's Market
12:40 - 2:00 p.m.	Lunch and Keynote Speaker — Anne Sutherland Fuchs Prize winners announced from The Women's Market

To view the brochure in Spanish visit / Para leerlo el folleto en español visite [www.canisius.edu/women](http://www.canisius.edu/women)

## OPENING SPEAKER



**NADJA PIATKA** is the founder and President of Nadja Foods, author of two best-selling books, and the founder and former president of Three Blondes & A Brownie. Her reputation for producing great tasting healthy food has resulted in the creation of winning products for two of the world's leading fast food restaurants, McDonald's and Subway.

In 1992, Piatka found herself as an unemployable single mother of two. With significant debt and no income she began baking muffins at home and testing them on her two teenage children. With a \$100 investment, she grew her businesses from her kitchen to becoming a supplier to McDonald's, Subway, Sodexo and others.

## KEYNOTE SPEAKER



**ANNE SUTHERLAND FUCHS**, Senior Advisor to Solera Capital and Director, Latina Media Ventures, is an innovator with extensive branding experience within the media industry, responsible for some of the best known and most successful magazines – including *Vogue*, *Elle*, *'O'*, *The Oprah Magazine*, *Marie Claire*, *Harper's Bazaar* and *Town and Country*. As publisher of *Woman's Day*, Fuchs was the first female publisher of a major U.S. magazine. She was also the first female publisher of *Vogue* magazine.

Prior to joining Solera, Fuchs was the CEO of Phillips, de Pury & Luxembourg, the premier auction house then owned by LVMH Moët Hennessey Louis Vuitton. At Phillips, Fuchs was responsible for global operations, finance, strategic alternatives, and restructured management in preparation for the sale of the company.

Appointed by Mayor Michael Bloomberg, Fuchs serves as the chair of the Commission on Women's Issues for New York City. Fuchs was honored by Women's eNews as one of the "21 Leaders for the 21st Century" in May 2004.

Fuchs has received recognition and numerous awards including the Matrix Award for Magazines by Women of Communications and Advertising Woman of the Year. She created and chaired the Magazine and Print Committee for the United States Information Agency. She formed the first Woman's Board of the Madison Square Boys and Girls Club, serving as President, then Chair. Fuchs also sits on the Chairman's Council of the Whitney Museum.

## the Women's market

Network and shop during breaks!

Stop by The Women's Market and see the tantalizing goods and important services offered by women entrepreneurs and small business owners.

Bring 50 business cards to drop in each vendor table's basket to be eligible for exciting prizes.

## SPONSORS



Helping to make life better in the communities where we do business is very important to us at Citibank. We can only achieve this by teaming up with and supporting organizations like Canisius College that share our commitment to building economically healthy and vibrant communities.

## ADDITIONAL SUPPORT FROM:

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## REGISTRATION

Canisius College Women's Leadership Conference

Includes all materials, assessments, breakfast and luncheon

**\$59** ■ Early bird registration      **\$75** ■ If received after August 30, 2004

To register on-line (credit card payments only), visit our secure Web site at [www.canisius.edu/women/form/](http://www.canisius.edu/women/form/)

NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

EMPLOYER \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

### Training sessions

All training sessions are open seating. To assist us with planning, please indicate your top two session choices.

A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_ E \_\_\_\_\_ F \_\_\_\_\_

### Payment information

Enclosed is a check made payable to Canisius College/CPD

– OR –

Please bill my:  Visa  MasterCard

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Mail payment and registration to:** CENTER FOR PROFESSIONAL DEVELOPMENT  
CANISIUS CENTER @ AMHERST  
300 CORPORATE PARKWAY, AMHERST, NY 14226

**Fax registration (Visa/Mastercard only) to:** 716-862-4603

**To be considered for a partial scholarship, send registration form and letter of request to address above.**

## CONFIRMATION

You are enrolled as soon as we receive your registration form and fee.

## CANCELLATION

Refunds will be provided up to three working days prior to the program less a \$25 administration fee.

For more information, please call 716-862-4600.