



CENTRAL CALIFORNIA  
WOMEN'S CONFERENCE  
Presenting Sponsor Wells Fargo



30 YEARS OF INSPIRING WOMEN



CCWC  
1988 - 2017

SEPTEMBER 19, 2017

*Embrace Your  
Journey*

KEYNOTE  
SPEAKER

Amy Purdy



@CCWCFRESNO

#CCWC17

Care throughout  
*Your* lifetime

We take a unique approach to breast care at the Marjorie E. Radin Breast Care Center. With a team dedicated to providing the highest care available, we coordinate a custom treatment plan to alleviate stress while allowing you to focus on your family and YOU.

**Terry**, cancer survivor



[ClovisCommunity.org](http://ClovisCommunity.org)

**ONE Network. ONE Community.**

Community Regional Medical Center  
Fresno Heart & Surgical Hospital

Clovis Community Medical Center  
Community Behavioral Health Center

# Welcome



# agenda

7:15 - 9:30 A.M. **REGISTRATION AND CONTINENTAL BREAKFAST**

Sponsored by Central Valley Toyota Dealers  
Co-hosted by The Brownie Baker Inc. and Wawona Frozen Foods

8 - 9:30 A.M. **WARM-UP SESSION**

Sponsored by Wells Fargo, Presenting Sponsor  
**The Formula for S.T.R.O.N.G. Relationships**  
Dr. Jacqueline Del Rosario | DrJacquie.com

9:30 - 10:15 A.M. **BREAK**

Sponsored by Michael B. Stevens, MD, PhD

10:15 - 11:15 A.M. **SESSION 1**

11:30 A.M. - 1 P.M. **KEYNOTE LUNCHEON**

Keynote Speaker Sponsored by Community Medical Centers

AN AFTERNOON WITH **Amy Purdy**

**LIVING BEYOND LIMITS - EMBRACING THE JOURNEY OF LIFE NO MATTER WHAT COMES YOUR WAY**

Lunch Sponsored by Chukchansi Gold Resort & Casino

1:30 - 2:30 P.M. **SESSION 2**

2:30 - 3:15 P.M. **BREAK**

Sponsored by Pepsi Beverages Company

3:15 - 4:15 P.M. **SESSION 3**

4:30 - 5:30 P.M. **COOL-DOWN RECEPTION & SPEAKER**

Sponsored by Fresno State, Fresno State Winery, Chick-fil-A  
The Brownie Baker, Inc. and Fresno Yosemite International Airport

**DESSERTS IS STRESSED SPELLED BACKWARD**

Kerri Pomaroli | kerripom.com  
Kaiser Permanente Fresno presents "Instant Recess"



*PLEASE NOTE: Taking video of Amy speaking is strictly prohibited.*

Seating for the morning Warm-Up, afternoon Cool-Down and all breakout sessions is open seating and is first come, first served. Lunch seating was assigned based on the date of your registration.

# fyi... *for your information*



**CCWC has an app!**

Other questions can be answered at the Information Booth located outside the Saroyan Theatre.

**Please silence all cellular phones and other noise-making devices for the duration of the event.**

(But we encourage live tweeting and posting on social media. Our handle for Twitter and Instagram is **@ccwcfresno**. Please use **#CCWC17**. And find us on Facebook as well!)

Restrooms are located throughout the conference in each building. Most restrooms are accessible to patrons with disabilities.

Attendees in wheelchairs or in need of assistance: Golf carts are available for anyone needing transportation assistance to the New Exhibit Hall prior to lunch and again prior to the Cool-Down reception. If you want a ride, please check in at the Information Booth located outside the Saroyan Theatre for the designated meeting place and times.

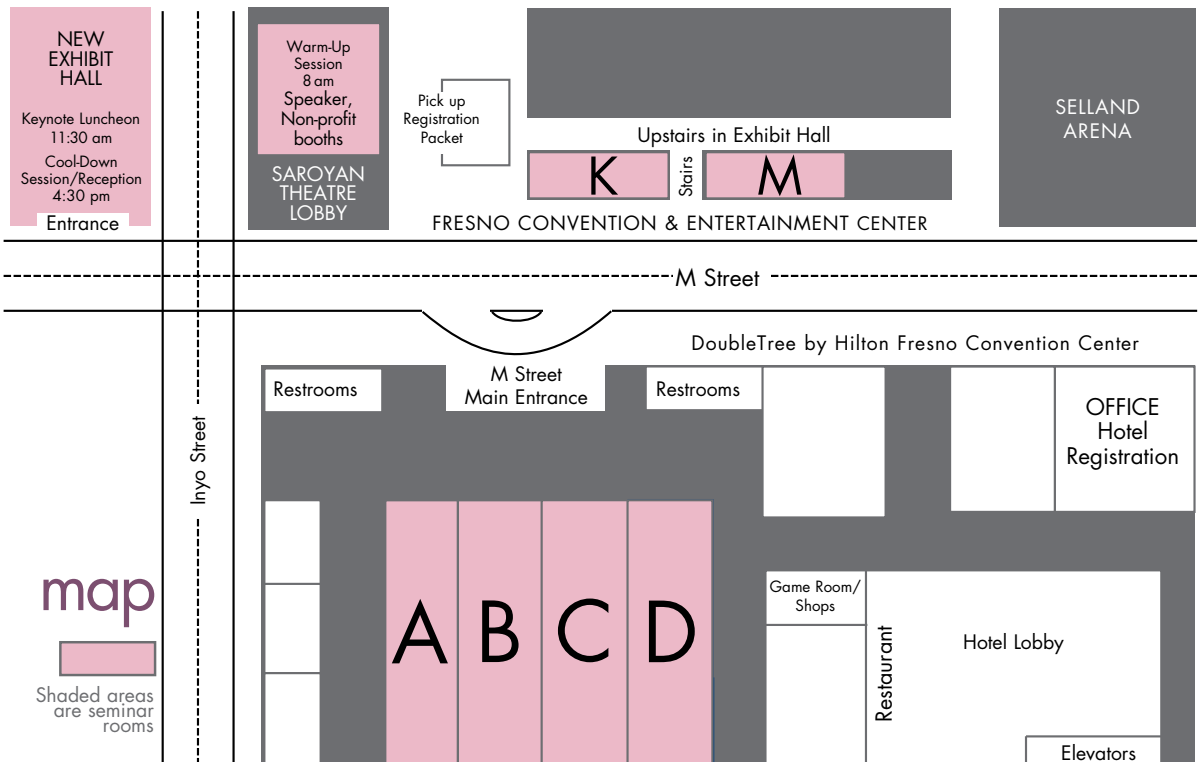
Lost and found items should be turned in or claimed at the Information Booth located outside the Saroyan Theatre.

Lunch will be held in the New Exhibit Hall and you must show your name tag. Please sit at your assigned table. Lunch will be preset at each table. If you want a vegetarian plate, please ask a server to switch your meal.

*The ticket holder voluntarily assumes all risks incident to this event, including but not limited to the risk of lost, stolen or damaged property and personal injury, whether or not caused by any partial or total negligence of CCWC, its vendors or participants. CCWC may revoke this badge and eject or refuse entry to the holder for violation of SMG venue rules, illegal activity, misconduct or failure to comply with any and all security measures.*



**@CCWCFresno**  
**#CCWC17**



# session one

10:15 am – 11:15 am

Room	Number	Session
A	1-01	<b>Roth Who? IRA What? A Workshop About Managing Your Investments</b> (Sponsored by Wells Fargo)   The Eiland Group of Wells Fargo Advisors This session will help de-mystify the basics of investing. You've worked hard to save your money – now figure out what to do with it. Become an informed investor!
B	1-02	<b>Volunteering: YOU Make A Difference   Mary Thielscher</b> Get ideas about how and where to start giving back, how to find a good fit for you, how to determine your time commitment and how to set boundaries.
C	1-03	<b>A Pediatrician's Tips for Raising Healthy Children – Newborn to High School Grad</b> (Sponsored by Community Medical Centers)   Serena Yang, MD, MPH Get the inside scoop from one of the area's leading pediatricians regarding what you really need to be focused on to raise healthy children.
T	1-04	<b>How Smart, Savvy Women Can Conquer Change &amp; Challenge in the Workplace</b>   Clara Chorley When change and challenges surface in the workplace, there are 3 mistakes people make. Learn how to avoid them – plus some tools to get you re-engaged!
D	1-05	<b>REAL Fast Food - Whole Real Food You Can Make Quickly!</b>   Dina Juve Learn tips about how to put together healthy and nutritious meals with whole real food in the same amount of time it would take you to go through most drive-thrus.
K	1-06	<b>The Illusion of Powerlessness</b>   Angeleen Corona The illusion of powerlessness is something most of us can relate to, but the reality is we have more power to change every aspect of our lives than we realize. Come learn how to begin taking back your power and transforming your life!

# session two

1:30 pm – 2:30 pm

Room	Number	Session
K	2-01	<p><b>Lose Weight and Feel GREAT   Rhonda Murphy</b> Learn exercises to help shrink your belly, butt and thighs. This session will help you target and tone your troubled areas with simple and quick moves you can do daily.</p>
A	2-02	<p><b>Secrets of Bold Leadership   (Panel) Kathleen Scott (Moderator) Dr. Lynnette Zelezny, Paula Castadio, Mary Castro &amp; Deborah Adishian-Astone (Panelists)</b> Fresno State's top women leaders will share insights about their own leadership journeys; tips to balance work, family and community; personal challenges; struggles and lessons learned.</p>
M	2-03	<p><b>Embrace Your Own Journey   Armen Bacon</b> Discover the hidden treasures of your past, including the defining moments that have shaped and sculpted your life. Everyone has a story. Find yours.</p>
T	2-04	<p><b>Run Wild and Kick A**   Jean Steel</b> Rediscover your attitude of gratitude, recognize the power within, and leave with a list of changes you can do to make the world a better place.</p>
D	2-05	<p><b>A Smooth Ride Every Time: Insider Info on Purchasing, Financing and Servicing Your Car (Sponsored by Fresno Acura)   TheeAnna Stevens</b> This session will turn your next car service — and your next car purchase — into times of empowerment!</p>
C	2-06	<p><b>All You Need to Know to Conquer Menopause (Sponsored by Saint Agnes Medical Center)   Lisa Ann Golik, MD, OB/GYN</b> Learn the 4-1-1 about the interesting and important changes our bodies go through during menopause, and tips for how to thrive during this time.</p>
B	2-07	<p><b>The Beauty of Simplicity in Home Decorating   Khrysten Kent</b> The ability to create perfect spaces starts with understanding a few fundamental elements, and this session will teach you how to do just that.</p>



# session three

3:15 pm – 4:15 pm

Room	Number	Session
T	3-01	<b>Macy's Fashion Show: Embrace Your Wardrobe Journey</b> (Sponsored by Macy's)   Martin Oftedal Get insider tips the fashion experts use to make everyone look fabulous! You'll learn how to maximize your wardrobe in this fun and fast-paced session.
A	3-02	<b>How to Improve the Landscapes of Your Life</b>   Lee Ayres, Anne Clemons and Brianna Woodsford Learn how to choose and improve the landscapes where you live: home, neighborhood, work and play.
B	3-03	<b>The Six Social Media Mistakes You &amp; Your Business are Making</b> Anna Gonzalez Learn the most common mistakes people are making on social media and how to overcome them to build your online brand and your community – as well as drive sales!
C	3-04	<b>Break on Through to the Other Side of Health: How to Fight Obesity, Diabetes and Other Health Challenges</b> (Sponsored by Community Medical Centers)   Pearl Ma, MD Get powerful insight from a female surgeon who will guide us toward a healthier life by making smarter health choices and overcoming challenges, including managing diabetes and accepting obesity as a disease, not a lifestyle choice.
D	3-05	<b>Leading Up in a World Falling Down</b>   Alison Haugan In a world where rudeness and divisiveness are rampant, learn how to lead, inspire and set the tone for respect, cooperation and confidence for workplace and personal success.
K	3-06	<b>Stop the Medicare Madness! Shocking New Medicare Secrets Revealed</b>   Susan Hatch Get what you are entitled to! Go to any doctor or hospital in the nation with no co-payments and keep your plan for life.
M	3-07	<b>Finding Your Family History</b>   Emy Lopez Phillips Join Emy and a member of the Fresno County Genealogical Society as they share information locally available to anyone with an interest in genealogical research.



# CCWC

## 1988-2017

30 YEARS OF  
INSPIRING WOMEN







**Ken Maddy**  
Founder of CCWC  
(1934 - 2000)

The transformation of women at the conference and the empowerment of Valley women and children all year long is the mission of the Central California Women's Conference.

Thirty years later, we're still going strong to embrace the vision of Senator Ken Maddy. Thank you for attending today's event.

# CCWC and Women's (U.S.A.) Milestones 1988 - 2017

CCWC has gone through many changes in its 30 year history. In the early years we had 70+ breakout sessions, and one year we even served lunch twice! We've only had two logos, which is pretty remarkable, and we've been downtown the whole time. For many years we had open seating at the lunch; there used to be a balloon at your table, and you were instructed to pop the balloon when your table was full - we even supplied the pin! One or two of our keynotes may have been diva-ish, but they have all been amazing! It's been a great journey, and we can't wait to start work on our next 30 years. Congratulations, ladies!

Below are some more milestones from CCWC, as well as some other wonderful "firsts" by women throughout the nation.

## 1988

- Senator Ken Maddy established the first CCWC (then called the Central California Conference on Women) held at the Centre Plaza Holiday Inn (now the DoubleTree) in Fresno on Thursday, Sept. 22. Attendance was approx. 850.



## 1989

- CCWC name changed to Central California Women's Conference.
- CCWC expanded to both the hotel and convention center.

- Janet Reno was the first woman to serve as Attorney General of the United States under President Bill Clinton

## 1995

- Eileen Collins was the female pilot for the Space Shuttle

- Madeleine Albright was the first woman to serve as Secretary of State, under President Bill Clinton

## 1999

- Deepak Chopra is the only male to have "keynoted" CCWC; he addressed attendees in a special Monday night pre-conference session

- Kathleen A. McGrath became the first woman to command a U.S. Navy warship at sea

## 1993

## 1997

## 2000





CENTRAL CALIFORNIA  
WOMEN'S CONFERENCE



# 2001

- CCWC adopts new logo.

# 2008

- Sarah Palin was the first female vice presidential nominee of the Republican Party
- Ann E. Dunwoody was the first female four-star general in the U.S. Army

# 2014

- Oprah Winfrey becomes the first African-American Woman Billionaire

# 2017

- To coin a phrase, "we've come a long way!" When we started the conference, women earned 66 cents on the dollar. While we aren't at 100% yet, we've made great strides in that direction and many others. CCWC will continue to evolve to meet your needs in all areas of your life. Thank you for sharing this journey with us. Cheers to 30 years, and cheers to YOU!

- Nancy Pelosi was the first female Speaker of the United States House of Representatives

- CCWC has fastest sellout (keynote was Goldie Hawn).

- Michelle Obama becomes the first African-American to be the First Lady of the United States

- Hillary Clinton became the first woman to be nominated for president by a major U.S. political party

# 2007

# 2009

# 2016



- Turn to page 84 to see CCWC's keynote speakers over the last 30 years. Who was your favorite?



"From all of the wonderful learning and lightbulb moments at the conference itself... to the financial support of dozens of Central Valley community benefit organizations... to the encouragement of at-risk high school students and re-entry college women, CCWC works to make the Valley a better place all year long. It makes my heart proud to be part of this beautiful legacy."

**Gabriella (Nené) Casares, CCWC President**  
Community Relations (Retired), The Fresno Bee



"Women helping women to better our community...that's what drives my passion for CCWC!"

**Tricia Holt, CCWC Vice President**  
Donor Relations Director, Central Valley-Golden State Division, The Salvation Army



"There is just something about a gathering of women that allows us to dream beyond any lines that have been drawn. This event gives us visions of possibilities and the support system to get outside our comfort zone to strive for what we truly hope to accomplish!"

**Teri L. Amerine, CCWC Treasurer**  
Vice President, Saint Agnes Foundation



"So rarely do we as women intentionally take the time to take a breath and celebrate each other and our accomplishments individually and as a team of amazing women. CCWC gives us that time to be with each other to inspire and to be inspired. I am so grateful for the amazing stories that I hear and people that I meet on this day every year."

**Tracy A. Kiritani, CCWC Secretary**  
Chief Financial Officer,  
Community Regional Medical Center and Clovis Community Medical Center



"I love CCWC because it provides a one of a kind opportunity for women to be enriched by the synergistic results of Central Valley women helping other Central Valley women, children and families! 30 years in progress and still getting better every year!"

**Victoria Bernhardt, CCWC Legal Counsel**  
Partner, McCormick Barstow LLP

CCWC Consultants



**Mary Stabelfeld**  
Conference Director



**Jan Edwards**  
Director of  
Development and  
Marketing



**Betsy Hays**  
PR/Speaker  
Coordinator



ccwc-fresno.org

FOLLOW US ON



@CCWCFresno #CCWC17

# dear friends,

Congratulations to the Central California Women's Conference on this important milestone - 30 years of transformation and empowerment! As conference sponsors, it is our privilege to support this 30th annual event.

Know that together we are all making a difference by giving back to Valley women and children in need.

This day will be one you'll never forget.  
Here's to you as you **Embrace Your Journey!**

from our sponsors

Presenting Sponsor



Founding Sponsors





| Margot Kim

| Graciela Moreno

| Kevin Musso

# Care throughout *Your* lifetime

**Ruby**, on the road to recovery

Community Regional Medical Center is Central California's leader for comprehensive cardiovascular services. Our dedicated Center for Women's Cardiovascular Health offers cardiology and cardiothoracic surgical care provided by female physicians - making us one of few hospitals in California to offer this unique service. Our latest techniques and technologies give you and your heart the most advanced care right here at home.



[CommunityRegional.org](http://CommunityRegional.org)

**ONE Network. ONE Community.**

Community Regional Medical Center  
Fresno Heart & Surgical Hospital

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Community Behavioral Health Center

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# Valley Children's Hospital

# NATIONALLY

## RANKED and RANKED and RANKED

We cared for children from one end of the Valley to the other—and from the Central Coast to the Sierra and beyond—420,000 times last year alone.

The trust placed in us by children and their families inspires us to set higher standards, break barriers and exceed expectations.

We are honored to be recognized as one the best children's hospitals in the nation by U.S. News & World Report in orthopaedics, gastroenterology & gastrointestinal surgery, and diabetes & endocrinology.

And while awards are nice, getting kids back to being kids - that's what we live for.

[valleychildrens.org/USNews](http://valleychildrens.org/USNews)



Valley  
Children's  
HEALTHCARE



luncheon keynote speaker

# AMY PURDY

Amy Purdy, world-class snowboarder, 2014 Paralympic Medalist, and founder of Adaptive Action Sports is our 30th Anniversary keynote speaker. If ever a speaker embodied our theme of *Embrace Your Journey*, it's Amy!

At 19, Amy contracted Meningococcal Meningitis, a vaccine-preventable bacterial infection, and was given a less than two percent chance of survival. As a result of the infection, doctors had to amputate her legs below the knee. Amy also needed and successfully received a kidney transplant (from her father). Just three months after the transplant, she entered the USASA National Snowboarding Championship where she won medals in three events. Amy is the only double-leg amputee competing at the world-class level, and in 2013 she was named as one of the top 15 most remarkable para-athletes in the world by the International Olympic Committee.

She co-founded Adaptive Action Sports in 2015 to help those with permanent disabilities get involved in action sports. AAS has partners with ESPN and runs adaptive action sports competitions at the summer and winter ESPN X Games. In addition, Amy is now a powerful and inspirational motivational speaker who has been seen by millions.

Today, Amy is one of the top-ranked adaptive snowboarders in the world and is currently training for the PyeongChang 2018 Paralympic Winter Games.

Welcome to CCWC, Amy!



morning warm-up keynote speaker

## DR. JACQUELINE DEL ROSARIO

Back by popular demand, Dr. Jacqueline Del Rosario – or as we know her - Dr. Jacquie - is America's Marriage Coach. Through her research, she has developed proven tools to help couples delve through their quarrels and discover healthy approaches to marital circumstances.

Dr. Jacquie believes the foundation of any society starts in the individual homes of people. In her mission to improve individuals' likelihood for marital success, Dr. Del Rosario founded ReCapturing the Vision (RTV). This globally recognized nonprofit is dedicated to helping the youth and their families overcome negative trends that lead to generational cycles of failure and dependency.

Dr. Jacquie holds a Bachelor of Science in Psychology, a Master's Degree in Education and a Doctorate of Education in Organizational Leadership. She resides in Miami, FL with her husband and two sons.



afternoon cool-down keynote speaker

## KERRI POMAROLLI

Kerri Pomarolli, known as Hollywood's favorite "Good Girl," rounds out our day as this year's Cool-Down speaker. Kerri is a comedian who has headlined sold out venues nationwide for more than 10 years with her refreshing clean comedy for all audiences. She's performed with celebrities such as Jay Leno, Jim Carey, and Carol Channing, to name a few.

As an actor and comedienne, you've enjoyed Kerri's work on The Tonight Show, Good Morning America, ShowBiz Tonight, CNN, Lifetime TV, and the Oxygen Channel. She also has toured in stage productions from Off Broadway to Italy.

Kerri is also a sought-after corporate motivational speaker with past clients such as Ford Motor Company, Chrysler, and Cisco Systems.

Our inspirational speaker has two daughters, Lucy and Ruby, who live with her in Los Angeles.

[KERRIPOM.COM](http://KERRIPOM.COM)

# THANK YOU



The mission of CCWC is to inspire women through education. We accomplish this by bringing you the experts on topics which affect your lives. Amy Purdy is brought to you today in part by the generous support of our Keynote Speaker Sponsor, Community Medical Centers. Thank you, CMC!



**DEBORAH ADISHIAN-ASTONE**  
**Session 2-02: Secrets of Bold Leadership**

Debbie is the Vice President for Administration and interim CFO at Fresno State overseeing Facilities Management, Public Safety, Human Resources, Financial Services, Auxiliary Operations and Organizational Excellence.

**FresnoState.edu**



**LEE AYRES**  
**Session 3-02: How to Improve the Landscapes of Your Life**

Lee Ayres is the CEO of Tree Fresno, a non-profit founded in 1985 that has planted more than 40K trees. He loves the transformation of landscapes into beautiful areas and teaching how to live green.

**TreeFresno.org**



**ARMEN BACON**  
**Session 2-03: Embrace Your Own Journey**

Armen Bacon is a writer, author and columnist who takes readers beyond the margins of everyday life – always circling back, returning home – celebrating the resilience of the human spirit.



**PAULA CASTADIO**  
**Session 2-02: Secrets of Bold Leadership**

Paula Castadio is the Vice President for University Advancement at Fresno State. She leads a staff of 82 in the division, which includes Advancement Services, Alumni Relations, Communications and Integrated Marketing, and Development.

**FresnoState.edu**



**MARY CASTRO**  
**Session 2-02: Secrets of Bold Leadership**

Mary Borges Castro has been the First Lady at California State University, Fresno since 2013, when her husband Joseph Castro became the University's eighth president. Mary embraces her role as an active campus and community volunteer.

**FresnoState.edu**



**CLARA CHORLEY**  
**Session 1-04: How Smart, Savvy Women Can Conquer Change & Challenge in the Workplace**

For more than a decade, Clara Chorley has helped leadership teams resolve blind spots and communication glitches that slow down progress. She has an extensive and unique international background that spans five continents and 44 countries.

**ClarityUnlimited.com**



**ANNE CLEMONS**  
**Session 3-02: How to Improve the Landscapes of Your Life**  
 Anne began her career in biology as a clinical laboratory scientist. An interest in landscaping emerged while trying to make plants grow in the rock hard soil of her first yard. She is the board president for the Clovis Botanical Garden.  
[TreeFresno.org](http://TreeFresno.org)



**ANGELEEN CORONA**  
**Session 1-06: The Illusion of Powerlessness**  
 Angeleen is dedicated to bringing hope to those feeling defeated in their health journey by sharing her own transformational experience in clean eating, emotional healing and mindset strategies.  
[HopeThruEmpowerment.com](http://HopeThruEmpowerment.com)



**THE EILAND GROUP OF WELLS FARGO ADVISORS**  
**Session 1-01: Roth Who? IRA What? A Workshop About Managing Your Investments (Sponsored by Wells Fargo)**  
 Duo Kate Eiland and Elise Kausen are First Vice Presidents – Investment Officers for Wells Fargo Advisors. Kate is a Chartered Retirement Planning Counselor, Certified Divorce Financial Analyst and Accredited Domestic Partner Advisor, while Elise is a Certified Financial Planner, Accredited Domestic Partnership Advisor, and Certified Divorce Financial Analyst.  
*\*The use of the Certified Divorce Financial Analyst designation does not permit Wells Fargo Advisors or its Financial Advisors to provide legal advice, nor is it meant to imply that the firm or its associates are acting as experts in this field.*  
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[theilandgroup.wfadv.com](http://theilandgroup.wfadv.com)



**LISA ANN GOLIK, MD, OB/GYN**  
**Session 2-06: All You Need to Know to Conquer Menopause (Sponsored by Saint Agnes Medical Center)**  
 Dr. Golik is an Obstetrician and Gynecologist of Saint Agnes Medical Providers, specializing in gynecology and pelvic surgery, who has been practicing in Fresno, California since 2011.  
[SAMC.com](http://SAMC.com)



**ANNA GONZALEZ, APR**  
**Session 3-03: The Six Social Media Mistakes You & Your Business are Making**  
 Anna Gonzalez is a public relations and social media professional based out of Central California. She specializes in developing smart social media strategies in collaboration with purposeful social media buys, as well as public outreach campaigns to craft her clients' stories.  
[Jpmktg.com](http://Jpmktg.com)



**ALISON HAUGAN**  
**Session 3-05: Leading Up in a World Falling Down**  
 Alison Haugan is a pioneering entrepreneur, "Inc. 500" member, business and personal growth strategist, and speaker. She also coaches and mentors high-achieving women who want to transition into entrepreneurship.  
[AlisonHaugan.com](http://AlisonHaugan.com)





**SUSAN HATCH**

**Session 3-06: Stop the Medicare Madness! Shocking New Medicare Secrets Revealed**

Susan Hatch (PHIAS - Professional Health Insurance of Advanced Studies) is an objective advocate, analyst and talk radio guest about Medicare Supplements. She was awarded the #1 agent in California and is a licensed, independent insurance agent who represents ALL supplement types. [MedicareToday.net](http://MedicareToday.net)



**DINA JUVE**

**Session 1-05: REAL Fast Food (Whole Real Food You Can Make Quickly!)**

Dina Juve, Co-Founder of FitnessSocial, is a weight loss specialist, fitness guru and transformation expert with 16 years in the health and fitness industry. After losing 90 lbs and keeping it off, she decided to help others live the life they want in the body they desire. [FitnessSocial.com](http://FitnessSocial.com)

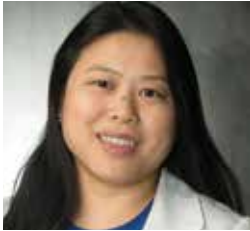


**KHRYSTEN KENT**

**Session 2-07: The Beauty of Simplicity in Home Decorating**

Khrysten Kent, Allied ASID, is a Fresno-based Interior Designer. Along with Sean Dempsey, she owns Departure Industries & Design Co., a commercial and residential design-build firm located in downtown Fresno.

[KhrystenKent.com](http://KhrystenKent.com)



**PEARL MA, MD**

**Session 3-04: Break on Through to the Other Side of Health: How to Fight Obesity, Diabetes and Other Health Challenges (Sponsored by Community Medical Centers)**

Dr. Pearl Ma is an award-winning bariatric surgeon and Associate Clinical Professor of Surgery for the Advanced GI/ Bariatric Surgery Fellowship at UCSF Fresno.

[CommunityMedical.org](http://CommunityMedical.org)



**RHONDA MURPHY**

**Session 2-01: Lose Weight and Feel GREAT**

Rhonda Murphy is a top personal trainer for the Central Valley and a motivational speaker and worksite wellness coach who specializes in health and fitness programs for business.

[Rhofit.com](http://Rhofit.com)



**MARTIN OFTEDAL**

**Session 3-01: Macy's Fashion Show: Embrace Your Wardrobe Journey (Sponsored by Macy's)**

Martin Oftedal, a native of Fresno, has been working in the retail fashion industry for the past 20 years and has been an executive with Macy's for more than 16 years. As Senior Manager of My Stylist @ Macy's & Corporate Sales, Martin leads a team of Personal Shoppers who assist clients with a variety of shopping needs and sartorial advice.

[Macys.com](http://Macys.com)



**EMILY LOPEZ PHILLIPS, EDD**  
**Session 3-07: Finding Your Family History**

Dr. Phillips is an Assistant Professor in the Kremen School of Education at Fresno State. The longing to know more about her grandmother's Nicaraguan roots is what led her down the journey of finding more about her family's history.



**KATHLEEN SCOTT**

**Session 2-02: Secrets of Bold Leadership**

Kathleen is the Director of Organizational Excellence at Fresno State overseeing organizational, professional and leadership development programs designed to nurture a culture of change and innovation.

**FresnoState.edu**



**JEAN STEEL**

**Session 2-04: Run Wild and Kick A\*\***

Jean is excited to be speaking for her 4th time at CCWC, one of her favorite conferences EVER! She received her Master's Degree in Wellness/Mind/Body Health and gained the understanding that the integration, balance and harmony of an individual's mental, physical, emotional, social and spiritual self results in a positive state of well-being – Happiness!

**HappyPeopleWin.com**



**THEEANNA STEVENS**

**Session 2-05: A Smooth Ride Every Time: Insider Info on Purchasing, Financing and Servicing Your Car (Sponsored by Fresno Acura)**

TheeAnna Stevens graduated from the University of Oregon, the Pontiac Motor Division's Dealer Management School and at the top of her class at the National Automobile Dealer Association Academy. She opened the award-winning Fresno Acura dealership in 1986.

**FresnoAcura.com**



**MARY THIELSCHER**

**Session 1-02: Volunteering: YOU Make A Difference**

Mary is the Lead Educator for the Center for Family Strengthening in San Luis Obispo and the Regional Coordinator for the Central Coast: Get on the Bus program under the Center for Restorative Justice Works. In 2016 she was awarded the San Luis Obispo County Red Cross Safety Hero Award and in January 2017 she was the Hands on Hero award recipient for the First Bill of Children's Rights.

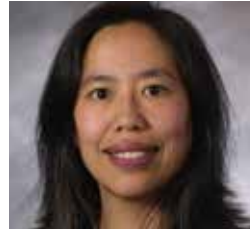


**BRIANNA WOODSFORD**

**Session 3-02: How to Improve the Landscapes of Your Life**

Brianna has worked for the Forest Service as a Wildlife Technician and has volunteered as a docent at the Fresno Chaffee Zoo. While finishing her degree in Geography she worked as a Development and Resource Management Intern at Fresno City Hall. Brianna currently serves as a Tree Ambassador for Tree Fresno.

**TreeFresno.org**



**SERENA YANG, MD, MPH**

**Session 1-03: A Pediatrician's Tips for Raising Healthy Children – Newborn to High School Grad (Sponsored by Community Medical Centers)**

Serena Yang, MD, MPH, is Interim Chief of Pediatrics at UCSF Fresno.

**CommunityMedical.org**

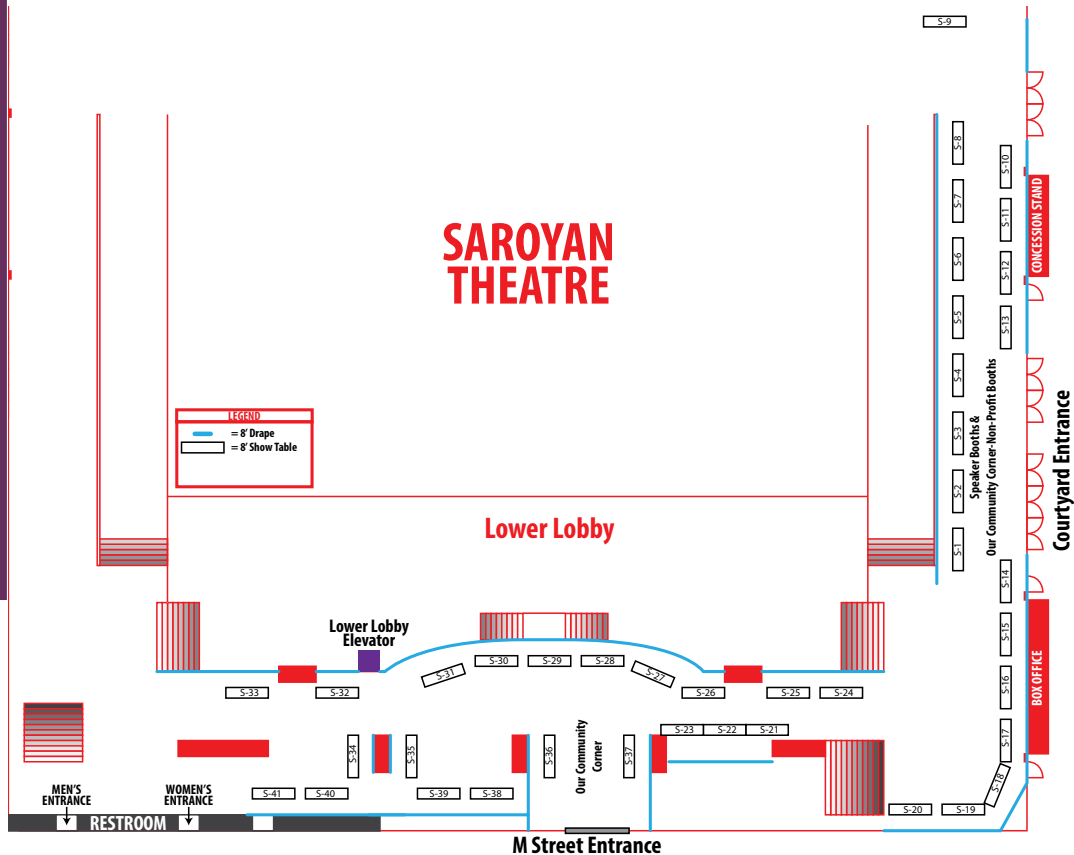


**LYNNETTE ZELEZNY, PHD**

**Session 2-02: Secrets of Bold Leadership**

Dr. Lynnette Zelezny, a Fresno State alumnae and veteran academic administrator, is the University's Provost and Vice President for Academic Affairs. During her tenure at Fresno State she has also served as professor of Psychology, chair of the Department of Psychology, associate dean for the Craig School of Business, dean and associate vice president for Continuing and Global Education, and Vice Provost.

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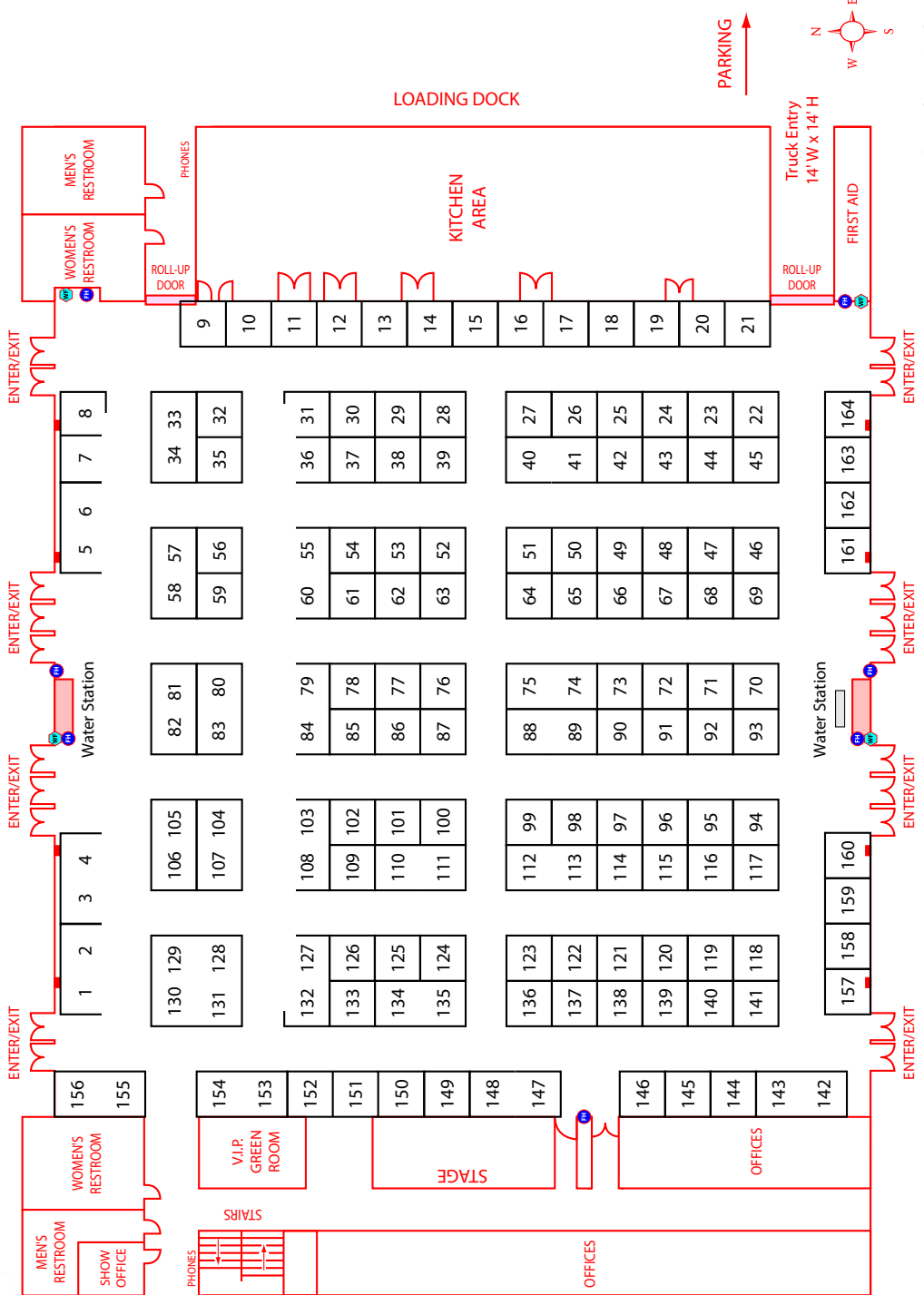
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# Together, we are making a difference

PG&E applauds the Central California Women's Conference for their work to empower women and for their generous donations to nonprofits serving women and children in need. We commend all those who are dedicated to helping others.



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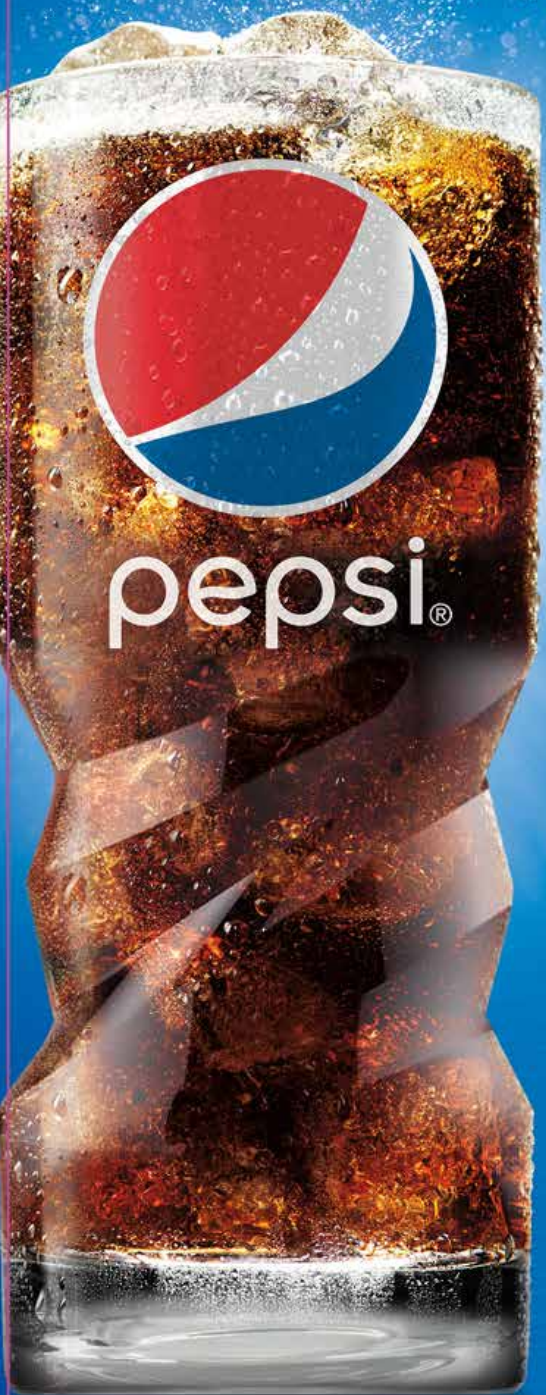
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# *Visionary leadership*

AT&T salutes the women who lead the way by always seeing beyond tomorrow — in leadership and in life.

**Congratulations to the Central California Women's Conference on their 30th Anniversary.**

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The background is a solid teal color. Several pieces of white popcorn are scattered across the page, some near the top left, some near the bottom left, and one near the bottom right. The main text is written in a large, white, cursive script font. The words are arranged vertically: 'What' at the top, 'should i' in the middle, 'watch' below that, and 'mat' at the bottom right, partially cut off.

# What should i watch mat

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Transformation and Empowerment for Valley Women and Children is the mission of the Central California Women's Conference.

Thirty years later, we're still going strong to embrace the vision of the late Senator Ken Maddy. Thank you for attending today's event and helping to support our 2017 funding to these 65 amazing non-profits. To date, we have donated **more than \$900,000.**

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65 non-profits honored at this year's Celebration

\$100,000 was awarded by CCWC in 2017

\$900,000 donated over 30 years to empower the lives of Valley women and children



# CCWC gives back

CCWC HONORS 65 VALLEY ORGANIZATIONS

MAY 17, 2017

5TH ANNUAL COMMUNITY CELEBRATION







On Wednesday, May 17, the Board of Directors of the Central California Women's Conference held the 5th Annual Community Celebration to honor 65 community benefit organizations that serve women and children in the Central Valley.

At the Celebration CCWC awarded grants totaling \$100,000. Representatives from each organization were introduced and board members recognized the amazing work these community leaders are doing for women and children.

Special thanks to Wells Fargo for providing underwriting for the event.

CCWC, EECU and Fresno Lexus are hosting one person from each non-profit at today's event.



Informing, Empowering and  
Entertaining our audience  
through all their journeys.



# CCWC awards

## CCWC/WELLS FARGO SCHOLARSHIP PROGRAM



The Central California Women's Conference is proud to partner with our Presenting Sponsor, Wells Fargo, in presenting the CCWC/Wells Fargo College and Career Preparation Scholarship program. Today we're honoring 20 students selected from Sanger, Fresno, McLane and Central (east campus) High Schools.

We applaud our Scholarship Chair, Elva Rodriguez, and the counselors who make it possible for our 20 scholars to embrace their journeys!



Our 20 scholarship recipients participate in a workshop facilitated by Wells Fargo to increase their financial literacy and encourage their educational ambitions and achievements. They were honored earlier this year at a reception at Arte Américas, where family and friends were on hand to see the Wells Fargo team award each recipient with their scholarship check.

Wells Fargo is hosting our 2017 scholarship recipients today with the hope that the mentoring these young women receive will help them launch successful futures and pursue their dreams as they Embrace their Journeys!

**Please join us in congratulating our 2017 CCWC/WF Scholars!**





# THANK YOU

THANK YOU.....Part of the mission of CCWC is to empower women through education. We accomplish this partially by educating young women via scholarships. These scholarships are funded by our Presenting Sponsor, Wells Fargo.



**WELLS  
FARGO**





# AT&T, CCWC and CCEOC

## RE-ENTRY SCHOLARSHIP PROGRAM

CCWC is proud to again partner with AT&T and the Central California Educational Opportunity Center (CCEOC) in assisting individuals throughout the Valley to re-enroll in college.

Through this scholarship program, five female Valley re-entry students are selected by CCEOC based on need, goals and promise. These women are hosted here today by AT&T and will be honored at a reception in October.

Thank you, AT&T and CCEOC, for making it possible for these re-entry students to *Embrace their Journey!* Congratulations, scholarship recipients!



CENTRAL CALIFORNIA  
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AT&T

# She Makes a difference Award



PG&E, in partnership with CCWC, is honoring one remarkable woman today with the She Makes a Difference Award. This award acknowledges one woman who has overcome obstacles to change her life, her family or her community through her courage, strength and wisdom to make a positive impact.

We are thrilled to be working with PG&E to acknowledge this remarkable woman by highlighting her exceptional accomplishments.

Join us at lunch to meet the 2017 She Makes A Difference winner, Trisha Cooper, and learn which organization she has chosen as her They Make A Difference awardee. The selected non-profit will receive \$5,000 in the winner's honor.

Thank you to all of you for your nominations  
- and to PG&E for making the She Makes a Difference Award a reality!

2016  
Winner



She Makes a Difference  
2016 PG&E/CCWC Winner  
Andrea Shabaglian with Anna Brooks, PG&E



CENTRAL CALIFORNIA  
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# Thank you

## 2017 VOLUNTEERS

### **CAPTAINS**

Darlene Cavalletto

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JoAnne Chavez

Lynn Cheek

Irma Conder

Carmen Decker

Peggy Hicks

Julie Marsoobian

Juanda Moore

Lee Nave

Mary Pappas

Pamela Sweeten

Dorothy Tristan

Alison Wells

Anna Yamamoto

Throughout our 30 year history, there's one thing that CCWVC volunteers can agree on—their love of the conference. This feel-good event is one that our volunteers look forward to every year—and as a day filled with enrichment and learning, it's hard not to! Our amazing volunteers have become a tight-knit community within the conference, and have developed strong bonds with each other throughout the years. Thank you so much, CCWVC volunteers. **This conference would not be possible without each and every one of you!!**

*we love you*



## VOLUNTEERS

Candice Katie Jones  
Anderson  
Kathy Banks  
Sheila Benavidez  
Juli A. Beshears  
Leslie Bjerke  
Jennifer Brandon  
Deborah Brewer  
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Teresa Castillo  
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Marie Jacques-DeLeon  
Marty Jauss  
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## OUR WONDERFUL INTERNS...

(Left to Right): Sierra Jacobsen, Destiny Bonilla and Stephanie Torralva

*And a special  
thank you  
from Mary & Jan*

CCWC is made possible by the efforts of 100s of people. We thank all who have contributed to make this a day that inspires you to Embrace Your Journey long after today has come and gone.

A heartfelt thanks to our CCWC Board of Directors, who so generously donate their time, talent and vision. Thank you, **Nené Casares, Teri Amerine, Victoria Bernhardt, Tricia Holt, and Tracy A. Kiritani.** You are all extraordinary women! And hats off to our Speaker and PR Coordinator, **Betsy Hays;** our Creative Director, **Michelle Martin;** our Scholarship Coordinator, **Elva Rodriguez;** and our incredible interns: **Destiny Bonilla, Sierra Jacobsen and Stephanie Torralva.** We also owe a huge thank you to our CCWC volunteers. Many of you have been with us for all 30 years!

And thank you Chambers for promoting CCWC to your members: **Fresno Chamber of Commerce, Fresno County Women's Chamber of Commerce, Fresno Area Hispanic Foundation, Merced Chamber of Commerce, Madera Chamber of Commerce, Clovis Chamber of Commerce, Coalinga Chamber of Commerce, Selma Chamber of Commerce and San Joaquin Hispanic Chamber of Commerce.**

THANK YOU ALL FOR  
MAKING CCWC POSSIBLE!

**Mary  
Stabelfeld**  
Conference  
Director



**Jan  
Edwards**  
Director of  
Development  
and Marketing



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Lee Nave, Retired PG&E and Volunteer Extraordinaire!

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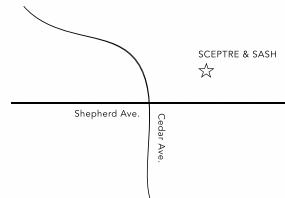
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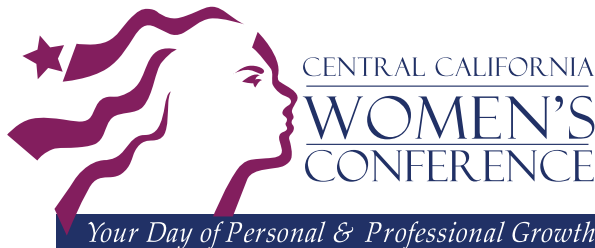
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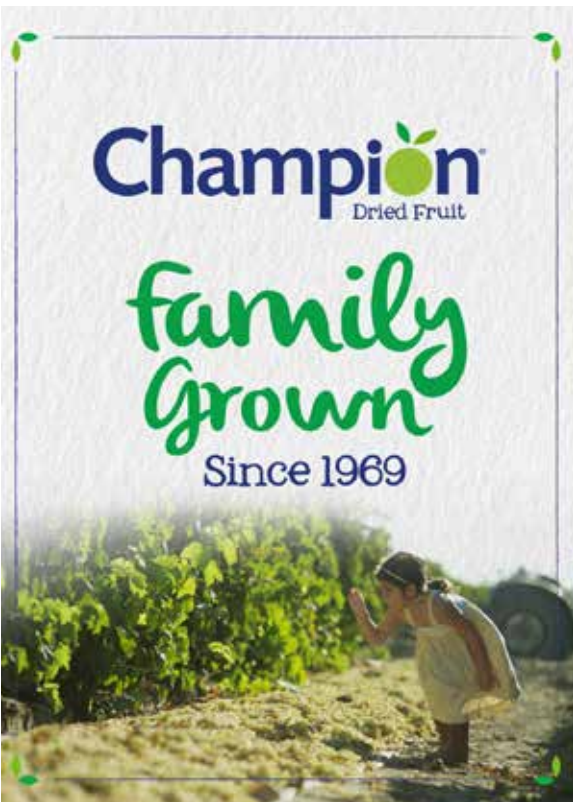
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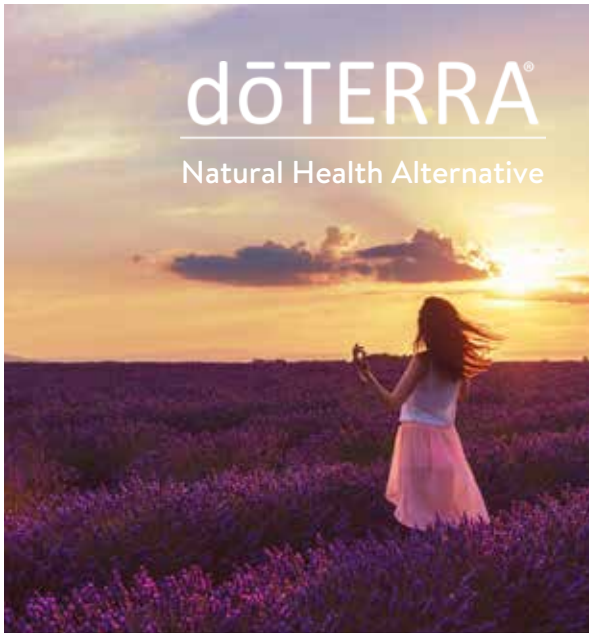
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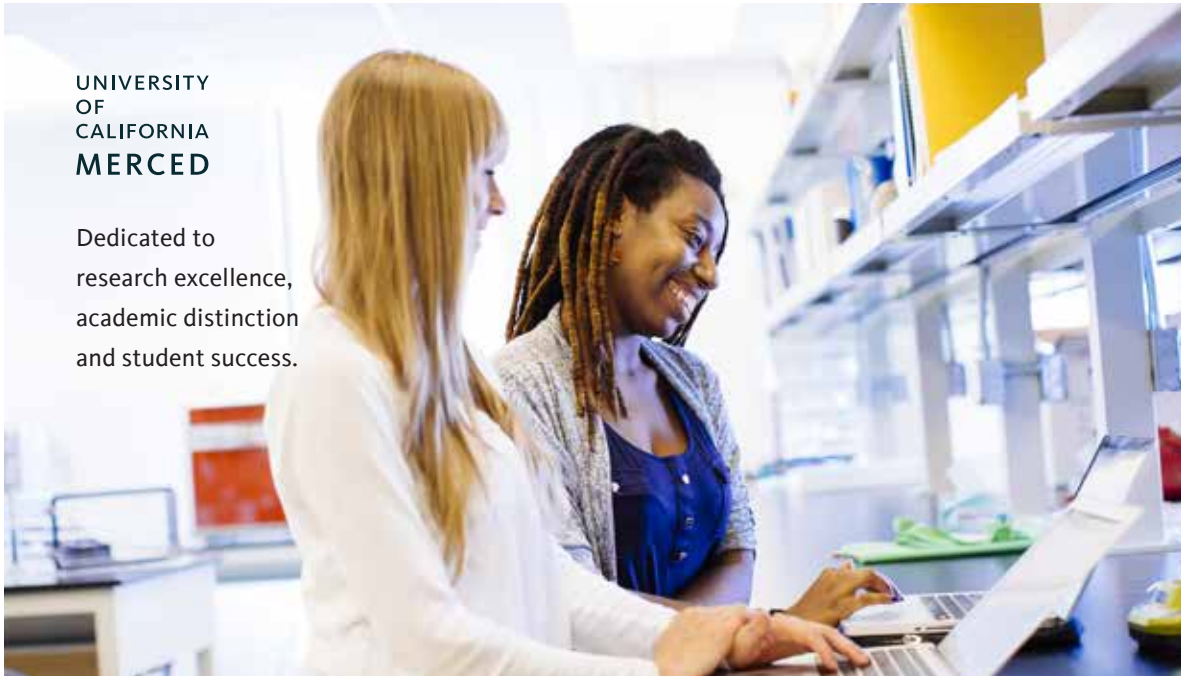
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- 1989** | Wilma Rudolph
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- 1993** | Jehan Sadat
- 1994** | Nancy Snyderman
- 1995** | Lynn Sherr
- 1996** | Vicki Lawrence
- 1997** | Paula Zahn
- 1998** | Ann Richards
- 1999** | Suze Orman  
Deepak Chopra (pre-conference speaker the night before)
- 2000** | Vicki Lawrence
- 2001** | Bettina Gregory  
Cokie Roberts (canceled due to 9/11)
- 2002** | Peggy Fleming
- 2003** | Erin Brockovich
- 2004** | Star Jones
- 2005** | Joan Lunden
- 2006** | Nancy Brinker
- 2007** | Goldie Hawn
- 2008** | Suze Orman
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- 2010** | Marie Osmond
- 2011** | Geena Davis  
Diane Keaton (canceled)
- 2012** | Jamie Lee Curtis
- 2013** | Helen Hunt
- 2014** | Valerie Bertinelli
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