

CCWC 2015

# IGNITE

& body  
& spirit



CENTRAL CALIFORNIA  
WOMEN'S CONFERENCE  
Presenting Sponsor **Wells Fargo**

28 YEARS OF INSPIRING WOMEN

SEPTEMBER 22, 2015

Presenting Sponsor



LUNCHEON KEYNOTE  
Leeza Gibbons



# You should know

...how to self exam

...you need an annual mammogram beginning at age 40

...if you have high breast density

...your genetics

...we take a team approach to breast care



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

## Because knowing can make all the difference.

When it comes to your breast health there is no time to waste. Visit us at **Booth #128** and let us give you the straight facts about breast care that can make a difference in your life.

## ONE Network. ONE Community.

Community Regional Medical Center  
Fresno Heart & Surgical Hospital  
A campus of CRMC

Clovis Community Medical Center  
Community Behavioral Health Center  
A campus of CRMC

## welcome

### Tuesday, September 22

8:00 - 9:30 am | Saroyan Theatre  
**Warm-Up Session** Sponsored by Wells Fargo  
Speaker **JEAN STEEL** "Finding Happy"  
Wells Fargo/CCWC Scholarship Presentation

9:30 - 10:15 am | Saroyan Theatre Patio  
**Break** Bottled Water Sponsored by Michael B. Stevens, MD, PhD  
Visit Marketplace Exhibitors, Non-profit & Speaker Booths

10:15 - 11:15 am  
**Seminar Session 1**

11:30 am - 1:00 pm | New Exhibit Hall  
**Keynote Luncheon with LEEZA GIBBONS**

1:00 - 1:30 pm | Saroyan Theatre Patio  
**Break**  
Visit Marketplace Exhibitors, Non-profit & Speaker Booths

1:30 - 2:30 pm  
**Seminar Session 2**

2:30 - 3:15 pm | Saroyan Theatre Patio  
**Break** Pepsi Products Sponsored by Pepsi Beverage Company  
Visit Marketplace Exhibitors, Non-profit & Speaker Booths

3:15 - 4:15 pm  
**Seminar Session 3**

4:30 - 5:30 pm | New Exhibit Hall  
**Cool-Down Reception**  
Kaiser Permanente presents "Instant Recess!"  
Sponsored by The Brownie Baker, Inc., Fresno State Winery, and The Merchants of Old Town Clovis  
Hors d'oeuvres & Beverages at each table  
Speaker **MONICA PIPER** "Find the Funny"



Leeza Gibbons

### FOLLOW US ON



@CCWCFresno

Help Us Fight Hunger!

See page 46 for details.



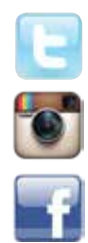
# fyi... for your information

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



**CCWC has an app!**

Please download it for your iPhone or Android and enjoy!



Please silence all cellular phones and other noise-making devices for the duration of the event. (But we encourage live tweeting and posting on Instagram. The handle for both platforms is @ccwcfresno. Please use #CCWC15. And find us on Facebook as well!)

Restrooms are located throughout the conference in each building. All 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.

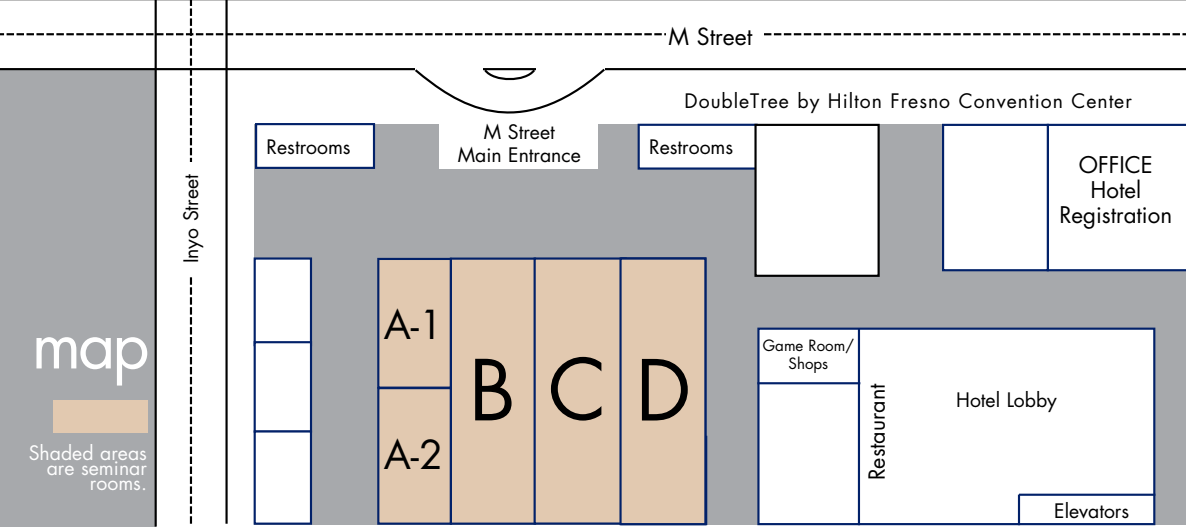
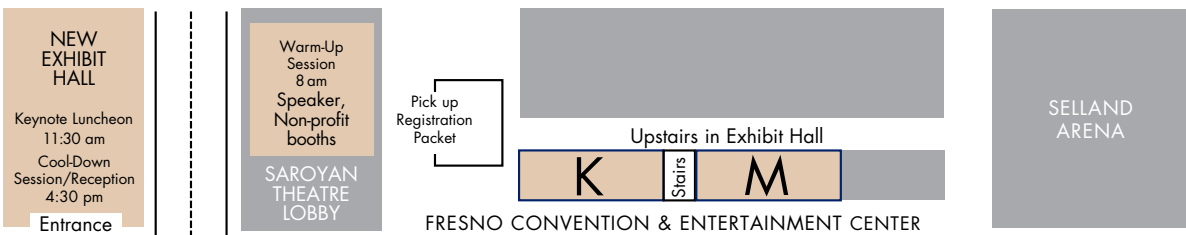
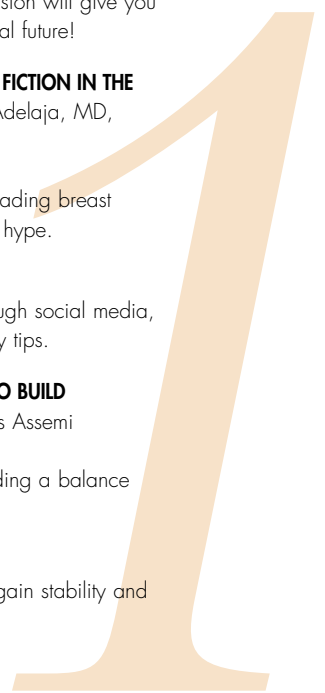
Lunch will be held in the New Exhibit Hall and you must show your name tag. Please be seated at your assigned table. Lunch will be preset at each table. If you want a vegetarian plate, please ask a server to switch your meal.

# session one

10:15 am – 11:15 am

**Room Number Session**

- K 1-01 THE 5 STEPS TO VIBRANCY, WEIGHT LOSS AND A SEXIER YOU!** Chef Varouj Kachichian  
Discover the steps for achieving greater health, the truth about food addiction and the ways food can either help you gain greater health or get you and your family sick.
- B 1-02 MACY'S FASHION SHOW: IGNITE YOUR INNER FASHIONISTA!** Martin Oftedal  
Join Macy's for a fabulous fall fashion show featuring the latest autumn trends and styles in casual looks, active wear and styles to wear to work.
- Theatre 1-03 NAVIGATING THE LIPSTICK JUNGLE: GO FROM PLAIN JANE TO GETTING WHAT YOU WANT, NEED & DESERVE** Jane Hight McMurry  
This session is a business skills safari that will equip you with the skills you need to reach the pinnacle of success in business AND in life.
- C 1-04 FINANCIAL MANAGEMENT FOR THE MODERN WOMAN** Kate E. Eiland & Elise L. Kausen  
Sponsored by *Wells Fargo*  
In 2015, the female economy is inclusive of so much more and this session will give you the tools to start (or continue) on a path to your most prosperous financial future!
- A-1 1-05 BEYOND PINK RIBBONS & AWARENESS WALKS: SEPARATING FACT FROM FICTION IN THE WORLD OF BREAST CANCER** Vassi Gardikas, MD (moderator), Ibironke Adelaja, MD, Judy Champaign, MD, C. Dawn Delozier, Ph.D, Uma Swamy, MD  
Sponsored by *Community Medical Centers*  
Learn more about breast disease and breast cancer from the region's leading breast cancer and breast care professionals who will cut through the fear and hype.
- A-2 1-06 COMMUNICATE WITH YOUR FAMILY IN THE DIGITAL AGE** Tori R. Terhune  
This will answer your questions about the basics of communicating through social media, the pros and cons of different networks, social media vocab, and safety tips.
- D 1-07 50 SHADES OF GRANVILLE: GENERATE PASSION, PURPOSE AND POWER TO BUILD HAPPINESS IN YOUR LIFE AND CHANGE THE WORLD AROUND YOU** Darius Assemi  
Sponsored by *Granville Homes*  
Learn how to unleash your inner passion for the greater good while finding a balance between pleasure and purpose.
- M 1-08 IGNITE YOUR DREAM AGAIN!** Mickie Valentine  
Become infused with exciting fresh new ideas and desire to seize life, gain stability and retake your destiny from the clutches of heartache and lost vision.



# session two

1:30 pm – 2:30 pm

**Room Number Session**

- K 2-01 FEEL YOUNGER WITH FITNESS** Rhonda Murphy  
Have more energy with less stress. Short on time? Maximize your workout with high-energy exercises.
- D 2-02 OWN THE STAGE: DOUBLE YOUR CONFIDENCE, INFLUENCE AND WOW FACTOR** Jill Hendrickson  
Learn why it's important to step into the spotlight, leave your self-consciousness behind, and shine like the star you are, even if you think you're shy.
- Theatre 2-03 THE RELATIONSHIP EQUATION: HOW TO BUILD HEALTHY RELATIONSHIPS THAT CAN GO THE DISTANCE** Dr. Jacquie – America's Relationship Coach  
The age-old question plaguing most relationships is "How do we make it work?" Discover the formula for a successful love life.
- C 2-04 PR SECRETS: HOW TO WIN & WOW EVERYDAY!** Betsy Hays  
Learn how to use proven PR techniques to accomplish your goals and maximize your sparkle dial, thrive during crises, embrace wiggle room, find your creativity, and more!
- A-1 2-05 OWN YOUR DIGITAL EMPIRE: MASTERING SOCIAL MEDIA FOR BUSINESS** Monica Borjas  
Own your digital platform through the major social networks, and identify your target audience and build a brand that meets their needs and desires.
- B 2-06 GET OUT OF DEBT! DISCOVER STRATEGIES TO IMPROVE YOUR FINANCIAL PICTURE** Keri Bennitt  
During this session you will learn strategies you can implement immediately to start improving your financial picture.
- M 2-07 WATER-WISE LANDSCAPING: A BEAUTIFUL CHOICE FOR THE CENTRAL VALLEY** Susan Stilz  
Learn how to create an interesting and usable low-water, low-maintenance landscape that improves air quality, reduces green waste, and saves water and your valuable time.
- A-2 2-08 MEN ARE FROM MARS WOMEN ARE FROM VENUS, ESPECIALLY WHEN IT COMES TO HEART DISEASE** Teresa Daniele, MD  
Sponsored by *Pelco by Schneider Electric*  
Heart disease research has historically been focused on men. Learn how the number one killer in women is different and the ways to diagnose it, treat it and prevent it.

# session three

3:15 pm – 4:15 pm

**Room Number Session**

- K 3-01 THE DIFFERENCE: TEN ACTIONS THAT MAKE THE DIFFERENCE IN WINNING & LOSING IN BUSINESS & IN LIFE** Jane Hight McMurry  
This one of a kind game-changing program teaches and entertains with stories (many first-hand) of many well-known figures and celebrities (like Michael Jordan & Oprah!).
- A-2 3-02 BREATHE, WALK, AND OBSERVE: HOW 220 MILES ACROSS FRESNO CHANGED MY LIFE (AND CAN CHANGE YOURS, TOO!)** Lori Clanton  
Lori spent a year walking silently with others for 220 miles through Fresno neighborhoods. Learn what she did, why she did it, and how it changed her life.
- C 3-03 OVERCOMING THE GREENER GRASS SYNDROME: BYPASS INFIDELITY** Dr. Jacquie  
Many relationships today are hindered, and at times broken, by infidelity. Equip yourself with the tools to avoid relationship breakdown.
- Theatre 3-04 LIVING THE BEST CHAPTER OF YOUR LIFE!** Armen Bacon  
Create a life with equal parts passion and purpose, inspiration and adventure! This lively workshop will help you plot out the necessary steps to imagine a happy ending.
- A-1 3-05 MANAGE YOUR SOCIAL MEDIA IN 11 MINUTES PER DAY (DON'T LET IT MANAGE YOU!)** Tori R. Terhune  
Avoid social media and online time-wasting mistakes and learn how you can easily and successfully manage your social media in only 11 minutes per day!
- M 3-06 IS YOUR MEDICARE PLAN A SILENT KILLER?** Susan Hatch  
This session could save you or your loved one's life. Insider secrets will be revealed about what insurance companies and drug plans do NOT want you to know.
- D 3-07 THE WORK-LIFE BALANCE MYTH** Nancy Ervin  
This session will help you identify things you do that you enjoy, including work, and things you do because you have to, and understand the importance of both in your life.
- B 3-08 SHAPING YOUR BEAUTIFUL BODY: PLUS SIZE FASHION** Benta Fries  
Learn how to show off your curves and feel beautiful doing it with a variety colors, patterns and styles that will boost your look to the next level.

Lori's compassion. Your hospital.



Like all our people, registered nurse Lori Waddell's approach to treating patients is remarkable. This means delivering personalized care and the kind of understanding you'd expect from a friend. For Lori, it's all about the patient-caregiver relationship. The best part of her job? Seeing patients go home and knowing she's made a direct impact on their lives.

Learn more about our remarkable team at [samc.com](http://samc.com).



# What's on *your* list?



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**CCWC Attendees can receive up to \$7,500 off any move-in ready home through Oct. 31**

Visit any Granville Homes Model Center or call 559.445.9000 for details



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Offer is subject to change or withdrawal at any time without notice. Buyer must be in contract by Oct. 31, 2015. See a sales associate for complete details, terms and conditions of this program, including eligibility. This offer cannot be used in conjunction with any other incentive, discount program or with a broker referral. DRE License #01258537. Contractor License #586845.



"Welcome, and be prepared for a day of empowerment with national and local speakers informing, educating and entertaining us about issues paramount to our daily lives. I can speak for the board, sponsors, consultants, volunteers and presenters that when you leave today you will feel energized, passionate and inspired!"

**Nené Casares**, CCWC Board President



"When the day is done, your time is an investment in the women and children throughout our community who struggle as we donate our proceeds to community benefit organizations that focus on the needs of women and children throughout the Valley."

**Tricia Holt**, CCWC Vice President



"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 Amerine**, CCWC Treasurer



"I love to talk with the people who attend and hear their feedback. A common theme is the need for us, as women, to sometimes unplug from our daily duties and take a day to just concentrate on ourselves as well as spend time with our girlfriends. We try and pick speakers from all walks of life so that there is something here for everyone. Whether it is learning about finances, nutrition, how to handle stress, gardening, fashion, social media, etc., we have something for everyone. I hope it to be a day of fun, relaxation, and most importantly a day that starts people thinking about possibilities!"

**Tracy Kiritani**, CCWC Secretary



"CCWC is relevant, inspiring and critical to support the emotional, spiritual and physical needs of women in the Central Valley. I love the energy and nurturing that is given to those who attend the conference. You can't help but leave the day feeling stronger and more capable to conquer (not just survive) the ever-demanding challenges in our world that we women face on a daily basis!"

**Victoria Bernhardt**, CCWC Legal Counsel

Central California Women's Conference Coordinators



**Mary Stabelfeld**  
Conference Director



**Jan Edwards**  
Director of Development and Marketing

ccwc-fresno.org  
FOLLOW US ON @CCWCfresno

Dear Friends,

As conference sponsors, it is our privilege to support the 28th annual Central California Women's Conference!

We join CCWC in our hope that this day will be transformational for you.

Together, we are all making a difference by giving back to underserved women and children in the Central Valley.

Have an inspiring day *Igniting Your Body & Spirit!*

Presenting Sponsor



Founding Sponsors





Graciela Moreno

Warren Armstrong

# abc 30 ACTION NEWS

LIVE AT SIX

A PROUD SPONSOR OF

CCWC 2015  
**IGNITE**  
body & spirit



Valley Children's  
HEALTHCARE



“ Valley Children’s saved my son’s life. The team provides hope and healing for Central California families. **It’s my hospital. It’s your hospital.** ”

**Derek Carr**

Professional Football Player and Valley Children’s Supporter

*Futures Worth Fighting For.*

ValleyChildrens.org | f t You Tube i n



# Food & Drink

Enjoy a taste of the Valley with **The Bee's Food & Drink** section every Wednesday

- Bethany Clough dishes the latest on local restaurant news in Eating Out.
- Robert Rodriguez profiles Valley produce and how it's used in local kitchens.
- Go inside for regular features including Healthy Eating, Quick Fix and Food & Wine Calendar.



# A Proud Member of Your Community

Pelco™ by Schneider Electric™ is a world leader in the design, development, and manufacture of IP-based video security systems with a corporate culture dedicated to offering high-quality products and exceptional service. From our facility in Clovis, we ship products globally and are trusted to protect many of the world's most treasured landmarks. Through the Schneider Electric Community Partnership Program, we support many local and global organizations and our employees continue to raise the bar when it comes to giving back.

Visit [pelco.com](http://pelco.com) to learn more about our company and products.



by Schneider Electric

**Choose with Confidence.**

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# Home & Garden

Your guide to working around the house is Thursday's **Home & Garden** page in The Bee

**There's always a weekly highlight, plus these regular features:**

- Elinor Teague has timely advice in her On Gardening column.
- Traci Arbios shares do-it-yourself guides in DIY.
- Garden checklist is a helpful reminder of what to do this weekend.



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**The Fresno Bee**

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

NEWS ALL DAY. *Your* WAY. 15



luncheon keynote speaker

Emmy Award-winner Leeza Gibbons is one of the most well-known pop culture icons on the air. In addition to her impressive background in the field of entertainment and news media, Leeza is an instrumental advocate for healthcare, wellness, and caregiving. She is also a wife, mother, businesswoman, and a New York Times best-selling author.

The spectrum of Leeza's career in entertainment and news media is diverse and impressive. Her on-camera hosting dominance in the entertainment news and talk show arenas ranges from the most popular entertainment news show in history, Entertainment Tonight, to her award-winning daytime talk show, Leeza.

More recently, in 2013, Leeza published her first NY Times Bestseller, Take 2, a personal growth guide designed to help people recreate themselves and hit the reset button on their lives.

Later that year, Leeza won the 2013 Daytime Emmy for Outstanding Talk Show Host for the PBS show My Generation.

This past spring, Leeza was crowned the winner of NBC's Celebrity Apprentice. Having raised more than \$700,000 for her foundation, Leeza became the 2nd woman ever to win the long-standing competition show. This season also reignited the storied franchise for NBC as the show delivered their highest overall ratings in nearly 5 years.

Recognized as a social entrepreneur, Leeza has become one of the leading voices for issues facing family caregivers. When her mother and grandmother were struggling with Alzheimer's disease, she created what she wished she and her family had and started the Leeza Gibbons Memory Foundation. Her training as a journalist united with her compassion and business savvy when she opened the foundation's signature programs Leeza's Place and Leeza's Care Connection, offering free services for family caregivers encouraging them to call on their courage and summon their strength for the long journey ahead.

Leeza currently resides in Los Angeles with her husband, Steven Fenton. She has three children, daughter Leksi and sons Troy and Nate.



LEEZA GIBBONS



JEAN STEEL

morning warm-up keynote speaker

Born the eldest of five children, Jean Steel spent her formative years in Africa and Asia. That decade on unfamiliar, foreign soil helped her to cultivate the confidence, strength, and resilience many of us work a lifetime to achieve. A born communicator, Jean's many interests developed into her career path. She earned her master's degree in Wellness Mind/Body/Health and has been speaking and teaching across the nation for more than 20 years. The founder of Happy People Win, a wellness training and speaking firm, Jean has also authored two books—"Learning to Run Wild: A Wellness Action Guide" and "Need Change? Customer Service Tips to Grow From Good to Great."



MONICA PIPER

afternoon cool-down keynote speaker

Monica Piper is an Emmy Award-winning comedy writer, stand-up comic and motivational speaker. She has written for sitcoms such as "Roseanne," "Mad About You" and "Veronica's Closet," and was the head writer of the #1 children's animated series "Rugrats." She starred in her own Showtime Network special, "No, Monica, Just You" and was nominated by the American Comedy Awards as one of the top five female comedians in the country. In addition to headlining comedy clubs, Monica brings her laugh-out-loud advice to corporate America, showing audiences everywhere how to beat stress by "Finding the Funny" in their professional and personal lives. As a conference opener, closer, or workshop leader, Monica never fails to energize and motivate.



Betsy Hays  
CCWC Speaker/PR Coordinator

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. Leeza Gibbons is brought to you today in part by our Keynote Speaker Sponsor, Community Medical Centers. Thank you, Community!



**DR. IBIRONKE ADELAJA**  
1-05: Beyond Pink Ribbons & Awareness Walks: Separating Fact from Fiction in the World of Breast Cancer

Dr. Ibironke Vivian Adelaja is a breast surgeon who is inspired by her patients everyday. She works tirelessly to provide the latest life-saving treatments and techniques to patients of the Central Valley.

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



**DARIUS ASSEMI**  
1-07: 50 Shades of Granville: Generate Passion, Purpose and Power to Build Happiness In Your Life and Change The World Around You

Darius Assemi is the president of Granville Homes and a passionate advocate for supporting programs that provide food, shelter, employment, healthcare, education and hope – both here in the Central Valley and across the world.

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



**ARMEN BACON**  
3-04: Living the best chapter of your life!

Author and speaker Armen Bacon, Op-Ed columnist for *The Fresno Bee*, has published two books and is currently working on her next writing adventure, "Daring to Breathe."



**LORI CLANTON**  
3-02: Breathe, Walk, and Observe: How 220 Miles Across Fresno Changed My Life (And can change yours, too!)

As founder of Fresno Mindfulness Walks, Lori Clanton engages with her community in ways that need no money and no permission, which has given her a unique understanding of the San Joaquin Valley.

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



**DR. TERESA DANIELE**  
2-08: Men are From Mars Women are From Venus, Especially When it Comes to Heart Disease

Dr. Teresa Daniele specializes in cardiac consultation, nuclear cardiology and cardiac PET/CT. She is also board certified in Cardiology, Nuclear Cardiology and Echocardiography and maintains a special interest in women's heart disease.

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



**C. DAWN DELOZIER, PH.D**  
1-05: Beyond Pink Ribbons & Awareness Walks: Separating Fact from Fiction in the World of Breast Cancer

Dr. DeLozier is a medical geneticist who has worked in Fresno since 2002, with a major focus on hereditary predisposition to cancer.

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



**KERI BENNITT**  
2-06: Get Out of Debt! Discover Strategies to Improve Your Financial Picture

Vice President of Marketing and Membership at Fresno County Federal Credit Union, Keri Bennett is part of a team that helps more than 68,000 credit union members achieve their financial goals.

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



**MONICA BORJAS**  
2-05: Own Your Digital Empire: Mastering Social Media for Business

Monica Borjas is the founder and CEO of Monica Borjas Agency, a digital marketing firm that aims to bring you more business, save you time and money, and focus on helping you increase your brand awareness through effective digital marketing strategies.

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



**DR. JUDY CHAMPAIGN**  
1-05: Beyond Pink Ribbons & Awareness Walks: Separating Fact from Fiction in the World of Breast Cancer

Dr. Judy Champaign is a radiologist and breast imaging specialist. She attended Loma Linda University and received her medical degree in 1979. Her Residency in Diagnostic Radiology was completed in 1988 at the Naval Hospital in San Diego.

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



**KATE E. EILAND & ELISE L. KAUSEN**  
1-04: Financial Management for the Modern Woman

Duo Kate E. Eiland and Elise L. Kausen are First Vice Presidents - Investment Officers for Wells Fargo Advisors, LLC. 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 Advisor.

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



**NANCY ERVIN**  
3-07: The Work-Life Balance Myth

As a business consulting partner for Baker Peterson Franklin, Nancy has helped clients start new businesses and acquire old ones, streamline costs and expand markets, hire new employees and recognize when to let go.

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



**BENTA FRIES**  
3-08: Shaping Your Beautiful Body: Plus Size Fashion

Benta Fries is the proud owner and certified fitter of Silhouette Post Surgical & Custom Fit Lingerie and is passionate about helping each woman with her own unique needs, especially those who struggle to find a properly fit bra.

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



**DR. VASSI GARDIKAS**  
**1-05: Beyond Pink Ribbons & Awareness Walks: Separating Fact from Fiction in the World of Breast Cancer**  
 Dr. Vassi Gardikas is a breast surgeon and Medical Director for the Radin Breast Care Center. She received her medical degree from St. Louis University in 1987 and received her general surgical training from Valley Medical Center, UCSF Fresno.  
[communitymedical.org](http://communitymedical.org)



**SUSAN HATCH**  
**3-06: Is YOUR Medicare Plan a Silent Killer?**  
 Susan Hatch is an award-winning insurance agent that specializes in Medicare Supplemental laws and objective advocacy for seniors in seven states. She represents ALL Medicare plan types with multiple companies.  
[medicaretoday.net](http://medicaretoday.net)



**BETSY HAYS**  
**2-04: PR Secrets: How to WIN & WOW Everyday!**  
 Betsy A. Hays, APR, Fellow PRSA, is a co-author of three books, keynote speaker and workshop presenter who specializes in public relations, communication and career topics. She is also the lead PR professor in the department of Mass Communication and Journalism at Fresno State.  
[BetsyHaysPR.com](http://BetsyHaysPR.com)



**JANE HIGHT MCMURRY**  
**1-03: Navigating the Lipstick Jungle: Go from Plain Jane to Getting What You Want, Need & Deserve**  
**3-01: The Difference: Ten Actions That Make the Difference in Winning & Losing in Business & in Life**  
 Jane Hight McMurry is founder and director of Effective Business Communication and author of several books, including Navigating the Lipstick Jungle, which for the last two years consistently ranks in the top 1% of all books sold on Amazon.  
[navigatingthelipstickjungle.com](http://navigatingthelipstickjungle.com)



**RHONDA MURPHY**  
**2-01: Feel Younger with Fitness**  
 Rhonda Murphy owns and operates RhoFit Personal Training and has become one of the most sought after fitness consultants in Central California for motivating and inspiring her personal training clients, as well as helping them reach a higher level of health and fitness.  
[rhofit.com](http://rhofit.com)



**MARTIN OFTEDAL**  
**1-02: Macy's Fashion Show: Ignite Your Inner Fashionista!**  
 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. In his current position 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)



**JILL HENDRICKSON**  
**2-02: Own the Stage: Double Your Confidence, Influence and Wow Factor**  
 Award-winning writer, transformational coach and founder of the Transformation Cafe for Women, Jill Hendrickson helps women rock their businesses by becoming powerful and expressive onstage.  
[jillhendrickson.com](http://jillhendrickson.com)



**DR. JACQUIE**  
**2-03: The Relationship Equation: How to build healthy relationships that can go the distance**  
**3-03: Overcoming the Greener Grass Syndrome: Bypass Infidelity**  
 America's Marriage Coach, Dr. Jacqueline Del Rosario has developed proven tools to help couples delve through their quarrels and discover healthy approaches to marital circumstances across all borders.  
[drjacquie.com](http://drjacquie.com)



**CHEF VAROUJ KACHICHIAN**  
**1-01: The 5 Steps to Vibrancy, Weight Loss and a Sexier You!**  
 Author Chef Varouj Kachichian advises and supports his clients by providing them with tools, accountability and the knowledge they need to live a healthier lifestyle and reach their health/weight loss goals.  
[realfoodismedicine.com](http://realfoodismedicine.com)



**SUSAN STILTZ**  
**2-07: Water-Wise Landscaping: A beautiful choice for the Central Valley**  
 Susan is a Landscape Specialist for the City of Fresno's Water Conservation Program and landscape designer and consultant specializing in water-wise, low-maintenance, sustainable gardens that are Central Valley friendly.  
[treesusan.com](http://treesusan.com)



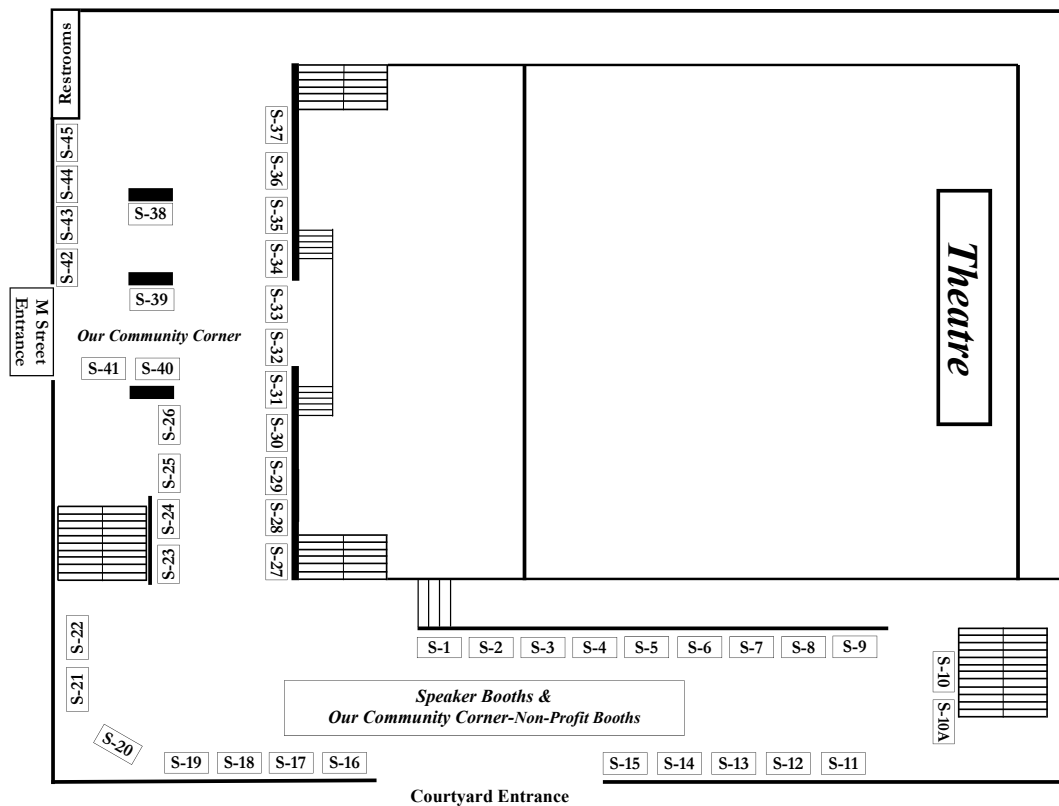
**DR. UMA SWAMY**  
**1-05: Beyond Pink Ribbons & Awareness Walks: Separating Fact from Fiction in the World of Breast Cancer**  
 Dr. Uma Swamy is a radiation oncologist and Medical Director of the Radin Breast Care Center. Since graduating from UC-San Diego in biochemistry, Dr. Uma Swamy traveled to the University of Wisconsin in Madison for medical school followed by New York Methodist Hospital for residency and later returned to California to serve the people of her home state.  
[communitymedical.org](http://communitymedical.org)



**TORI R. TERHUNE**  
**1-06: Communicate With Your Family in the Digital Age**  
**3-05: Manage Your Social Media in 11 Minutes Per Day (Don't Let It Manage You!)**  
 Tori Terhune is CEO of Brand Chicks, an online brand consulting firm built completely by word of mouth and social media efforts, where her specialties vary from website building and design to social media branding and search engine optimization practices.  
[brandchicks.com](http://brandchicks.com)



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**1-08: Ignite Your Dream Again!**  
 Author, therapist, vision coach, and speaker Mickie Valentine's desire to help clients from all walks of life get on the path to success has created programs to help clients focus on the shifting of mindsets, overcoming of barriers, and visualizing their purpose.  
[mickievalentine.com](http://mickievalentine.com)



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Speaker	Booth #
Jean Steel	S-1
Jane Hight McMurry	S-2
Dr. Jacque	S-3
Armen Bacon	S-4
Betsy Hays	S-5
Tori R. Terhune	S-6
Monica Borjas	S-7
Jill Hendrickson	S-8
Keri Bennitt	S-9
Benta Fries	S-10
Lori Clanton	S-10A
Susan Hatch	S-11
Mickie Valentine	S-12
Susan Stiltz	S-13
Chef Varouj Kachichian	S-14
Rhonda Murphy	S-15

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angelsforgace.org

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Artoflifecancer.org

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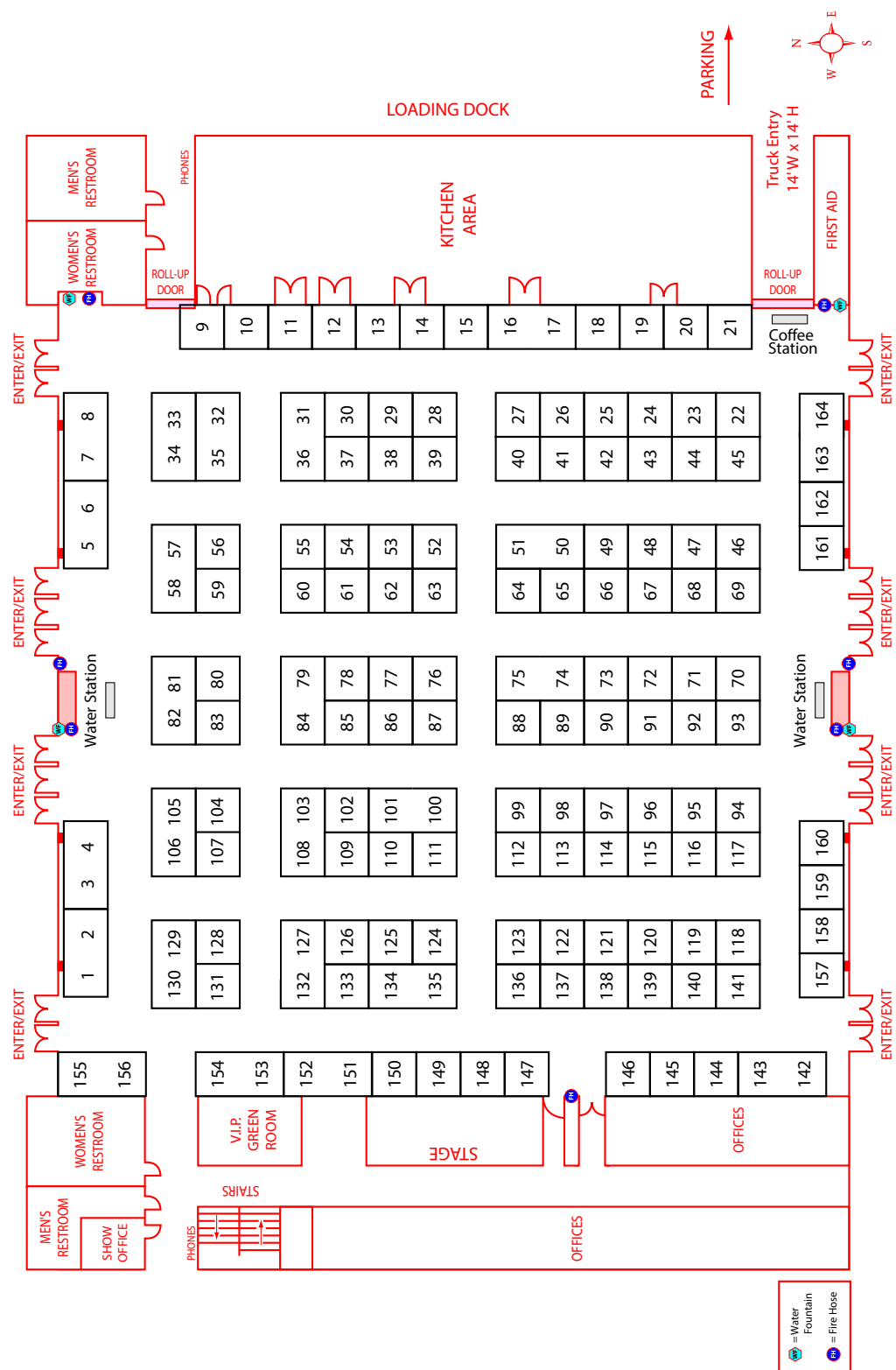
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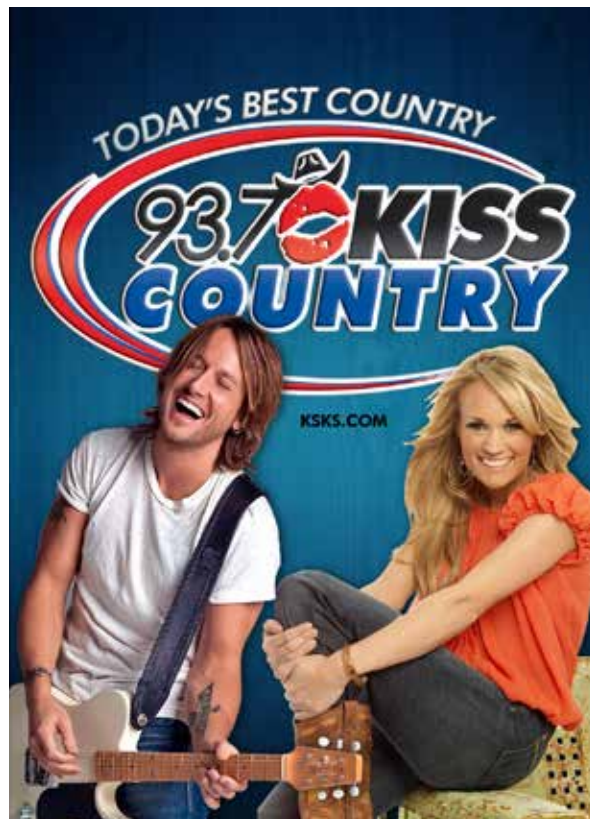
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## Together, we are making a difference

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



Together, Building  
a Better California



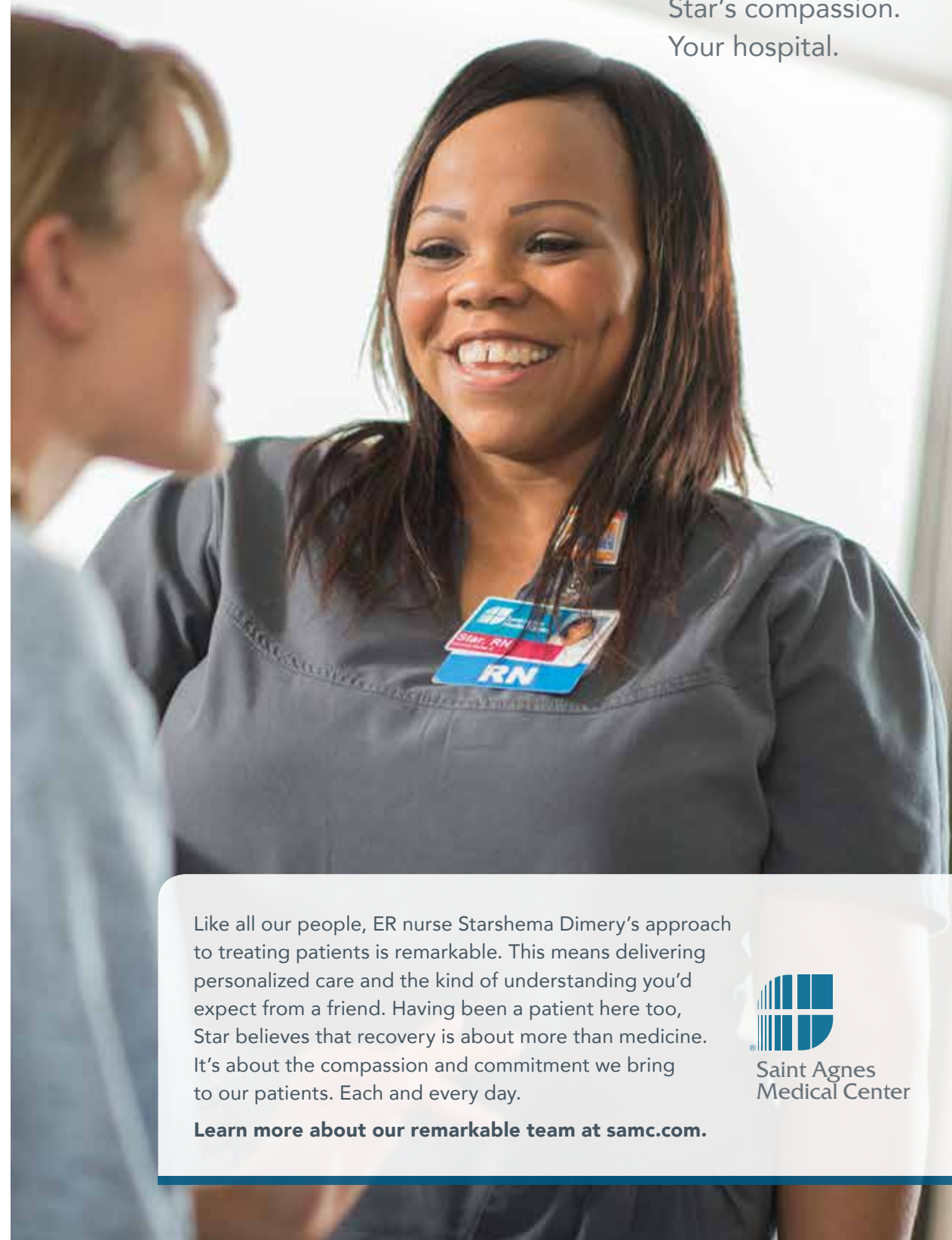
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We salute the 2015 Central California Women's Conference for its outstanding work to educate, motivate, and inspire women to excel in their professional and personal lives.



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2015

... is the mission of the Central California Women's Conference. Twenty-eight years later, we're still going strong to embrace the vision of the late Senator Ken Maddy. Thank you for sharing our vision by attending today's event and helping to support our 2015 funding to these 40 amazing non-profits. To date, we have donated more than \$655,000. The mission lives on!





Special thanks to Wells Fargo for providing underwriting for the event and to Granville Homes for hosting our grant recipients at today's conference.

Presenting Sponsor



# CCWC gives back

## CCWC HONORS 40 VALLEY ORGANIZATIONS

### JUNE 16, 2015 3RD ANNUAL COMMUNITY CELEBRATION

# 40

non-profits honored at this year's Celebration

# \$60,000

was given out by CCWC in 2015

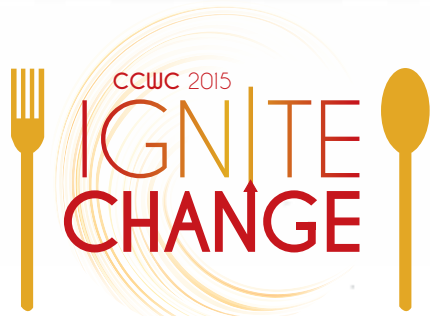
# \$665,000

donated to better the lives of Valley women and children to date

On Tuesday, June 16, the Board of Directors of the Central California Women's Conference held the 3rd Annual Community Celebration to honor 40 community benefit organizations that serve women and children in the Central Valley.

At the Celebration CCWC awarded grants totaling \$60,000. Representatives from each organization were introduced and board members recognized the amazing work these community leaders are doing for women and children.





**Food insecurity is real in our Valley.**

And it's going to take all of us to make a difference.

As you are aware, this year CCWC has joined the fight against hunger.

**How You Helped**

Many thanks to our attendees who supported hunger relief when you donated money during your registration!

And today, during lunch, we thank you for your continued donation.

**Thank you for joining CCWC in our Fight Against Hunger!**



*Why is this important?*

In the Central Valley ten percent of all seniors are food insecure.<sup>1</sup>

Twenty-five percent of all people in the Central Valley live in poverty and struggle to get enough to eat.<sup>1</sup>

One in three children in the Central Valley don't know where their next meal is coming from.<sup>1</sup>

The Central Valley produced more than \$27 billion in agriculture in 2014, yet has the highest food insecurity rates in the nation.<sup>2</sup>

Local hunger relief agencies work hard to stretch your dollar to make a significant impact in your community.<sup>3</sup>

Sources:  
 2008-2012 U. S. Census Bureau, American Community Survey <sup>1</sup>  
 Central Valley (Fresno, Kern, Kings, Madera and Tulare Counties) 2014 Crop Reports <sup>2</sup>  
 Communityfoodbank.net<sup>3</sup>

# CCWC awards

## CCWC/WELLS FARGO SCHOLARSHIP PROGRAM



The Central California Women's Conference is proud to partner with our presenting sponsor, Wells Fargo, in the CCWC/Wells Fargo College and Career Preparation Scholarship program. Today we're honoring 20 students, selected from Roosevelt, Sanger and Fresno High Schools. Many thanks to Elva Rodriguez, our CCWC Scholarship Coordinator.





Our 20 scholarship recipients participate in workshops throughout the year to increase their financial literacy and encourage their educational ambitions and achievements. They were honored on August 16 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 2015 scholarship recipients today with the hope that the mentoring these young women receive will help them launch successful futures and pursue their dreams.

Please join us in congratulating our 2015 CCWC/WF Scholars!

# THANK YOU

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

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**AT&T  
CCWC  
CCEOC  
RE-ENTRY  
SCHOLARSHIP**



CCWC is also proud to announce a BRAND NEW scholarship program this year in partnership with AT&T and the Central California Educational Opportunity Center (CCEOC). CCEOC's mission is to assist individuals throughout the Valley to re-enroll in college.

Through this new scholarship program, five female Valley re-entry students were selected by CCEOC based on need, goals and promise. These women are hosted here today by AT&T and have also received a scholarship toward their education.

Thank you, AT&T and CCEOC, for making this possible! And welcome, scholarship recipients!



**A Roadmap for IGNITING Your Life!**

During your time at CCWC '15, you will learn many tools about how you can spark your passion and ignite your life. Use this roadmap to assist you in integrating the knowledge you gather today into your everyday routine.

Please take a moment to fill in each section with an idea or thought as to how you can IGNITE your life!

AND we hope you will continue to IGNITE yourself each and every day!

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# THANK YOU WONDERFUL VOLUNTEERS...



**Dorothy Stuart**  
28 years as a volunteer  
"One thing I love about the conference is just doing the things that I'm assigned to do. We can leave and go to one of the seminars— but I don't even do that because I have so much fun doing all of my jobs!"



**Mary Pappas**  
28 years as a volunteer  
"I come back to volunteer every year because of the camaraderie. If someone ends up volunteering, we become a family. We all grew up together through marriages, kids, and even some divorces or deaths. The camaraderie is high and that makes the quality of conference really high."



**Lynn Cheek**  
16+ years as a volunteer  
"One year I wasn't able to attend. I didn't think that anybody was going to miss me, but then when I was able to attend the conference, they went, 'Where have you been? We haven't seen you, are you alright?'"



**Juli Bershears**  
16 years as a volunteer  
"I find a lot of joy in volunteering. I've met some of the most interesting women from all over the world."



**Jerry DuBois**  
15 years as a volunteer  
"Where else would I wanna be other than around all the beautiful, professional women? There are 3,500 women... And me!"



**Irma Conder**  
7 years as a volunteer  
"The camaraderie that we have amongst the volunteers and amongst the ladies in our lunch session group is amazing. Nothing beats helping and working together to get the job done. Then there's the reward of giving back to the community through scholarships and grants. Just knowing you're a part of something bigger is so great!"

If there's one thing that CCWC volunteers can agree on, it's 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, CCWC volunteers. This conference would not be possible without each and every one of you!!



**Juanda Moore**  
20+ years as a volunteer  
"Volunteering is good for your soul. It's not just about going out and doing something, it's about putting your whole heart into it. You can always find a way to give back. That's a part of receiving. You can't receive if you don't give first."



**Jacqueline Pegorsch**  
28 years as a volunteer  
"I like getting to see the other volunteers at the conference. That's really the only time we get to see each other. We get to reconnect and it's very inspiring."

## CCWC 2015 VOLUNTEERS

### CAPTAINS

Darlene Cavalletto  
Lynn Cheek  
Sue Conder  
Carmen Decker  
Stella DuBois  
Peggy Hicks  
Julie Marsoobian  
Diana Martinez-Bleth, RN  
Juanda Moore  
Lee Nave  
Mary Pappas  
Marva Rogers  
Dorothy Stuart  
Pamela Sweeten  
Dorothy Tristan  
Alison Wells  
Anna Yamamoto

Lorna Bonyhadi  
Deborah Brewer  
Mabel Broader  
Ashley Marie Burnett  
Yolanda Canzio  
Teresa Castillo  
Tony Catalano  
Savanna Cavalletto  
Carol Chandler  
Chris Chavez  
JoAnne Chavez  
Irma Conder  
Ricki Conder  
Sandy Cortner  
Holly Derington  
Julie Dixon Wright, CPA  
Cheri Dodd  
Rebecca DuBois  
Jerry DuBois

Teresa Gropetti  
Eileen D. Guzman  
Cheryl Hall  
Cathy Hernandez  
Mechelle Hicks  
Marti Hubbard  
Ellie Huston  
Kimberly A. Jacques  
Marie Jacques-DeLeon  
Jan Johnson  
Terri Johnson Watts  
Murphy Jones, CAP-OM  
Mary Jordan-Church  
Debi Kallas  
Katrina Lloyd  
Sandra Lopez  
Monica Lovgren  
Joan Lucas Jordan  
Georine Lucero  
Sarah Maokosy  
Queenie Marsoobian  
Patricia Martinez  
Barbara Mecca  
Carol Miguel  
Kathy Morris  
Mollie Munoz  
Barbara Murphy

Pat Nave  
Kathi O'Rourke  
Jacqueline Pegorsch  
Sue Peters  
Theresa Pike  
Dolores Pires  
Toni Porter, CPA  
Jo Ridgway  
Teri Sager  
Inez Salas-Rocha  
Christina Sanchez  
Azalea Sandoval  
Michelle Shannon  
Sherry Shanrock  
Marty Sorge-Jauss  
Patti Sorsky  
Tanya Sumner  
Lori Thomas  
Lori Tigson  
Robin Vandergon  
Nancy Varela  
Melinda Vines  
Amanda Watrous  
Janice Wells  
Sylvia White  
Marilyn Yamanaka

### VOLUNTEERS

Candice Katie Anderson  
Andrea Andrade  
Kathy Banks  
Sheila Benavidez  
Juli A. Beshears  
Leslie Bjerke  
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## AND A SPECIAL THANK YOU FROM MARY AND 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 ignite your body & spirit long after today has come and gone. 🥰

A special 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, Scholarship Coordinator, Elva Rodriguez and our incredible interns: Asheline Beeson, Erica Bermudez, Jillian Bertolucci, Katie Campbell, Emmalie Castro, Natalie Granados, Madeline Hamada, Laura Maciel Navarro, Sara Remus, and Aubrie Tone. We also owe a huge thank you to our CCWC volunteers. Many of you have been with us for 28 years!

A special thanks to our Valley Chambers including: The Dinuba Chamber of Commerce, The Fresno Chamber of Commerce, The Fresno Area Hispanic Chamber of Commerce, The Kingsburg Chamber of Commerce, The Lindsay Chamber of Commerce, The Merced Chamber of Commerce, The Tulare Chamber of Commerce, The Sanger Chamber of Commerce, and The Visalia Chamber of Commerce for promoting the conference to their members.

### And a Big Thank you to:

Dan Adams, David Lee, Michael Carr, Greg Baker, Margot Kim, Graciela Moreno, Jacqueline McClean and Aurora Diaz, ABC 30

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Reggie Rush, Live Light

Kelley Sanchez, Saint Agnes Medical Center

Michelle Von Tersch, Amy Glines, Jana Brewer  
Lynn Mackey, Community Medical Centers

Mario Viramontes, Martin Viramontes and  
Leann Rasmussen, Expo Décor

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Troy Vasquez and the Digital Attic Team

Del Estabrook and Dina Kalar,  
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## OUR WONDERFUL INTERNS...

Top (Left to Right): Katie Campbell, Jillian Bertolucci,  
Aubrie Tone, Laura Maciel Navarro and Erica  
Bermudez

Bottom (Left to Right): Asheline Beeson,  
Natalie Granados, Emmalie Castro and  
Madeline Hamada

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**Mary  
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Conference  
Director



**Jan  
Edwards**  
Director of  
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**Ibronke Adelaja, M.D.**

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**Teresa Daniele, M.D.**

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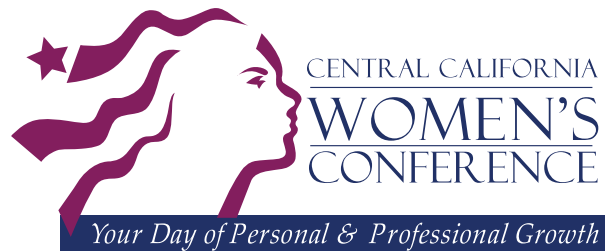
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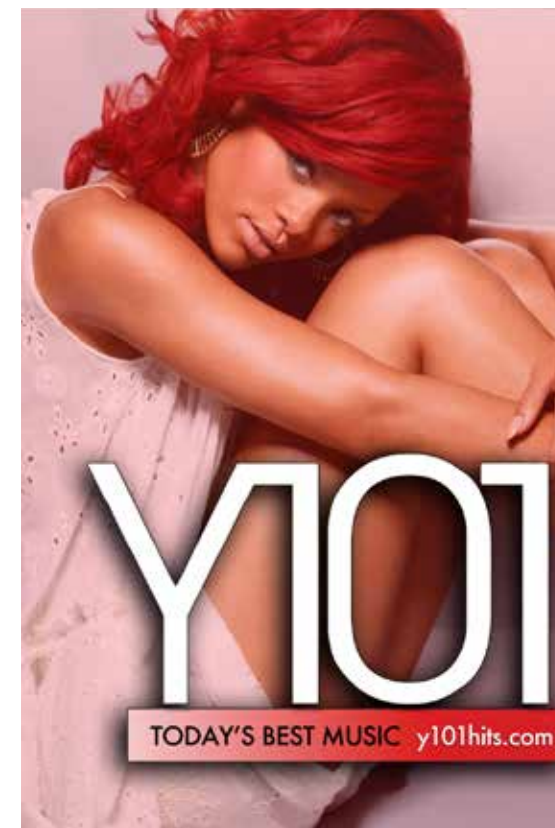
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# EVENTS



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**YEAR AROUND**

<b>MARCH 20</b> Antiques & Collectibles Fair 8am - 3pm	<b>JULY 22</b> Peach Party at the Farmers Market 5:30pm - 9pm
<b>APRIL 2-3</b> Big Hat Days 9am - 6pm	<b>JULY 29</b> N. American Pole Vault Championships 5:30pm - 9pm at the Farmers Market
<b>APRIL 17</b> Jamboree Car Show & Black Pot Cook Off 9am - 5pm	<b>SEPTEMBER 17-18</b> Clovis Fest 8am - 5pm Clovis Rodeo Grounds & Pollasky Ave.
<b>APRIL 21-21</b> Clovis Rodeo Clovis Rodeo Grounds	<b>SEPTEMBER 23</b> Pistachio Party at the Farmers Market 5:30pm - 9pm
<b>APRIL 30</b> Old Town Spring Wine Walk 5pm-8:30pm	<b>SEPTEMBER 25</b> Antiques & Collectibles Fair and British Car Roundup 8am - 3pm
<b>MAY 1</b> Every Friday Through September Blue Grass in the Park 6:30pm - 8:30pm Clovis Veterans Memorial Park	<b>OCTOBER 1</b> Old Town Fall Wine Walk 5pm - 8:30pm
<b>MAY 13</b> Old Town Clovis Farmers Market Through September 24 Friday Nights 5pm-9pm	<b>OCTOBER 16</b> Glorious Junk Days Vintage Flea Market 8am - 3pm
<b>MAY 14-15</b> Old Town Flea Saturday 10am-4pm Sunday 9am-3pm Clovis Rodeo Grounds	<b>TBA</b> Craft Beer Crawl To Be Announced
<b>MAY 29</b> Glorious Junk Days Vintage Flea Market 8am - 3pm	<b>NOVEMBER 7-8</b> Old Town Flea Saturday 10am-4pm Sunday 9am-3pm Clovis Rodeo Grounds
<b>TBA</b> Craft Beer Crawl To Be Announced	<b>NOVEMBER 17</b> One Enchanted Evening 5pm - 8pm
<b>JUNE 24-26</b> Old Town Clovis Gun & Antiques Show Saturday 9am-5pm Sunday 9am-4pm Clovis Veterans Memorial Building	<b>NOVEMBER 26</b> Horse Drawn Carriage Rides Through December 18 on Saturdays & Sundays 1pm - 4pm
	<b>DECEMBER 3</b> Children's Electric Light Christmas Parade 6:30pm

All events are held on the streets of Old Town unless noted otherwise.

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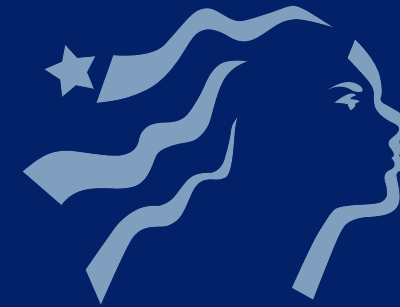
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