



CENTRAL CALIFORNIA  
WOMEN'S CONFERENCE  
Presenting Sponsor  
Community Medical Centers



32 YEARS  
OF  
INSPIRING  
WOMEN

SEPTEMBER 17, 2019



C 2  
C 0  
W 1  
C 9

BREAKING  
BOUNDARIES





High-tech.  
Higher purpose.



Caring for the Central Valley.  
***With all our hearts.***

90  
years

Saint Agnes  
Medical Center



Videos of Tyra speaking are strictly prohibited

7:15 - 9:30 a.m.

**REGISTRATION & CONTINENTAL BREAKFAST**

Sponsored by Wawona Frozen Foods and The Brownie Baker

8 - 9:30 a.m. **WARM-UP SESSION**

Sponsored by Wells Fargo and Fresno Yosemite International Airport

**Everything is Possible** Jen Bricker | JenBricker.com

9:30 - 10:15 a.m. **MORNING 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 Sponsor Saint Agnes Medical Center

A CONVERSATION WITH

**Tyra Banks**

Lunch Sponsor

Chukchansi Gold Resort & Casino

1:30 - 2:30 p.m. **SESSION 2**

2:30 - 3:15 p.m. **AFTERNOON BREAK**

Sponsored by Pepsi Beverages Company

3:15 - 4:15 p.m. **SESSION 3**

4:30 - 5:30 p.m. **COOL-DOWN SESSION & RECEPTION**

Sponsored by Deli Delicious, The Wonderful Company, Fresno State Winery and The Brownie Baker

Kaiser Permanente Fresno presents "Instant Recess"

**Speaker:** Comedian Debi Gutierrez | DebiOnTheWeb.com



@CCWCFRESNO

#CCWC19

Presenting Sponsor



Seating for all sessions (except the luncheon) is first come, first served. Luncheon seating was assigned based on the date of your registration. Go early to the breakout sessions that are important to you.

The Fire Marshall requires us to close breakout session rooms when they fill to capacity, so head to the Theater if your session is full as there will always be plenty of room there.



CCWC has an app!

**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 - and find us on Facebook, too! Please use #CCWC19.

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

Attendees with disabilities 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 upon entering. 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.

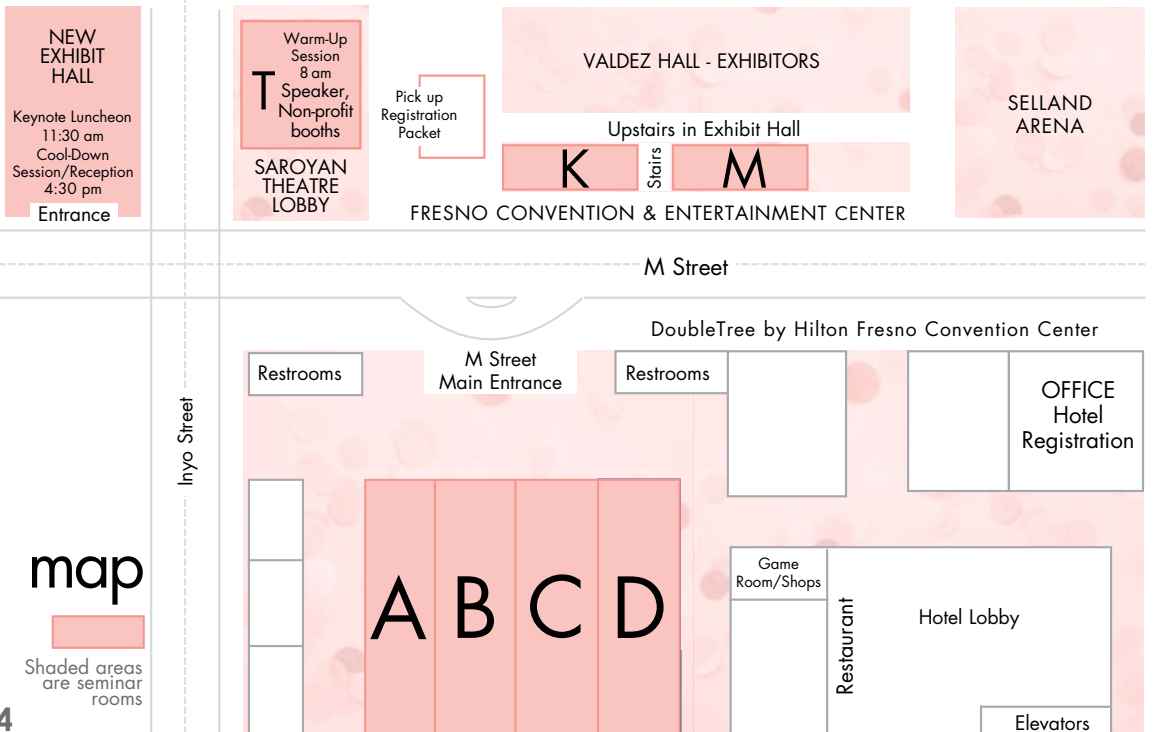
*The ticket holder voluntarily assumes all risks incident to this event, including but not limited to the risk of lost, stolen or damaged property and personal injury, whether or not caused by any partial or total negligence of CCWC, its vendors or participants. CCWC may revoke this badge and eject or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

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



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# session one

10:15 am – 11:15 am

| Room | Number | Session  |
|------|--------|--|
| A    | 1-01   | <p><b>Women and Heart Disease   Teresa Daniele, M.D.</b><br/> <i>(Sponsored by Community Medical Centers)</i><br/>           Come learn more about women and heart disease. Have a better understanding of what puts women at risk, and learn what we can do to prevent it.</p>  |
| B    | 1-02   | <p><b>Financial Freedom Now!   Kate Eiland and Elise Kausen</b><br/> <i>(Sponsored by Wells Fargo)</i><br/>           Explore the basics of behavioral finance and learn some tools that may help you break through some of the mental barriers holding back your financial success.<br/>           Wells Fargo Advisors, 7102 North Fresno Street, Fresno, CA 93720; (800)338-6892; www.eilandfsg.com. DISCLOSURES: CAR-0319-04841; Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, member SIPC.</p> |
| T    | 1-03   | <p><b>Live Longer, Live Healthier: Discover the Secrets of Blue Zones   Luann Alemao</b><br/>           Discover the secrets for living longer and better through the interconnected factors found in Blue Zones, areas in the world where people live the longest and healthiest.</p>   |
| C    | 1-04   | <p><b>How to Win at Work: Building a Career (or a Business) in the Place You Love   Panel - Dora Westerlund (Moderator), Genesis Wilson, Mona Prieto, Martha McCurry</b> <i>(Sponsored by Bank of America)</i><br/>           All accomplished in many areas, these Latina business leaders will share and answer questions about what it's really like to establish a successful career and build a business in the Valley.</p>   |
| K    | 1-05   | <p><b>The Juggle is Real: How to Stay on your A-Game for Whatever the Day Brings   Gia Kazarian</b><br/>           In today's busy world, you never know who you might run into. Learn how to keep your cool in a world where a first impression means everything.</p>   |
| D    | 1-06   | <p><b>Diabetes and You: A Primer on Diabetes with a Focus on Prevention   Varsha Babu, M.D.</b><br/> <i>(Sponsored by Community Medical Centers)</i><br/>           Learn how diabetes affects women and how to help your family live a healthy lifestyle.</p>   |
| M    | 1-07   | <p><b>Hairstyling Hacks for Your Busy Life   Amanda Watrous</b><br/>           Women are busier than ever, with little to no time to style their hair. Learn quick, easy hairstyling tips to keep you looking amazing every day!</p>   |

# session two

1:30 pm – 2:30 pm

| Room | Number | Session  |
|------|--------|--|
| M    | 2-01   | <p><b>Love, Loss and Networking: How to Survive Anything   Beth Bridges</b><br/>           When life throws us a curve – job loss, health issues, divorce or even death of a loved one – we can lean on close friends and family, but our larger network can also be one of our most important “survival tools.”</p>   |
| A    | 2-02   | <p><b>Women and Financial Wellness: The Bottom Line   Samantha Sylvester &amp; Yvonne Sanchez, CFP</b> <i>(Sponsored by Bank of America)</i><br/>           Get an update on the financial progress made by women and the trails that are left to blaze, and also explore the unique financial obstacles faced by women in all stages of life and how you can overcome them.</p> |
| D    | 2-03   | <p><b>Digital Parenting: Real Talk for Raising Them Right with Screens -- Toddlers to Tweens   Jill Simonian</b><br/>           A lively discussion about raising kids in a digital world. Jill will tackle the latest findings, reveal hidden pitfalls and detail how we, as parents, can manage and conquer the downsides of devices. Q+A included.</p>                        |
| B    | 2-04   | <p><b>How to Become a Purposeful Leader   Felicia R. Haecker, Ed.D.</b><br/> <i>(Sponsored by Leadership California and State Farm)</i><br/>           Go on a journey toward defining and clarifying your personal leadership vision and learn how to inform your leadership style and walk with confidence and purpose.</p>  |
| C    | 2-05   | <p><b>Aging . . . It can Literally be Painful -- So Let's Manage It!   Jonathan D. Grossman, M.D.</b> <i>(Sponsored by Saint Agnes Medical Center)</i><br/>           Learn about trends in pain management from interventional pain and spine specialist Jonathan Grossman, MD.</p>   |
| K    | 2-06   | <p><b>Tips and Tools for Maintaining Balance and Strength as You Age   Rhonda Murphy</b><br/>           Rhonda and her fitness team will help give you tips and tools to improve your everyday health. You will leave the seminar with specific straightforward exercises that will help to improve your well-being as you age.</p>  |
| T    | 2-07   | <p><b>Just the Right Amount! A Maximalist's Guide to Living Minimally Without Sacrificing It All   Erin Melkonian</b><br/>           Join our speaker as she takes you through her journey of decluttering her home and creating the ultimate “Happy Place.”</p>   |

# session three

3:15 pm – 4:15 pm

Room Number Session

- A 3-01 Women's Health & Well-Being: Finding Balance in Today's World | Brandy Box-Noriega, M.D., Nicole Hill, M.D., Amanda Reeve, M.D.**  
*(Sponsored by Kaiser Permanente Fresno)*  
Learn how to live your best life and thrive physically, emotionally, and spiritually.
- K 3-02 Are You Playing Musical Chairs with Your Family and Finances? | Heather Pietroforte** *(Sponsored by Bank of America)*  
If you are one of the 69% of people that don't have a will, then you are playing musical chairs with your family and finances. Understand why and how preparing for your possible incapacity is the best gift you can give your family.
- B 3-03 Live Longer, Live Healthier: Discover the Secrets of Blue Zones | Luann Alemao**  
Discover the secrets for living longer and better through the interconnected factors found in Blue Zones, areas in the world where people live the longest and healthiest.
- C 3-04 Find the Courage to Be a Leader | Nikki Henry** *(Sponsored by Bank of America)*  
Often women don't move up the ladder at work because they don't feel ready. This session breaks down those mental barriers of "readiness" and helps even the most nervous of us move into action.
- D 3-05 Women in the Central Valley: A Snapshot of Now and A Look Toward the Future | Panel - Lindsay Callahan (Moderator), Sabrina Kelley, M.P.H., Carole Goldsmith, Ed.D., Dezie Woods-Jones, Ph.D., Tania Pacheco-Werner, Ph.D., Nancy Herr**  
Join our community discussion on the well-being of Central Valley women, share your thoughts and hear from local women leaders about what could be done to improve the lives of women and girls in the Central Valley.
- M 3-06 Rediscovering My Single Self | Suzanne Bertz-Rosa**  
The good, the bad, and the absurdity of singlehood at a mature age. Just shy of her 50th birthday, Suzanne's 25-year relationship ended unexpectedly. The path back to her has been an adventure, one that continues.
- T 3-07 Nurturing You: Putting on Your Oxygen Mask Before Assisting Others | Teresa Stas**  
Learn how to make yourself a priority so that you are able to nurture the goals important to you such as excelling in business or making more money!



Expect the very best. Nativo's Sunday brunch.



# The life you were **meant to live** is right in front of you.

Don't let your weight get in the way. Together, our team of bariatric & metabolic surgeons, nurses and therapists can guide you through a personalized weight loss surgery program that can help you live life to its fullest.



**COMMUNITY**  
MEDICAL CENTERS

**TODAY.**





*"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. When you leave today you will feel energized, passionate and inspired!"*

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



*"Working with a fabulous board and sensational conference directors who are all women to plan an inspiring day for the women of the valley and to then be able to contribute support to the numerous CBOs who work tirelessly to assist women and children... is nothing short of remarkable! My hope is that today enlivens your spirit as much as this conference does mine all year! Carpe diem ladies (and gents)!"*

**Tricia Holt, CCWC Vice President**  
Non-profit Consultant and Agent, Aflac



*"We hear how important it is to take time for ourselves – practice self-care. What better way than to spend a day immersed in the development of our mind, body & soul! The Central California Women's Conference provides the perfect mix of laughter, self-reflection, motivation and fun! I can't imagine a better investment of time to re-energize and dream of what is to come next on this fantastic journey we call life. Can't wait to share the day with all of you. ENJOY!"*

**Teri L. Amerine, CCWC Treasurer**  
Chief Philanthropy Officer, Saint Agnes Medical Center 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 poured into and enriched by the synergistic results of Central Valley women helping other Central Valley women, children and families! 32 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





# Dear Friends,

Kudos to the Central California Women's Conference on its fastest sellout ever, and for 32 years of transformation and inspiration! As conference sponsors, it is our privilege to support this 32nd annual event.

We are proud of the fact that together, we are ALL making a difference by giving back to Valley women and children in need.

Now more than ever, we need to **Break Boundaries!**

Thank you. This will be a day you'll never forget.





## We proudly invest in women

Women make up more than 50% of the employees at Bank of America. We proudly continue to recruit and invest in helping women succeed within our organization. Outside, we support the economic empowerment of women in our communities and all around the world.

Through programs like the Women's Executive Development program, we empower women to develop their skills and talents to prepare them for leadership roles.

And through partnerships with Vital Voices, the Tory Burch Foundation and the Cherie Blair Foundation, we've helped nearly 4,000 women from 80 countries grow their businesses and foster economic prosperity.

To learn more, visit our Empowering Women page at [bankofamerica.com/women](https://bankofamerica.com/women).



A photograph of a smiling female nurse in a hospital room. She is wearing a blue scrub top and has a stethoscope around her neck. Her name tag identifies her as Beatrice, RN. She is leaning over a patient who is lying in a hospital bed, partially visible in the foreground. The background shows a bright window with a view of a cityscape.

# Life-changing care. Unwavering dedication.

Caring for the Central Valley.  
*With all our hearts.*



Saint Agnes  
Medical Center

# High five!

A group of people are high-fiving their hands in the center of the frame. In the foreground, a woman with long dark hair is smiling broadly, looking upwards. The background is a bright, out-of-focus outdoor setting, possibly a beach or park.

Saluting the mission of  
The Central California  
Women's Conference,  
we are honored to be  
a part of your day.

## The Fresno Bee Rewards

Our way of saying  
THANK YOU for being  
a loyal supporter of  
The Fresno Bee.

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





**BEST  
CHILDREN'S  
HOSPITALS**

**U.S. News** & WORLD REPORT

RANKED IN  
5 SPECIALTIES  
2019-20

The  
Best Care  
For **ME.** 



**Valley  
Children's**  
HEALTHCARE

*Futures Worth Fighting For.*

For the fourth year in a row, Valley Children's is recognized as one of the best children's hospitals in the nation by U.S. News & World Report, ranking in Diabetes & Endocrinology, Gastroenterology & GI Surgery, Neonatology, Orthopedics and Urology.

We are proud of this national recognition and honored by the trust families have placed in us for nearly seven decades.



KEVIN MUSSO

WARREN ARMSTRONG

MARGOT KIM

# abc30 ACTION NEWS

IS A PROUD SPONSOR OF **CCWC 2019**





## THE COMMUNITY THAT GROWS TOGETHER, THRIVES TOGETHER.

Kaiser Permanente is a proud supporter of the  
Central California Women's Conference.

At Kaiser Permanente, we don't see health as an industry. We see it as a cause. Our doors, hearts and minds are always open to help every last one of you thrive. Learn more at [kp.org/fresno](https://kp.org/fresno).



# TYRA BANKS

Tyra Banks has walked the runways of Milan and Paris, strutting high fashion, Victoria's Secret Angel wings and everything in between . . . she is the producer and creator of America's Next Top Model, a show seen in 150 countries . . . she has been ranked by Time Magazine as one of the world's most influential people. . . she is a two-time Emmy winner, NY Times best-selling author. And she is a mother!

Expanding the definition of beauty is something Tyra has always believed in. Six modeling agencies rejected her before she was signed at the age of 15. Now, hundreds of magazine covers and thousands of runways later, Banks grooms the next generation of models to make their dreams come true. Tyra created and executive produces the first and longest-running fashion competition-based reality television series, America's Next Top Model, with 24 seasons. ANTM currently airs in 150 countries and has 25 international versions worldwide.

As an original Victoria's Secret Angel, Banks was also the first female model to grace the cover of GQ and the first African-American model to be featured on the cover of Sports Illustrated swimsuit issue. In fact, she was invited back after 23 years to once again grace the cover this past May.

She is CEO of the Tyra Banks Company — a place where beauty meets entertainment. She is frequently a visiting professor at Stanford University Business School. Most recently, Tyra released her new book *Perfect Is Boring*.

Welcome to the Valley, Tyra!



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

morning warm-up keynote speaker

## JEN BRICKER

Born without legs, Jen Bricker's biological parents left her at the hospital. One would think she would be destined for a life of hardship. However, the hand of destiny brought her an amazing adoptive family who gave her one simple rule, "Never say the word can't." As a child Jen was obsessed with gymnastics, and went on to compete against able-bodied athletes, and became a State Champion in power tumbling. Always challenging herself, Jen transitioned into an accomplished acrobat and aerialist. Jen is also an accomplished speaker and her first book, *Everything is Possible*, hit the New York Times Best Seller list in 2016.



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

afternoon cool-down keynote speaker

## DEBI GUTIERREZ

For the past 20 years, Debi Gutierrez has had one foot on a red carpet and the other on a rug that she's trying to vacuum. She's a real-life wife, mom and friend that just happens to make a living on television. When Debi isn't hosting television or touring the country as a headlining comedian, motivational humorist or keynote speaker, she's busy living an action-packed life with her girlfriends, children, and former Marine husband who all provide her with tons of laugh-out-loud moments to pass on to her audiences.



# THANKYOU

The mission of CCWC is to inspire women through education. We accomplish this by bringing you the experts on topics which affect your lives. Tyra Banks is brought to you today in part by the generous support of our Keynote Speaker Sponsor, Saint Agnes Medical Center. Thank you, Saint Agnes!





**LUANN ALEMAO**  
**Session 1-03: Live Longer, Live Healthier: Discover the Secrets of Blue Zones**  
**AND Session 3-03: Live Longer, Live Healthier: Discover the Secrets of Blue Zones**

Luann has been a Family and Consumer Science professional, educator and national speaker for more than 30 years. She teaches how the little things that you do and chew make the bigger difference.  
**LAandA.com**



**VARSHA BABU, M.D.**  
**Session 1-06: Diabetes and You: A Primer on Diabetes with a Focus on Prevention** (Sponsored by Community Medical Center)

Dr. Varsha Babu is board certified in Endocrinology and Internal Medicine with a special interest in diabetes, thyroid cancer, pituitary - and adrenal disorders, PCOS and women's health, and insulin pump management.  
**CommunityMedical.org**



**SUZANNE BERTZ-ROSA**  
**Session 3-06: Rediscovering My Single Self**

Suzanne Bertz-Rosa is a creative director, marketing strategist, and CEO, who is debuting her personal tale of rediscovery at CCWC.  
**Bertz-Rosa.com**



**BRANDY BOX-NORIEGA, M.D.**

**Session 3-01: Women's Health & Well-Being: Finding Balance in Today's World** (Sponsored by Kaiser Permanente Fresno)  
 Dr. Box-Noriega is the Chief of Oncology at Kaiser Permanente Fresno and is triple-board certified in hematology (blood disorders), oncology (cancer diagnoses), and internal medicine.  
**KP.org**



**BETH BRIDGES**  
**Session 2-01: Love, Loss and Networking: How to Survive Anything**

Beth Bridges is known as The Networking Motivator. She has attended more than 3,000 networking events and is the author of the book "Networking on Purpose."  
**TheNetworkingMotivator.com**



**LINDSAY CALLAHAN**  
**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look Toward the Future** (PANEL)

Lindsay Callahan is the President and CEO of United Way Fresno and Madera Counties. She founded the Central Valley Afterschool Foundation in 2004 and sits on the boards of several local organizations.  
**UWFM.org**



**TERESA DANIELE, M.D.**  
**Session 1-01: Women and Heart Disease**

(Sponsored by Community Medical Center)  
 Dr. Teresa Daniele is the Chief of Cardiology for UCSF Fresno and maintains a special interest in women's heart disease.  
**CommunityMedical.org**



**KATE EILAND**  
**Session 1-02: Financial Freedom Now!** (Sponsored by Wells Fargo)

First Vice President - Investment Officer for Wells Fargo Advisors: Kate Eiland is a CERTIFIED FINANCIAL PLANNER™, a Chartered Retirement Planning Counselor (CRPC®) and an Accredited Domestic Partner Advisor (ADPA®). She is Series 7, 66, 9/10 registered and is licensed to sell insurance (CA Insurance #0E63079). Disclosures: CAR-0319-04855; Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, member SIPC; Insurance products offered through affiliates.  
**EilandFSG.com**



**CAROLE GOLDSMITH, ED.D.**

**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look Toward the Future (PANEL)**

Dr. Carole Goldsmith is a recognized expert on workforce development, contextualized learning, and career technical education. She has spent 20+ years in a variety of educational leadership roles, most recently as President of Fresno City College. [FresnoCityCollege.edu](http://FresnoCityCollege.edu)



**JONATHAN D. GROSSMAN, M.D.**  
**Session 2-05: Aging . . . It can Literally be Painful -- So Let's Manage It!**

*(Sponsored by Saint Agnes Medical Center)*  
Dr. Grossman is Board-certified in Physical Medicine and Rehabilitation with a sub-specialty Board-certification in Interventional Pain Management. [SaintAgnesCare.com](http://SaintAgnesCare.com)



**FELICIA HAECKER, ED.D.**  
**Session 2-04: How to Become a Purposeful Leader**

Dr. Felicia Haecker is a veteran who uses her unique skill set to teach women how to identify their passions and craft strategies to reach their intended goals. [DogTagDivas.com](http://DogTagDivas.com)



**NIKKI HENRY**  
**Session 3-04: Find the Courage to Be a Leader**

*(Sponsored by Bank of America)*  
Nikki Henry is the Founder & CEO of Ladies Leading Ladies, a company dedicated to helping women and non-binary people grow as supportive leaders. [LadiesLeadingLadies.com](http://LadiesLeadingLadies.com)



**NANCY HERR**  
**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look to the Future**

Nancy is a project Specialist with Fresno County Superintendent of Schools who is devoted to creating new learning opportunities and resources for every child, young adult, and family.



**NICOLE HILL, M.D.**  
**Session 3-01: Women's Health & Well-Being: Finding Balance in Today's World**

*(Sponsored by Kaiser Permanente Fresno)*  
Dr. Nicole Hill is a surgeon with a special interest in treating breast cancer at Kaiser Permanente Fresno. [KP.org](http://KP.org)



**EЛИSE KAUSEN**  
**Session 1-02: Financial Freedom Now!** *(Sponsored by Wells Fargo)*

First Vice President – Investment Officer for Wells Fargo Advisors: Elise Kausen is a CERTIFIED FINANCIAL PLANNER™, a Chartered Retirement Planning Counselor (CRPC®) and an Accredited Domestic Partner Advisor (ADPA®). She is Series 7, 66, 9/10 registered and is licensed to sell insurance (CA Insurance #0E63079). Disclosures: CAR-0319-04855; Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, member SIPC; Insurance products offered through affiliates. [EilandFSG.com](http://EilandFSG.com)



**GIA KAZARIAN**  
**Session 1-05: The Juggle is Real: How to Stay on your A-Game for Whatever the Day Brings**

With a proven methodology, Gia Kazarian of First Impressions Consulting applies her 15 years of experience in leadership development to strengthen her clients' social skills, self-awareness, and professional behaviors. [FirstImpressionsConsulting.com](http://FirstImpressionsConsulting.com)



**SABRINA KELLEY, M.P.H.**  
**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look Toward the Future (PANEL)**

Sabrina Kelley is the Community Relations Consultant – Foundation Officer for Wells Fargo Bank where she guides the philanthropic work for the Greater Central Valley region.



**MARTHA MCCURRY**  
**Session 1-04: How to Win at Work: Building a Career (or a Business) in the Place You Love (PANEL)** (Sponsored by Bank of America)

Martha McCurry is part of the fabric of Ruiz Foods. She started at the company more than forty years ago, and for the last fifteen years has been Human Resources Director.  
**ElMonterey.com**



**ERIN MELKONIAN**  
**Session 2-07: Just the Right Amount! A Maximalist's Guide to Living Minimally Without Sacrificing It All**

Erin Melkonian of EMID Design Group leads a team of dedicated design professionals specializing in healthcare, hospitality, and residential interior design.  
**Emid-DesignGroup.com**



**RHONDA MURPHY**  
**Session 2-06: Tips and Tools for Maintaining Balance and Strength as You Age**

Rhonda Murphy is a fitness expert, motivator, coach and friend to everyone who wants to gain a higher level of health and fitness. She is also the fitness expert for ABC 30 "Workout Wednesday."  
**RhoFit.com**



**TANIA PACHECO-WERNER, PH.D.**  
**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look toward the Future**

Dr. Tania Pacheco-Werner is a research scientist working on matters related to health equity at the Central Valley Health Policy Institute at Fresno State.  
**FresnoState.edu/CHHS/CVHPI**



**HEATHER PIETROFORTE**  
**Session 3-02: Are You Playing Musical Chairs with Your Family and Finances?** (Sponsored by Bank of America)

Attorney Heather Pietroforte's estate planning practice focuses on helping families enhance their lives today and secure their futures tomorrow. Her legal expertise includes family protection, wealth preservation, and values-based planning.  
**CentralCaliforniaLaw.com**



**MONA PRIETO**  
**Session 1-04: How to Win at Work: Building a Career (or a Business) in the Place You Love (PANEL)** (Sponsored by Bank of America)

Mona Prieto earned an Associate of Arts Degree from Fresno City College, a B.A. in Political Science from California State University, Fresno and a Juris Doctorate Degree from San Joaquin College of Law. She and her husband own Sonora Ford, Subaru of Sonora, Sanger Chevrolet, Sanger Buick, and Sanger GMC.



**AMANDA REEVE, M.D.**  
**Session 3-01: Women's Health & Well-Being: Finding Balance in Today's World** (Sponsored by Kaiser Permanente Fresno)

Dr. Amanda Reeve, OB/GYN, is the Women's Health Liaison and Menopause Champion and lead gynecological surgeon at Kaiser Permanente Fresno.  
**KP.org**





**YVONNE SANCHEZ**  
**Session 2-02: Women and Financial Wellness: The Bottom Line** (Sponsored by Bank of America)

Yvonne R. Sanchez has a Bachelor's degree in business management from Fresno Pacific University and is a CERTIFIED FINANCIAL PLANNER™, a designation awarded by the Certified Financial Planner Board of Standards, Inc.

**BofA.com**



**JILL SIMONIAN**  
**Session 2-03: Digital Parenting: Real Talk for Raising Them Right with Screens -- Toddlers to Tweens**

Fresno native and monthly columnist for The Fresno Bee, Jill Simonian, is a television contributor (over 200 parenting segments, Los Angeles & national), creator of TheFABMom.com and author of the 2017 it-book for first-time pregnancy *The FAB Mom's Guide...* Connect with her at @jillsimonian.

**TheFABMom.com**



**TERESA STAS**  
**Session 3-07: Nurturing You: Putting on Your Oxygen Mask Before Assisting Others**

Teresa Stas is a national speaker, columnist, and CEO of Green Cactus, a live event sponsorship and marketing agency.

**GreenCactusCA.com**



**SAMANTHA SYLVESTER**  
**Session 2-02: Women and Financial Wellness: The Bottom Line** (Sponsored by Bank of America)

Samantha Sylvester is a Vice President and Trust Specialist with the Retirement and Personal Wealth Solutions group at Merrill Lynch. She graduated from Rutgers University in Economics and Sociology with honors and earned her MBA from Rider University.

**BofA.com**



**AMANDA WATROUS**  
**Session 1-07: Hairstyling Hacks for Your Busy Life**

Amanda Watrous is a licensed cosmetologist whose passion is helping her clients fall in love with their hair via quality services using professional products to provide an excellent experience.



**DORA WESTERLUND**  
**Session 1-04: How to Win at Work: Building a Career (or a Business) in the Place You Love (PANEL)** (Sponsored by Bank of America)

Dora Westerlund is the former Executive Director of the Fresno Area Hispanic Chamber of Commerce and President and CEO of the Fresno Area Hispanic Foundation.

**FresnoAHF.org**



**GENESIS WILSON**  
**Session 1-04: How to Win at Work: Building a Career (or a Business) in the Place You Love (PANEL)** (Sponsored by Bank of America)

Genesis Wilson is the CFO and co-owner of Dutch Bros Coffee of Fresno. She also serves as 1st Vice Chair for the Fresno Employers Advisory Committee, Board Secretary for Focus Forward, and has recently been appointed to the Board of the Marjaree Mason Center.

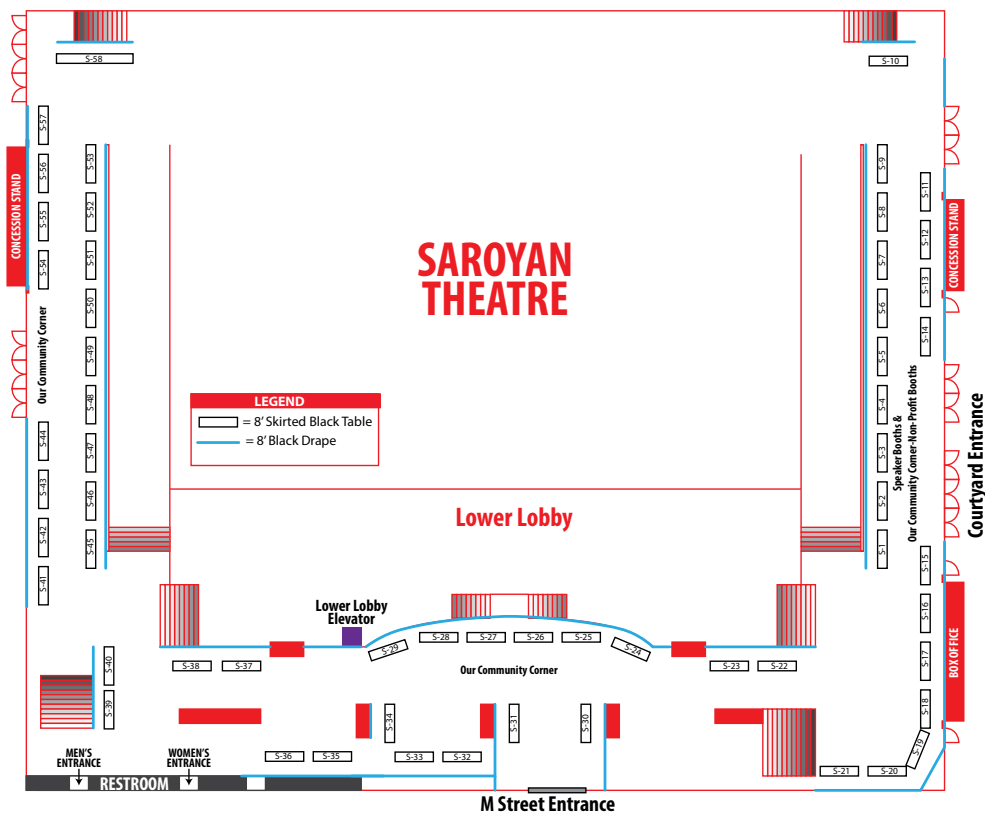
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**DEZIE WOODS-JONES, PH.D.**  
**Session 3-05: Women in the Central Valley: A Snapshot of Now and A Look Toward the Future (PANEL)**

Dr. Dezie Woods-Jones is a founding member and the State President of Black Women Organized for Political Action (BWOPA) and has also served as the Vice Mayor of Oakland, Calif. and as a member of the Oakland City Council. She is currently the President and CEO of DWJ & Associates consulting firm.

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| Teresa Stas               | S-8     |
| Dezie Woods-Jones, Ph.D.  | S-9     |
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"We go into these schools and some kids who have never seen live theater before are immediately floored," she says. "I hope this gives them a voice and represents them."

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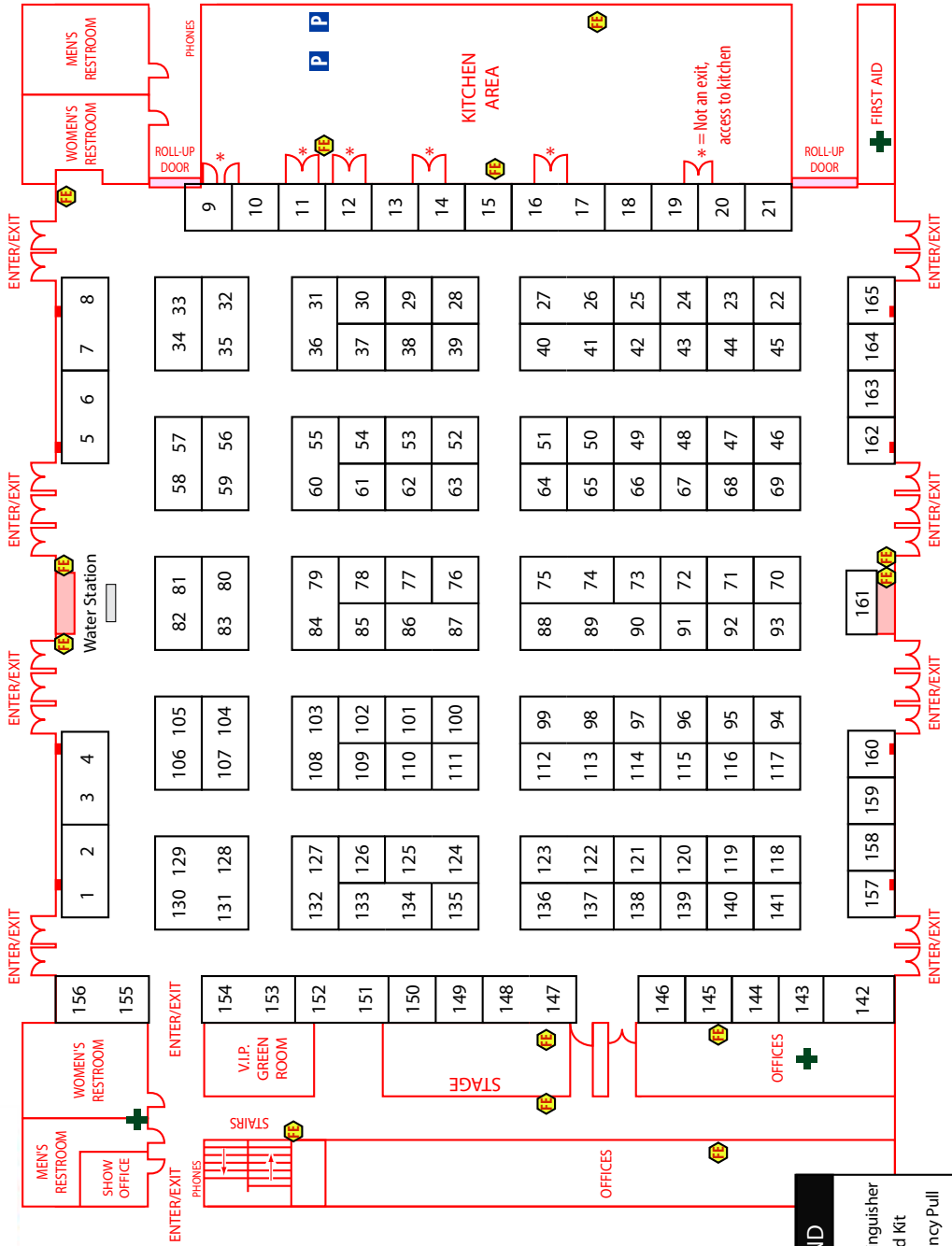
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The logo features the number '90' in a large, white, sans-serif font. The zero is stylized with a white cross inside it, resembling a medical symbol. To the right of the '0' is a semi-circle of small white triangles pointing outwards, suggesting a sunburst or a celebratory effect. Below the '90' is the word 'years' in a smaller, white, cursive font.

90  
years

Saint Agnes  
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Stop by our booth and sign the pink 2020 TLX. Each signature we collect goes toward a donation Fresno Acura makes to local breast cancer research and awareness.







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*Proud sponsor of the 2019 Central California Women's Conference*

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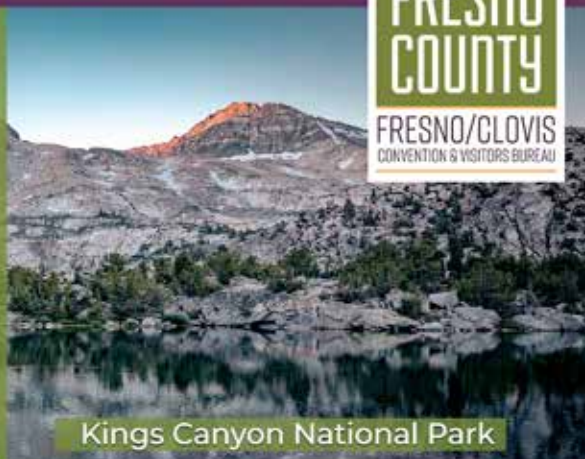




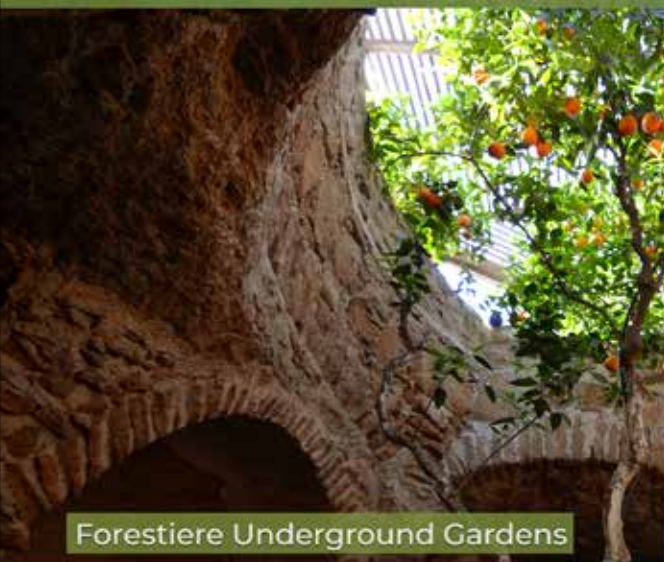
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# Supporting the Dreams of Our Kids



**Valley  
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HEALTHCARE







1936-2018

Today we celebrate

*Don Jackson,*

a man for all seasons!

Don was integral in forging the path along with Ken Maddy to create and make CCWC the prestigious conference it is today. The Central California Women's Conference was founded in 1988 and is a 501(c)(3) nonprofit, non-political organization for women of all ages and ethnicities. CCWC's mission is to educate, motivate and inspire women to excel in their professional and personal lives.

Don was the founding pioneer who tirelessly championed CCWC in its first 22 years. He served as Chairman of the Board and as legal counsel. Don also made strategic financial decisions which allowed the conference to flourish.

Don was a man of great dignity, kindness, commitment and wisdom. *With gratitude, Don, we celebrate you!*

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2019

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

\$1,200,000



An Evening to  
*Treasure*



*Angels of Grace*  
Foster Family Agency





Thirty-two 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 2019 funding to these 89 amazing non-profits. To date, we have donated more than \$1,200,000.



89 non-profits honored at  
this year's Celebration

\$100,100  
was awarded by CCWC in 2019

\$1,200,000+  
donated over 32 years to empower the  
lives of Valley women and children



# CCWC gives back

CCWC HONORS 89  
VALLEY ORGANIZATIONS

APRIL 23, 2019

7TH ANNUAL COMMUNITY CELEBRATION





On Tuesday, April 23, the Board of Directors of the Central California Women’s Conference held the 7th Annual Community Celebration to honor 89 community benefit organizations that serve women and children in the Central Valley.

At the Celebration CCWC awarded grants totaling \$100,100. 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 the Sanford Institute for Philanthropy at National University for providing underwriting for the event.





*Informing, Empowering and Entertaining our Audience  
through all their Journeys.*





# CCWC awards

## CCWC/ WELLS FARGO SCHOLARSHIP PROGRAM



WELLS  
FARGO



The Central California Women's Conference is proud to partner with our 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 Sabrina Kelley and the Wells Fargo team; CCWC President, Nene Casares; our CCWC Scholarship Chair, Elva Rodriguez; and the counselors who make it possible for our 20 scholars to *Break Boundaries!*



# WOMAN UP.

At AT&T, we want to help women be their very best. That's why we've created several programs to help foster growth for women and support their leadership goals.

**AT&T is a proud supporter of Central California Women's Conference.**



# CCWC, AT&T, 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.



CENTRAL CALIFORNIA  
WOMEN'S CONFERENCE



AT&T



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 **Break Boundaries!** Congratulations, CCWC, AT&T, CCEOC scholarship recipients!

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# Thank you -

Throughout our 32-year history, there's one thing that CCWC volunteers can agree on — their love of the conference. 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!!**

## VOLUNTEERS

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Anderson  
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Cheryl Blackburn  
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Mechelle Hicks  
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Kimberly A. Jacques  
Marie Jacques-DeLeon  
Marty Jauss  
Jan Johnson  
Murphy Jones, CAP-OM  
Joan Lucas Jordan  
Mary Jordan-Church

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JoAnne Chavez  
Lynn Cheek  
Irma Conder  
Carmen Decker  
Stella DuBois

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**for the Corona Refrescas**



# *a special thank you from Mary & Jan*

CCWC is made possible by the efforts of hundreds of people. We thank all who have contributed to make this a day that inspires you to Break Boundaries 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; our Scholarship Coordinator, Elva Rodriguez; and Jan and Betsy's incredible assistant, Sierra Jacobsen. We also owe a huge thank you to our CCWC volunteers. Many of you have been with us for all 32 years!

A special thanks to the Fresno Metro Black Chamber of Commerce, the Fresno Area Hispanic Foundation, and the Fresno Women's Chamber of Commerce for promoting the conference to their members.

## THANK YOU ALL FOR MAKING CCWC POSSIBLE!



**Mary Stabelfeld**  
Conference Director



**Jan Edwards**  
Director of Development  
and Marketing

### AND A BIG THANK YOU TO:

Michelle Von Tersch, Amy Wilson, Megan Flannery, Jana Brewer, Lynn Mackey, Katie Zenovich, Community Medical Centers

Kelley Sanchez and the Saint Agnes Medical Center Team  
Zara Arboleda, Sareen Creede, Rob Segura, Valley Children's Healthcare

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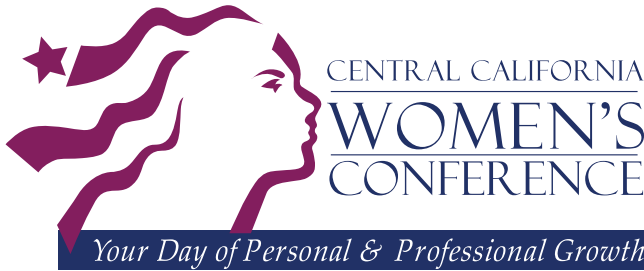


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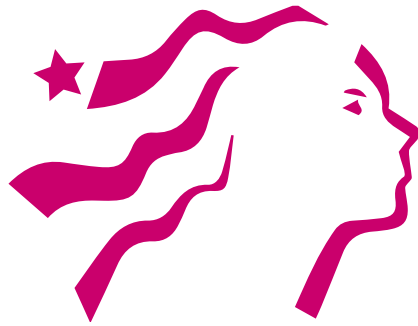
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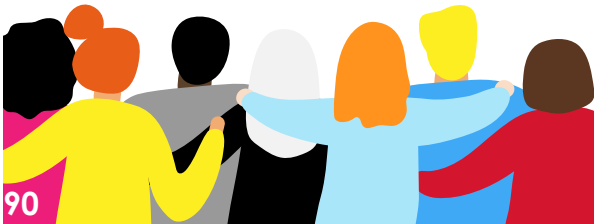
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