



THE 2010  
WOMEN IN LEADERSHIP  
CONFERENCE



## INFORMATION PACKET

Dear Conference Participant:

Thank you for registering for the 14<sup>th</sup> Annual Haas Women in Leadership Conference! This year our theme is *Trailblazers*, and we have a program filled with thought-provoking keynote speakers, panels, and workshops. We look forward to welcoming you to campus on Saturday, March 13<sup>th</sup>, for a memorable day of dialogue, networking, and inspiration.

This packet includes logistical information to help you prepare for your visit to our campus. If you have any questions, please refer to the contact details included at the end of this material.

Best regards,

2010 Haas WIL Conference Committee

**Date:** Saturday, March 13, 2010

**Venue:** Haas School of Business, University of California at Berkeley

**Address:** 2220 Piedmont Avenue, Berkeley, CA 94720

**Registration:** Upon arrival, please check in at the registration table located in the Bank of America Forum. Please be sure to bring photo identification with you. Registration begins at 8:45 a.m. and will be open throughout the day.

**Attire:** Recommended attire for the conference is business casual.

**Weather Description:** Typically, the weather is cool during this time of year, with temperature ranging from 50°F to 60°F, with precipitation possible. Since it is likely that conference participants will spend some time outdoors, we recommend that you dress in layers and bring a sweater.

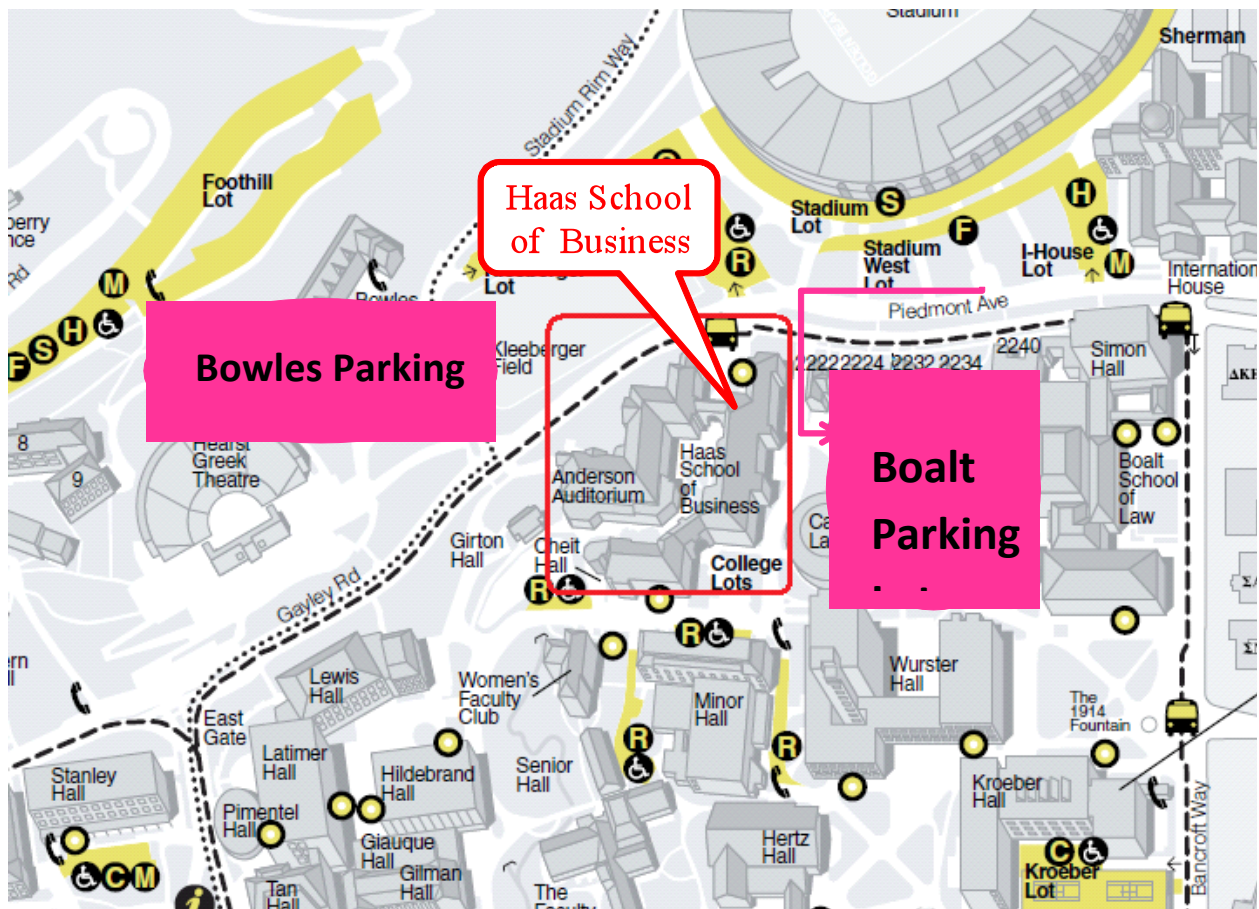
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## CONFERENCE AGENDA

8:45 AM	Registration & Breakfast	Courtyard Bank of America Forum
9:15 AM	Opening Remarks  Morning Keynote Leslie Blodgett, CEO, Bare Escentuals	Arthur Andersen Auditorium
10:30 AM	Industry Panels <ul style="list-style-type: none"><li>• Consulting: Delivering the Right Advice to the Right Client</li><li>• Corporate Responsibility: A New Imperative</li><li>• The Only Constant is Change: Capturing the Ever-Evolving Consumer in CPG and Retail</li><li>• Energy: Powering Our Future</li><li>• When There is No Road: Life as an Entrepreneur</li><li>• Phoenix Rising: The Financial Services Industry in Transformation</li><li>• A Timely Topic: The Business of the Healthcare Industry</li><li>• A Growing Industry: Nonprofits in a Competitive World</li><li>• Still Leading the Pack: Women Innovators in Technology</li></ul>	
12:00 PM	Networking Lunch	Bank of America Forum
1:15 PM	Midday Keynote Kamala Harris, San Francisco District Attorney	Arthur Andersen Auditorium
2:15 PM	Issue Panels & Workshops <ul style="list-style-type: none"><li>• After the Bubble: Opportunities in Real Estate</li><li>• Blazing to the Top</li><li>• Designing Women</li><li>• Empowering Women Around the Globe</li><li>• Navigating Organizational Politics: Avoiding Blind Spots and Increasing Your Influence</li><li>• A Women's Guide to Negotiating Effectively</li><li>• Using Social Media as Your Networking Copilot</li></ul>	
3:30 PM	Afternoon Keynote Cathie Lesjak, CFO & Executive Vice President, Hewlett-Packard Company	Arthur Andersen Auditorium
4:15 PM	Closing Remarks	Arthur Andersen Auditorium
4:30 PM	Networking Reception	Bank of America Forum

## Maps of the Haas School of Business and Adjacent Campus Landmarks

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### Parking at the Haas School of Business

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**Note:** Parking on the U.C. Berkeley campus is extremely limited, so we encourage attendees to carpool or use public transportation to reach campus.

### Pre-purchased, Sponsor, Panelist and Speaker Parking

Due to limited availability, parking is only available for those who pre-paid when registering for the conference, and for sponsors, panelists and other speakers. The two parking lots, Bowles and Boalt, are highlighted on the map above. **Keynotes, panelists, and sponsors please park at Boalt. All other attendees with pre-paid parking, please park at Bowles lot. Both highlighted above.**

Upon arrival, please drive to one of the lots and check in with the parking lot attendant. Your name will be on a parking list and you will receive a parking permit to hang in your window during the day.

***Please be sure to display the parking permit you receive from the parking attendant face-up on the dashboard on the driver's side. If the permit is displayed incorrectly, you will be subject to a citation!***

If you did not pre-purchase parking, a few nearby parking options are noted below. Costs vary.

1. City of Berkeley surface parking lot at Oxford Street, Allston Way, and Kittredge. Enter from Kittredge.
2. UC Student Union Garage, located on Bancroft just west of Telegraph (south side parking).

3. City of Berkeley Sather Gate Garage, located on Durant between Dana and Telegraph (south side of campus). Enter from Channing Way or Durant Ave.
4. City of Berkeley Center Street Garage, 2025 Center Street between Shattuck and Milvia Street.
5. Street parking: Read all parking restriction signs carefully. The rules and times are strictly enforced by the City of Berkeley.

## **Public Transit**

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### **BART (Bay Area Rapid Transit):**

From either airport, San Francisco or other points west or south of Berkeley, take a Richmond-bound BART train to the Downtown Berkeley station. Visit <http://www.bart.gov/> for more information. From the BART station, it's a 15-minute (uphill) walk to Haas.

### **AC Transit:**

AC Transit bus service provides transportation for commuters to and from San Francisco and throughout Alameda and western Contra Costa County. There are several AC bus lines that stop near campus. Visit <http://www.actransit.org/> for information.

## **Directions to the Haas School of Business**

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Directions, interactive maps, and public parking information are available at:

<http://haas.berkeley.edu/haas/maps.html>

### **From Highway 101 (San Francisco Airport; San Francisco; Bay Bridge; Marin County)**

1. Take 101 to 80 East, San Francisco/Oakland Bay Bridge.
2. Take 80 East across the Bay Bridge and stay on 80 East to Berkeley.
3. Exit at University Avenue and head east toward campus.
4. University Avenue dead-ends at campus. Turn left onto Oxford Street.
5. Turn right onto Hearst Avenue.
6. Turn right onto Gayley/Piedmont Road (called La Loma on the left).
7. The Haas School is about a half-mile down, on the right.

### **From Interstate 80 (Sacramento; Vallejo)**

1. Take I-80 to University Avenue.
2. Exit at University Avenue and head east toward campus.
3. University Avenue dead-ends at campus. Turn left onto Oxford Street.
4. Turn right onto Hearst Avenue.
5. Turn right onto Gayley/Piedmont Road (called La Loma on the left).
6. The Haas School is about a half-mile down, on the right.

### **From Interstate 580 East or West (Marin County; Pleasanton)**

1. Take 580 to 80 East (to Berkeley, Sacramento).
2. Exit at University Avenue and head east toward campus.
3. University Avenue dead-ends at campus. Turn left onto Oxford Street.
4. Turn right onto Hearst Avenue.
5. Turn right onto Gayley/Piedmont Road (called La Loma on the left).
6. The Haas School is about a half-mile down, on the right.

### **From Interstate 880 (Oakland, Oakland Airport; San Jose)**

1. Take 880 North to Oakland.
2. At the 880-80 junction, take 80 East to Berkeley.

3. Exit at University Avenue and head east toward campus.
4. University Avenue dead-ends at campus. Turn left onto Oxford Street.
5. Turn right onto Hearst Avenue.
6. Turn right onto Gayley/Piedmont Road (called La Loma on the left).
7. The Haas School is about a half-mile down, on the right.

**From Highway 24 (Walnut Creek)**

1. Take Highway 24 West.
2. Exit at Berkeley / Tunnel Road and head west.
3. Continue on Tunnel Road, which becomes Ashby Avenue at Claremont Avenue.
4. Turn right onto College Avenue to Durant.
5. Make a right onto Durant.
6. At the end of Durant, make a left onto Piedmont.
7. The Haas School is about a half-mile down, on the left.

**Contact Information**

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Please feel free to contact the following people if you have any questions:

**Conference Co-Chairs / Keynotes:**

Aliza Gutman; [aliza\\_gutman@mba.berkeley.edu](mailto:aliza_gutman@mba.berkeley.edu); (646) 315-2075  
Stephanie Roy; [stephanie\\_roy@mba.berkeley.edu](mailto:stephanie_roy@mba.berkeley.edu); (813) 760-4600

**Logistics:**

Jessica Wan; [jessica\\_wan@mba.berkeley.edu](mailto:jessica_wan@mba.berkeley.edu); (415) 509-1757  
Tina Ma; [tina\\_ma@mba.berkeley.edu](mailto:tina_ma@mba.berkeley.edu); (650) 303-4267

**Panels:**

Christine Mucker; [christine\\_mucker@mba.berkeley.edu](mailto:christine_mucker@mba.berkeley.edu); (408) 375-9723  
Amanda Murnane; [amanda\\_murnane@mba.berkeley.edu](mailto:amanda_murnane@mba.berkeley.edu); (510) 227-9023

**Marketing:**

Heather Houston; [heather\\_houston@mba.berkeley.edu](mailto:heather_houston@mba.berkeley.edu); (510) 867-9770

**Sponsorship:**

Sara Nelson; [sara\\_nelson@mba.berkeley.edu](mailto:sara_nelson@mba.berkeley.edu); (512) 228-4588

**Thank you! We look forward to seeing you on Saturday, March 13th.**