



2nd annual ywca  
berkeley / oakland  
**young  
women  
& money  
conference**

**saturday, december 5, 2009**

**Marriott Oakland City Center**  
1001 Broadway  
Oakland, CA 94607

**corporate sponsor:**

**HSBC** 

**eliminating racism  
empowering women**

**ywca**

## why should i attend?

Tired of sweating at the ATM because your money is going fast? Wish you knew how to make your money grow? This conference will provide you with the tools to gain financial independence and success! Learn the street smarts of money: good credit, balancing your checks, paying bills, renting an apartment, and much more.

**Arrive by 9 AM** for your chance to win a **\$100 gift certificate to Target** and other great prizes. More raffle winners announced throughout the day.

### Conference includes:

- > Free Raffles
- > Free messenger bag filled with financial resources and other goodies
- > Breakfast and Lunch
- > 3 Keynote Speakers
- > 2 Workshops of your choice
- > Free giveaways from the Resource Tables  
**...and more!**



## sponsor

**HSBC - North America Holdings Inc.** is one of the top ten financial services companies in the United States. HSBC – North America comprises all of HSBC's U.S. and Canadian businesses with assets totaling \$547 billion

at June 30, 2009. The **HSBC**  company's businesses serve customers in the following key areas: personal financial services, credit cards, specialty insurance products, commercial banking, private banking, and global banking and markets. Sponsorship of the **young women & money conference and program** represents a critical component of HSBC – North America's social responsibility program providing information and tools to help individuals and their families make sound financial decisions.

# keynote speakers

**Phaedra Ellis-Lamkins** is the Chief Executive Officer of Green For All, where she has worked to create opportunities for low-income people and people of color to gain access to



clean energy jobs. Phaedra has been named one of the 100 most powerful people in Silicon Valley by the *San Jose Magazine* and has been called one of “40

to watch under 40” by the *Silicon Valley Business Journal*. Phaedra has been featured in the *Wall Street Journal* online, *San Francisco Chronicle*, *San Jose Mercury News*, *America at Work*, *NBC News* and *ABC News*.

**Valerie Coleman Morris** is the former Business Anchor for *CNN Domestic and International* with an audience of more than 290 million homes, hotels & airports world wide.



Valerie has decades of experience in TV and radio, beginning her career at KRON-TV in San Francisco. Currently, she focuses on financial literacy for young people,

women & people of color. Accomplishments include 3 California Emmys, a national Alpha Kappa Alpha “Woman of the Year” award, an Outstanding African American Alumna award from San Jose State University, and an “Award of Courage” from the National Organization for Women.

**Kathleen Ronald**, “Queen of Business Networking,” is an unparalleled networker, an internationally



renowned speaker-trainer, and founder of Speaktacular. She has more than 25 years of experience providing in spirational keynotes and training seminars. Author of the

soon-to-be-released *Networking Bible*, Queen Kathleen excels at helping people develop strategies that “build their net worth by building their network.” Kathleen has founded networking groups, Fortune 10/10 (a women’s investment group), Women of Wealth Ventures and co-founded Women in Networking.

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[www.ywca-berkeley.org](http://www.ywca-berkeley.org)

## workshops

- > **I Graduated, Now What? Personal Finance 101**
- > **What To Do Before You Say “I Do”**
- > **Inspiring Women to Have a Fabulous Relationship with Money**
- > **Power Over Plastic: Credit, Cash & Your Brilliant Financial Future**
- > **You’re Hired! Negotiating What You Are Worth**
- > **Myth Busters - Credit History**
- > **Managing Money: How Budgeting Can Make You Rich!**
- > **Unlocking the Code, How Credit Scores Work**

*You choose the workshops of your choice on the day of the Conference.*

## presenters

- > **Loretta Abrams**  
*Senior Vice President, Consumer Affairs, HSBC*
- > **Julie Asti**  
*CFP, Asti Financial Management, LLC*
- > **Kimmy Bess**  
*Personal Finance Advocate*  
[www.kimmybess.com](http://www.kimmybess.com)
- > **MB Deans**  
*CEO & Managing Partner, Douglas Partners*  
[www.douglas-partners.com](http://www.douglas-partners.com)
- > **Rebecca Kieler**  
*Kieler Career Consulting*  
[www.kielercareerconsulting.com](http://www.kielercareerconsulting.com)
- > **Aurora Medina**  
*Money Coach*  
[www.auroramedina.net](http://www.auroramedina.net)
- > **Alicia Rincon**  
*Manager, Consumer and Mortgage Lending, HSBC*
- > **Jenny Smith**  
*Tanger Group*  
[www.poweroverplastic.com](http://www.poweroverplastic.com)

## conference agenda

Saturday, December 5, 2009  
Marriott Oakland City Center  
@ 12th Street BART Station  
9:00 AM - 4:30 PM

- > 9:00 - 9:30 AM  
Registration, Breakfast and Resource Tables
- > 9:30 - 9:45 AM  
Welcome and Introduction
- > 9:45 - 10:45 AM  
Keynote Speaker:  
**Phaedra Ellis-Lamkins**
- > 10:45 - 11:00 AM  
Resource Tables
- > 11:00 AM - 12:15 PM  
Morning Workshops
- > 12:30 - 1:30 PM  
Luncheon and  
Keynote Speaker:  
**Valerie Coleman Morris**  
and Resource Tables
- > 1:45 - 3:00 PM  
Afternoon Workshops
- > 3:15 - 4:15 PM  
Keynote Speaker:  
**Kathleen Ronald**
- > 4:15 - 4:30 PM  
Closing Remarks



**yes!** I want to attend the  
**2nd annual ywca berkeley / oakland  
 young women & money**

**conference** Saturday, December 5, 2009

at the Marriott Oakland City Center @ 12th Street BART Station

**You may register online at [www.ywca-berkeley.org](http://www.ywca-berkeley.org)—  
 click on young women & money**

> \_\_\_\_\_  
 NAME

> \_\_\_\_\_  
 ADDRESS

> \_\_\_\_\_  
 CITY STATE ZIP CODE

> \_\_\_\_\_  
 PHONE NUMBER AGE

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

> **All ages welcome:** Discounted for Ages 18-30: **\$20**  
 Discounted for Ages 31-40: \$55  
 Full Registration Cost: \$70

> **Conference Fee Includes:**  
 Breakfast · Lunch · Backpack · Three Keynote Speakers  
 Two Workshops · Access to Local Financial Resources

> **Payment Options:**

**Register online at [www.ywca-berkeley.org](http://www.ywca-berkeley.org)—  
 click on young women & money**

Enclosed is my check for \$\_\_\_\_\_ made payable to:  
 YWCA Berkeley / Oakland.

Please charge my:  Visa  Mastercard the amount of \$\_\_\_\_\_

> \_\_\_\_\_  
 CARD NUMBER EXP DATE

> \_\_\_\_\_  
 SIGNATURE

> **Please mail registration form with payment or billing information by  
 November 30, 2009** to: YWCA Berkeley / Oakland  
 2600 Bancroft Way · Berkeley, CA 94704  
 Tel: 510.848.6370  
 E-mail: [ywmoney@ywca-berkeley.org](mailto:ywmoney@ywca-berkeley.org)

**register on line at [www.ywca-berkeley.org](http://www.ywca-berkeley.org)**