

WomanUP!™ Conference

IDENTIFY. DEVELOP. CONNECT.

JUNE 8, 2017 • WESTIN PASADENA



SCHEDULE OF EVENTS

9a.m.–9:30a.m.

BREAKFAST
& REGISTRATION

9:30a.m.–5:30p.m.

PROGRAM

5:30p.m.–6:30p.m.

NETWORKING
RECEPTION

Emcees

Heather Ozur, *Team-Leader, The Ozur Group, Keller Williams*
Tamara Suminski, *Broker/Owner, Beach Real Estate Group*

9:30a.m.–9:40a.m.

Opening Remarks

Joel Singer, *CEO, C.A.R.*
Geoff McIntosh, *2017 President, C.A.R.*
Sherri Souza, *2017 National President, Women's Council of REALTORS®*

9:40a.m.–9:55a.m.

WomanUp: Why Now?

Leslie Appleton-Young, *Senior Vice President/Chief Economist, C.A.R.*

9:55a.m.–10:25a.m.

C.A.R.'s Women's Initiative:

How Women Brokers Are Reinventing the Rules of Leadership in the 21st Century

Bernice Ross, *CEO, realestatecoach.com*
Leslie Appleton-Young, *Senior Vice President/ Chief Economist, C.A.R.*
Sara Sutachan, *Vice President, C.A.R.*

10:25a.m.–10:50a.m.

Change the Equation:

Become a Best for World Leader, Today, not Tomorrow

Bernice Ledbetter, *Ed. D., Director of the Pepperdine Center for Women in Leadership*

10:50a.m.–11a.m.

Break

11a.m.–11:15a.m.

Young, Smart and the Lessons I've Learned

Elizabeth Mendenhall, *CEO, RE/MAX Boone Realty*

11:15a.m.–12p.m.

How to Get It Done: Starting Your Own Brokerage

MODERATOR: Elizabeth Mendenhall, *CEO, RE/MAX Boone Realty*

PANELISTS: Vanessa Bergmark, *Owner, Red Oak Realty*
Valerie Torelli, *Owner/Founder, Torelli Realty*
Gretchen Pearson, *President/Owner, Berkshire Hathaway HomeServices
Drysdale Properties*
Heidi Rickerd-Rizzo, *Co-founder, Terra Firma Global Partners*

12p.m.–12:45p.m.

Networking Lunch (Ballroom)

- 12:45p.m.–1p.m. **Stick the Landing: The Importance of Failure in Leadership**
Valerie Garcia, *Chief Encouragement Officer, ValerieGarcia.com*
- 1p.m.–1:30p.m. **Fail Fast. Fail Forward**
MODERATOR: Valerie Garcia, *Chief Encouragement Officer, ValerieGarcia.com*
PANELISTS: Michele Williams Harrington, *Broker/CEO, Star Real Estate South County*
Mia McLeod, *President/Broker/Owner, McLeod & Associates*
Kendyl Young, *Owner/Founder, DIGGS*
Mary Maloney, *Founder/Owner, Hometown Realty*
- 1:30p.m.–1:45p.m. **Champion Your Ideas, Your Value, and Yourself**
Tamara Suminski, *Broker/Owner, Beach Real Estate Group*
- 1:45p.m.–2:15p.m. **The Art of The Ask**
MODERATOR: Tamara Suminski, *Broker/Owner, Beach Real Estate Group*
PANELISTS: Sarah Kosasky, *Manager/Founding Partner, Partners Trust Malibu*
Courtney Poulos, *Broker/Owner, Acme Real Estate*
Colleen Badagliacco, *Broker/Owner, Legacy Real Estate & Associates*
- 2:15p.m.–2:30p.m. **Coaching: Building a Business by Design**
Eileen Rivera, *Owner/Founder, The Rivera Group, GE Dean and Associates*
- 2:30p.m.–3:00p.m. **CoachUP**
MODERATOR: Eileen Rivera, *Owner/Founder, The Rivera Group, GE Dean and Associates*
PANELISTS: Elizabeth Do, *Listing Specialist & Team Leader, The Elizabeth Do Team, Keller Williams Realty*
Barbara Betts, *Broker Associate/REALTOR®/CEO, The Betts Team, Keller Williams Pacific Estates*
Lydia Gable, *Founder/Group leader of Lydia Gable Realty Group*
- 3p.m.–3:15p.m. **Break**
- 3:15p.m.–3:30p.m. **Intentional Mentoring: How to Find, Leverage, and be an Excellent Mentor**
Debra Trappen, *Head of Sass and Moxie, DebraTrappen.com*
- 3:30p.m.–4p.m. **MentorUP**
MODERATOR: Debra Trappen, *Head of Sass and Moxie, DebraTrappen.com*
PANELISTS: Irma Vargas, *Founder, Tierra Properties*
Penny Nathan, *President/CEO, Ascent Real Estate, Inc.*
Annette Graw, *Broker/Associate, Vista Sotheby's International*
- 4p.m.–4:30p.m. **Overcoming Adversity: What Doesn't Kill You...Makes You Stronger**
MODERATOR: Bernice Ross, *CEO, realestatecoach.com*
PANELISTS: Evelyn Arnold, *Broker/Owner, Excellence Realty*
Eva Garcia, *Owner, Garcia Realty*
Desiree Patno, *President/CEO, Desiree Patno, Enterprises Inc.*
- 4:30p.m.–5p.m. **Finding Your Tribe: Building a Supportive Culture Around You**
MODERATOR: Heather Ozur, *Team-Leader, The Ozur Group, Keller Williams*
PANELISTS: Diana Bull, *Broker Associate, Pacific Crest Realty*
Sandy Darling, *Manager, Guarantee Real Estate*
- 5p.m.–5:30p.m. **The Courage Zone: Creating a Culture of Courage, One Brave Choice at a Time**
Ross Ramone, *SoulCycle Instructor*
- 5:30p.m.–6:30p.m. **Networking Reception**

THANK YOU TO OUR SPONSORS



Beverly Hills/Greater LA Association of REALTORS®
Contra Costa Association of REALTORS®



Orange County Association of REALTORS®
REALTORS® Property Resource