



Women's PowerStrategy

Conference 2012

Dear Fellow Advocates of Women and Girls:

Even in a country like the United States, women are still dreadfully underserved in terms of education and opportunity. While we criticize other countries for keeping women unskilled and uneducated by tearing down their schools, in this country we do something equally crushing – we find ways to tear down their dreams. With all the progress we've made there are still too many women, both older and younger, who feel inadequate, whether it's with the way they look, how capable they feel or how talented they think they are. This pervasive self-doubt perpetuated by the media is at the core of so many of our society's problems. **Here are some chilling facts:**

- **One in five high school girls have been physically and/or sexually assaulted by a dating partner**, and part of the reason for this is because the girl is too concerned about making a fuss or being made fun of to ask her date to stop.
- **Nearly twice as many women as men are affected by a depressive disorder**, and women between the ages of 25-44 are most often affected by depression with a major cause of it being the inability to express or handle anger.
- **In addition, unrealistic expectations of women today, at ever younger ages, are creating intense stress in their lives.** According to a Girls Inc. nationwide survey, the pressure to be athletic, get top grades, be well-dressed, be thin and beautiful all at the same time, has intensified in the twenty-first century. Then when they're grown, in addition to be perfect mothers and wives, they're expected to look young forever and be financially successful while doing so. This impossible to reach "super-girl" societal standard is causing women of all ages to feel like failures. And feeling like a failure makes people depressed, angry, and unfulfilled.

So, you tell me, how does this affect their life outlook, their ability to be good mothers, employers, employees, or even just good citizens? The issue of women and their self-esteem certainly impacts our nation and the entire world, if approximately 50% of its inhabitants feel depressed, angry, and unfulfilled. That's why we all have to do our part to help girls and women feel healthy, powerful, and satisfied, even if they don't meet our distorted modern media requirements of what it means to be a woman.

To this end, I've founded **The Women's PowerStrategy Conference**, the first of which will take place on March 24, 2012, at San Domenico High School in Marin County, CA.

The Women's PowerStrategy Conference is **"a gathering of leaders from diverse backgrounds and areas of expertise who are joining forces to educate and inspire women of all ages to believe and invest in their own talents, skills and potential."**

After making the decision to present the first of these conferences, I was blown away by the number of remarkable individuals who readily volunteered to share their talents for it. They include:

- **California Arts Council Chair, Malissa Shriver**
- A Band of Wives founder **Christine Bronstein**
- Comedy Central comedian **Joe Klocek**
- Lifestyles editor of *The Marin Independent Journal* **Vicki Larson**
- San Francisco Chronicle's "Top Chef" pick **Marisa Churchill**
- Jefferson Starship's lyricist and activist **Jeannette Sears**
- Producer **Jody Weiner**
- Artist **Nancy Calef**
- Red Room CEO, **Ivory Madison**
- Executive Editor of *Marin* magazine **Mimi Towle**
- **Authors** who will be speaking include **Zoe Fitzgerald Carter, Deborah Grabien, Dr. Ransom Stephens** and **KRCB radio host Gil Mansergh**

And these are just some. Visit the **conference website** at:

<http://womenspowerstrategyconference.com/> to see the full list of names of all the marvelous speakers who are giving of their time and expertise to be part of this day-long event which features talks and workshops on everything from technology to relationships, to finding courage to achieve what you wish, to business to healthful eating, that will leave every attendee motivated to live his or her best life.

Though the conference is aimed at women ages 13 to 113, men are also encouraged to attend with their wives, girlfriends, daughters and friends. A number of our speakers are men who also believe that **to invest in the power and potential of women is to create a better society for us all.**

But HERE'S THE BEST PART: for every adult ticket purchased, The Women's PowerStrategy Conference will sponsor one girl to attend the entire conference, meet the speakers, and enjoy a delightful lunch, free of charge. Included among those girls will be high school students from the host school, San Domenico School, as well as local chapters of Girls Inc., including Girls Inc. of Alameda, Island City, and West Contra Costa, who all recently received the Global Citizen Award for Outstanding Achievement in Girls' Education and Gender Equality from the UN Association. For over 50 years, these Girls Inc. affiliates have responded to the unique needs of girls in the most underserved communities of San Francisco's East Bay through a continuum of academic enrichment programs that challenge girls to explore their potential, develop life skills, ensure college and career success, and expand their sense of what is possible, inspiring them to be "strong, smart, and bold".

In addition to the speaker sessions The Women's PowerStrategy Conference is providing, for a nominal fee, space for vendors to sell and display products and services, and **we encourage authors, artists, women-run and women-owned businesses to participate.**

The conference takes place during Women's History Month, on March 24, 2012 from 8:30 a.m. till 5:30 p.m. at the San Domenico School in San Anselmo, CA. There is also a **Plus One Press cocktail reception** to follow at another nearby location. I urge you to attend this conference if you're able to, and take advantage of the talent we've lined up, or come as a vendor to display your books, products or services. But if you can't attend, please consider sponsoring a girl or making a donation, anyway. And if none of these are possible for you this year, kindly help us just by spreading the word.

For further information on speakers, registration fees, vendor tables, and donations: please visit our website: <http://womenspowerstrategyconference.com>

I'm really proud of The Women's PowerStrategy Conference, and I hope you will join us on March 24, 2012.

With many thanks,

Patricia

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