**Conference Details**

1. The conference will open with a keynote address by Jaime Lund, CEO of the well-known local business consulting firm, Self Esteem, Inc. Local anchorwoman Carol Thomas will make closing remarks and recap her success in climbing the corporate ladder.
2. The luncheon will include a fashion show with models from the Bel Air Modeling Agency.
3. Throughout the day, there will be numerous one-hour breakout sessions. Attendees may choose to attend any one of the 10 sessions listed below and on the following page. Each session will be repeated three times throughout the day.
4. Each breakout session listing includes the room in which the session will be held, the speaker’s name, and a brief description.

**Breakout Sessions**

**Balancing Family, Home, and Career** (Cabrillo Room)

*Speaker:* Nancy Chan

Do you need a 48-hour day? Learn how organize your time and even have some time left over for yourself and your family.

**Dress for Success** (Mission Room)

*Speaker:* Fran Shaw

Learn how to create a new wardrobe with clothes already in the closet.

**Financial Planning** (Garden Room)

*Speaker:* Jean Christinasen

Plan for retirement by learning smart investment strategies.

**Fitness and Health** (Anacapa Room)

*Speaker:* Kathy Frankhouser

You don’t have to go to the gym to be healthy! Learn how to incorporate fitness and health into your busy lifestyle!

**Hairstyles and Fashion for Women On-the-Go** (State Room)

*Speaker:* Dennis LeBrock

Throw away that curling iron and gel! Get dressed and get out of your house in the morning in less than 20 minutes! Quick tips for busy women.

**International Business Etiquette** (Hollister Room)

*Speaker:* Mary Ann Sada

Avoid those faux pas when doing business in foreign countries. Learn how to conduct business internationally.

**Is There Really a Glass Ceiling?** (Vista Room)

*Speaker:* Sheryl Barber

Have you been overlooked for a promotion? Share experiences and strategies for climbing the corporate ladder.

**Networking** (El Camino Room)

*Speaker:* Sonia Rand

What are the most effective ways to make business contacts? Learn to network!

**Starting a Business Franchise** (Cachuma Room)

*Speaker:* Lyle Lancaster

Interested in business franchising? Learn what to look for in starting your own franchise.

**Web Page Design for the Small Business** (Cold Springs Room)

*Speaker:* Robert Maroni

Keep up with the competition and get on the Web! Learn the basics of creating your company’s very own Web page and the advantages of doing so.

1. Thirty local businesses will be exhibiting their products and services. These businesses include companies that deal in designer eyewear, home, improvement, health and fitness, telecommunications, and financial planning. Conference exhibitors are indicated below:

Computers Plus!

Christine’s

The French Connection

Dr. Hulsey’s Fashion Eyewear

Betty Lee, Esthetician

Carats & Crystals

Laguna Designs

Santa Barbara Beach Wear

Handbags by Lisa

The Back Massagers

Katie’s Kitchen

Santa Barbara Salsa

Santa Barbara Tourist Bureau

The Enterprise Fish Company

Los Padres Winery

Sea Breeze Fragrances

Santa Barbara Business College

Community Connection for Children

Bel Air Modeling Company

Custom Gourmet

Rutherford’s Books

Mary Kay Cosmetics

Kathy Frankhouser Fitness, Inc.

Cynthia’s Herbal Vitamins

Workforce Employment Agency

D’Nails

Hair Decors by Lil

Santa Barbara Cellular

Laguna Travel Bags

Oceanview Travel Agency

1. Corporate sponsors, whom you should credit in conference materials are noted below:

Santa Barbara News-Press

Gottschalk’s Department Store

Workforce Employment Agency

Santa Barbara Business College

Santa Barbara County Lemon Growers’ Association

Jim Lund Ford

Santa Barbara Title Company

1. The conference schedule and room assignments are as follows:

|  |  |  |
| --- | --- | --- |
| 7:30 – 8:30 a.m. | Conference registration and continental-style breakfast | Conference Center Patio |
| 8:30 – 9:15 a.m. | Keynote address—Jaime Lund | Grand Ballroom |
| 9:30 – 10:30 a.m. | Breakout Session #1 | Various |
| 10:45 – 11:15 a.m. | Breakout Session #2 | Various |
| 12:00 – 1:30 p.m. | Luncheon and fashion show | Banquet Room |
| 1:45 – 2:45 p.m. | Breakout Session #3 | Various |
| 3:00 – 3:45 p.m. | Closing speaker—Carol Thomas | Garden Room |
| 4:00 – 5:30 p.m. | Networking and cocktail party | Grand Ballroom |

1. The layout of the conference facility is as follows:

**GARDEN ROOM**

**STATE ROOM**

**BANQUET ROOM**

**GRAND BALLROOM**

**EXHIBITORS**

**CONFERENCE LOBBY**

**REGISTRATION**

**PATIO**

**CABRILLO ROOM**

**COLD SPRINGS ROOM**

**MISSION ROOM**

**ANACAPA ROOM**

**EL CAMINO ROOM**

**HOLLISTER ROOM**

**VISTA**

**ROOM**

**CACHUMA ROOM**