



2009 USC WOMEN'S CONFERENCE
03.13.09

FOR IMMEDIATE RELEASE:

USC Women's Conference Draws Capacity Crowd to Campus

The USC Alumni Association Joins Forces with Bank of America to Launch a New and Long-Awaited Event

March 13, 2009

Los Angeles — Nearly 400 women of all ages and backgrounds attended the inaugural USC Women's Conference: "Women Empowering Women" today at the USC Davidson Conference Center on the university's downtown Los Angeles campus.

Launched with the support of founding sponsor Bank of America, this half-day forum explored topics ranging from current women's health issues to professional success to financial strategies and included a networking luncheon and dessert reception.

A host committee of USC alumni leaders and volunteers, university deans and senior administrators, and Alumni Association staff spent months developing and planning the conference agenda. According to host committee co-chair Carol Fox, the goal was "to inspire women to think about specific ways to support and work with each other."

Fox's co-chair Bryn DeBeikes agreed, adding "As a mother of two daughters, I want them to understand the many challenges women face, and to empower them to advance the position of women in our society."

Following accomplished painter Gayle Garner Roski's keynote address on balancing career and family, the focus shifted to "Hot Topics in Women's Health" presented by The Doctors of USC, one of the conference sponsors. In a panel discussion moderated by Jane Brust, USC's associate senior vice president for health sciences public relations and marketing, Drs. Helena Chang Chui, Laila I. Muderspach and Leslie A. Saxon of the Keck School of Medicine of USC presented consumer-focused information about the latest research in the areas of cancer, heart disease and Alzheimer's disease.

The next session, “Achieving Personal and Professional Success,” covered topics ranging from gender politics in corporate America to the unique challenges women face taking care of elderly family members. Emmy-winning *KTLA Morning News* co-anchor and USC alumnus Frank Buckley moderated a panel that included: Daphna Gans, a postdoctoral research fellow in the study of aging at the RAND Corporation; Nancy Lueck, regional director of public relations and special events for Bloomingdale’s; Los Angeles City Councilwoman for the Ninth District Jan Perry; and Courtney Surls, recently appointed USC vice president for development.

Luncheon speaker Janet W. Lamkin, president of Bank of America California, brought the conference to a close with her presentation entitled “Financial Empowerment: Keys to Improving Your Life and Your Community.” Following Lamkin’s remarks, attendees shared insights and calling cards during a reception and networking session sponsored by the USC Marshall School of Business.

Reflecting on the half-day forum, USC alumna and host committee member Anne Hopkins summed up the feelings of many of her fellow attendees when she said, “I’ve been waiting a long, long time for a conference like this.”

ABOUT THE USC ALUMNI ASSOCIATION

Founded in 1923, the University of Southern California Alumni Association honors through its many events and programs the university’s rich history and the intellectual, cultural and economic contributions of the “Trojan Family.” A full-time staff headed by Scott M. Mory, associate senior vice president for USC Alumni Relations, helps 300,000+ alumni worldwide build and maintain lifelong connections to their alma mater and one another. For more information, call (213) 740-2300 or visit <http://alumni.usc.edu>.

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