



**FOR IMMEDIATE RELEASE:**

*2010 USC Women's Conference Expected to Draw Capacity Crowd*

**Featured Speakers Include Emmy-Winning *KCAL9 News* Anchor Sylvia Lopez and J. Paul Getty Board of Trustees Chair Louise Henry Bryson**

*March 8, 2010*

Los Angeles — An impressive line-up of featured speakers from the arts, business and journalism headlines the second annual USC Women's Conference: "Women Empowering Women" on March 12, 2010, at the university's downtown Los Angeles campus.

Presented by the USC Alumni Association with the support of Bank of America, this day-long forum will explore topics including women's health, career development, personal finances and stress management in panel discussions and workshops. The attendees will also have the opportunity to network during a continental breakfast, "power lunch" and post-conference dessert reception.

Last year's inaugural conference drew more than 400 women to campus for a half-day program; this year, a capacity crowd numbering more than 500 is expected to attend.

Among the scheduled speakers this year is Emmy Award-winning *KCAL9 News* anchor Sylvia Lopez. She will moderate the morning's "Power Panel," featuring Genoveva Arellano, principal and owner of Arellano Associates, a full-service community outreach and urban planning consulting firm; Betsy Berkhemer-Credaire, president of the National Association of Women Business Owners-California; and Louise Henry Bryson, chair of the J. Paul Getty Board of Trustees. Dr. Gloria Burgess, a bestselling author (*Dare to Wear Your Soul on the Outside*) and corporate consultant, will deliver the keynote address.

A host committee of USC alumni leaders and volunteers, university senior administrators and Alumni Association staff spent months developing and planning the conference agenda. According to the committee co-chairs Jane Bensussen and Joyce Ukropina, the goal is "to leave women of all ages and backgrounds feeling energized, inspired and empowered."

For a complete listing of the conference speakers and the day's workshops, visit <http://alumni.usc.edu/events/signature/womensconference.html>.

## **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 USC Alumni Association CEO Scott M. Mory 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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