

Save The Date



Third Biennial El Paso Conference for Women "Empower Yourself! Make It Happen!"

Hosted by
First Lady of El Paso Tram Cook & Mayor John Cook

March 2-3, 2012

Centennial Club, Biggs Airfield

www.elpasoconferenceforwomen.com

This exciting conference will feature outstanding seminars, trainings and forums for local borderland women.

Friday Evening Keynote Address by

Marie C. Wilson

Founder, the White House Project to advance women's leadership & Take Your Daughter to Work Day!

Individual Tickets: \$50

(includes Friday evening banquet & Saturday conference & meals.)

Military, Student & Seniors Tickets: \$30

Ask us how you can sponsor a member of our military or a student.

For Information please call 566-4066



JOINING FORCES

TAKING ACTION TO SERVE
AMERICA'S MILITARY FAMILIES

JOININGFORCES.GOV

El Paso Conference for Women

Hosted by First Lady Tram Cook & Mayor John Cook

A proud part of the "Joining Forces Initiative" of
First Lady Michelle L. Obama, J.D. and Mrs. Jill T. Biden, Ph.D.



Mission Statement:

To bring together all the women of El Paso, civilian and military, in a spirit of being celebrated, educated and validated.

Vision:

The **El Paso Conference for Women** is a non-profit, non-partisan, two-day event for El Paso women to *learn practical and professional strategies* from local and nationally recognized experts. The opportunity to connect and *network with peers* will give El Paso women an appreciation of the diversity of women's groups which we have in El Paso. The Conference is held at the Centennial Club in order to bring military servicewomen and spouses fully into the community of El Paso women. At the 2010 Conference, free child care on Post and complimentary tickets were provided to over 50 servicewomen.

Facts & Figures:

The Conference is a proud part of the "Joining Forces Initiative" project of First Lady Michelle L. Obama, J.D., and Mrs. Jill T. Biden, PhD, and hosted by First Lady Tram Cook and Mayor John Cook.

The first time the Conference was held in 2008, we hoped to attract 300 attendees, but actually impacted over 650 women from El Paso and the surrounding region. It has continued to grow, and we expect an audience of 800-1000 in 2012.

On March 2-3, 2012, El Paso women will learn how to "Empower Yourself - Make It Happen!" The Conference experiences are designed to inspire, engage, enlighten and empower women. The Conference will feature recognized speakers, presenters and panelists who are leaders in business, media, health, personal development and finance. They will share their experience and expertise on everything from leading change to managing money to finding a work-life balance.

Exhibitors and Vendors will be present on Saturday to showcase a wide variety of products and services, providing a unique opportunity to connect like-minded individuals and organizations. In addition, the El Paso Conference for Women will strive to make contributions to two worthy charities which First Lady Tram Cook and Mayor John Cook support.

2012 Keynote Speaker – Marie C. Wilson, President and Founder of the White House Project, co-creator of Take our Daughters to Work Day, and author of Closing the Leadership Gap: Why Women Can and Must Help Run the World: An advocate of women's issues for more than 30 years, Marie C. Wilson is founder and President of The White House Project, co-creator of Take Our Daughters and Sons to Work ® Day and author of [*Closing the Leadership Gap: Why Women Can and Must Help Run the World*](#) (Viking 2004).

In 1998, Wilson founded The White House Project in recognition of the need to build a truly representative democracy – one where women lead alongside men in all spheres. Since its inception, The White House Project has been a leading advocate and voice on women's leadership.

Before she took the helm at The White House Project, Wilson was, for nearly two decades, the President of the Ms. Foundation for Women. She is an honorary "founding mother" of the Ms. Foundation. In honor of her work, the Ms. Foundation has created The Marie C. Wilson Leadership Fund.

Over the last thirty years, Wilson's accomplishments span becoming the first woman elected to the Des Moines City Council as a member-at-large in 1983, co-authoring the critically acclaimed *Mother Daughter Revolution* (1993, Bantam

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Books), and serving as an official government delegate to the United Nations Fourth World Conference on Women held in Beijing, China in 1995.

Wilson has been profiled in *The New York Times* "Public Lives" column, has appeared on *The Today Show*, *Good Morning America*, *CNN*, *National Public Radio* and other national programs and is quoted widely for her expertise. Born and raised in Georgia, Wilson has five children and four grandchildren. She resides in New York City.



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Supporting Organizations:

An extraordinary Planning Coalition has been meeting for several months to organize the event, and includes:

- ✚ Anna Mattersdorff, Community Leader, representing the American Association of University Women
- ✚ Terri Reed, El Paso Hispanic Chamber of Commerce
- ✚ Monica Tucker, Black El Paso Magazine
- ✚ Frances Hills, Delta Theta Sigma Sorority, and honoree of the El Paso Commission for Women Hall of Fame
- ✚ Shinping Chyi, El Paso Ai-Hwa Chinese School Faculty
- ✚ Lilia Limon, El Paso Commission for Women
- ✚ Sarah John, El Paso Community College
- ✚ Zulema Lazarin, El Paso Healthy Marriage Project
- ✚ Liz Bellegarde, El Paso International Airport Administration
- ✚ Marilyn Cruz, El Paso Filipino Community
- ✚ Mrs. Lucille Pittard & Mrs. Claudia Davenport, Fort Bliss (honorary)
- ✚ Alicia Rascon, Latinitas, Inc.
- ✚ Maureen Simmons, ORO Court Women's Project
- ✚ Yolanda Castillo, USO
- ✚ Shannon Osborne, UTEP Women's Resource Center
- ✚ Mary Aldeis, Women's Business Border Center of the El Paso Hispanic Chamber of Commerce
- ✚ Elke Cumming, YWCA

Your Contribution:

We have enclosed a **Corporate Sponsorship Form** for your consideration and ask that you make a tax-deductible contribution. This support will provide your corporation with outstanding visibility in our Conference marketing and outreach, appreciation, and reserved seating at the opening banquet on Friday, March 2, 2012.

Your sponsorship contribution should be made payable to: **The El Paso Conference for Women-2012**. The mailing address is 2401 E. Missouri Ave., El Paso, TX 79903. If you have any questions, please don't hesitate to call our Conference Co-Chairs, Anna Mattersdorff at 751-2108, or Terri Reed at 566-4066. The El Paso Conference for Women Planning Coalition looks forward to working with you! Thank you.



About Joining Forces:

The First Lady and Dr. Biden have met with military families, learned about their successes and challenges, and made it their priority to support them. **Joining Forces is a comprehensive national initiative to mobilize all sectors of society to give our service members and their families the opportunities and support they have earned.**

This Initiative...

- Brings attention to the unique needs and strength of America's military families.
- Inspires, educates, and sparks action from all sectors of our society – citizens, communities, businesses, non-profits, faith based institutions, philanthropic organizations, and government - to ensure veterans and military families have the opportunities, resources, and support they have earned.
- Showcases the skills, experience, and dedication of America's veterans and military spouses to strengthen our nation's communities.
- Creates greater connections between the American public and the military.

In this ongoing effort, they're highlighting issues that are of special importance to the military families they have met with across the country, including the areas of employment, education, and wellness.

Employment: In many cases, military spouses move from one community to another when their spouses are assigned to new duty stations. These transfers can make it very difficult for spouses to continue with their careers or to find similar jobs in new locations.

Joining Forces:

- Highlights the workforce potential of veterans and military spouses;
- Expands employment and career development opportunities for veterans and military spouses; and
- Helps employers create military family-friendly workplaces

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Education: Military children move frequently due to a parent's reassignment. These moves can make it difficult to transfer records, secure spaces in courses, stay included in extra-curricular activities, and complete required testing on time.

Joining Forces:

- Supports the academic achievement of military children by helping schools become more responsive to the unique needs of military children and families; and
- Promotes and supports higher education institutions and programs that expand education opportunities, eases transferability for military-connected students, and expands job training opportunities for military spouses and veterans.

Wellness: The stress of war, multiple deployments, and frequent moves can affect the wellness of military families. Children and spouses can experience anxiety, changes in relationships with family and friends, isolation or emotional challenges in dealing with deployments, illness or injury, and high mobility.

Joining Forces:

- Calls attention to the critical issues facing veterans and military families; and
- Expands access to wellness programs, and resources for military spouses and families.
- Joining Forces provides ways for all Americans to step up and show their gratitude to our service members and their families. Through this effort, Mrs. Obama and Dr. Biden ask Americans to do more for those who have done so much for us. They are highlighting outstanding American citizens, communities, and businesses that are supporting our troops and making commitments to serve our nation's military families. They are asking Americans to get involved in any way they can.

Get Involved

"The spirit of service and selflessness that is seen in military communities across our country represents what is best about America, and as a Nation we owe our brave service members and their families more than gratitude - we owe them the support they have earned. Joining Forces will ask all Americans to take action, because each of us has a role to play in reconnecting with military families in our communities."

First Lady Michelle Obama

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