



California Women Lead

ENGAGE • EMPOWER • ELECT

A newsletter for
the members of
California Women Lead
(formerly CEWAER)

WHAT'S INSIDE

PAGE 2

Advice to
Sarah Palin

CWL Board of
Directors

PAGE 3

Thank You to
CWL Supporters

PAGE 4

Message from the
Executive Director

PAGE 5

Summer Reception
Wrap-Up

Corporate Corner
CWL Highlights

PAGE 6

Upcoming Events
Chapter Roundup
Farewell to Cathrine

PAGE 7

Women Candidates
and the Media

PAGE 8

Special Reception
with Assembly
Speaker Karen Bass

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MESSAGE FROM THE President

Women in politics are certainly the focus of much attention these days. One of the most dynamic speeches at the Democratic convention was delivered by Senator Hillary Clinton who took credit for “18 million cracks in the glass ceiling”. Republican Vice Presidential nominee and Alaska’s Governor Sarah Palin is the first woman ever on the Republican ticket.

Millions of Americans have been inspired by the candidacies of these women. More than ever, it is imperative that women seize the day in elected and appointed office - and other positions of leadership. California Women Lead is poised to show you the way.

Our mission is to engage, empower and elect women. CWL hosts appointments trainings throughout the state. These sessions provide the nuts and bolts of applying for a local or state appointment. Our 1-day leadership trainings empower women who are interested in running for office with information about fundraising, campaign planning and message development. Our local chapters host a varied group of networking and educational opportunities for CWL members in Sacramento, North State, Kern County, San Diego and San Mateo - and soon, Los Angeles. We are here to

give you the information and inspiration that you need to move forward with your aspirations. We hope that each of you will take advantage of the many opportunities that CWL provides to California’s women. Get involved!

Your Board of Directors is a dynamic group of women who are elected or former elected officials at the state and local level. We have personally benefitted from CWL’s collaborative relationship with some of the top government associations in the state including those related to city and county government, school boards and special districts. CWL is invited to be in attendance at each of their state-wide conferences in recognition of the leadership provided by our organization.

Finally, I want to express gratitude to our corporate sponsors who make it possible for CWL to provide the top-quality programming that we are able to offer. We are also grateful to our staff, Rachel Michelin and Jessie Mapes, for their dedication to our organization. With all of us working together, we will succeed in seeing the numbers of women in elected and appointed office increase!



President Barbara Patrick

MEET CWL’S NEWEST BOARD MEMBER

Betty T. Yee

Betty T. Yee, Vice Chairwoman of the Board of Equalization and a long time member of California Women Lead (formerly CEWAER), represents the First District and its 21 counties in northern and central California. Ms. Yee served as Chairwoman of the Board from January 2007 to January 2008. Ms. Yee has over 20 years of experience in public service, specializing in state and local finance. Ms. Yee previously served as Chief Deputy Director for Budget with the California Department of Finance where she led the development of the Governor’s

Budget, negotiations with the Legislature and key budget stakeholders, and fiscal analyses of legislation on behalf of the Administration. Earlier, she held senior staff positions on several fiscal and policy committees in both houses of the California State Legislature.

Throughout her career, Ms. Yee has been an advocate for underserved and underrepresented communities, including the Asian Pacific Islander American community where she secured state funding for projects



Continued on page 7

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Kern County Chapter
North State Chapter
Sacramento Regional
Chapter
San Diego Chapter
San Mateo County Chapter

ADVICE TO SARAH PALIN – AND ALL WOMEN

Ten Things to Think About Before Entering “The Mommy Wars” – Our New Reality TV Show

By Judy Lloyd



I lost my race for State Assembly in the most competitive primary in Northern California (Assembly District 15) this past June. I have no regrets – lots of women have worn these same shoes.

Senator Hilary Clinton came closer than any other woman to becoming her party’s Presidential nominee.

Congresswoman Jackie Speier – Immediate Past President of California Women Lead – lost her first race for Congress in 1978.

Governor Sarah Palin – the most talked about woman in politics today – lost a race for Lt. Governor of Alaska several years before becoming the state’s chief executive.

Women think harder than men do about the decision to run for office – it’s more complicated for us – balancing life, family, home, public service, and time for yourself can be overwhelming. Here’s my advice – ten things to think about before you run.

(1) Are You Ready? The Mommy Wars Are About To Begin – An intriguing conversation is developing nationally that relates to the “Mommy Wars” saga – that delicate balance between enjoying being a stay-at-home mom and continuing to work as your kids grow up. 2008 saw Hilary paving the way for this discussion with her run for President.

Sarah’s is a more difficult course – five young children, a child with special needs, and a pregnant 17-year old daughter. However the election turns, the next 60 days are bound to be filled with chatter at daycare centers, the grocery store, the latte counter at Starbucks, and the elevator at work.

Female talk-show hosts defiantly question the Alaska “pit bull with lipstick” on her choices. “Can you have it all – just not all at the same time?” (They conveniently ignore the fact that she is a Governor who has been in the public eye for years). Others applaud her decision saying Sarah should make whatever choice she wants. In my race, a local editor decided that I should “stay home and raise my ten year old son” even though my male opponent had a two-year old daughter and baby on the way. Yes, it is different running as a woman.

(2) Might As Well Jump (Or Not)? Before I made my run, I sat down and went through three different consultants’ lists of questions that candidates should ask themselves prior to a run for office. Make sure you do this – if you’re honest with yourself, you’ll never look back. You’ll also be surprised at the impact a run has on your personal, financial, business, and family lives. Make sure they are in order.

(3) Every Breath You Take – Your Life Under the Microscope. Women’s lives and families receive more scrutiny – there is no doubt that Sarah’s decision to run and the impact on her family has received more ink than Barack’s. That won’t change. Every move you make, every suit you wear, every color of lipstick, and every family spat will become news. Look at both Clinton’s and Palin’s rise to fame and the scrutiny associated with it as validation when it happens to you. You’re no exception – whether you’re running for municipal office, school board, county, state, or federal office, so use that Girl Scout readiness and be prepared!

(4) Dirty Laundry – The Media Is NOT Your Friend – William Randolph Hearst was once quoted as saying – “You supply the pictures, we’ll supply the war.” While the media’s job is to report the news, they go out of business if they don’t sell newspapers and get ratings. Controversy is king.

The last week of my campaign, I was endorsed by the District’s most prominent newspaper who lauded me as “the most effective GOP candidate because of her considerable political and business experience.” Several days later, a political reporter from the same news group questioned aspects of my campaign without ever calling me to ask for a reaction. Two days later (after I lost the election), the same reporter called me “savvy” and complimented my organizational and task-management skills. Never second guess what they’re going to say – keep your guard up – and remember there is no such thing as an “off the record” comment.

(5) Can You Effectively Use Technology? Why Not? It’s Nearly Free – And It Works! I used the Internet and e-alerts to tell my story, solicit on-line contributions and keep supporters apprised of events and news. That



created a sense of momentum and an amazing 310 contributions over the Internet totaling nearly \$120,000 (one quarter of my budget). Be clever, let your appeals chronicle your journey, and use them to ask for help.

(6) Boys Don’t Cry – But They Write Checks. Get it out of your head that you’re going to win the race with just women’s money. Women are much more frugal than men and write smaller checks. It will take you one-tenth of the time with far less probing questions to get a bigger check from a man. Perhaps this is why there are fewer women in public office – the one with the most toys – or the biggest (bankroll) is most often the victor.

(7) Put Me In Coach – Win Or Lose – Play Your Best Game. Anyone who is competitive (and that’s most of us) wants to win. At the end of my race, I had more endorsements, the highest number of donors, \$406,000 in contributions and the most diverse financial and grassroots base of any of my opponents. What I didn’t have was name recognition – and that can count for \$200,000 in advertising in a state legislative race. Still, I played my best game, I lost the race, and I sleep well at night.

(8) Laughter Is the Best Medicine – Keep Your Children Well – The day of the primary election, my ten year old son Michael was dashing off to school. Traditionally our morning routine has me packing him up to get in Dad’s car and waving good bye as the garage door closes. As the tradition repeats itself on June 3rd, Michael rolls down his window with his most infectious grin and yells: “Hey Mom! Remember – if you’re not first – you’re last!” (Those of you who know Will Farrell’s Talladega Nights know the expression). Laugh and remember your kids are your biggest fans.

(9) Be Gracious in Victory and Defeat. In the days and weeks following my defeat, I applauded the victor and have been actively helping him succeed. I was humbled by hundreds of calls, emails and letters of encouragement from friends and former colleagues. It is encouraging to know that other women and men who have fought the fight, won and lost, appreciated the fact that I put myself out there for a cause greater than one woman.

(10) Be Comfortable in Your Own Skin. No matter what choice you make – own it – and be satisfied with the result. Win or lose – run or not – you’ve got to live life and look back knowing you did your best. Your faith in yourself and your passion for others will always make a difference.

Running isn’t easy. Follow your heart, hire a good consultant, take their advice and learn from others who walked the walk before you.

Win or lose, take time to mentor another woman. Write her a check if you can. It’s the least we can do.

We don’t know where the road takes us – a working mother of five from Alaska who doubles as the state’s chief executive may become our next vice president and shatter conventional wisdom on work and family.

“You go, girl!”

Judy Lloyd serves as an At-Large and Founding Member of the East Bay Chapter of California Women Lead. Her local mentor was Juanita Haugen, our former State President and beloved school board member from Pleasanton. This column is dedicated to her spirit, love of life and family and zest for the challenge.

Thank You to Our Supporters

California Women Lead wishes to express our sincere appreciation to our Supporters around the state who share our mission of encouraging women to become leaders in their community. California Women Lead is able to provide services to women throughout California because of the generous support of the corporations and associations listed below. We want to acknowledge the important role they play and thank them for their generosity. We couldn’t do it without you!

Aging Services of California
American Electronics Association
Association of California Life & Health Insurance Companies
AstraZeneca Pharmaceuticals
Boeing
BP America
California Association of Health Underwriters
California Dental Association
California Medical Association
California Association of REALTORS™
California School Employee Association
California Teachers Association
California Cable & Telecommunications Association
California Mental Health Directors Association
California Nurses Association
California Physical Therapy Association
California Professional Firefighters
California School Boards Association
California Association of Counties
California State Council of Laborers

Eli Lilly & Company
Girl Scout Councils of California
Harris & Associates
Kaiser Permanente
League of California Cities
Olson, Hagel & Fishburn, LLP
PacifiCare Health Systems
Pacific Gas and Electric Company
Pfizer, Inc.
Planned Parenthood Affiliates of California
Planned Parenthood San Diego/Riverside Counties
Sempra Energy
Southern California Edison
State Farm Insurance
The Doctors Company
Time Warner Cable
University of California, Davis
United Public Employees of California, Local 792
Western States Petroleum Association

If you are interested in joining our corporate supports and us in encouraging women to become leaders in their community, please contact our office at 916-551-1920 or via email at admin@cawomenlead.org

A MESSAGE FROM THE
Executive Director/CEO



Executive Director/CEO Rachel Michelin

Is this campaign becoming exciting or what! During the Democrat convention I watched with my daughters, with a little disappointment, as Hillary Clinton threw her support behind Barack Obama. Regardless of who you supported in the primary or your political affiliation, it was a sad to see the dream of a woman running for president as a major nominee. But, two days later, I along with most in the country, was caught off guard when John McCain selected a woman – Sarah Palin – to be his running mate. One week later, my daughters and I watched her give her acceptance speech.

Regardless of who you are supporting in November, the next few months will be every exciting. Women from across the country are debating the idea of a woman vice-president, one step away from the most powerful position in the world. Can she do the job? Does she have enough experience? How will she balance her job and family? What I find so interesting is would we be asking these same questions of a male candidate? Do we ever ask a male candidate if he can

balance a career and family?

I am excited about the next few months. I am excited about the debate that will unfold. Regardless of the outcome, Election 2008 has been good for women and barriers have been broken.

The thing that hit home most with me has been watching the speeches with my four year old daughter. As I watched Hillary concede I looked over at her and wondered if we would ever see a women president in her lifetime. Having a woman vice presidential nominee puts us one step closer, but that step is only possible because of all the steps women have taken before her – women of both political parties.

I am interested in what CWL members think. Send me your comments and thoughts and we will post them in our next newsletter and on our web page. Email me at rachel@cawomenlead.org and don't forget to vote on November 4th!

Summer Reception Wrap-up

This year's annual Summer Reception was held on August 14, 2008 at the California Dental Association. Over 100 guests gathered to celebrate with California Women Lead (CWL) in honoring women who are running for local office as well as taste chocolates and sample local wines. This annual reception helps fund CWL's Leadership and Appointment trainings. Both workshops allow CWL to take its mission of encouraging women to come politically engaged statewide and give women the tools they need to be successful. This is vital as we are seeing the number of women running for and getting elected to political office declining especially at the local level.



Our thanks go to the corporate partners who not only made this event possible, but continue to support CWL's mission of increasing the number of women in elected and appointed office.

We would like to thank BP, Sempra Energy, Kaiser Permanente, Pfizer, Chevron, and the California Medical Association for their generous support.

Thanks also to our Advocate and Friend sponsors as well as our Legislative sponsors – Senator Shelia Kuehl and Assembly Members Mark Leno, Sharon Runner, Lori Saldana, Mike Villines and Roger Niello.

CWL HIGHLIGHTS



Kasey Kenko from the Urban Counties Caucus and Kirk Kleinschmidt from Kaiser Permanente, a CWL Premier Partner enjoy CWL's 2008 Summer Reception



Former State Senator, CWL State Board member and CA Unemployment Insurance Appeals Board Liz Figueroa and State Senator Gloria Romero catch up at Summer Reception



Guests enjoy networking at CWL's Summer Reception



Sacramento Chapter August Appointments Training in Elk Grove



Women learn how to become active in their community at the Sacramento Chapter's Appointments Training

SAVE THE DATE

ANNUAL LEGISLATIVE WELCOME RECEPTION 2009

Don't miss our Annual Legislative Reception as we honor the women of the Legislative Women's Caucus

Monday, January 26, 2009, 5:30 pm to 7:30 pm

The Citizen Hotel

Sacramento's newest downtown hotel, an extensive renovation of the historic former Cal Western Life Building, the Citizen touts unparalleled views of the city and the Capitol Building from its outdoor tented roof deck.

Network with newly elected women in the State Legislature as well as other members of the Women's Caucus. Enjoy wine and light hors d'oeuvres in the newest hotel in Sacramento.

For ticket information visit the CWL website at www.cawomenlead.org or call **916-551-1920**.

Sponsorship opportunities are available

CORPORATE CORNER

AstraZeneca

AstraZeneca recognizes that, beyond innovative medicines, we need to be a part of meeting people's great healthcare needs. In 2007, we reopened our institutional patient assistance program to new facilities. AZ&Me(TM) Prescription Savings program for healthcare facilities provides medicines free of charge to community free clinics, community health centers and hospitals that serve the uninsured.



Currently, 130 facilities throughout the US participate in the AZ&Me Prescription Savings program for healthcare facilities. AstraZeneca encourages all California facilities who serve the indigent and uninsured to visit our website to learn more about our program and its eligibility requirements.

Additionally, AstraZeneca offers patient assistance programs for uninsured patients and Medicare Part D enrollees. Through these 3 patient assistance programs, AstraZeneca provided more than \$14.1 million in savings to 13,914 patients in California, which helped them fill nearly 74,000 prescriptions in 2007. To learn more about AstraZeneca's patient assistance programs and whether or not you or a loved may qualify, visit www.azandme.com or www.azconmigo.com.

UPCOMING EVENTS

SEPTEMBER 24TH
CWL Luncheon
at CSDA Annual
Conference
Irvine

OCTOBER 16TH
A Special Reception
with Assembly Speaker
Karen Bass
Los Angeles

OCTOBER 17TH
San Diego Chapter
Networking Lunch
San Diego

OCTOBER 18TH
What's your point,
honey?
Independent Film
Screening
San Mateo

NOVEMBER 4TH
ELECTION DAY!!
Don't forget to vote!

NOVEMBER 12TH
Orange County
Appointments Training
Santa Ana

NOVEMBER 13TH
Appointments Training
Carson City

NOVEMBER 15TH
2nd Annual Juanita
Haugen Women
Making a Difference
Luncheon
Pleasanton

DECEMBER 2ND
CWL Breakfast at
CSAC Annual
Conference
San Diego

DECEMBER 4TH & 5TH
CWL booth at CSBA
Annual Conference
San Diego

DECEMBER 6TH
CWL Breakfast
at CSBA Annual
Education Conference
San Diego

Calendar subject to
change; for the latest
information call
916-551-1920 or visit
our website at
www.cawomenlead.org

Chapter Roundup

EAST BAY CHAPTER

On September 17, 2008, the East Bay chapter hosted an appointments training in Dublin. The lineup of speakers was outstanding and included Katie Tinney, Chief Deputy Appointments Secretary for Governor Arnold Schwarzenegger, Scott Haggerty, Supervisor Alameda County, Mary Piepho, Supervisor Contra Costa County, Janet Lockhart, Mayor City of Dublin, Candance Anderson, Mayor Town of Danville and Judy Lloyd, former appointee of Governor Schwarzenegger and Presidents Bush and Reagan.

On November 15, 2008, the chapter will host the second annual Juanita Haugen Women Making a Difference Luncheon in honor of past president and long time Pleasanton School Board Member Juanita Haugen. This luncheon honors women in the East Bay area who, like Juanita, are making a positive difference in their community.

SACRAMENTO CHAPTER

In late August, more than 50 women gathered at the City of Elk Grove Council Chambers to learn more about becoming appointed. The meeting started with a welcome from Assemblywoman and CWL State Board Member Lois Wolk. Next, Gary Davis, the Mayor of Elk Grove, greeted those in attendance and reminded them of the importance of getting involved. Pat Braziel, Chief of Staff for Sacramento County Supervisor Don Nottoli, talked to attendees about the process of being appointed at the county level and why it is important to be appointed. The presentation wrapped up with Elk

Grove City Council Member Sophia Scherman talking about how she became appointed for the first time and the path of public service that it put her on.

SAN DIEGO CHAPTER

On August 14th the San Diego Chapter held a patriotically-themed summer mixer featuring Congresswoman Susan Davis. Congresswoman Davis had just returned from a visit to Papua New Guinea, where she met the USS Mercy, one of the two hospital ships that are deployed to assist military and disaster relief operations. She spoke of the pivotal role women are playing in our military, as well as the important support women are providing at home. She underscored the need to elect women, who will understand and promote the concerns of active military and their dependents. While state budget business prevented several elected officials from attending, Shelia Jackson, San Diego Unified School District; Barbara Ryan, Santee School Board; and Mike Aguirre, City Attorney as well as several candidates for local office spent an enjoyable evening networking with CWL members and prospective members.

On Friday, October 17, 2008, the San Diego Chapter will host their annual networking lunch at the Prado Restaurant. This is a great opportunity to meet women from the San Diego area who also share an interest in being politically engaged in their community.

A FOND FAREWELL TO OUR

Colleague and Friend

For the past seven years, Cathrine Lemaire has been an instrumental member of the CWL team, serving as Development Director. Whether it was coordinating CWL's special events, corporate partners or working on our policy grants, Cathrine has been an enthusiastic supporter CWL's mission.

In August, Cathrine accepted a new position as Membership Director for the California Special Districts Association. While we are sad to see her to, we share in her excitement for the new challenges and opportunities in her new job.

The CWL staff and Board of Directors wish Cathrine much success in her new endeavor. Thank you, Cathrine, for all you have done to encourage women to become politically engaged. We wish you the best of luck!



Cathrine Lemaire
Development Director

WOMEN CANDIDATES AND THE MEDIA:

2008 Presidential Election

by Susan Rose, CWL State Board Member and
former Santa Barbara County Supervisor



There is no doubt that history was made by both Hillary Clinton's campaign during the Democratic primary for president and the selection of Sarah Palin for Republican Vice-President. The media, in all its forms, has focused attention on these two women candidates with an intensity that to date is unmatched.

Each has followed a different path to this history-making election. Hillary with her years of experience on the national stage as a children's rights activist, a first lady fighting for health care reform, and finally elected in her own right as a U.S. Senator from the state of New York, spent 18 months running in the Democratic primary. Tested in every way imaginable, her candidacy evolved through ever-changing campaign strategies, both winning and losing primaries. In the end, Hillary wrote a chapter in feminist history by nearly winning the nomination and making 18 million cracks in the highest of all glass ceilings.

Beginning with her local PTA (a traditional path for women), Sarah Palin advanced through local politics and made the leap to Alaska Governor by challenging the Republican Party status quo and staking out her own territory as a reformer and change agent. Her rise to national attention came as a result of her selection by Republican presidential candidate John McCain, not through the test of a national primary.

The media has had a field day. For Hillary, the sexism has been relentless. Pundits and commentators have talked or written about her dress, her speaking style, her laugh, and even her cleavage. They have accused her of succeeding only because of her husband, President Clinton. They have criticized her for being too tough and not human enough. Her political strategy began by demonstrating she could be commander-in-chief. In New Hampshire, when she had an emotional moment, it was viewed as false or phony. No matter which turn she took, Hillary could not win.

Sexism is subtle and imbedded in our institutions. Never is this more obvious, then in the way the media covers women politicians. A particular moment during the primary campaign stands out. On the Bill Moyer's Journal one evening, the esteemed journalist admitted he

wasn't sure if he believed Hillary during that infamous New Hampshire moment. Kathleen Hall Jamieson, head of the Annenberg School of Communications at the University of Pennsylvania, patiently explained why she had no reason to doubt Hillary. Why not accept the emotions of all candidates at face value, she asked? Moyer never questioned the sincerity of any of the male candidates.

Now it's Sarah's turn. Her family has become the focus of attention. Each campaign has said families are off limits, but for the press she is an unknown. A current debate in the blog world argues that as long as Sarah and her family are presented as part of John McCain's campaign for the presidency and that "family values" are a major emphasis of the Republican Party, they are fair game. Sarah has become another example of the intense media scrutiny that is part of our national obsession with politicians and celebrities.

What should the role of the media be? It is time to end the celebrity approach and soap opera story lines that the current presidential campaign has become? Who are these candidates? What questions should they be asked? Let's find out what they stand for.

Hillary and Sarah each represent a different set of values. Hillary has years of national political experience and a history of activism for feminist and social issues. Sarah's focus is small town values and reformer politics. They are poles apart on issues. Hillary is pro-choice and supports sex education in the schools, believes in global warming and the need for alternative energy development. Sarah is against birth control and sex education in the schools, does not believe in global warming and supports oil drilling in Alaska.

Now that Hillary's campaign has ended, Sarah carries the mantle for women candidates in the 2008 election. Despite the media's fixation on personal attributes and family dynamics, isn't the question really who is the best person for the job of president of the United States? Who is most capable of becoming vice-president and filling the role of president if necessary?

In the end, the American electorate will focus on where the candidates stand on issues and cast their votes accordingly. Unfortunately, the American media is doing a disservice to the voters.

Betty Yee con't

in San Francisco, San Jose, Sacramento, and Los Angeles and ensured the establishment of the California Commission on Asian and Pacific Islander American Affairs.

Ms. Yee has demonstrated a strong commitment to mentoring and supporting Asian Pacific Islander Americans, women, and youth seeking to enter or pursuing promotional opportunities in the California State Legislature or other public service. She co-founded the Asian Pacific Youth Leadership Project, which exposes high

school youth to the legislative process and encourages leadership and participation in public and community service.

Ms. Yee is a native and resident of San Francisco where her immigrant parents owned and operated a laundry and dry cleaning business for 30 years. She earned her Bachelor of Arts degree in Sociology from the University of California, Berkeley, and her Master's Degree in Public Administration from Golden Gate University, San Francisco.

Please Join Us for a Special Reception with Assembly Speaker Karen Bass



Hosted by

Los Angeles City Controller Laura N. Chick
and the California Women Lead (formerly CEWAER)

Board of Directors.

Thursday, October 16, 2008

Los Angeles City Hall

Tom Bradley Room

5:30 pm to 7:30 pm

Join us for a special evening of networking and refreshments as we launch our newest chapter - Los Angeles.

Visit the CWL website at www.cawomenlead.org for more information

Sponsorship opportunities are still available



California Women Lead

ENGAGE • EMPOWER • ELECT

1029 K Street, Suite 35
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