



LOS ANGELES COUNTY

Women's Leadership Conference

# Breakout Sessions Speaker Summary

AWAKEN A NEW



LOS ANGELES COUNTY

# Women's Leadership Conference

## *Morning Breakout Sessions*

### ***Wealth Transformation – Building Wealth from the Inside Out (RM 102)***



**LOUIS BARAJAS**

***Financial Expert and Author, Wealth & Business Management Lab***

Author and Financial Media Expert Louis Barajas will teach you how to take every dollar you earn and maximize it's impact in your life. He will also be giving you personal finance tips to help protect you from making the most serious mistakes on your savings, insurance, and investing.

### ***Making a Difference in Students' Lives (RM 104)***



**DEBRA DUARDO, M.S.W., Ed.D.,**

***Superintendent of Schools, Los Angeles County Office of Education***

Learn about her unique life experience as a high school dropout able to overcome obstacles and rise to become an education leader. During this breakout session, Dr. Debra Duardo will share how her own personal journey drives her passion to make a difference in the lives of the County's 2 million preschool and school-age children.



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### ***Get Picked: Using Public Speaking to Raise Your Profile to Grow Your Career, Your Business, Your Message (RM 106)***



**AURORA GREGORY**

***Business Marketing Educator & Coach, Aurora Gregory Consulting***

Public speaking is one of the best ways to put your professional skills and expertise on display for others to see. Whether it's from the stage at a conference or in front of a room full of colleagues, public speaking is a must in your personal-branding toolkit. It's the most efficient way to raise your profile, build your network and grow you career, your business, your message. In this session, you'll learn tips, tricks and tools to land a speaking spot at a conference, how to elevate your next workplace presentation and how to use the power of the podium to help you reach your goals.

### ***Boom – I Got This (RM 107)***



**BRANDON MASLAN**

***Executive Coach and Corporate Facilitator, Advancing Women Executives***

“BOOM!” stands for explosive growth and change. I've ended hundreds of coaching sessions with that simple word. The key to positive change is to move beyond fear and get energized to let go of what is holding you back. Understand ways to show up as your strongest self, create deeper connections and get the clarity you need to accomplish your personal and professional goals. We will discuss how to do that in this session!



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## Afternoon Breakout Sessions

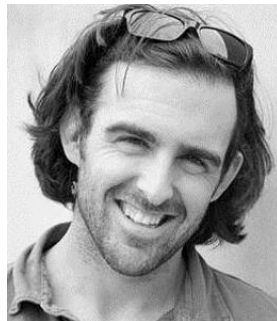
### ***Own It: Public Advocacy Through Personal Storytelling (RM 102)***



**ALEJANDRA CAMPOVERDI**  
***Commissioner, First 5 California***

Alejandra Campoverdi worked for President Obama in the White House and ran for Congress earlier this year, but her journey to advocacy and politics was anything but typical. Born and raised in Los Angeles, Alejandra navigated childhood poverty, academic barriers and family health battles, to become an advocate for women's health and empowerment, illustrating that politics is indeed personal. Alejandra will talk about the power of authentic storytelling for advocacy, as well as the importance of owning the multidimensionality of who we are, what we've experienced and where we come from.

### ***Turning the Table – Redefining Life Goals to Find a Fulfilling Focus (RM 104)***



**SAM POLK**  
***Co-Founder and CEO of Everytable***

Sam Polk is the co-founder and CEO of Everytable, a social enterprise making healthy food affordable for all, and founder of Groceryships, a Los Angeles non-profit that advances wellness in underserved communities through the power of healthy food and human connection. Prior to becoming a social entrepreneur, Sam was a hedge fund trader on Wall Street. Sam will share his awakening to a new definition of success: one that includes an intentional contribution to the world.



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## ***Public Service & Technology (RM 106)***



**ERIE MEYER**

***Senior Director of the National Network, Code for America***

A candid conversation and real stories about public service in the 21st century. What's possible, what's holding us back, and what's next? This session will also include information on the biggest challenges -- and opportunities -- to recruiting the next generation of government workers.

## ***Boom – I Got This (107)***



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