

**Keynote Speaker,  
Lunch With The Experts,  
Networking, Shopping and  
more ....!**



*Become an Architect of Change -  
In your life and the lives of  
others...*

**Verdugo Glen Chapter  
Presents**

# **The Heart of Business Expo**

**February 4, 2012**

Registration: \$25.00

10:00 AM - 2:00 PM

Glendale Elks

120 E. Colorado Street

Glendale, CA 91205

Telephone: 818.842.2105

**Keynote Speaker: Linda LoRe**

**CEO and President, Youth Mentoring Connections, C@TALYST9**

**Presentation: "You Can Have It All – You Just Can't Have It At Once"**

**Educational & Motivational Speakers ★ Networking ★ Lunch ★ Shopping**

*The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.*

## KEYNOTE PRESENTATION

### *“You Can Have It All – You Just Can’t Have It At Once”*

**By: Linda LoRe, President and CEO  
Youth Mentoring Connections, C@TALYST9**

---



In Linda's 18-year-career as a CEO of world-renowned brands; Fredericks of Hollywood and Giorgio Beverly Hills, Linda is widely recognized as a leading brand advocate. Her extensive experience includes building consumer companies from the ground up, revitalizing storied brands and breathing new life into consumer favorites. LoRe became President and CEO of Frederick's of Hollywood in August 1999, and immediately set upon revitalizing and re-launching the iconic Frederick's of Hollywood brand. She's overseen the brand turn-around, it's much -lauded January 2003 emergency, securing the company's strongest growth in more than 10 years, and most recently, the merger between Frederick's and apparel partner, Move Star, Inc.

LoRe is the recipient of numerous awards, including the 2003 Woman of Accomplishment for Bnai Zion, 2002 NAWBO (National Association of Women Business Owners) Hall of Fame Award, 1997 Woman of the Year Award from the Museum of Science and Industry and 1997 Fashion Institute of Design and Merchandising award of Excellence and recipient of the Spirit of Life award and The Beautiful Apple award.

In September 2011, Linda left the corporate world to pursue a Master's in Business degree at Pepperdine University and form her own non-profit "Catalyst 9." Linda is a mother of 2 and wife of Steve Starleaf, Owner/Operator, Burbank Tennis Center, Burbank, CA.

---

## TOPIC: HOW TO MARKET YOUR BUSINESS SUCCESSFULLY!

### *“Remove Your Blocks So Your Business Rocks”*



**Jenn August**, has been called one of the world's leading experts in removing blocks to business success and has pioneered a patented system that has helped thousands of business owners substantially increase their income. Jenn is the author of "**Remove Your Blocks So Your Business Rocks.**" She makes every minute of listening informative and interactive due to her standup and improvisational comedy background which inspires her audiences.

## PROGRAM DESCRIPTIONS AND SPEAKERS BIOGRAPHIES

---

### TOPIC: MAXIMIZING SOCIAL MEDIA FOR TODAY'S BUSINESS NEEDS "UNLOCKING THE SECRETS TO SUCCESS IN SOCIAL MEDIA!"



**Katy Tafoya**, a former teacher by trade (though still teaches), is a writer, small business coach of social media strategies and solopreneur. She is the founder and editor of **ConstantChatter**, a premier community and blogsite for women. Katy holds a Masters Degree in Counseling with emphasis on marriage and family. With a passion for empowering women, Katy took her own experiences with the *Great Online Unknown* and created the **Success for Solopreneurs**

blogsite. Here she shares tips, tools, resources and articles with other small business and solopreneurs. Katy will help YOU create strategies to move your business to the next level – are you prepared?

---

### TOPIC: TAKING NETWORKING TO THE NEXT LEVEL "IS YOUR NET WORKING FOR YOU?"



**Robbie Motter**, spent numerous years in Corporate America in top positions in New York, Washington DC, Houston, Texas and Hawaii before opening her own Marketing / Public Relations Consulting business. Robbie is founder of Contacts Unlimited, Author, Certified National Speaker and Coach, Senior VP and Partner for American Seminar Leaders speakers Bureau.

Robbie has written 3 E-books and co-authored a book with June Davidson, ASLA President on "**The Millionaire Blueprint for Women**," hosts a monthly radio show, **Monthly Diva Tips from Queen Diva**, is *Coordinator of the National Association of Female Executives* and inspire individuals on the importance of social networking today and how best to make it work for YOU. Robbie's received numerous awards for her work. In 2010 she was nominated as America's Most Influential Business Connector by the US Small Business Conference and presented the Call to Service Award by the US Volunteer Commission for over 4,000 hours of Volunteer Work In a Lifetime.

