

ASCEND Northern California, in cooperation with chapters in Los Angeles and Seattle, presents its 4th annual leadership conference and gala, *Inspiring Across Generations*.

The 2010 conference theme is **Reinventing for the Long Term**. The business world is undergoing rapid change, propelling and disrupting new careers and industries. How do you stay relevant and flexible? What skills enable you to anticipate risk, uncertainty, and change? Who can help guide your transformation? A top-tier panel of speakers and mentors will share tactics and strategies on how to successfully navigate these turbulent times and build lasting relationships.

This year's program has been expanded to include more networking, mentoring, workshops and activities. We expect another sell-out with 600 attendees, so tell your friends to register early!

#### Benefits:

- One-on-one advice from executive mentors
- Make new and broader connections
- Brush up on latest career advancement tips
- Create a brand & career action plan
- Meet companies focusing on hiring
- Enjoy lunch, dinner & entertainment

#### Conference Program:

- Workshops on Tactics
- Panel Discussions on Strategies That Work
- Noted Keynote Speakers
- Mentoring Circles
- Corporate Executive Initiative (CEI)
- Student Chapter Leaders session
- Networking Receptions
- Career Fair
- Sponsor Fair
- Gala Dinner, Awards, and Entertainment

#### Workshop Topics:

- Personal Branding
- Communications and Standing Out
- Effective Networking

#### Panel Discussions:

- Take Calculated Risks
- Career Planning
- Reinvent Yourself, Your Career, and Your Brand
- Establish Sustainable Relationships



#### ASCEND KEY FACTS

- 11 US professional chapters
- 18 US student chapters
- 20 chapters in development throughout U.S. and Canada
- 5,000+ members
- 150+ companies
- Robust student and scholarship programs, including an educational foundation

#### MISSION

To be the premiere professional organization that enables its members, business partners and the community to leverage the leadership, mentoring and global business potential of Pan-Asians.

#### YEAR-ROUND PROGRAMS

- Mentoring Circles
- LEAD Development Series
- Corporate Executive Initiative (CEI)
- Business Roundtable Series
- View From The Top Series
- Social Mixers
- Community Service
- MBA Forums
- National Convention

## Speakers Include



**Michael Soon Lee**  
CEO/President, EthnoConnect



**Carl Pascarella**  
Executive Advisor, TPG  
Former CEO, Visa



**David Chiu**  
SF Board of Supervisors  
**Judy Kopa**  
SVP, Open TV  
**Wesley Hom**  
Former SVP, IBM  
*And over 70 others!*

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#### 2009 Sponsors & Partners

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#### Supporting Organizations

- Asia American MultiTechnology Association (AAMA)
- Asian Business League of San Francisco (ABL-SF)
- Association of Latino Professionals in Finance and Accounting (ALPFA)
- Corporate Asian American Employee Network (CAAEN)
- Korean American Professional Society (KAPS)
- National Association of Black Accountants (NABA)

#### Past and Current Mentors and Speakers

- Iris Chan (Former EVP, Wells Fargo Bank)
- Allen Chin (VP, Human Resources, Evans Analytical)
- Van T. Dang (VP, Law and Deputy General Counsel, Cisco Systems)
- Evelyn Dilsaver (Former President & CEO, Charles Schwab)
- Loretta Doon (CEO, CalCPA and Cal CPA Education Foundation)
- Kamran Elahian (CEO, Global Catalyst Partners)
- Patty Fukami (SVP, Head of Global Finance Operations, Visa)
- Buck Gee (Former VP, Cisco Systems)
- Mohan Gyani (Board of Directors, Safeway)
- Linda Kim (Managing Director, Global Head of Operations, Barclays Global)
- Yul Kwon (Winner, CBS Survivor: Cook Islands and Partner, Red Mango)
- Rich Lyons (Dean, Haas School of Business, UC Berkeley)
- Jenny Ming (Board of Directors, Kaiser Foundation Hospitals)
- Tami Nguyen (Treasurer, Electronic Arts, Inc)
- Dr. C. S. Park (Board of Directors, Seagate and former CEO, Maxtor)
- Prakash Ramachandran (CFO, Nordic Windpower)
- Clara Shih (Creator of Faceconnector; Author of "The Facebook Era")
- Lip-Bu Tan (President & CEO, Cadence Design Systems)
- Fong Wan (SVP, Energy Procurement, PG&E)
- Susan Wang (Board of Directors, Suntech, Altera, Avanex, Nektar Therapeutics)
- Elizabeth Xu (SVP, R&D, Vitria Technology)
- Dr. Albert Yu (Chairman, OneAngstrom, former SVP, Intel)

#### Previous Conference Quotes

"I find working with the members of Ascend very rewarding. Seeing so many young people focused on self improvement while also willing and ready to help others inspires me to try harder to be a good mentor to them. Our exchange of shared experience brings out the best in all of us."

- Susan Wang, former CFO of Solectron, director/board of Suntech, Altera, Nektar

"Sharing experiences is an excellent way to connect with people. Mentoring is a way to give while receiving a huge return in social investment. I encourage everyone to get into the business of sharing their knowledge and expertise with the next generation of leaders."

- Loretta Doon, CEO, CalCPA and California CPA Education Foundation

"What I enjoyed the most at the Ascend conference was the mentoring session. My mentor and peers provided a supportive environment where we gave each other valuable advice on topics ranging from how to make career moves to how to communicate with your manager at work."

- Charlene Mak, Associate Market Planning Manager, Genentech

"The mentors at the Ascend conference made it a unique experience. They were knowledgeable, accessible, and happy to offer advice. I would recommend the event to any student looking for honest feedback."

- Brian Wong, Student, San Francisco State University