

SCHEDULE OF EVENTS

Unless otherwise noted, all events are scheduled to take place at conference headquarters, the New Orleans Sheraton Hotel. Check hotel directory for room location.

Friday, May 21

From 11 a.m. to 4:30 p.m.

ON SITE REGISTRATION

From 1:30 to 4:30 p.m.

PRE-CONFERENCE WORKSHOPS

From 2:45 to 3:15 p.m.

REFRESHMENT BREAK

From 6 to 8 p.m.

OPENING RECEPTION

Odgen Museum of Southern Art
925 Camp Street – New Orleans

Saturday, May 22

From 7:30 to 9:00 a.m.

ON SITE REGISTRATION

CONTINENTAL BREAKFAST

From 9:00 to 10:45 a.m.

PANEL DISCUSSION

From 10:45 to 11:15 a.m.

REFRESHMENT BREAK

From 11:15 a.m. to 12:30 p.m.

PANEL DISCUSSION

From 12:30 to 2:00 p.m.

LUNCHEON

2:00 p.m.

ADJOURN

CORPORATE SPONSORS

We've requested assistance from several corporate sponsors who responded generously. At the printing deadline, these organizations had committed to helping underwrite conference costs. We are very grateful.



LOUISIANA HOSPITAL ASSOCIATION



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IN COOPERATION WITH

Louisiana Women's Foundation
Governor's Office On Women's Policy
Louisiana Commission On Women's Policy & Research
Louisiana Legislative Women's Caucus

TECHNICAL ASSISTANCE & SUPPORT

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Hon. Diana Bajoie
President Pro Tempore, Louisiana Senate

Hon. Sharon Weston Broome
Speaker Pro Tempore, Louisiana House of Representatives

Hon. Diane G. Winston
District 77, Louisiana House of Representatives

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Louisiana Public Service Commission

Hon. Katherine "Kitty" Kimball
Louisiana Supreme Court Associate Justice

Hon. Bernette Johnson
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Hon. Clara Duhon
Calcasieu Parish School Board

Hon. Gail Potts Roque
Natchitoches Parish Police Jury



Vision, Influence, Power

Friday & Saturday

May 21 & 22, 2004

New Orleans, Louisiana

HOSTED BY

Governor Kathleen Babineaux Blanco
and
United States Senator Mary L. Landrieu

CONFERENCE HEADQUARTERS

Sheraton New Orleans Hotel – 500 Canal Street – New Orleans, LA

LODGING

The Sheraton New Orleans Hotel is conference headquarters. A government rate of \$146 is available on Friday, May 21. Please make your reservations by calling direct and asking for the "Women's Conference" room rate. There are also several hotels nearby.

For more information visit www.nola.com.

Click on WOMEN'S CONFERENCE to link.
Visit www.gov.state.la.us
REGISTER ONLINE

Baton Rouge, LA 70804-4386

Post Office Box 44386

LOUISIANA WOMEN'S FOUNDATION



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CONFERENCE THEME & CONTENT

Governor Kathleen Babineaux Blanco and United States Senator Mary L. Landrieu convene a gathering of Louisiana's women leaders on Friday and Saturday, May 21 and 22, in New Orleans. The leadership forum will focus on the vision, influence and power of women in Louisiana and their dramatic impact on recent changes in the political, economic and social fabric of the state.

Optional pre-conference workshops are scheduled for Friday afternoon. The Opening Reception is set at the Ogden Museum of Southern Art from 6:00 to 8:00 p.m. Saturday morning, two panel discussions moderated by Dateline NBC's Hoda Kotb, feature women leaders representing a variety of sectors including government, military, religious, education, business and industry. Ms. Kotb will moderate panels "Oprah-style," providing opportunity for question and answer from the audience.

Luncheon is included in the conference registration with ample time to discuss events of the morning at table settings. Following luncheon, Governor Blanco and Senator Landrieu will participate in "conversations over coffee and dessert." Their aim is to speak informally and candidly with those attending the gathering.



LOUISIANA'S WOMEN LEADERS

Vision, Influence, Power & OUTREACH

Saturday's panel discussions and luncheon conversation with Governor Blanco and Senator Landrieu will be videotaped by Louisiana Public Broadcasting (LPB) and distributed by the Louisiana Cable and Telecommunications Association for broadcast on government and community cable channels statewide. The program will be edited into a one-hour special program to begin airing about June 7. Check your local listings for the broadcast dates and time.

SATURDAY'S PANEL DISCUSSIONS & LUNCHEON

GUEST MODERATOR HODA KOTB
Correspondent / Dateline NBC

Hoda Kotb joined NBC News as a correspondent for Dateline NBC in April 1998. She recently traveled to the Middle East to cover the conflict between the Israelis and the Palestinians in the West Bank and Gaza.

Kotb came to NBC from WWL-TV, the CBS affiliate in New Orleans where she served as an anchor and reporter for the 10 p.m. news broadcast since 1992. While there, she covered stories involving abused kids, crime victims and politics. She is currently based in New York.

She is a graduate of Virginia Tech University with a Bachelor of Arts in broadcast journalism.

PANEL – SESSION I

The Honorable Diana Bajoie
President Pro Tempore, Louisiana Senate

The Honorable Sharon Weston Broome
Speaker Pro Tempore
Louisiana House of Representatives

The Honorable Katherine "Kitty" Kimball
Associate Justice, Louisiana Supreme Court

The Honorable Diane Winston
Louisiana House of Representatives

The Honorable Ruth Fontenot, Mayor
City of New Iberia

The Honorable Martha Andrus, Mayor
City of Grambling

The Honorable Jennifer Sneed, Councilmember
Jefferson Parish Council

PANEL – SESSION II

Jacqui Vines
Vice President and General Manager
Cox Communications, Baton Rouge

Capt. Peggy Feldmann
Commanding Officer
Space and Naval Warfare Systems Command,
Information Technology Center, New Orleans

Darla Montgomery, Anchor
KATC-TV, Lafayette

Elder Debra Morton
Greater St. Stephen Full Gospel Baptist Church

Dr. Sally Clausen, President
University of Louisiana System

The Honorable Rae Swent, Judge
9th Judicial District Court

OPTIONAL PRE-CONFERENCE WORKSHOPS

Optional Pre-Conference Workshops provide short courses for quick studies. Whether it's attending to new information, discovering tricks and techniques to help us do more or better, clearing our minds or sharpening image, these 3 hours (with a generous 30-minute refreshment break in the middle) add real value to Friday afternoon. Additional \$25 pre-conference registration.

WORKSHOP A WOMEN & LONG TERM CARE

*Consideration On Care For
Ourselves and Others*

A quarter of Americans have or are currently providing care to an elderly or disabled family member, and 59% of the adult population expects to provide such care at some point in their lives.

Roughly 70% of family caregivers are women – wives, daughters, daughters-in-law – and while the term "burden" may fail to credit the rewarding aspects of care giving, the reality is that the "informal" family care provided by women often comes at steep cost to women's health, financial well-being and even longevity.

Despite this reality, women are usually caught unprepared for what often turns out to be the sudden crisis of a family member needing care, and are likewise unaware of their state in policies and programs that shape a state's long term care system.

The goal of the workshop is to increase that awareness, generate a vision for long term care policy that supports women as care providers and care recipients, and fosters female leadership for change in this area.

WORKSHOP B MANAGING THE 4-P INTERSECTION

*Personal, Professional, Public
and Private Lives*

We can't reverse the hands of time – culturally or economically. Our economy now relies on women in the workforce. Most families believe they need two paychecks. And, despite the challenges and pressures, many women want to work outside the home. Why? According to them: personal fulfillment, higher self-esteem, a reduction of financial stress on their family, and because, statistically speaking, over the course of their lives working women generally have better physical and emotional health than their non-working counterparts.

This workshop takes a look at how women handle the intersection – or collision – of career and personal responsibilities in both public and private lives. Some call it balancing; others, juggling. Even the term "weaving" is used since diverse elements of our lives are so intertwined. This workshop explores some benefits and efficiencies that occur when we do a better job of blending or integrating our lives. Participants will learn new ways to improve skills by better understanding ourselves and the role technology can play in our lives if we are willing to let it in. This is a workshop for building self-confidence and self-reliance as well as encouraging these qualities in others.

WORKSHOP C HOW TO FEED THE MEDIA BEAST WITHOUT GETTING EATEN

*Turning Public Policy Into
News That Matters*

Using news media to communicate a public policy message can shape and influence proposals, issues, and programs and make news that matters. To that end, effectively communicating your – or your organization's – position is a critical success factor. Answering these questions begins to drive the outcomes our way: *How do we get along and get what we want from the news media? How do we effectively shape and communicate our message? Is there a different standard for women who communicate tough issues in an unforgiving public arena?*

Bob Mann, Director of Communications for Governor Kathleen Blanco and Rich Masters, Managing Director of Qorvis Communications and former Director of Communications for U.S. Senator Mary Landrieu will lead the media workshop. Mann and Masters are former members of the working news media, highly skilled and experienced in the world of public, government and political communication. They will also offer their personal and unique perspective on what it's like working for the state's highest-ranking elected leaders – who also just happen to be female.

YES. I plan to attend the gathering of Louisiana's Women Leaders!

Enclosed is my check in the amount of \$_____ to cover costs associated with these events:

___\$25 Pre-Conference Workshop 1st Preference _____ 2nd Preference _____ 3rd Preference _____

___\$50 Friday's Reception and/or Saturdays Forum & Luncheon

It may be more convenient to register online & charge your credit card. Find the conference link by visiting Governor Blanco's website at www.gov.state.la.us or Senator Landrieu's website at www.landrieu.senate.gov.

PLEASE PROVIDE THE FOLLOWING INFORMATION TO COMPLETE YOUR REGISTRATION

Name _____ Title: _____

Company/Office/Organization: _____

Address _____ City / State / Zip _____

Daytime Phone (____) _____ Evening Phone (____) _____ Email: _____

___ Please check here if you are an elected official. Be sure to name your office in the "Title" space above.

MAKE CHECKS PAYABLE TO: LOUISIANA WOMEN'S FOUNDATION.

MAIL TO: P.O. Box 44386, Baton Rouge, LA 70804-4386.