

Dear Deborah:

Business Women Rising concluded its first year of operation on a high note this past December with our first annual Winter Vista Exchange event at the distinguished Segerstrom Center for the Arts. Continuing the momentum, we are off to a flying start in 2011!



Four [Leadership Vistas](#) tracks for [professional](#), [entry-level](#), [mid-level](#), and [senior-level](#) managers are now fully active in Orange County. Currently, we are planning to launch yet another track, [Alta Vista](#), which is geared towards CEOs and other leaders at the top. We also plan to expand the Leadership Vistas program into the Los Angeles and San Diego areas in the coming months.

2011 looks to be a bright year, and we thank you for your continued support. Together, we can achieve tremendous business success!

Warm regards,

Deb Boelkes
President and CEO
Business Women Rising

New CEO Track Launching for Leadership Vistas™



Alta Vista™

Business Women Rising's Leadership Vistas program continues to expand as we prepare to launch our new track, [Alta Vista](#), during the first half of 2011. The Alta Vista program is an exclusive thought-leadership forum for CEOs and top-tier executives

including:

- Corporate leaders responsible for the P&L of a public company or a subsidiary/division generating annual revenues of at least \$25 Million.
- Entrepreneurs, including company founders and/or majority or controlling owners, responsible for the profit and loss of privately held companies reporting a minimum of \$2.5 Million in annual

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revenues.

- Not-for-Profit leaders responsible for the profit and loss of organizations reporting a minimum of \$5M in annual revenue / contribution income.

Deb Boelkes will be facilitating the Alta Vista forum in Orange County. We already have some incredible topics and speakers lined up. CEOs certainly won't want to miss the session on CEO compensation!

To learn more about our various Leadership Vistas tracks, please visit the BWR [website](#).

The Winter Vista Exchange

And a preview of the Summer Vista Exchange



[View the Highlights](#)

More than 60 attendees gathered for the first annual Winter Vista Exchange event on December 10, 2010. Three powerful keynote speakers gave inspiring and enlightening presentations. **Terry Goldfarb-Lee**, Senior Director of Business Development for Resources Global Professionals, explained how networking changed her life. Next, **Betty Tucker Uribe**, Executive Vice President of Comerica Bank, talked about values-based leadership. Finally, **Retired Colonel Debra Lewis** spoke on leading in uncharted waters. All participants also took part in networking exercises during this highly successful event.

Thank you to the sponsors:

- [The UCLA Anderson School of Management](#) (Platinum Sponsor)
- [Platinum Resource Group](#) (Silver Sponsor)
- [Smashbox Cosmetics](#), [Colliers International](#) (Bronze Sponsors)
- [Fisher & Phillips LLP](#), [Irvine Technology Corporation](#) (Friends Sponsors)

Looking forward, our upcoming [Summer Vista Exchange](#) event will be held at the beautiful Balboa Bay Club on Thursday, July 28th. It promises to be even more incredible. We encourage you to purchase your tickets early to take advantage of our early bird pricing. Learn more about this event and purchase tickets [here](#).

We are also accepting sponsorship applications for this event. The

benefits of sponsorship are many, including VIP passes to the Summer Vista Exchange event and discounted memberships in the Leadership Vistas program. Sign up to sponsor the Summer Vista Exchange event today! Learn more becoming a sponsor by clicking [here](#).

Meet Our Team

Deborah Van Huis



With over 25 years of experience in business management, planning, and large-scale project management, Deborah Van Huis is the Managing Director of the [Stella Vista](#) program. According to Deborah, "It is critical that individual contributors have techniques necessary to interact with and influence decision makers. In Stella Vista, we focus on developing and reinforcing influencing skills so

that our members become more effective in their role within and beyond their organization. We are able draw upon and take advantage of the different experiences of our members as we participate in both the leadership education and business case discussions that are included in all of our meetings. Beyond the meetings, our members are able to leverage their Stella Vista experience to increase diversity and improve the bottom line of their organizations."

To learn more about Deborah and her works at Business Women Rising, please click [here](#).

Business Women Rising is a division of Business World Rising, Inc., a leadership development firm dedicated to the advancement of women business leaders and stronger, more inclusive leadership teams. Business Women Rising offers comprehensive business services including unique peer-to-peer mentoring forums, leadership development workshops, targeted corporate consulting and executive coaching services. For more details, please visit us at www.BusinessWomenRising.com, contact us [here](#), or call us at 949-698-7662.