

FWA *What's New!*



THE FINANCIAL WOMEN'S ASSOCIATION OF SAN FRANCISCO FOUNDED 1956

Celebrating More Than
50 Years of Promoting
Financial Women's Success

A publication for members and friends of the Financial Women's Association of San Francisco

President's Letter

Dear FWA Members and Friends,



Fall is an amazing and exciting time for the Financial Women's Association of San Francisco! Honoring women in finance at all

stages of their careers is an important focus of the FWA. Two of our most significant opportunities are the celebration of our 2011 Financial Woman of the Year and Scholarship Award recipients.

Kathryn A. Hall, Chief Executive Officer and Chief Investment Officer, Hall Capital Partners LLC is our 2011 Financial Woman of the Year. As one of the most prominent and well regarded investment managers serving primarily wealthy families, foundations and endowments, Hall Capital Partners manages approximately \$22 billion in multi-asset-class global investment portfolios. Katie is also a member of the Board and Chair of the Executive Committee of Princeton University and has served on a number of boards and investment committees in the San Francisco Bay Area. We look forward to honoring Katie at the Financial Woman of the Year luncheon on October 6th at the Hyatt Regency in San Francisco (see page 3). Please join us by registering for a ticket or sponsorship through the FWA Website. This luncheon is our major fundraiser in support of the FWA Scholarship Fund.

At our Scholarship Luncheon in June, we honored ten women who received scholarships of \$5,000 for undergraduate study and \$10,000 for graduate school awarded annually to women studying

finance at Bay Area colleges and universities. We congratulate the recipients on their accomplishments and look forward to their participation in FWA events this year. We profile them on page 2. Meet them and learn more about their impressive experience and career aspirations. Over fifty FWA members volunteer to assist with recruitment and selection of our scholarship recipients. We thank them and our outstanding Scholarship Co-Chairs, Sarah Whitelaw and Linda Jackson, for their dedication to future generations of women in finance.

Our fall programming continues with amazing opportunities including: touring the Gertrude Stein exhibit, hearing Liz Ann Sonders views on the Economy and Markets, panels on China, Dodd-Frank (the private equity and hedge aspects) and mobile payments! Check out details on some of these and other upcoming programs on page 4. At each event we provide time for members and prospective members to network and socialize. Don't miss these opportunities to expand your network and be inspired by other women in finance.

We look forward to seeing you at an upcoming FWA event – come join us and help build the future.

Julie Merrill, President of the Financial Women's Association of San Francisco and the Financial Women's Association of San Francisco Scholarship Fund

FALL 2011

INSIDE THIS ISSUE:

President's Letter	1
Meet Our 2011 FWA Scholarship Recipients	2
FWA Scholarship Endowment Launch	2
Introducing Katie Hall: 2011 FWA Financial Woman of the Year	3
Financial Woman of the Year Announcement Event	3
Future FWA Events	4
Past Events Recap.....	4



P.O. Box 26143
San Francisco, CA 94126
Phone: (415) 586-8599
E-mail: info@fwasf.org
www.fwasf.org

Meet Our 2011 FWA Scholarship Recipients

Financial Women's Association Scholarship Fund scholarships are awarded to select graduate and undergraduate women in the San Francisco Bay Area who are pursuing careers in the fields of finance or the financial services industry. Below is just a snapshot of this year's scholarship recipients. As with all of the recipients each year, they are an impressive and deserving group. If these individuals provide a sneak peek into the Bay Area's financial future, we are going to be in good shape!



Undergraduate Students

Joanna Neilson - Golden Gate University. Joanna is pursuing her CPA and is working towards becoming CFO of her current client, Utique. A proud mother of two, Joanna has maintained a 4.0 GPA while working full time as a controller and operating her own bookkeeping business.

Moriah Pierce - California State University, East Bay. Moriah is exploring a career in forensic accounting and pursuing her CPA. She obtained her Associate's degree in Business Administration and Liberal Arts from Berkeley City College with a 4.0 GPA, graduating as Valedictorian of her class. While at California State University, Moriah has also maintained a 4.0 GPA, earning her a place on the Dean's List.

Graduate Students

Senaai Al-Ghanem - Lorry I. Lokey Graduate School of Business, Mills College. Senaa hopes to pursue a career in accounting. Senaa has become very involved in the local community, serving as Vice President for Net Impact and using her business skills to help socioeconomically challenged entrepreneurs at Centro Community Partners.

Sophia Chami - UC Berkeley, Haas School of Business. Sophia plans to pursue a financial quantitative research career. Fluent in three languages, English, Arabic and French, Sophia has practiced both ballet and piano for over ten years and achieved a perfect score on the quantitative part of the GRE.

Beverly Correa - UC Berkeley, Haas School of Business. Beverly is dedicated to helping Latina women in business. Beverly spent three years in West Africa volunteering for the Peace Corps and advising local business owners. Fluent in Spanish, she is the first female of her family to graduate from college.

Anya Greenberg - Stanford Graduate School of Business. Anya hopes to pursue a career as a Human Resources executive with a particular emphasis on improving the productivity and financial position of an organization in the health care industry. Anya has spent the past three years working for Deloitte where she has received the highest performance ratings, received multiple awards, and served on the leadership committee of the company's Women's Initiative.

Katherine Hill - Stanford Graduate School of Business. Katie is hoping to pursue a career in the emerging markets, specifically investing in energy and natural resources. She has spent time in Quito working at a homeless shelter for street children and taught English in Nepal for a year. As an undergraduate at Stanford, Katie worked in Uganda evaluating the country's leading microfinance institutions.

Lan Luan - The Wharton School, University of Pennsylvania (San Francisco campus). Lan is planning to pursue a career in corporate finance and hopes to become a CFO. Lan leads Microsoft's 2000 member Chinese Employee Diversity Group. While an undergraduate at Nanyang Technological University in Singapore, Lan ranked first in academic performance, the first female student to attain this accomplishment.

Courtney McColgan - Stanford Graduate School of Business. Courtney plans to pursue a career in clean technology investing. Most recently, Courtney co-founded China's first person-to-person microlending site, Wokai, in Beijing, which funded 400 borrowers through contributions from 6000 donors.

Laura Shaw - Lorry I. Lokey Graduate School of Business, Mills College. Laura plans to pursue a career in non-profit management. She formerly worked with the San Francisco Botanical Garden at Strybing Arboretum, Oakland Butterfly Urban Garden, People United for a Better Oakland, and San Francisco League of Urban Gardeners.

For more information about the scholarship recipients, application process and an online application please visit www.fwasfscholarshipfund.org.

FWA Launches an Endowment to Support Scholarship Efforts

With the financial market turmoil of the last few years, the FWA Board created a plan for the long-term sustainability of its scholarship program. The program has awarded \$1.6 million to over 190 recipients since 1985 and the Board is committed to its continued success.

The Board has decided to augment fundraising efforts with the establishment of an endowment to support the scholarship program in perpetuity. This does not mean we are making any changes to our flagship Financial Woman of the Year (FWOTY) event – our current sponsors indicated that they prefer to associate with the FWOTY thereby supporting both our organization at large as well as the scholarship program.

We strongly believe that the endowment will further diversify our funding base including the

FWA membership-as-a-whole, additional friends of the FWA, and education-focused foundations. The endowment creates a stable base of funds that supports the program in any economic environment—and allows the program to grow beyond its current size. Most importantly, in conjunction with our corporate sponsors, the endowment will ensure the FWA remains at the forefront of championing women in the world of finance.

In June of this year, we officially launched a membership drive and initiated a Founder's Circle. Anyone making a donation before December 31, 2011 will be considered a founding member of the endowment at the following levels:

Platinum:	\$5,000 and above
Gold:	\$2,500 - \$4,999
Silver:	\$1,000 - \$2,499
Bronze:	\$500 - \$999

To make a donation or for more information, please visit:

<http://www.fwasf.org/endowment.asp>

We realize that there are many causes that you support with your time and energy as well as your dollars. Given your generosity, we are hoping that you will also participate in raising funds for the endowment. We thank you in advance for your generous support!

Sincerely,
FWASF Endowment Fund Committee



Kathryn A. Hall

FWASF 2011 Financial Woman of the Year

On October 6, 2011 at the Hyatt Regency San Francisco, The Financial Women’s Association will honor Kathryn A. Hall, Chief Executive Officer and Chief Investment Officer at Hall Capital Partners LLC as their 2011 Financial Woman of the Year. Hall Capital Partners LLC, founded by Katie in 1994, is a privately owned, registered investment advisor that builds and manages multi-asset class global investment portfolios for families, endowments, and foundations. The firm, which has offices in San Francisco and New York, directs approximately \$22.4 billion in investment assets for advisory clients and pooled vehicle investors.

Kathryn A. Hall
Chief Executive Officer and
Chief Investment Officer
Hall Capital Partners LLC

The Financial Woman of the Year Award applauds Katie’s outstanding leadership in financial services, her active participation in the community, and her unwavering commitment to the advancement of women.

“We are honored to have Katie represent our organization as the 2011 Financial Woman of the Year. She embodies our theme of ‘Lead Mentor Inspire’ and has demonstrated strong commitment to bettering her community, supporting education and creating environments and opportunities where women can excel,” said Julie Merrill, FWA President.

“Organizations like FWA are important to the development of our future business leaders,” said Ms. Hall. “I’m honored to receive this award and appreciate the recognition of such a valuable institution.”

The Luncheon is FWA’s flagship event and directly supports the Financial Women’s Association Scholarship Fund. Since 1985, the Fund has awarded over \$1.6 million in scholarship grants to more than 190 Bay Area women who show promise as future financial leaders.

Special thanks to our current event Visionary Sponsors: Charles Schwab, KPMG LLP, and Lenos Software; Benefactor Sponsors Wells Fargo, Hall Capital Partners LLC, KLM, and John Crane Films; and Pacesetter Sponsors Advent Software, Bank of America, California Society of CPAs, Citibank, Ireland Presentations, SF Business Times, and The Wall Street Journal.

To become a sponsor or register, [click here](#) or for more information, please contact: Jill Myers (jlm Myers@gmail.com) or Grace Sucaldito (Grace.Sucaldito@us.gt.com).

Katie Hall on the Importance of Risk and Resilience

I think that women need to be willing to accept jobs and responsibilities with visibility, complexity and need for leadership/negotiation. A willingness to “enter the fray” and to expose oneself to public success or failure is critical. If things don’t work out, so be it. We all need to learn from mistakes and/or roadblocks and be willing to move forward and embrace the next opportunity/challenge.

Resiliency is a necessity when investing; you need to keep your objectivity, brutally assess your own decisions and then have the confidence to stick with them or admit mistakes and move on. Resiliency and the close corollary, a willingness to change, have been (and are) crucial to my career.

Risks can result in big, satisfying pay-offs. Or to quote a good friend: “You can’t surf from the beach!” If you fail, the world doesn’t end. You might be a bit embarrassed but get over it. Life is long and full of exciting opportunities and challenges.

Katie Hall,
CEO and CIO of Hall Capital Partners LLC

Members and Guests Attend the Financial Woman of the Year Announcement Reception



FWASF President, Julie Merrill (third from right) greets fellow FWA members and guests at the FWOTY Announcement Reception



Katie Hall (left), 2011 FWASF Financial Woman of the Year and Doreen Griffith, Grant Thornton LLP



Ann Chambers, FWA Sponsorship Chair is flanked by 2011 Financial Woman of the Year Co-chairs Grace Sucaldito (left) and Jill Myers.

Future FWA Events

Monday, September 19, 2011

Professional Development Series: The Top Five Team Pitfalls (And How YOU as a Leader Can Avoid Them). Join Jim Donovan, founder of JD Leadership, and explore the elements of creating a great team! 11:30 AM - 1:30 PM

[Register Here](#)

Wednesday, September 21, 2011

Networking Series: San Francisco 3rd Quarter Breakfast Networking Event. Join us for a third quarter breakfast networking event! 7:45 AM - 9:15 AM

[Register Here](#)

Thursday, September 22, 2011

Lifestyle Series: When She Speaks – Leadership Presence: Your Authentic Self. Listen to Rebecca Morgan's presentation on Leadership Presence with a focus on authenticity as a leader. Then see the latest Fall 2011 fashions from Macy's and Diva International. Proceeds go to support The Princess Project.. 5:00 PM - 7:30 PM

[Register Here](#)

Wednesday, September 28, 2011

Networking Series: Networking the SKIRTworking Way – Sharing Knowledge, Information and Resources Together. Presented by Michelle Alberda, Senior Financial Advisor. 5:30 PM - 7:30 PM

[Register Here](#)

Thursday, October 6, 2011

16th Annual Financial Woman of the Year Luncheon Honoring Kathryn A. Hall, Chief Executive Officer and Chief Investment Officer, Hall Capital Partners LLC. 11:30 AM - 1:30 PM

[Register Here](#)

Tuesday, October 18, 2011

Industry Leadership Series: Dodd-Frank Panel Discussion – Implementation Considerations for Private Equity and Hedge Funds. Featured panelists will discuss the requirements, implementation of, and compliance with the Dodd-Frank Act – sure to be an informative event! 4:00 PM - 7:00 PM.

This event has not yet been posted to the FWASF Web site calendar for registration. Details to come.

Wednesday, October 26, 2011

Professional Development Series: Social Media, Socialnomics — Branding Online, Using Social Media Tools to Your Advantage. Presented by Imelda Alejandrino, Partner & CEO of AP42. 5:30 PM - 7:30 PM.

[Register Here](#)

Wednesday, October 26, 2011

Women's Initiative Networks: Networking and Learning. Leaders of corporate women's initiative groups share practices, successes and ideas. By invitation only. Contact Lori McKenzie (lori.mckenzie@schwab.com) if interested.

PAST EVENTS RECAPS



Dollars and Sense: An Economic & Market Outlook with Liz Ann Sonders

A lively discussion with **Liz Ann Sonders, Chief Investment Strategist of Charles Schwab & Co., Inc.** was held earlier this month. Ms. Sonders provided an update on the forces expected to shape our economic and market landscape. She focused on the economy, inflation, housing, jobs and the markets, including investor sentiment and behavior. Look for more information and key takeaways from this event in our next newsletter.

You Are What You Wear...

According to **Anthea Tolomei, fashion advisor and color consultant.** The FWA recently hosted a successful "What not to Wear" breakfast event in Walnut Creek. This well attended event benefitted Wardrobe for Opportunity, a nonprofit whose goal is to help low-income women in Contra Costa and Alameda Counties improve their image and self-esteem by providing them with quality business clothing. The event gave FWA Members and non-members inspiration not only for dressing for the job they want, but also to dress to look and feel good with ease and without breaking the bank. Visit Anthea's website for more information www.tolomeiandassociates.com.

Another way men and women are different—negotiation!

April Gilbert, negotiation coach and consultant highlighted the deep differences between the negotiating styles of men and women at a recent FWASF workshop. She mentioned that the biggest difficulty women have with negotiations is not initiating them. April remarked, "Men simply ask for what they want and women believe that they will be rewarded for their hard work and will be recognized." For more information reach out to Carole Weller at Carole.Weller@rhmr.com

Newsletter Contributors:

Sue Alfieri

Leanne Karns

Julie Merrill

Jill Myers

Kate Thomas

Want to contribute to the FWA Newsletter?

Please suggest future newsletter topics and/or submit articles to:

Sue Alfieri, Communications Chair susan.alfieri@us.gt.com