



# AGENDA

## October 22-24, 2010

### Hilton Disney, Orlando, Florida



<b>Friday October 22<sup>nd</sup></b>
Cocktail Reception / Networking
Dinner / Buffet Stations
Welcome and Opening Remarks TWA Champion and President
<b>Saturday October 23<sup>rd</sup></b>
Yoga (Optional)
Breakfast
Welcome and Agenda Overview
Fawn Germer - "Finding the Up in the Downturn"
Xerox Panel
Break
"Disney's Approach to Leadership Excellence"
Lunch
TWA State of the Business
Executive Networking Sessions
Free Time
Disney Tour (Optional, Limited Basis)
Cocktail Reception
Dinner
Dr. Lois Frankel Author of "Nice Girls don't get the Corner Office"
Closing



## **Fawn Germer** ***Finding the UP in the Downturn***

*If you want to read a very inspiring book, read "Hard Won Wisdom".*  
- Oprah Winfrey

OK, the truth is, if you are a professional speaker and author, and Oprah Winfrey loved your book, you are going to use her quote. Over and over and over again, because Oprah doesn't feature very many books and if she has told the world how "very inspiring" you are, you'd better work it.



Maybe that really is the reason Fawn uses it. Or maybe it is because she once had a very nasty boss tell her that she'd never be more than she was at the time — a newspaper reporter. In the decade since, Fawn has become the bestselling author of five books and one of the nation's most beloved motivational speakers. Why?

She's Real

She's honest

She is the only author and speaker who has personally interviewed so many of the most successful leaders of our times to learn their specific success and leadership strategies.

Her new book, ***Finding the UP in the Downturn***, is a shot of adrenaline for men and women facing our collapsing economy. Fawn shows that the one variable we can count on and control is ***us***. This is the time to buck up, get moving and gain ground, rather than surrendering to the negativity and bad news that never seems to stop. She makes the case that we have our greatest opportunity to succeed when others are giving up. She shows how we can use the bad economy to our advantage.

When Fawn left journalism to write her first book, it was rejected fifteen times — by every major publisher in the country. She persevered, figured out the problem, and then had her choice of publishers. She figured she was about to become a famous billionaire in the process, but she received her first copy of *Hard Won Wisdom* one day before the September 11<sup>th</sup> tragedies, and had to get out there and promote her book — and herself — at the most difficult moment in our history. The experience taught her everything about obstacles, risk-taking and success. The book was buoyed by this four-time Pulitzer nominee's ability to connect so well with live audiences, and soon, thousands of people had connected to her powerful message of possibility.

As soon as Oprah told the world how inspiring Fawn's book was, Fawn became one of the nation's most sought after speakers.

Fawn's second book, *Mustang Sallies*, hit best-seller lists within two weeks of its release. This ground-breaking book features interviews with more than 75 astounding trailblazers, including Hillary Clinton, Susan Sarandon, Janet Reno, Martina Navratilova, the late Ann Richards, Nadia

Comaneci, Arianna Huffington, Carly Fiorina, Erin Brockovich and many, many others. The book looks at how women can find success by being themselves in a world where there is so much pressure to be like everybody else.

Audiences love Fawn because she's been there. Up, down, winning and losing. Fawn shares stories of creating triumph out of defeat, inspiring others to believe in themselves and take the risks involved in living a bold life.

This acclaimed investigative reporter has worked as a Florida correspondent for both The Washington Post and U.S. News and World Report. Her distinguished reporting career earned her numerous state and national awards including four Pulitzer Prize nominations and the prestigious Green Eyeshade Award from the Society for Professional Journalists. She has worked as a staff writer for The Miami Herald and Denver's Rocky Mountain News and was an editor for The Tampa Tribune.

Fawn looks back on that old bully boss who tried to hold her back and says, "Some people have mentors. I had a tormentor." If not for him, she'd never have looked for anything different from her career. And, the one thing she has learned again and again is, it's all about the obstacles.

## ***Disney Institute presents***

### ***Disney's Approach to Leadership Excellence***

One of the five core topics featured at *Disney Institute*, you'll learn that in the Disney organization, leaders at every level are constantly aware that they're "telling a great story;" one that consistently complements and pursues the goals of the entire corporation.

*Whether subtle or overt, behaviors demonstrated by people in the organization are instrumental in conveying values, guiding strategy, and inspiring passion and interest. When practiced, the effect is far more powerful than merely directing others to adhere to an organizational goal. Positive actions consistently tell the story not only of who you are, but of the behaviors you value. When you convey a shared and meaningful purpose, in time others will naturally follow the storyline you've written.*

#### **WHAT YOU WILL LEARN**

- Discover leadership strategies and best practices that can be adapted to any organization, community, professional, or otherwise.
- Explore the Disney methods for leadership development.
- Learn how accountability is needed to align organizational values and individual leadership values and behaviors.



## ***Dr. Lois Frankel***



Dr. Lois Frankel, President of Corporate Coaching International, literally wrote the book on coaching people to succeed in businesses large and small around the globe. Her books *Nice Girls Don't Get The Corner Office* and *Nice Girls Don't Get Rich* are international bestsellers translated into over twenty-five languages worldwide. *Stop Sabotaging Your Career*, a book based on her experiences as a pioneer in the field of business coaching working with everyone from CEOs to entry-level professionals, is a must-read for both men and women. And *See Jane Lead* is a blueprint for taking charge in almost any situation. For the past two decades her unique formula has helped thousands of people create winning strategies to achieve superior career success and

business goals.

Sought-after as a public speaker for her witty, warm and practical presentations that simultaneously engage, educate and entertain, Dr. Frankel is among the top names of international speakers. She has appeared on *The Today Show*, *Larry King Live*, CNN, *Tavis Smiley*, and *Fox News* and been featured in *USA Today*, *People* magazine, and *The Wall Street Journal*. ABC purchased the right to *Corner Office* for a television comedy.



Her client list reads like a who's who of multinational corporations, including Amgen, British Petroleum, Cedars Sinai Medical Center, GE, KPMG, Ernst & Young, Procter & Gamble, MasterCard, McKinsey & Company, Microsoft, Warner Bros., The Walt Disney Company and Goldman Sachs to name just a few of the hundreds of companies that have invited Dr. Frankel back time and again.

Dr. Frankel is the founder of two non-profit organizations, MOSTE: Motivating Our Students through Experience and Bloom Again Foundation. She has been honored for her work empowering women and girls with Maybelline's Women Who Empower through Education award, Woman of the Year Award from the Los Angeles County Commission on Women, and a Presidential Medal from the State University of New York at Oswego.

Although she is originally from New York, Dr. Frankel currently resides in Pasadena, California where she has not had to put snow tires on her car or storm windows on her home even once. She achieved her doctorate from the University of Southern California and, when not writing books, she is an avid photographer and below average golfer.