

Women's Philanthropy Board

"Living Well and Giving Generously"

9TH ANNUAL SPRING SYMPOSIUM & LUNCHEON

BUSINESS & PROFESSIONS EXPO

MONDAY, APRIL 11, 2011

8:45 AM **REGISTRATION**
BUSINESS & PROFESSIONS EXPO

9:00 AM **WELCOME & OPENING SESSION**
Dr. June Henton
Dean, College of Human Sciences

FRITZ MEYER
Economist and Market Commentator

10:00 AM **MARY ANN BARTELS**
Head, U.S. Technical and Market Analysis
Bank of America Merrill Lynch

11:00 AM **ELISABETH L. MARCHANT**
President and CEO, Womenetics

12:15 PM **LUNCHEON**

Keynote Speaker
PHYLLIS HOFFMAN DEPIANO
President, Hoffman Media, LLC

WPB SCHOLARSHIPS & AWARDS

RSVP

\$85 PER PERSON
RESERVATIONS REQUIRED
(334) 844-3524

E-MAIL: wpbchs1@auburn.edu

To make reservations for the luncheon,
please complete the enclosed card and
return to the WPB Office or visit
www.humsci.auburn.edu/wpb
to make reservations online.

Reservations are requested
by April 1, 2011.



FRITZ MEYER

ECONOMIST AND MARKET COMMENTATOR

Fritz Meyer, economist and market commentator, publishes periodic updates and opinions on the economy, markets and investment strategy. He has been a frequent guest on CNBC, Bloomberg TV and Fox Business Network, he has often been quoted in financial and business publications. He regularly speaks to financial advisors and their clients. Prior to starting his own firm in 2011, Mr. Meyer spent 15 years with Invesco and began his investment career in 1976. He was Invesco's Senior Market Strategist and has managed large-cap equity mutual funds and multi-cap equity and fixed-income client portfolios.



MARY ANN BARTELS

HEAD OF TECHNICAL & MARKET ANALYSIS,
BANK OF AMERICA MERRILL LYNCH

Mary Ann Bartels is Head of Technical & Market Analysis at BofA Merrill Lynch Global Research. She brings over 20 years of investment experience to this role and is well known by clients and business partners for developing various proprietary models for equity pairs trading and for her sector, industry and stock selection. Ms. Bartels is also known for her extensive work on Hedge Funds. She is the lead analyst on research publications such as Market Analysis Comment, Hedge Fund Monitor and Monthly Chart Portfolio of Global Markets. For four consecutive years, Ms. Bartels has been voted to the Institutional Investor All-American Research team and was awarded second place in 2008 and 2009. She appears on CNBC and Bloomberg and is often quoted in various publications including the Wall Street Journal, Financial Times and Barron's.



ELISABETH L. MARCHANT

FOUNDER AND CEO, WOMENETICS

Elisabeth L. Marchant, founder and CEO of *Womenetics*, has influenced the media landscape for more than fifteen years, specializing in online, print media and executive events. As a lifelong entrepreneur, Marchant launched *Womenetics* in 2009 to address the changing needs of today's professional woman. In a world where roles are changing not only in the workplace but in the home, *Womenetics* is a premium source for substantive information for and about women. *Womenetics* was recognized by Forbes magazine in 2010 as one of the Top 100 Websites for Women. As a multifaceted resource dedicated to empowering, elevating and uplifting women, *Womenetics* is a catalyst uniting women in the workplace and inspiring them to succeed professionally and personally.



PHYLLIS HOFFMAN DEPIANO

PRESIDENT, HOFFMAN MEDIA, LLC

A leading figure in the publishing industry, Phyllis Hoffman DePiano is president and chief executive officer of Hoffman Media, LLC. Hoffman is recognized industry-wide as a savvy businesswoman and talented entrepreneur. She serves as the creative engine of the company producing magazines that define and celebrate Southern women's lifestyles including *TeaTime*, *Southern Lady*, *Taste of the South*, *Just CrossStitch*, and *Sew Beautiful*. In 2005, Hoffman entered into a partnership with restaurateur, author and TV personality Paula Deen, and launched *Cooking with Paula Deen*, a lifestyle/cooking magazine. This publication was the number one newsstand launch in its inaugural year. In 2007, *Victoria* magazine was launched and in 2009, *Sandra Lee Semi-Homemade* and *Phyllis Hoffman Celebrate* were released.